



Kerrienne Bonwick

B.Ec Dip MR MIMC QPMR MAMSRS

FDIA JP(Qual)

Managing Director



Professional Qualifications

- 1998** Certificate in Market Research, Introduction to Qualitative Research 1998
- 1996** Diploma in Market Research, Charles Sturt University, Bathurst 1996
- 1992** Bachelor of Economics, University of Queensland 1992

Professional Experience

- Present – 2008** January 2008 – Current
Managing Director, Urban Economics
- 1998 – 2007** April 1998 – December 2007
Director, Urban Economics
- 1997 – 1998** July 1997 - May 1998
Consultant, PLI McInnes Van
- 1995 - 1997** 1995 - June 1997
Senior Research Analyst
PLI McInnes Van Urban Development Consultants

Professional Memberships

- Qualified Practicing Market Researcher, Australian Market and Social Research Society Member
- Institute of Management Consultants
- Fellow Development Industry of Australia

Committee Roles

- Economic Development Committee, UDIA (Qld)
- Industrial Committee, Property Council Australia (QLD)

Kerrienne is Managing Director and Principal of Urban Economics. Kerrienne has 18 years experience in consulting to the property sector, and has specialised in the provision of consulting advice to the retail, residential, retirement, office space and industrial sectors.

Kerrienne enjoys the application of economic and market research to property decisions, with experience ranging in all aspects of the way in which we live, work and play within the urban environment from child care to nursing care. In particular, Kerrienne has a particular affinity for identifying opportunities and gathering insights from target markets or interest groups. This interest has contributed to Kerrienne’s extensive experience in the preparation of centre development strategies, masterplanning input and highest and best use analyses.

Market research and target market insights, including questionnaire design and analysis and the conduct of focus groups, is a unique tool applied by Kerrienne to add value to economic and property decision making.

Recent Projects

- Centres Strategy, Rockhampton Regional Council
- Feasibility analysis of the marine maintenance industry in Whitsunday and Mackay
- Economic, Social and Environmental appraisal of the Visitor Centre at the Port of Brisbane.
- Business Case Shuttle Bus Service Brisbane Airport.
- Business location and operational need surveys Brisbane Airport, Berrinba MIBA

