

Atlas Economics<sup>™</sup>

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# Beyond the horizon thinking.

OUR CAPABILITY STATEMENT

SMART SOLUTIONS FOR COMPLEX PROBLEMS

A woman with her hair in a bun is seen from the side, looking out of a train window. The sun is low on the horizon, creating a bright, golden glow and lens flare effects. The landscape outside the window consists of rolling green hills and fields under a clear sky.

Beyond the horizon thinking.

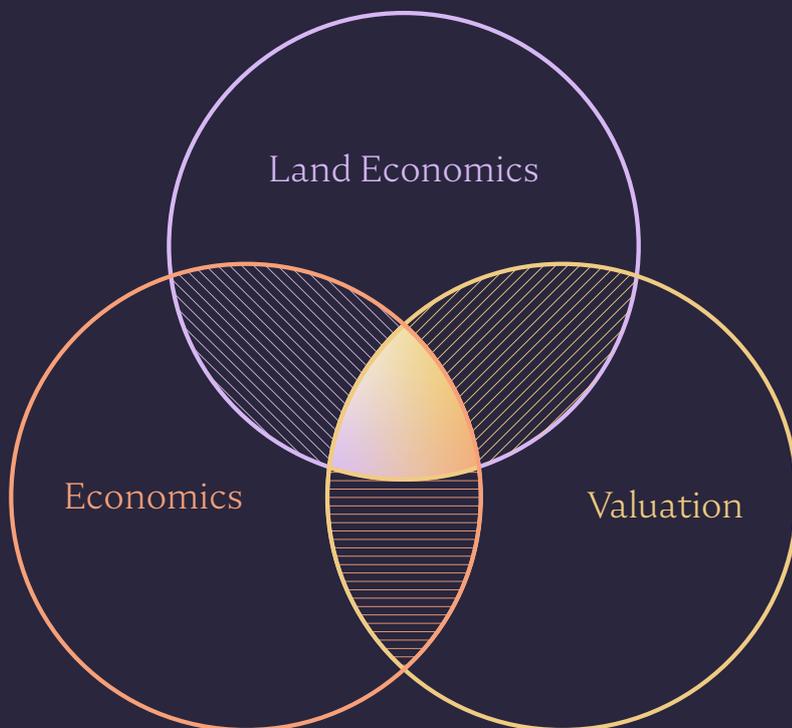
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# Driving Smarter Decisions

Atlas Economics is a firm built on one guiding principle - the best decisions are forward thinking and evidence-based.

## WHAT WE DO

Where economics, land economics and valuation intersect.



Our expert insights assist with the critical inputs needed to carry out:

- Development Planning
- Strategic Planning
- Infrastructure Planning

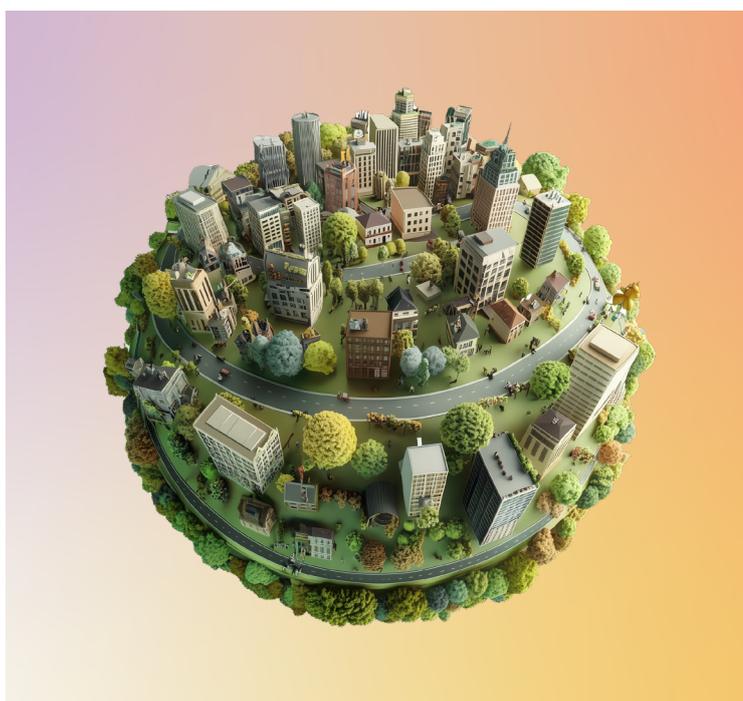


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We serve forward-thinking leaders in the public and private sectors. Developers, investors and government agencies committed to shaping the future of Australia.

