



**Atlas**  
ECONOMICS  
ANALYSIS. INSIGHTS. OUTCOMES.

# CAPABILITY STATEMENT

SMART SOLUTIONS FOR COMPLEX PROBLEMS

# DRIVING SMARTER DECISIONS

Atlas Economics is a firm built on one guiding principle - the best decisions are forward-thinking and evidence-based. Whether it's critical infrastructure or just a place to call home, the best outcomes are achieved with a clear, detailed analysis of the economics to ensure your decisions make sense.

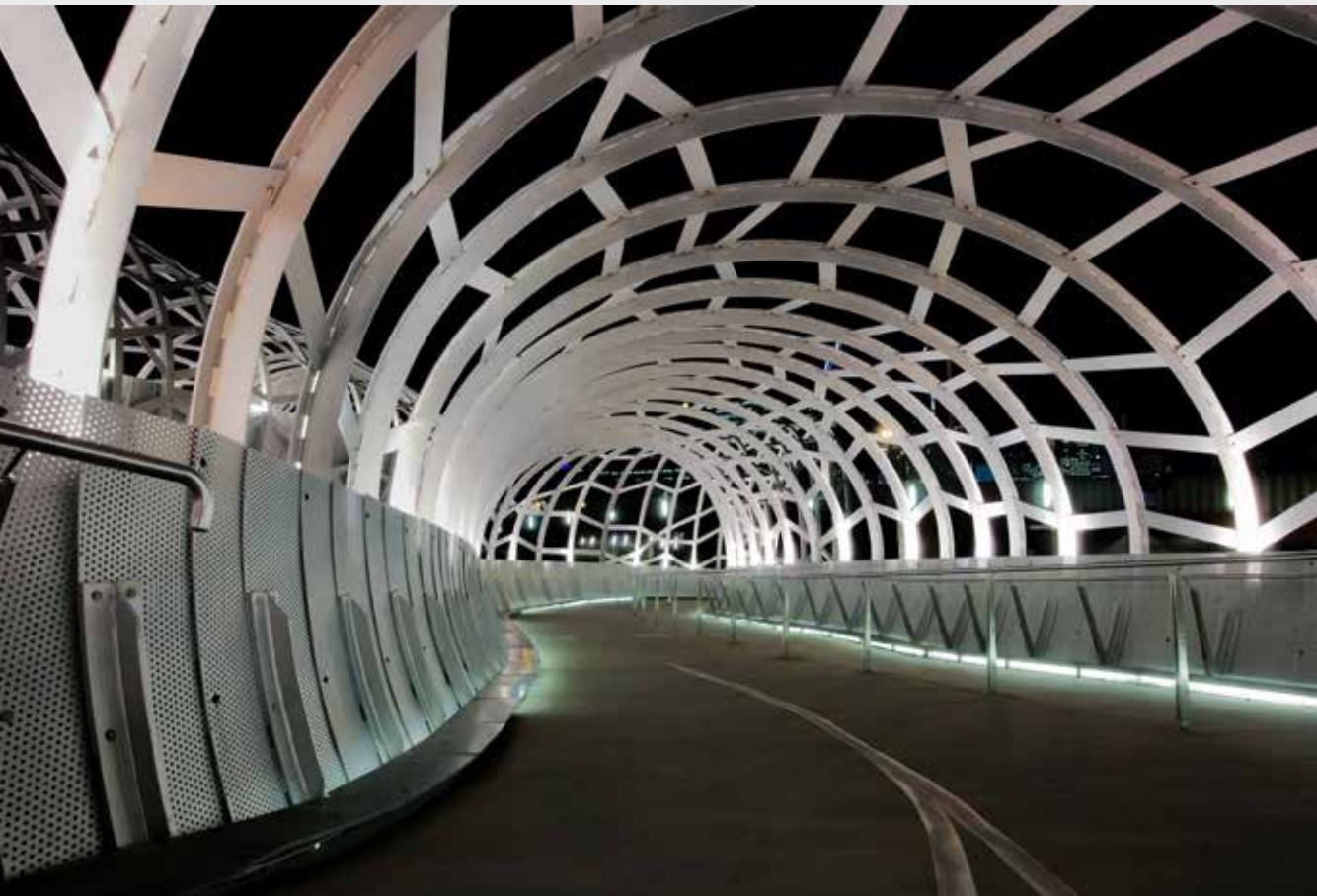
Start every project on the right foot with a solid foundation and ensure your strategy matches your aspirations, no matter the size.

We thrive in solving the problems others can't. Our experienced team brings the best of economics, financial analysis and valuations combined with the critical inputs needed to carry out strategic land use, development and infrastructure planning.

