OUR CAPABILITIES AND EXPERIENCE
ABOUT US

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

An Australian-based company, we are a leader in the field of economic development policy and strategy formulation, destination management planning, urban and regional planning, socio-economic research and analysis, cost-benefit analysis, economic impact analysis and business case preparation.

At SC Lennon & Associates, we offer strategic insights and advice to a diversity of clients including Local, State and Federal governments, policy think-tanks, universities, non-government organisations and private enterprise.

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 targeted stakeholder consultation and engagement to deliver aspirational yet implementable outcomes.

With more than 25 years’ experience, we are continually evolving, offering fresh insights and practical solutions using the highest-quality information and our expert understanding of urban and regional economic development planning and policy issues.
OUR SERVICES

**Strategy and Delivery**
- Economic development strategies
- Tourism strategies
- Destination management plans
- Investment promotion strategies
- Skills audits
- Workforce planning strategies
- Policy and program reviews
- Prospectus writing

**Economic Analysis**
- Socio-economic profiling
- Employment forecasting
- Business 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
OUR PEOPLE

- **Sasha Lennon** is the Director of SC Lennon & Associates. A trained economist, he is a leader in the field of regional economic development policy and strategy formulation, tourism, socio-economic research and analysis, workforce planning, population and employment forecasting, business case preparation, consultation, 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, project evaluation and impact analysis, cost-benefit analysis, business case preparation, workforce planning and land economics.

- **Emeritus Professor Brian Corbitt** is a consulting advisor who specialises in international education, eBusiness policy, economic analysis of IT projects, information economics, development project analysis and implementation and economic modelling.

- **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 literature reviews and targeted stakeholder consultation.
CONTACT US

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