Our clients look for credible, strategic advice to navigate complex challenges. They seek expertise in land economics, economics and valuation.

We focus on delivering robust economic analysis and financial analysis to deliver smarter solutions. Atlas is the trusted partner for those who understand the value of sustainable growth.



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## OUR PURPOSE

Atlas Economics exists to positively shape how people live and work.

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## OUR MISSION

From data to decisions, we deliver expert insights that empower our clients to make smarter decisions.

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## OUR VISION

To be Australia's leading expert where economics, land economics and valuation intersect.

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## OUR COMMITMENT

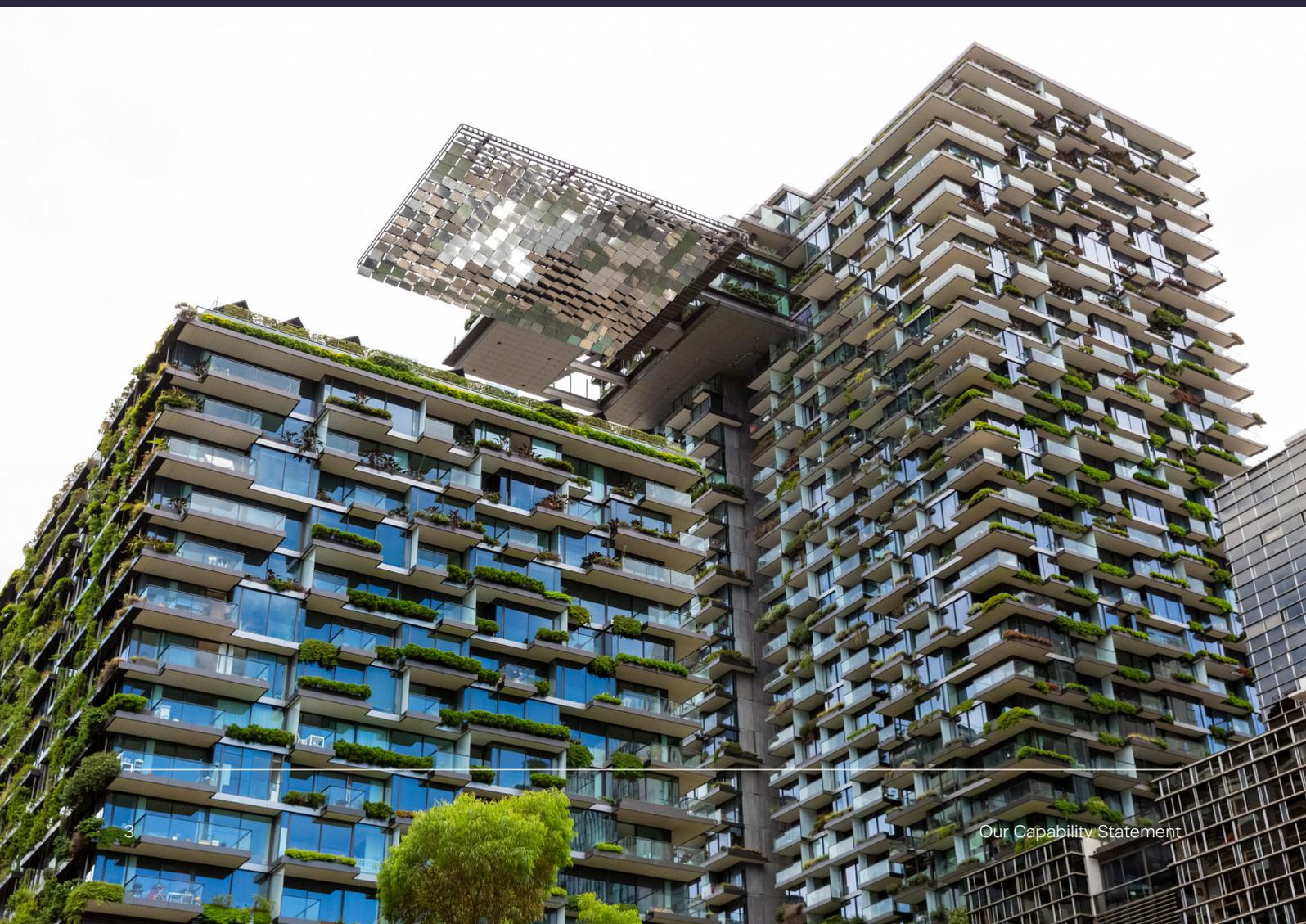
Atlas Economics is certified to ISO 9001:2015 for Quality Management - demonstrating our commitment to excellence, reliability and quality outcomes.

