

## QUALIFICATIONS

Bachelor of Urban Planning and Development (Honours), The University of Melbourne.

Member of the Planning Institute Australia.

## BACKGROUND

Since joining Urban Enterprise, Kate has worked on a number of urban, economic and tourism planning projects. Kate has developed skills in research and analysis in the fields of strategic planning and tourism and has worked on projects throughout Victoria for both public and private sector clients. Kate has also gained significant experience in the preparation of Strategic Business Plans and Business Cases, and Feasibility Studies.

Kate's areas of expertise include:

### STRATEGIC PLANNING

- *Economic development strategies*
- *Structure plans, urban design frameworks and masterplans*

### URBAN ECONOMICS

- *Facility business plans*
- *Feasibility studies*
- *Property market analysis (residential, commercial, industrial)*

### TOURISM

- *Tourism concept development and business plans*
- *Tourism market analysis*
- *Visitor information services strategies*
- *Economic impact assessment*

## EXPERIENCE

### LAND ECONOMICS

#### PROPERTY MARKET ANALYSIS

Bacchus Marsh Commercial Property Analysis

Diggers Rest Commercial Property Analysis

Fyansford Residential, Accommodation and Commercial Property Analysis

#### BUSINESS PLANS/ FEASIBILITY STUDIES / DEVELOPMENT CONCEPT

Bass Coast Shire Social and Economic Value of Events

Windsor Hotel Economic Assessment

Macedon Ranges Business Survey

Mornington Peninsula Business Survey

Kyneton Caravan Park Feasibility Study

Shepparton Farmers Market Business Model

Yarra Ranges Bushfire Economic Impact Study

### URBAN PLANNING

#### STRATEGIC PLANNING

King Valley Masterplan

Whitehorse Mega Mile Structure Plan

Defining Metropolitan Park Boundaries Project

Lakes Entrance Structure Plan and Foreshore Management Plan

Brunswick Industrial Land Study

Moonee Ponds Creek Concept Plan

Yarra Ranges Council Office Redevelopment

#### ECONOMIC DEVELOPMENT

Bass Coast Shire Social and Economic Impact of Events

Bass Coast Shire Visitor Survey and Economic Impact Study

Whitehorse Shire cash in Lieu of Parking Feasibility Study

### TOURISM PLANNING

#### TOURISM RESEARCH

Great Ocean Road Tourism Product Audit

East Gippsland Shire Visitor Information Services Strategy

Corangamite Tourism Opportunities Study

Bass Coast and South Gippsland Shires Rural Tourism and Land Use Study

Macedon Ranges Accommodation Study

Mornington Peninsula Tourism Indicators

Population and Visitor Estimator (PAVE)

Inner Melbourne Action Plan, Tourism Snapshot

Bass Coast Shire Tourism Research Study