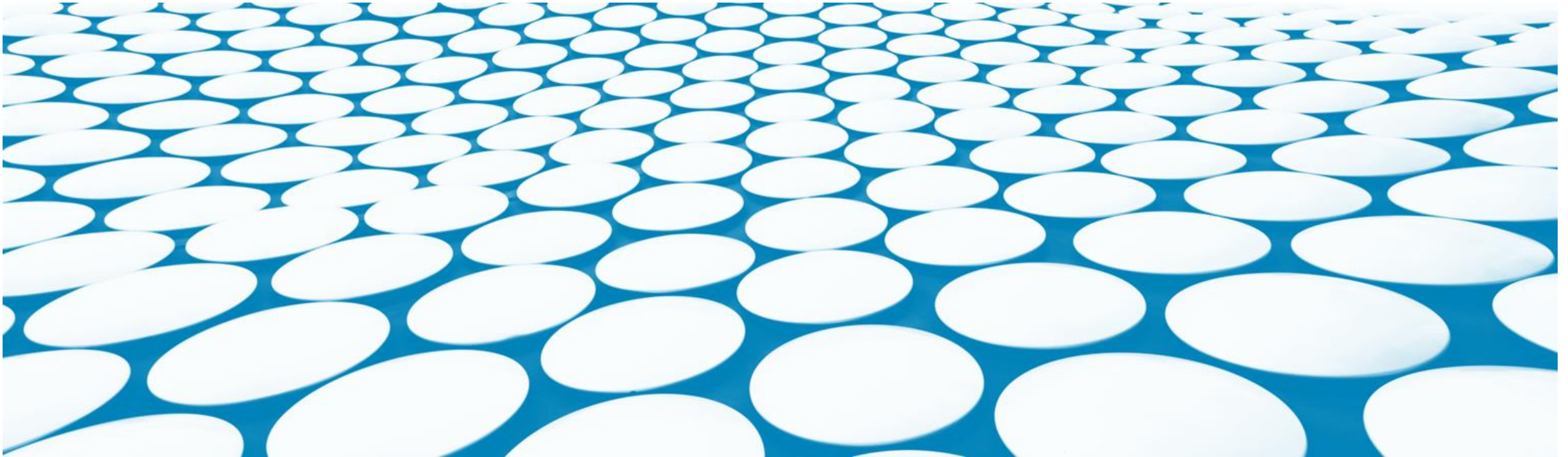




SC Lennon & Associates

economics • planning • policy • strategy

OUR CAPABILITIES AND EXPERIENCE



ABOUT US



SC Lennon & Associates is specialist consultancy firm offering informed and practical solutions to a range of policy, planning and strategic program delivery challenges.

We are leaders in the field of economic development policy and strategy formulation, destination management planning, urban and regional planning, corporate planning, socio-economic research and analysis, cost-benefit analysis, economic impact analysis and business case preparation.

Our approach to every project is collaborative in nature. Working closely with our clients, our work is informed by a balanced approach to socio-economic research and analysis blended with stakeholder consultation and engagement to deliver aspirational yet implementable outcomes.

OUR SERVICES

Strategy and Delivery

- Economic development strategies
- Tourism strategies
- Destination management plans
- Strategic plans
- Investment promotion strategies
- Skills audits
- Workforce planning strategies
- Indigenous economic development
- Prospectus writing

Economic Analysis

- Socio-economic profiling
- Employment forecasting
- Business surveys
- Perceptions surveys
- Industry studies
- Feasibility studies
- Cost-benefit analysis
- Business case preparation
- Grant applications
- Economic impact assessments

Policy and Planning

- Corporate planning
- Regional planning
- Tourism master plans
- Community strategic planning
- Housing needs studies
- Infrastructure studies
- Industrial land studies
- Retail and commercial needs assessments
- Policy and program reviews