Learn more about how we can help you make smarter decisions now, and for tomorrow.

SECTORS

# From data to decisions.

Our team of specialists work with clients across a wide range of sectors across Australia. Our analysis and insights empower our clients to make smarter decisions. We are experts in making the complex simple.





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## AFFORDABLE HOUSING

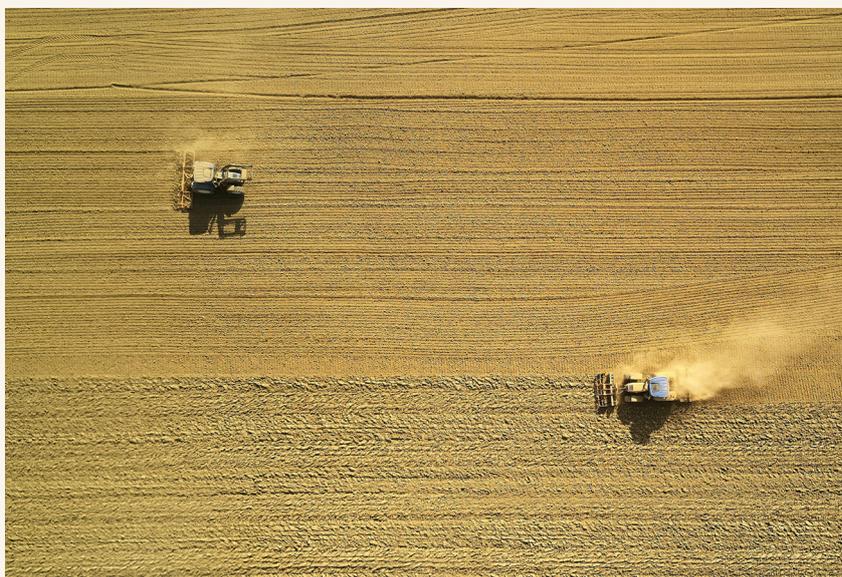
Atlas is recognised as a market leader in Australia's Affordable Housing sector. We advise on policy, contribution mechanisms and development opportunities on behalf of the Government, housing providers and developers. Leveraging our expertise in land economics and valuation, we strive to bring simplicity to an important sector.

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## AGRICULTURE AND AGRIBUSINESS

Agribusiness has always been a key economic strength and pillar of our regional communities. As Asia's food bowl, Australian agribusiness and agriculture is poised for growth.

Atlas combines skills in land use, economics, and valuations, combined with our unique background in regional economics, to identify and support viable agribusiness opportunities.



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## BUSINESS AND COMMERCIAL USES

Understanding the requirements of different industries is one of our fundamental skillsets. It is critical in a period of structural change.

We assist clients in understanding what land uses will work, be it commercial office, retail, enterprise, showroom, or some hybridized blend. From data to decisions, we ensure planning for business uses is commercially viable and sustainable.

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## CULTURE AND COMMUNITY

It is undeniable that communities thrive when there is access to communal and shared spaces. Places where people can meet, learn, create, and relax.

This includes a wide range of communal spaces – including childcare, sporting facilities or libraries. We provide the economic and financial analysis needed to make effective use of funding sources.

