

URBAN ENTERPRISE

COMPANY PROFILE

Urban Enterprise is a Melbourne based consultancy firm, providing specialised services in urban planning, tourism planning and property economics across Australia for more than 25 years.

Urban Enterprise is also a leader in the preparation of customised software products for the planning, development, economic development & tourism industries.

Urban Enterprise is a professional Melbourne based consultancy specialising in Urban Planning, Land Economics, Tourism Planning and Industry Software.

Urban Enterprise has provided high quality advice to both the public and private sectors throughout Australia for more than 25 years, with an experienced team of urban planners, property analysts, economists and tourism planners.

Urban Enterprise takes pride in providing clear and practical advice to clients which leads to achievable outcomes. Our work is always supported by extensive research, consultation and clear thinking. We deliver tailored advice and ensure all clients are provided with a premium consulting service.

We also develop specialised industry software products for the planning, economic development and tourism sectors. Our products include Monitor[®] and DevCAP[®].

Urban Enterprise and its staff are members of the following professional and industry groups:

- Planning Institute of Australia;
- Economic Development Australia;
- Urban Development Institute of Australia;
- Property Council of Australia;
- Victoria Planning and Environmental Law Association;
- Australian Property Institute;
- Victorian Tourism Industry Council;
- Australian Regional Tourism Network.

ABOUT URBAN ENTERPRISE



MATT AINSAAR
MANAGING DIRECTOR
 BTRP GRAD DIP PROP CPP
 FAPI MPIA

Matt founded Urban Enterprise in 1989. Prior to this he worked with the (then) State Department of Planning in a variety of planning, property and project management roles and the Victorian Government Major Projects Unit, managing the implementation of the Southbank Development Project.

Matt has worked in the fields of urban planning and land economics for over 35 years. During this time he has provided consultancy services to all levels of Government and a wide range of private sector organisations in Victoria and throughout Australia.

Matt lectured part time in the Post-Graduate Diploma in Property course at RMIT between 1986 and 1992.

Matt regularly appears as an expert witness at Tribunal Hearings, Panel Hearings and Advisory Committee hearings. Matt was the Chair of the Property Council of Australia’s Economic Development Committee for the 2013 and 2014 calendar years, and is currently a member of the Property Council of Australia’s Infrastructure, Industry and Logistics Committee and the UDIA’s Infrastructure and Urbanisation Committee.



ALLEN STEPHENS
DIRECTOR OF PRODUCTS & PROPERTY PROJECTS
 BPD (PC) BPC (Hons) BCom (Finance)

Allen has degrees in both property and construction and commerce. Since joining Urban Enterprise he has taken a lead role in a range of property and planning projects. Allen has developed extensive knowledge in the field of Development Contributions and has undertaken a number of property market assessments throughout Victoria for public and private sector clients.

Allen has taken a leading role in development of Urban Enterprise’s automated products, including DevCAP® (Development Contributions Accounting Program) and Monitor®.



MIKE RUZZENE
DIRECTOR
 BA PGRAD DIP UP MPIA

Mike has worked with Urban Enterprise since the year 2000. In this time he has worked extensively throughout Australia for public and private sector clients in tourism, planning and urban economic projects.

Mike has developed a strong reputation as an industry leader, particularly in the field of research and urban economics to inform strategic plans for industry, regions and urban centres. Mike’s large number of regular clients are testament to his ability to provide sound, strategic advice to inform planning studies.

Mike leads Urban Enterprise’s tourism and economic development projects, and is a regular presenter at conferences on topics relating to tourism and economic development.

Mike is a member of the Economic Development Australia (Victorian) Committee.



PAUL SHIPP
DIRECTOR
 BUPD MPIA CPP MCOM

Paul joined the Urban Enterprise team in 2005 and was appointed a director in 2014. He has provided advice in the fields of strategic planning and urban economics to local councils, state government and developers.

Paul has qualifications in both urban planning and economics, providing a nuanced understanding of the economic and property market forces that influence how cities and regions develop, and how strategic planning can respond.

Paul is a Certified Practising Planner and offers sound, evidence-based advice to clients drawing on a wide range of experience and skills. Paul has developed specialisations in the development contributions and land demand and supply fields, and has delivered numerous studies across the State in these areas. Paul often appears as an Expert Witness for Planning Panels in respect of development contributions and land demand and supply matters.

Paul has been a Committee Member of the Planning Institute of Australia (Victorian Division) since 2014, and is a co-editor of the monthly Planning News publication.

DIRECTORS AND MANAGEMENT

PROPERTY ECONOMICS

Urban Enterprise provides advice to State Government, Local Government and developers in relation to development economics, land demand and supply, feasibility and economic impacts. We are regularly engaged to provide assessments of commercial, retail, residential, industrial and tourism projects and provide analysis based on best practice demand and supply modelling techniques.

Our team of qualified professionals have experience in preparing expert witness statements and presenting at planning panels and tribunals in respect of economic issues associated with planning applications and amendments.

TOURISM PLANNING

Urban Enterprise have been providing consultancy services to the tourism industry for more than 25 years.

Urban Enterprise are specialists in tourism research, tourism planning, strategic planning, product development, concept development, economic feasibility and business cases.

Urban Enterprise also have extensive experience in regional tourism development.

DEVELOPMENT CONTRIBUTIONS

Urban Enterprise has extensive experience in development contributions, including:

- » Experience preparing and reviewing DCPs and infrastructure agreements for established areas in Melbourne;
- » Strategic advice regarding infrastructure funding options; and
- » DCP implementation, administration and governance advice to Councils.