Public, private or a partnership of the two - we understand the imperatives and know how to bring the best results to all stakeholders, at all levels.

Atlas Economics is a new generation economics practice ready to do the heavy lifting required to deliver a vision.

See how we can help you make the best decisions now, and for tomorrow.



# WHAT WE DO



## SMARTER RESOURCING

Analysis applied to planning, development and infrastructure



Atlas Economics enables:



## SMARTER VALUE ADDING

Anticipating market need to identify opportunity and upside



## SMARTER GROWTH

Economic insights for future growth in our cities and regions



## SMARTER RATIONALE

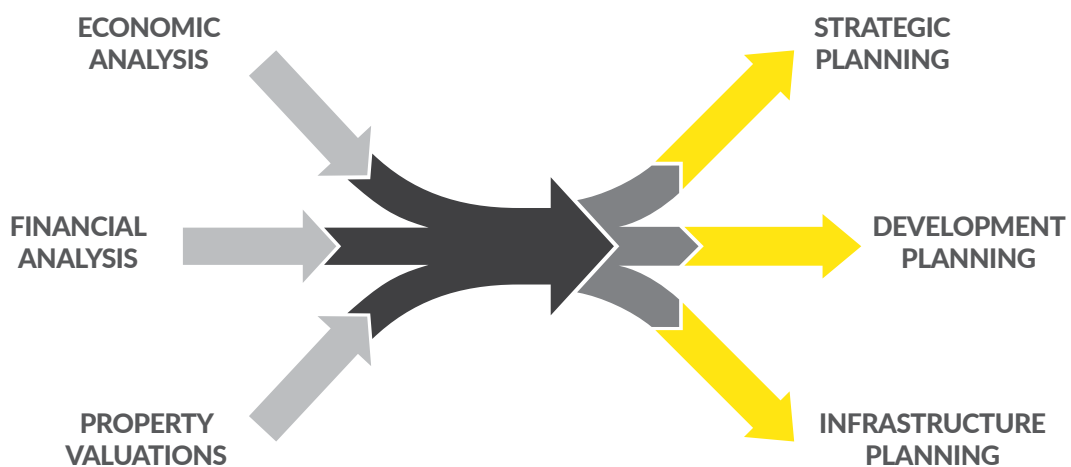
Business case development and strategic business planning support



## SMARTER FUNDING

Infrastructure appraisal and developer contributions

## CONSIDER ALL FACTORS FOR SMART PLANNING AND DEVELOPMENT



# SECTORS

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Our team of specialists help clients make smart decisions in a wide range of sectors across Australia.

## HOUSING

Every man's home might be his castle, but delivery of sustainable and viable housing requires a deep understanding of residential markets and their drivers, the planning system and the economics of development. Our track record is second to none, combining our skills in property economics, financial analysis and valuations to provide advice at a site, precinct or region level which delivers housing that is diverse and market-supported.

## INFRASTRUCTURE

Economies run on infrastructure and our focus is unwavering in shaping the optimised cities and regions of tomorrow. Future prosperity will rely on the efficient delivery of economic and social infrastructure, thorough project appraisals and smart use of land in planning and staging.

## PUBLIC POLICY

Public policy shapes our lives. It governs everything from how we do business, to how our health, welfare and education systems operate and how our nation engages with the world. To ensure the long-term viability of projects for all Australians and build our nation from the ground up, it's never been more important for policy decisions to consider important economic factors.

Policy makers relying upon sound property economics and financial analysis can be confident their decisions will meet the needs of the community now and into the future. Tap into the most comprehensive thinking on planning and land use, infrastructure and contributions, economic growth and renewal for optimal outcomes.



## URBAN RENEWAL

As cities grow and economies evolve, neighbourhoods can experience everything from a minimal renewal to large scale transformative change. Whichever the case may be, the best decisions are made with clear advice on existing uses and site consolidation, future land use and staging of redevelopment. Know the payoff with reliable financials and economics as foundations for success.

## INNOVATION

Innovation takes many forms, but understanding the playing field can help dramatically when conceiving new products, ideas or ways of working. In a dynamic environment, it is essential land use and floorspace are responsive to the evolving business and household needs - to give every creative idea the sure footing it needs to succeed.

We investigate emerging opportunities and floorspace requirements for innovative business hubs, including flex space, coworking space, accelerator and incubator facilities and pop-up uses. This extends to innovative housing delivery arrangements, including mixed tenure models to prepare for the work lives of the future.

## ECONOMIC DEVELOPMENT

Unlocking opportunities for sustainable employment and economic activities are key to vibrant cities and regions. However the ways to achieve this are as layered as they are diverse. With smart strategies and interventions to optimise outcomes for communities, planning and development can better deliver outcomes across spending, local jobs and services as well as housing for diverse resident needs.