## SECTORS

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### **ECONOMIC DEVELOPMENT**

Governments can play a critical role in stimulating economic development to create vibrant cities and regions. Whether through direct investment, training initiatives, financial incentives, promotion, and marketing or simply relationship building, we assist Governments to ensure economic development is the catalyst in turning plans to places.

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### **INDUSTRIAL USES**

Industrial lands are the organs of healthy and modern cities. The building blocks of our economy - freight and logistics, manufacturing, data centres, storage, and critical urban services - rely upon well-located industrial land.

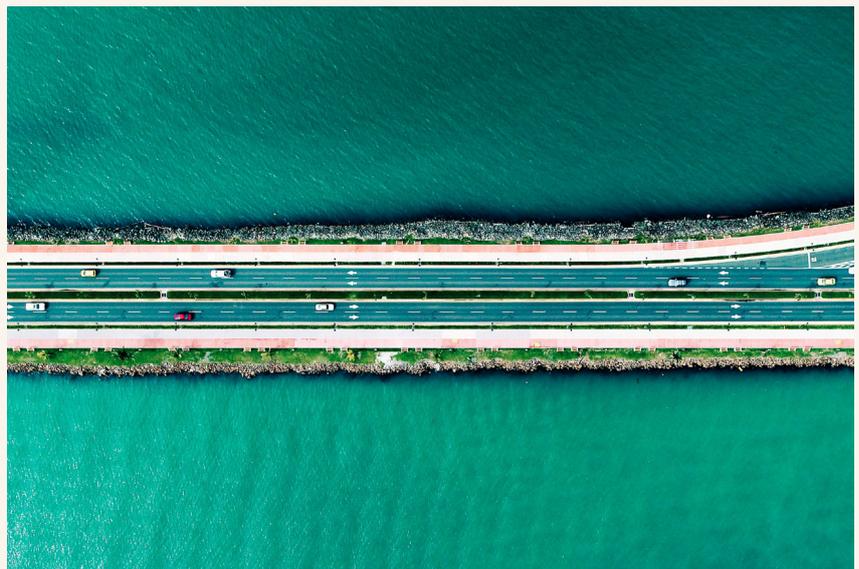
Atlas are industry experts in industrial lands and are relied upon by industry and government to guide industrial land use planning.

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### **INFRASTRUCTURE**

Proper integration of public infrastructure investment with land use planning is one of the critical challenges facing the Government.

Atlas understands how land uses respond to infrastructure and has built a reputation for providing insightful advice on how to maximise the economic returns of public investment in infrastructure, from project appraisal to precinct planning and staging.





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## **PUBLIC POLICY**

Policy makers are facing some of the most complex structural issues in generations. Atlas is renowned for providing robust, evidence-based insights to inform forward thinking policy decisions. From insights to impacts, we draw upon our depth of knowledge and experience to find solutions to wicked problems in the land use, housing and infrastructure space.

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## **RESIDENTIAL USES**

Atlas are market specialists in the residential sector. We advise clients on the type, mix and viability of different housing typologies in different markets. We understand the fine balance between market need and development feasibility, combining our unique blend of property economics, economics and valuation expertise.



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## **URBAN RENEWAL**

Urban renewal is essential to the long-term growth and sustainability of our cities and places. It is also notoriously complex.

Atlas have advised on some of Australia's largest urban renewal projects, providing expert analysis on site consolidation, land use requirements, densities and staging needed to facilitate positive urban renewal outcomes.

PRODUCTS & SERVICES

# From insight to impact.

Our comprehensive approach to economics is about empowering smarter decisions. We are experts in making the complex simple and solving the most complex problems.





