

Expert Witness Statement of Julian Szafraniec

Date: 9/8/2024

1. I, Julian Szafraniec, have been instructed by the City of Melbourne (CoM) to provide expert economic evidence regarding the Melbourne Planning Scheme Amendment C376 (the Amendment).

Name and address

2. My full name is Julian Wincenty Szafraniec. I am a Principal, Partner and Director of SGS Economics and Planning Pty Ltd (SGS), located in the firm's Melbourne office, at Level 14, 222 Exhibition Street, Melbourne, VIC, 3000.

Qualifications and experience

3. I hold a Bachelor of Economics (Econometrics) (Honours) (Monash University).
4. Additional information regarding my relevant experience is included in Attachment B of this statement.

Expertise relevant to Planning Scheme Amendment C376 and expert report

5. I have over 15 years' experience in applying economic theories and models to urban and regional issues across Australia and internationally. I have provided advice to all tiers of government and the private sector, related to the dynamics of population, housing, transport, retail, gaming applications, employment lands and the economy generally. I have extensive experience in cost benefit analysis, impact assessment and I have previously presented expert evidence at Planning Panels Victoria (PPV) and Victorian Civil and Administrative Tribunal (VCAT).
6. I, neither SGS, have been directly involved in any of the pre-exhibition background work or in the development of the exhibited Amendment itself. In response to instructions provided by CoM (further detailed below), I have jointly led (with Andrew Spencer, SGS Senior Associate) the preparation of a SGS Economic Assessment Report (Attachment A to this statement).
7. My expertise in relation to that SGS Economic Assessment Report is associated with the Costs and Benefits (both market and non-market) of the Amendment and the overall assessment of net community benefit. This is primarily addressed in the following section of the SGS Economic Assessment Report: 2.2, 2.3, 2.5, 3.1, 3.2, 3.6 and 4

Other contributors to the report and their expertise

8. Andrew Spencer's expertise in relation to the SGS Economic Assessment Report is associated with the impacts of the Amendment on development yields, price and feasibility. Andrew Spencer also led the coordination of inputs used in the Case Study analysis. Andrew's expertise and role in the work is primarily addressed in the following section of the SGS Economic Assessment Report: 2.3, 2.4, 3.3, 3.4, 3.5, 4 and Appendix B to F.
9. In addition, SGS consultants Sarah Brennan, SGS Senior Associate and Graeme Thiessen, SGS Consultant, acting under the direction of Andrew and myself assisted in the preparation of the SGS Economic Assessment Report.

Instructions

10. CoM first provided a consultant brief and instructions to SGS on 22 May 2023. Further instructions were provided by CoM to SGS on 25 January 2024. The 25 January 2024 instructions were reissued on 2 May 2024. The May 2024 instructions superseded the January 2024 instructions. Further details of these instructions are provided in Section 1.2 and Appendix A of the SGS Economic Assessment Report.

Reports and documents relied upon

11. A list of reports and documents on which my evidence has relied on is provided in Section 1.4 of the SGS Economic Assessment Report.

Declaration

12. I have made all enquiries that I believe are desirable and appropriate and no matters of significance which I regard as relevant have to my knowledge been withheld from the Panel.



Julian Szafraniec
Principal | Partner | Director
SGS Economics and Planning Pty Ltd
9 August 2024

Attachment A: Economic Assessment

City of Melbourne Amendment C376 Economic Assessment
prepared by SGS Economics and Planning, 9 August 2024

Attachment B – Julian Szafraniec CV

Julian Szafraniec

Principal, Partner and Director



13. Julian is an urban economist who has experience in applying economic theories and models to urban and regional issues across Australia and internationally. Julian has provided advice to all tiers of government and the private sector, related to the dynamics of housing, transport, community infrastructure, retail, and the economy generally.
14. Julian is an excellent communicator and able to translate often complex ideas into *plain English*. He regularly presents to councilors, the community, at conferences, seminars, panels hearings and has been reported in the media around key economic and housing issues.
15. I have previously presented expert evidence at Planning Panels Victoria and other hearings, including:
 - (Am C160) Frankston Structure Plan: Economic and Capacity Expert – City of Frankston (2024)
 - (Am C237) Carnegie Structure Plan: Economic Expert – City of Frankston (2024)
 - (Am C153) Willowbank Road, Macedon Ranges – RISM Constructions (2023)
 - (Am C203) Kingston Housing Strategy – City of Kingston (2022)
 - (Am C293) Collingwood South DDO23 - Yarra City Council (2022)
 - (Am C269) Municipal Planning Strategy - Yarra City Council (2022)
 - (Am C258) Casey Activity Centre Strategy – City of Casey (2020)
 - (Am C393) Geelong Retail Strategy – City of Greater Geelong (2019)
 - (Am C309) West Melbourne Economic and Employment Study – City of Melbourne (2019)
 - (Am C126) Bayside Small Activity Centre Strategy – City of Bayside (2018)
 - (Am GC81) Fishermans Bend Planning Review Panel – Economic Expert Evidence (2018)
 - (Am C76) Moorabool Industrial Land Supply Expert Evidence – City of Moorabool (2017)
 - (VCGLR hearing) Commercial Hotel EGM application – City of Whittlesea (2016)

16. A selection of other relevant experience includes:

- SEIA of EGM application at Romsey Hotel, City of Macedon Ranges (2024)
- SEIA of EGM application at Altona RSL, City of Hobsons Bay (2020)
- CBA tool development and ongoing user support - SINSW (2021-current)
- Benefits Estimation for Court Infrastructure Investment – DCJ (2022)
- South West Sydney Court Business Case – DCJ (2022)
- Economic and Land Use Assessment – Frankston City Council (2022)
- Dwelling, Population and Employment Forecasts – City of Melbourne (2020, 2022 and 2024)
- Hampton Park Employment Needs – City of Casey (2021)
- Officer South Employment Precinct Economic Assessment – VPA (2021)
- Review of growth forecasts for Mildura Rural City Council DCP – Mildura Rural City Council (2020)
- Darebin Housing Demand and Supply Analysis – City of Darebin (2019)
- Pakenham South Employment PSP: Economic Assessment – Cardinia Shire Council (2019)
- Parramatta CBD Retail Study – City of Parramatta (2019)
- Strategic assessment of development options in Monash NEIC – Dexus (2019)
- Social, Economic and Environmental Profile of Melbournes Regions– Infrastructure Victoria (2019)
- Southland-Pennydale and Highett Structure Plan Economic Advice - Bayside City Council (2018)
- Spatial Economic and Employment Strategy - City of Yarra (2018 and 2024 (current))
- West Melbourne Structure Plan: Economic and employment study – City of Melbourne (2017)
- Small Activity Centre Strategy - Bayside City Council (2017)
- Retail and Other Commercial Floor Space Assessment - City of Casey (2016)
- Fishermans Bend Economic and Employment Study - Fishermans Bend Taskforce (2016)
- Small Area Land Uses Projections (SALUP) –Transport for Victoria (2007 to current).