## BUSINESS USES

Work from home, hybrid or something else entirely? In a rapidly changing business environment, it is critical to ensure floorspace and accommodation needs are adequately planned for and effectively developed. We help clients make smart decisions within commercial, office, industrial and technology parks for what's happening now and whatever's next.

## MIXED USE

As centres increasingly accommodate a mix of uses, it is important that those mix of uses, whether horizontally and vertically, are viable and sustainable. Make the smart, long-term decisions based on advice at a site, precinct, or region level to help build and grow vibrant town centres and cities.

## REGIONAL ECONOMY

Decisions based on our regions need to factor in a myriad of elements, with the best outcomes showing an understanding of how the economic environment assists regional planning and development, decision-making and investment. The economies of regions and cities are interdependent, with each underscoring performance of the nation as a whole. Understand the broader ecosystem to ensure our regions and cities are given the best opportunity to thrive.

## AGRICULTURE

Land has many uses and primary production drives significant economic activity throughout regional Australia. We use our skills in land use, economics and specialist agriculture to drive the best outcomes for water storage and irrigation, supply chain, on and off-farm infrastructure as well as food manufacturing.







## CULTURE AND COMMUNITY

From the playing field to the stage, to the hushed corridors of your local library, we help communities better utilise their spaces and make effective use of funding sources. Analyse all elements of a project to ensure equitable outcomes for the long-term benefit of all.

## HEALTH

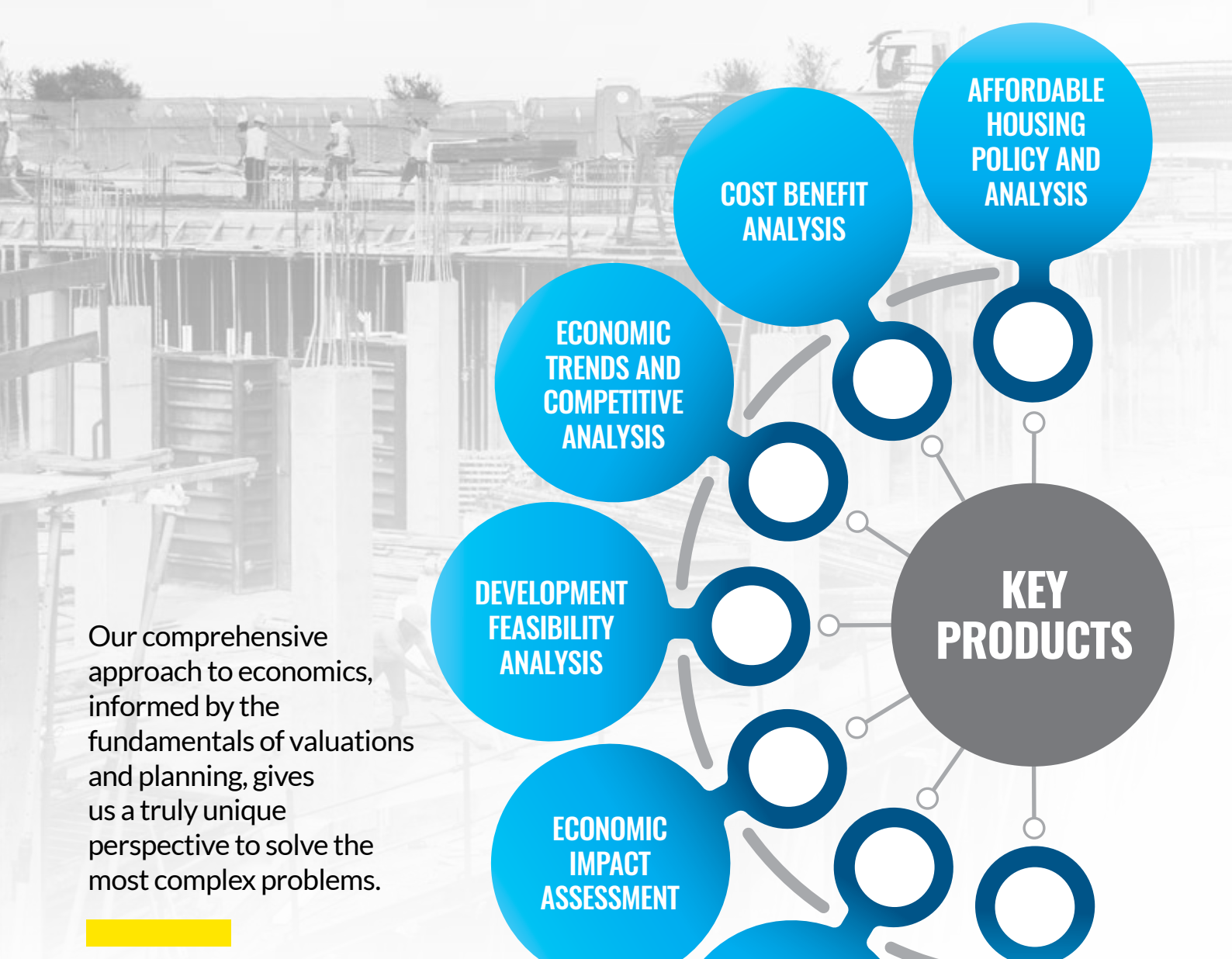
As a key growth sector for Australia, it is essential that planning and development respond to the needs of our communities today, as well as prepare for the future of healthcare. With careful planning, forward thinking and a robust understanding of allied health uses, we can ensure our health ecosystem is operating at optimal efficiency with complementary services which co-locate and cluster with the health sector.

