

Simon McPherson

Director

Simon McPherson established Global South in 2016 – a new urban practice founded on research, applied knowledge and strategic collaboration, with a global outlook and a strong social focus.

Educated at the University of Melbourne, Simon gained a Masters in Urban Design at the world-renowned Bartlett School, University College London, gaining high-level, specialised training, and exposure to the broad range of historic and contemporary urban conditions of Europe. He is a registered Architect in Victoria. Simon recently completed the Executive Masters in Cities at the London School of Economics – a new, transformative programme for global urban leaders in the public, private and civic sectors who want to rethink the way their organisations are delivering large scale change in cities.

Simon's commitment to sustainable outcomes, design quality and social equity drives his work, which spans the full range of project types and sizes. He brings specialist skills and experience in design, strategic planning, Design Review, policy development, structure planning, transport integration, collaborative workshop facilitation, community and stakeholder engagement, design advice and urban research.

Simon is also CEO and Founder of Liveable, an innovative technology startup supporting liveable, affordable and sustainable housing choices, being built through the Stockland Accelerator, powered by BlueChilli, Australia's largest tech incubator. Liveable was selected as one of 12 startups in the program, from over 500 applications.

Qualifications

- 2018** Executive Masters in Cities (Distinction), London School of Economics UK
- 2006** Master of Science: Built Environment - Urban Design (Distinction), Bartlett School, University College London UK
- 1997** Bachelor of Architecture (First Class Honours), The University of Melbourne
- 1994** Bachelor of Planning and Design, The University of Melbourne
- 2019** Stockland Accelerator for PropTech Startups, by BlueChilli

Career

- o **Liveable**, CEO & Founder, 2018-
- o **Global South**, Founding Director, 2016-
- o SJB Urban (Founding Director), Melbourne, 2007-2016
- o Urban Design Unit, Victorian State Government, Melbourne, 2002-2005
- o SJB Architecture, Melbourne, 2001-2002
- o Reid Architecture, Glasgow UK, 1999-2000
- o Gray Puksand Architects, Melbourne, 1998-1999

Professional Associations

Registered Architect, Architects Registration Board of Victoria

Expert Panels

- 2019-** Member, Latrobe University Design Review Panel
- 2018-** Member, Expert Working Group, Design in the Planning System, South Australia
- 2017-** Global Advisor, United Nations Global Compact - Cities Programme
- 2017-** Member, Built Environment Task Force, Smart Cities Council - Australia / New Zealand
- 2016-** Victorian Design Review Panel
- 2015-** Member/AIA representative, Urban Design Protocol Advisory Board
- 2014-16** Member, Urban Design Advisory Board, Melbourne University
- 2012-** Capital City Design Review Panel, Office for Design and Architecture, SA
- 2011-** South Australian Design Review Panel, ODASA, Adelaide, SA
- 2009-10** Expert Reference Group, ACT Planning and Land Authority, Canberra, ACT
- 2008-** Central Coburg Design Review Panel, City of Moreland



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Selected Projects

- o Tarneit Major Town Centre Design Review, Wyndham City Council
- o Oakleigh Transport Interchange Design Review, Monash City Council
- o Urban Design in the Central City / Am. C308, Expert Witness, Melbourne City Council
- o Latrobe Valley Rehabilitation, Preliminary Land Use Vision, DELWP
- o Author/contributor, *Better Placed*, NSW Integrated Design Policy, Government Architect NSW
- o Concept design/feasibility, car park sites, Heidelberg and Greensborough, Banyule City Council
- o Eden/Haven/Sanctuary on the River, Abbotsford, Hamton
- o Rockbank Town Centre UDF, Spotlight Property Group/Blueprint
- o Caulfield Village Master Plan/Redevelopment Plan, Beck/Probuild
- o Brighton Toyota Site UDF, Elsternwick, LEFTA
- o Wise Wellness Village UDF, Mulgrave, Aidem/Link Community Health
- o Caulfield-Dandenong LXP Concept Design, VicTrack
- o Bowden Urban Design Guidelines Update, Adelaide, Renewal SA
- o Medium Density Design Guide Primer, ODASA, Adelaide
- o Wyndham, 1160 Sayers Road, Structure Plan
- o Merrifield Town Centre, Urban Design Framework, Hume City Council
- o Ballarat Station Precinct Master Plan, VicTrack/DELWP
- o Fishermans Bend, Community Infrastructure Plan, Places Victoria
- o Waterfront Place, Design and Development Study, City of Port Phillip
- o Frankston Transit Interchange Precinct UDF and Master Plan, DELWP
- o Place Quality Assessment Tool, DELWP
- o Mixed-use air-rights development Master Plan, Footscray, Places Victoria
- o Mixed-use Development Master Plan, Footscray Station Precinct, Grocon, VIC
- o Harcourt Town Centre Master Plan, Mount Alexander Shire Council, VIC
- o Horsham North Urban Design Framework, Horsham Rural City Council, VIC
- o Moe Rail Precinct Revitalisation Project Master Plan, Latrobe City Council, VIC
- o Footscray Station Precinct, Planning and Urban Design Framework, DPDC, VIC
- o Sydenham Transit City Connections Study, Brimbank City Council, VIC
- o Frankston ESD Urban Design Guidelines, Frankston City Council, VIC
- o Melbourne 2030 Implementation: Growth Area Planning, DPDC, VIC
- o Design Guidelines for Higher Density Residential Development, VIC
- o id Apartments, Port Melbourne, VIC
- o Shell National Headquarters, Hawthorn, VIC
- o Sports City, Manchester 2002 Commonwealth Games, UK
- o Glasgow International Airport, UK