OUR PEOPLE

- **Sasha Lennon** is the Director of SC Lennon & Associates. A trained economist (B.Ec; Grad. Dip. Advanced Ec.), who also holds a Master of Journalism, he is a leader in the field of regional economic development policy and strategy formulation, tourism, socio-economic research and analysis, business case preparation, strategic planning, policy and strategy writing and communications.
- **Roger Gibbins** is an urban planner and economist with over 30 years of consulting experience in economic development, tourism, urban planning, strategic planning, project evaluation and impact analysis, cost-benefit analysis, business case preparation, workforce planning and land economics.
- **Isabell Unger** is a consultant with ten years' experience who specialises in strategic planning, economic impact studies, industry capacity building, market research, stakeholder engagement, experience development, and destination risk and resilience. Isabell holds a Bachelor of Business Administration and Economics and a Master of Tourism, Hotel, and Event Management.
- **Verna Gibbins** is an urban researcher whose areas of specialisation are social surveys, data analysis and survey fieldwork management. Verna undertakes a diversity of research work including survey design and analysis, literature reviews and targeted stakeholder consultation.
- **Lisa Hecht** is a tourism and marketing expert with over 10 years of experience in the tourism, hospitality and marketing sectors. Throughout her career Lisa has worked for State and Local Government, many tourism operators, as well as the Australian Tourism Data Warehouse.



OUR CLIENTS



The Flinders Ranges Council
South Australia



Tourism Victoria



Fraser Coast



ROBY COUNCIL



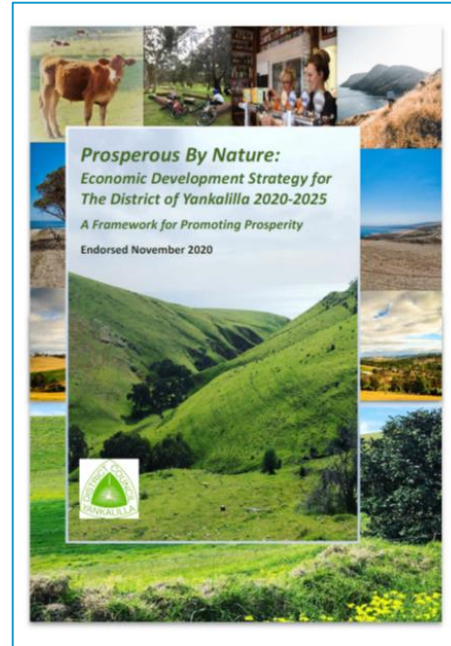
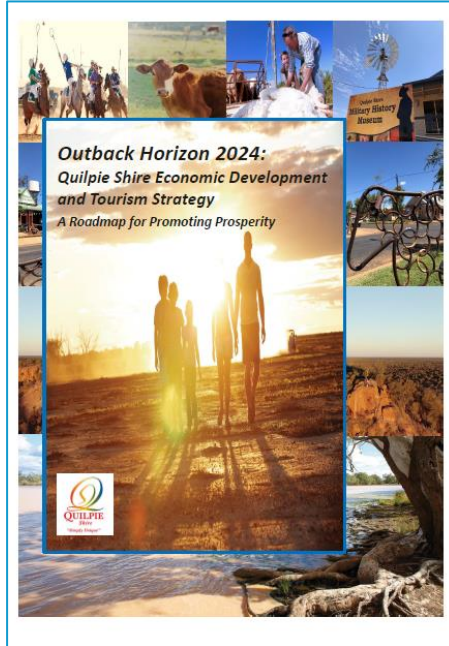
CITY OF **GOLDCOAST**