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## KEY PRODUCTS

**Affordable Housing Policy and Analysis**

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**Cost Benefit Analysis**

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**Economic Trends and Competitive Analysis**

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**Development Feasibility Analysis**

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**Economic Impact Assessment**

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**Housing And Centres Study**

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**Market And Land Use Appraisal**

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## ALL PRODUCTS

Affordable Housing  
Policy and Analysis

Forecasts of Housing  
and Employment

Independent Peer  
Review

Cost Benefit Analysis

Strategic Policy Review

Project Appraisal and  
Business Case

Economic Trends and  
Competitive Analysis

Investment Attraction  
Strategy

Financial Impact  
Assessment

Development Feasibility  
Analysis

Compensation  
Assessment for  
Compulsory Acquisition

Public Benefit Appraisal

Economic Impact  
Assessment

Cost Benefit Analysis

Social Infrastructure  
Analysis

Housing And Centres  
Study

Highest and Best Use  
Analysis

Financial Appraisal

Cost Recovery Pricing

Market And Land Use  
Appraisal

Centre Revitalisation  
Strategy

Input into Information  
Memorandums

Development  
Contributions Viability

Property Valuation

Development and  
Staging Strategy

Economic Development  
Strategy

Demographic and  
Economic Profile

GIS Mapping

IT TAKES A TEAM

# Beyond the horizon thinking.

Meet the leadership team at Atlas Economics who are passionate about helping our clients make the best decisions to shape better communities.

They are supported by a team of dedicated consultants from various skill sets and backgrounds.



Esther Cheong  
DIRECTOR

Esther Cheong is a Land Economist and Expert Valuer.

With qualifications in economics, land economics and property valuation and more than 20 years' experience, she provides advice to aid decisions on land use and development.

Esther brings a deep understanding of the various phases of land use, development and infrastructure planning. Esther has the depth of knowledge to provide early inputs to planning policy, business cases and other front-end real estate activities

Esther applies her analytical and creative skills in helping clients solve planning, infrastructure and development issues. Her advice helps shape investment and policy decisions.

Esther brings a deep understanding of the various phases of land use, development and infrastructure planning. Esther has the depth of knowledge to provide early inputs to planning policy, business cases and other front-end real estate activities

"We are privileged to be working on projects that shape how we live and work. We help clients make smarter decisions to ensure our cities, regions and communities thrive.

This could be about unlocking the potential of the last remaining brownfield site in the city. Or how to optimise land use around a transport interchange. It could also involve delving into how we fund infrastructure, anticipating the benefits, not only for us but also for future generations."



Matthew Kelly  
PRINCIPAL  
ECONOMIST

Matthew is an Infrastructure Economist, with broad expertise in economic impact assessment, demand and supply projections, cost benefit assessments and triple bottom line analysis.

Matthew's experience in infrastructure and project appraisal extends from government infrastructure (land development, water and sewerage, recreational infrastructure, urban renewal) to transportation (roads, rail, port, ferry terminal and airport upgrades) and land use decisions.

Matthew is passionate about regional economic development. With a background in agricultural economics, he has extensive consulting experience in supporting the long-term visions of regional and emerging economies. Growing up in a rural community, Matthew understands the challenges and aspirations of our regions better than most.

"The work we do touches so many aspects of society, whether people realise it or not. We spend so much time analysing all the different ways things impact each other. It's a great part of the job to see how decisions ripple out beyond a singular project to drive economic development and growth."



Jacob Vince  
ASSOCIATE  
DIRECTOR

Jacob is an Associate Director and Land Economist. With over 11 years' experience in the property industry and qualifications in property economics, Jacob has a deep understanding of the drivers and market dynamics underpinning land use and development feasibility.

Beginning his career in State Government before entering consulting a decade ago, Jacob has quickly advanced into his current leadership role. His diverse portfolio ranges from site-specific projects to large urban renewal precincts, detailed land use strategies and state planning policy.

With a truly broad range of experience across multiple sectors and states (NSW, VIC and ACT), Jacob excels at providing robust, evidenced-based advice through easy-to-understand concepts.

With a keen eye for both trends and local details, Jacob approaches every project with a strong focus on insight and strategy.

"I'm privileged to have worked on a broad range of projects across our East Coast – major urban renewal precincts, new infrastructure, master plans, land use strategies, State planning policy. Each of these projects brought its own set of unique challenges and problems.

That is what I think sets Atlas apart – we can see the uniqueness of each project. No problem is ever the same and that is why I love what I do".



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**MELBOURNE**

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