

## KELLY HAYLES.

Associate - Strategic Research Business Unit

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Kelly Hayles commenced at Charter Keck Cramer in October 2008 as a Senior Consultant. Kelly has gained broad experience in both the public and private sectors in spatial analysis and mapping; housing affordability analysis, residential land development and demographic research.

### Professional Background.

Academic qualifications and relevant industry associations.

- Doctor of Philosophy - RMIT University (2006).
- Bachelor of Applied Science (Hons.) - RMIT University (1996).

### Specialisation.

- Residential Market Research.
- Demographic/Socio-Economic Analysis.
- Affordability Analysis.
- Data Customisation, Maintenance and Analysis.
- Spatial Analysis and Mapping.
- Census Data Integration and Analysis.

### Industry Experience.

Recent projects with which Kelly has been involved include:

- Local Investor Context Report – various.
- Urban Renewal Opportunity – Market Assessment.
- Melbourne's Growth Areas Commentary.
- State of the Market - Residential Apartments in Melbourne's Central City Region.
- State of the Market - Residential Apartments in Melbourne's City Fringe Region.
- State of the Market - Residential Apartments in Metropolitan Melbourne.
- Residential Apartment Project Monitoring.
- Data Customisation and Supply.

- Residential Property Market Assessments and Insights (various).
- Metropolitan Melbourne Townhouse Demand Analysis.
- Thematic Mapping of Office Accommodation Lease Expiries and Occupancies.
- Spatial Analysis - Office Accommodation Site Identification and Mapping of Potential Sites.
- State of the Market - Residential Land in Melbourne's Urban Growth Areas.
- Residential Property Portfolio - Investment Performance Analysis.
- Affordability Analysis (various).
- Census data customisation and analysis.

### Conference Presentations.

Kelly has written several articles which appeared in the Journal of Spatial Science and Cartography and has presented at conferences held in both Australia and within the United Kingdom.