Awards

- 2019** Stockland Accelerator, by BlueChilli: one of 10 startups selected, 375 applications
- 2018** Award of Distinction, London School of Economics
- 2018** Finalist, Victorian Design Challenge
- 2017** Australia Award for Urban Design 'Policies, Programs & Concepts - Large Scale' for *Better Placed*, NSW Design Policy (author/contributor)
- 2015** Australia Award for Urban Design 'Policies, Programs & Concepts - Large Scale' for Home:LiFE - Making Liveable Affordable & Sustainable Housing Choices
- 2016** UDIA National President's Award and High-Density Housing Award, Eden/Haven/Sanctuary on the River, Abbotsford (Urban Design consultant)
- 2015** UDIA Victorian High-Density Housing Award and Masterplanned Development Awards, for Eden/Haven/Sanctuary on the River, Abbotsford (Urban Design consultant)
- 2009** Planning Institute of Australia (Victorian Chapter) Commendation - Transport Planning
- 2008** Planning Institute of Australia (Victorian Chapter) Award - Transport Planning
- 2006** Award of Distinction, University College London
- 2005** The Henry and Rachael Ackman Travelling Scholarship
- 2005** The Fritz Janeba Travelling Scholarship
- 2004** DPDC Staff Recognition Award - Urban Design for Growth Area Planning
- 1997** Dean's Honour Award, for Outstanding Academic Achievement



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Community projects

2018 Failure Place: public space initiative supporting youth resilience and design education

2017-18 Cardinia Food Hub - Business Case, for Cardinia Shire Council and Sustain

Professional involvement

2019 Melbourne Design Week, Lucky Dip Talks: Design Experiments

2018 Better Design Review Practices Forum, GANSW / UTS Sydney, Panellist

2018 WORKAROUND: Women Design Action: Guest panellist: Post-Pokies Apocalypse, Melb

2016 AIA Refuel, Planning Cities, invited speaker, Melbourne

2015 Idea Bombing, Guest Speaker, Melbourne

2015 VIVID IDEAS, Seminar Leader, Sydney

2015 PROCESS LOOP, Guest Speaker, Melbourne

2015 Shaping Behaviour Salon, Speaker, Melbourne

2014 GBCA Residential Done Right, Guest Speaker, Melbourne

2013 Station Precinct Design Seminar, Engineers Association of Victoria, Melbourne

2013 Guest Presenter, San Francisco Metropolitan Transport Authority, California USA

2012 Presenter, Parliamentary Committee Hearing Inquiry into Crime Prevention through Environmental and Urban Design, Drugs and Crime Prevention Committee, Parliament of Victoria, Melbourne

2012 Subject Coordinator, Land Use Planning and Urban Design, University of Melbourne

2011-14 Course Leader, DPCD PLANET Professional Development and Training Program, Melbourne, VIC

2011 Presenter, Parliamentary Committee Hearing Inquiry into Environmental Design and Public Health Environment and Planning References Committee, Parliament of Victoria, Melbourne

2007-10 Design Tutor, Guest Lecturer and Critic, University of Melbourne, VIC

2007 Session Chair, Urban Design Strategies Conference, Melbourne, VIC

2008 Guest Lecturer and Critic, University of Technology, Sydney, NSW

2007 Workshop Leader, Strategic Sustainable Urban Design in Practice, 5th Annual Green Buildings Conference, Melbourne, VIC

2007 Design Critic, Bartlett School, University College London, UK

2005 Guest Lecturer, RMIT Interior Design, Melbourne, VIC

1999 Participant, Glasgow 1999: UK City of Architecture and Design, Glasgow, UK

Conference presentations

2019 Melbourne Design Week: Design Experiments - How can design shape the future?

2018 World Urban Forum, Kuala Lumpur, Malaysia: training seminar project leader

2018 Urban Agriculture Forum, Melbourne VIC

2014 Green Cities, Green Building Council of Australia (GBCA) / Property Council of Australia, Melbourne, VIC

2013 KA Connect, San Francisco USA

2012 Future Directions, Property Council of Australia, Melbourne, VIC

2011 The Business of Mainstreets, Property Council of Australia, Barossa Valley SA

2011 SB11 World Sustainable Building Conference, Helsinki, Sweden

2011 5000+ Liveable City Forum, Integrated Design Strategy, Adelaide SA

2010 11th International Cities Towns and Communities (ICTC) Society Conference, Coffs Harbour, QLD

2010 3rd International Urban Design Conference, Canberra, ACT

2010 Planning Pathways to the Future, NZPI/PIA International Planning Congress, Christchurch, New Zealand

2010 Future Directions, Property Council of Australia, Melbourne, VIC

2009 10th International Cities Towns and Communities (ICTC) Society Conference, Geelong, VIC

2009 2nd International Urban Design Conference, Gold Coast, QLD

2008 SBO8 World Sustainable Building Conference, Melbourne, VIC

2005 Walk 21, 6th International Conference on Walking in the 21st Century, Zurich, Switzerland