SUTHERLANDSHIRE

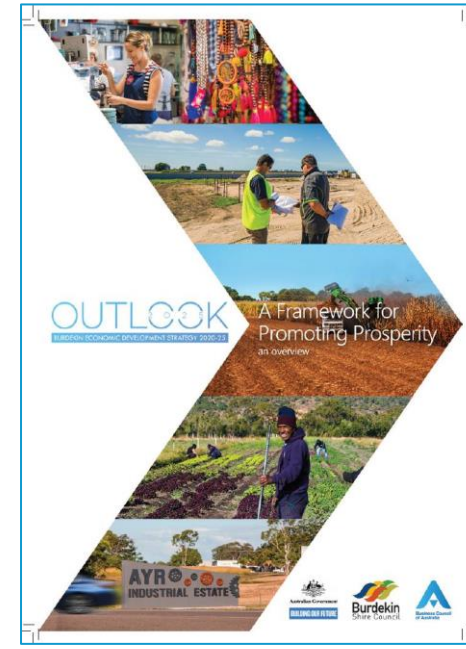
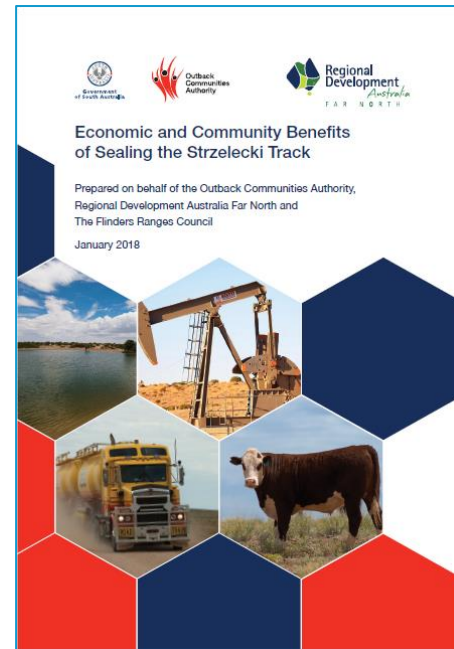
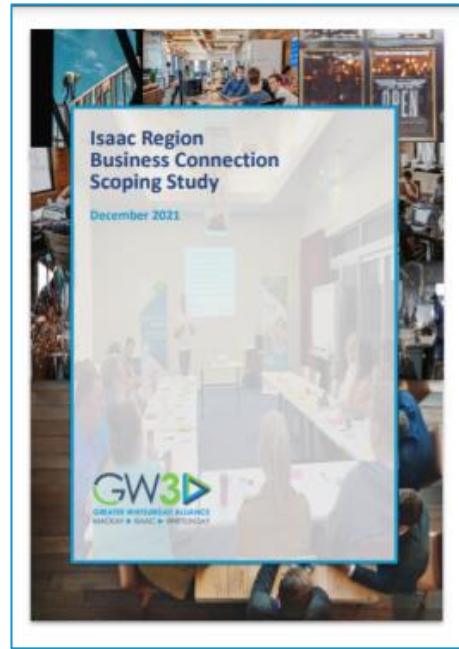
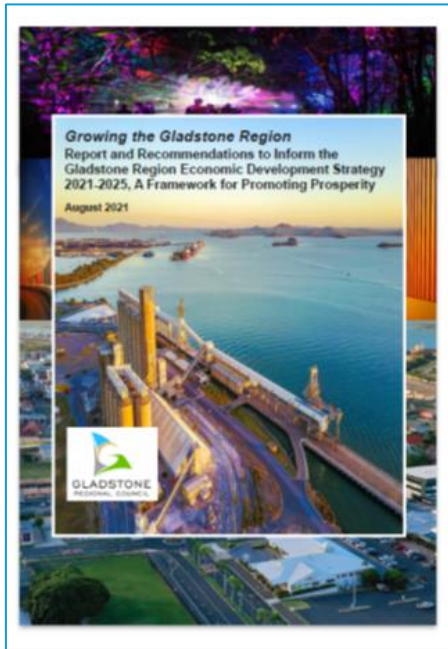


SOME PROJECT EXAMPLES



(Click on the image to open the document)

SOME MORE PROJECT EXAMPLES



(Click on the image to open the document)

CONTACT US



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