## EDUCATION

Whether a historical icon or just starting out, schools, colleges and universities within the Australian education system have a myriad of options to get the most from their assets. We advise learning institutions of all shapes and sizes on their existing portfolio holdings as well as new facilities for academic, residential and sporting uses.

## AVIATION

With sky-high capital requirements and complex operating environments, aviation presents significant challenges when identifying growth and broader opportunities. With a smart approach, we have been able to help clients service local needs while developing business, hotels and complementary uses that co-locate and cluster with the aviation sector.



Our comprehensive approach to economics, informed by the fundamentals of valuations and planning, gives us a truly unique perspective to solve the most complex problems.



- Affordable Housing Policy and Analysis
- Development Feasibility Analysis
- Economic Trends and Competitive Assessment
- Economic Impact Assessment
- Housing and Centres Study
- Industrial and Employment Lands Strategy
- Market and Land Use Appraisal

- Development Contributions Viability
- Economic Development Strategy
- Forecasts of Housing And Employment
- Strategic Policy Review
- Investment Attraction Strategy
- Compensation Assessment for Compulsory Acquisition
- Cost Benefit Analysis
- Highest and Best Use Analysis
- Centre Revitalisation Strategy

- Property Valuation
- Demographic and Economic Profile
- GIS Mapping
- Independent Peer Review
- Project Appraisal and Business Case
- Financial Impact Assessment
- Public Benefit Appraisal

- Social Infrastructure Analysis
- Financial Appraisal
- Cost Recovery Pricing
- Input into Information Memorandums
- Development and Staging Strategy



# BRAINS TRUST

Meet the senior leadership team at Atlas Economics, driving smart decision making for clients at all levels across the country.

## ESTHER CHEONG DIRECTOR



Esther knows what makes smart decisions on land use and development.

With over 20 years driving success in this space both here and overseas, Esther has a deep understanding of the various phases of land use and infrastructure planning. Be it early inputs or planning, to business cases for front-end activities, Esther has the depth of knowledge to guide the right thinking for your project.

If you're wondering what to put where, what your options look like or where you should start, talk to Esther.

“ People might think economics is boring, and I can see that. But you know what's not boring? Working on projects that shape how we live and work.

Could be about unlocking the potential of the last remaining brownfield site in the city, or optimising a transport interchange. Decisions which make our cities more useful and easier to get around. Or it could be delving into some of the biggest challenges in this country, like how we fund infrastructure, anticipating the benefits not just for us but also generations to come.

Housing that is suitable, secure and affordable is an issue close to Atlas' heart. We have been doing much work in this space but there is still much to do. Buying a place is not for everyone. We need to ensure our policy and market settings can cater to our society's housing needs, as diverse as they are.

We work with such long time horizons because our partners are building for the future, so they need to get it right. We understand that and understand our work needs to be thorough, so it is relevant for the long-term. ”

## MATTHEW KELLY PRINCIPAL ECONOMIST



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

If you want to understand what it takes to build thriving communities ready for the next generation of growth - beyond the major city limits - talk to Matthew.

“ 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.

We're fortunate to work with big thinkers driving real catalyst economic development projects. Seeing those developments and projects come to life and the real jobs occurring on the ground is infinitely rewarding.

It's not just cities, either. Our work in the regions has been truly transformative. Getting the opportunity to really dig into the problems and uncovering ways to change the growth trajectory of regional towns and industries is so satisfying. Excited to see what comes next. ”

# ATLAS ECONOMICS ANALYSIS. INSIGHTS. OUTCOMES.







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