We have advised a range of State Government, Local Government and private sector clients in the development contributions field, both in metropolitan and regional locations. Most recently, Urban Enterprise has been heavily involved in preparing strategic advice and financial modelling to underpin the current State government review of development contributions.

OUR SERVICES

STRATEGIC LAND USE PLANNING

Urban Enterprise provides strategic land use planning services to inform the preparation of master plans, urban design frameworks, structure plans and land use strategies.

Urban Enterprise's understanding of property and development economics ensures that land use recommendations are practical, achievable, and are informed by investment potential.

To ensure that land use planning is about more than just development, Urban Enterprise uses an integrated approach to all strategic planning projects, supported by extensive consultation and research.

ECONOMIC DEVELOPMENT

Urban Enterprise has a detailed understanding of the factors affecting regional and local economies and the need to identify competitive advantages that will underpin economic growth.

Our approach to economic development is grounded in research, including economic and demographic assessment, Local, State and Federal policy and extensive consultation with stakeholders, the community and industry sectors.

Our economic development strategies provide clear directions and actions to enable clients to achieve practical outcomes.

INDUSTRY SOFTWARE

Urban Enterprise is a leader in the development of software solutions for the planning, property, tourism and economic development industries. We develop specialised computer programs and models which provide data analysis and management solutions.

Software solutions developed by Urban Enterprise include DevCAP® and Monitor®.

STATE / FEDERAL GOVERNMENT VICTORIAN PLANNING AUTHORITY
DEPARTMENT OF ENVIRONMENT, LAND, WATER & PLANNING PLACES VICTORIA
VIC TRACK MELBOURNE WATER VIC ROADS STATE LIBRARY OF VICTORIA
HERITAGE VICTORIA DEPARTMENT OF DEFENCE **DEPARTMENT OF FOREIGN
AFFAIRS AND TRADE**

LOCAL GOVERNMENT CITY OF YARRA **CITY OF GREATER GEELONG** CITY OF
MELBOURNE **WYNDHAM CITY COUNCIL** GREATER SHEPPARTON CITY COUNCIL
CITY OF BALLARAT TWEED SHIRE COUNCIL **CITY OF GREATER BENDIGO**
MORNINGTON PENINSULA SHIRE **MANNINGHAM SHIRE** MACEDON RANGES
SHIRE **BASS COAST SHIRE** GREATER DANDENONG SHIRE **SURF COAST SHIRE**
HUME CITY COUNCIL **CITY OF PORT PHILLIP** EAST GIPPSLAND SHIRE COUNCIL
MOIRA SHIRE COUNCIL CORANGAMITE SHIRE COUNCIL **MOYNE SHIRE COUNCIL**

PROPERTY PEET **STOCKLAND** SATTERLEY **ISPT** PORTA MOULDINGS **DENNIS
FAMILY CORPORATION** THE UNIVERSITY OF MELBOURNE **MELBOURNE
POLYTECHNIC** PHILEO AUSTRALIA

TOURISM TOURISM VICTORIA **GEELONG OTWAY TOURISM** MURRAY RIVER
REGIONAL TOURISM **TOURISM NORTHERN TASMANIA** PHILLIP ISLAND NATURE
PARKS **BALLARAT REGIONAL TOURISM** GOULBURN RIVER VALLEY TOURISM
SHIPWRECK COAST TOURISM WESTERN MELBOURNE TOURISM **YERING
MEADOWS GOLF CLUB** BENDIGO HERITAGE ATTRACTIONS **PUFFING BILLY
TOURISM NORTH EAST**

SOFTWARE CITY OF CASEY **CITY OF GREATER DANDENONG** HUME CITY COUNCIL
CITY OF GREATER GEELONG CARDINIA SHIRE COUNCIL **CITY OF BALLARAT**
MACEDON RANGES SHIRE **GEELONG AND THE BELLARINE TOURISM** GREATER
SHEPPARTON CITY COUNCIL **MURRAY RIVER REGIONAL TOURISM BOARD**
MITCHELL SHIRE COUNCIL **MORNINGTON PENINSULA SHIRE** MANSFIELD
SHIRE

MAJOR CLIENTS

“We are really pleased with the report and appreciate all that you have put into it, particularly with such short time frames. Thanks for a great result”

Maroondah City Council
Economic Impact of Proposed Ringwood Business Incubator

“In the context of rapid and scattered urban growth, multiple types of infrastructure, long time frames and a myriad of players in the urban development process, DevCAP® is a godsend”

Planning Institute of Australia Victorian Awards Committee
DevCAP - Development Contributions Accounting Program

“Tonight Council adopted the strategy and expressed its appreciation for your work and that of the economic development team. A great result and suitable acknowledgement of your work and the process for developing the strategy”

City of Yarra
City of Yarra Economic Development and Tourism Strategy

“The judges were impressed by the new tools and innovative techniques applied in negotiating the DCP with major stakeholders. The precinct structure plan and development contributions plan provide a best practice model for precinct structure planning in Victoria”

Planning Institute of Australia Awards Committee
Cardinia Road Development Contributions Plan

“The Murray Region Destination Management Plan prepared by Urban Enterprise is often referred to as the Bible”

Murray Regional Tourism Board
Murray Regional Tourism Destination Management Plan

“The study was adopted by Council without any issues raised. I would like to thank you and your team for all the work undertaken. This was one of the easiest projects I have done with a consultant, especially when you consider the level of community consultation undertaken”

Wellington Shire Council
Heyfield Low Density Residential Land Supply Study

TESTIMONIALS

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