



## SUMMARY

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Geetha is an experienced urban planning consultant from Melbourne, Australia. She recently joined Regeneris having worked at an Australian-based economics and planning firm for four years. Geetha has considerable expertise in navigating the intersection between planning, policy and economics to create sustainable places. Using her excellent written, analytical and consultation skills, she has managed and contributed to a range of projects, including business cases, policy advice, cost benefits analyses, feasibility assessments, and land supply and demand assessments. Geetha has a Master of Urban Planning from the University of Melbourne, and was awarded the Ledger Prize in Urban Planning upon completing her degree.

## SKILLS AND EXPERIENCE

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### POLICY AND STRATEGY

Geetha has a keen interest and strong background in policy analysis and planning strategy. She has been extensively involved in policy analysis around affordable housing and social impact assessment guidelines in the Australian context. Geetha successfully project managed the biannually released and high profile Australian Rental Affordability Index for two years. Geetha has also worked on several retail policy and town centre planning projects, which have included making recommendations to various levels of government on establishing sustainable retail hierarchies, and promoting employment and sector growth.

Geetha has managed and contributed to a range of residential and commercial land capacity assessments, integrating a range of data sources and planning regulations. Compared against projected population and employment growth, these have been used to inform housing and economic strategies, and town centre planning and design policy.

### BUSINESS CASES AND ECONOMIC APPRAISAL

Geetha has been involved in the development of government-compliant strategic assessments and business cases for a range of projects, particularly in the arts, culture and design sector. She has managed and delivered business cases for two museum projects, one a longstanding Melbourne institution, and the other for Her Place, a proposed women's museum for Australia. Geetha has also undertaken cost benefit analyses for various proposals, including innovative development and use models, proposed policy and design regulations, and natural resource management initiatives.

### CONSULTATION

Geetha has wide experience in stakeholder consultation, having conducted interviews and organised surveys for major projects. She has interviewed businesses, business network groups, peak bodies, arts and culture organisations, and senior governmental staff, and has strong skills in synthesising discussion into useful findings. In 2017 Geetha managed a project for a combined local government authority to develop climate change adaptation guidelines for local government from an economic and financial risk perspective. This involved extensive consultation with various governmental and non-governmental bodies.

## PERSONAL PROFILE

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- Hatch Regeneris, Consultant, 2018—Present
- Regeneris Consulting, Consultant, 2018
- SGS Economics and Planning, Consultant, 2015—2018
- University of Melbourne, Urban History Course Tutor, 2017
- SGS Economics and Planning, Student Researcher, April 2014—December 2014

## QUALIFICATIONS

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- **University of Melbourne, Melbourne School of Design:**  
MA Urban Planning (1st Class Honours)
- **University of Melbourne:**  
BA Environments (Design & Planning) (1st Class Honours)
- **University of Melbourne:**  
DipLang (German) (1st Class Honours)