

Simon Micmacher

Associate Director – Research & Strategy

CHARTER.
KECK CRAMER



Simon is a skilled urban analyst who has worked on state significant projects including *Plan Melbourne* and State wide population projections and land supply assessments. He has key skills in urban research and an ongoing commitment to identifying the demographic, housing and economic drivers of urban change and growth.

Melbourne

Level 19/8 Exhibition Street
Melbourne Vic 3000

Direct Telephone

+61 (0) 3 8102 8882

Mobile

+61 (0) 416 018 200

Email

simon.micmacher@charterkc.com.au

charterkc.com.au

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Simon's skills and experience enable him to deploy data and analytics to generate evidence that can guide's land use and development.

PROFESSIONAL BACKGROUND

Academic qualifications:

- » Graduate Certificate of Urban and Regional Planning, Curtin University, 2005
- » Certificate IV in Workplace Training and Assessment, Broadening Horizons, 2003
- » Master of Asian Studies, Monash University, 1999
- » Bachelor of Arts (Social Science), Monash University, 1995

SPECIALISATION

Urban research

- » City growth and strategy
- » Land use policy and urban markets
- » Population growth and urban change
- » Greenfield and redevelopment markets
- » Urban renewal and city structure

Strategic Planning

- » Housing and land supply monitoring and evaluation
- » Housing capacity and strategy
- » Land use context reporting
- » Precinct renewal evaluation

Data and Analytics

- » Demographic, housing and economic insights
- » Mining and data curation
- » Benchmarking
- » Outcomes modelling

INDUSTRY EXPERIENCE

A selection of major projects include:

- » Housing Outcomes in Melbourne's Established Areas
- » Plan Melbourne Viewer
- » Urban Development Program (leading the Industrial, Broadhectare and Greenfield program) 2015-2018
- » State government population projections and briefings
- » Monitoring Precinct Structure Planning Outcomes
- » Reformed Residential Zones, State of Play Reports
- » Plan Melbourne Refresh
- » Plan Melbourne background research
- » Metropolitan Melbourne – Housing Capacity Assessments