

## QUALIFICATIONS

Bachelor of Commerce (Economics and Finance),  
The University of Melbourne.

## BACKGROUND

Since joining Urban Enterprise, Shash has worked on a number of urban, economic and tourism planning projects. Shash has developed skills in research and analysis in the fields of statistical analysis, financial and strategic planning and has worked on projects throughout Victoria for both public and private sector clients. Shash has also gained valuable experience in land economics analysis and Developer Contributions.

Shash's areas of expertise include:

### URBAN ECONOMICS

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

### TOURISM

- *Tourism market analysis*
- *Economic impact assessment*

### STRATEGIC PLANNING

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

## EXPERIENCE

### URBAN PLANNING

#### STRATEGIC PLANNING

Structure plans - Lakes Entrance

#### ECONOMIC DEVELOPMENT

Economic Development Strategies – Macedon Ranges Shire Equine Industry Economic Analysis, Corangamite Economic Development Strategy Macedon Ranges Shire, Business surveys—Macedon Ranges Shire Business Survey

### LAND ECONOMICS

#### FEASIBILITY STUDIES

Feasibility Study— Ballarat Health Services Centre Car Park Feasibility Study, Shepparton Farmers' Market, NMIT Preston Student Services Centre, NMIT Heidelberg Redevelopment, NMIT Fairfield Redevelopment, Goulburn Ovens Institute of TAFE Shepparton Trades Regeneration Project, Gordon Institute of TAFE Centre for Biotech, Sustainability and Living Well and Wodonga TAFE Industrial,

#### MARKET ANALYSIS

Macedon Ranges Business Centre Feasibility Study, Collingwood Former Yorkshire Brewery Site Development Feasibility Study, Manningham City Council Green Jobs Study

#### INDUSTRIAL ASSESSMENT

Commercial, industrial and residential land supply and demand analysis— Warrnambool Industrial Land Review and Corangamite Shire Industrial Land Strategy

### TOURISM PLANNING

#### TOURISM RESEARCH

Tourism Market Analysis— Glenelg Shire Tourism Research Program, Mornington Peninsula Tourism Indicators, Macedon Ranges Tourism Impact Study  
Visitor Information Services Strategies— Macedon Ranges, Mornington Peninsula Tourism  
Great Ocean Road Product Gap Audit