

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 later 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. Simon is a registered Architect in Victoria.

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, developed through the Stockland Accelerator, as one of 10 startups, 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

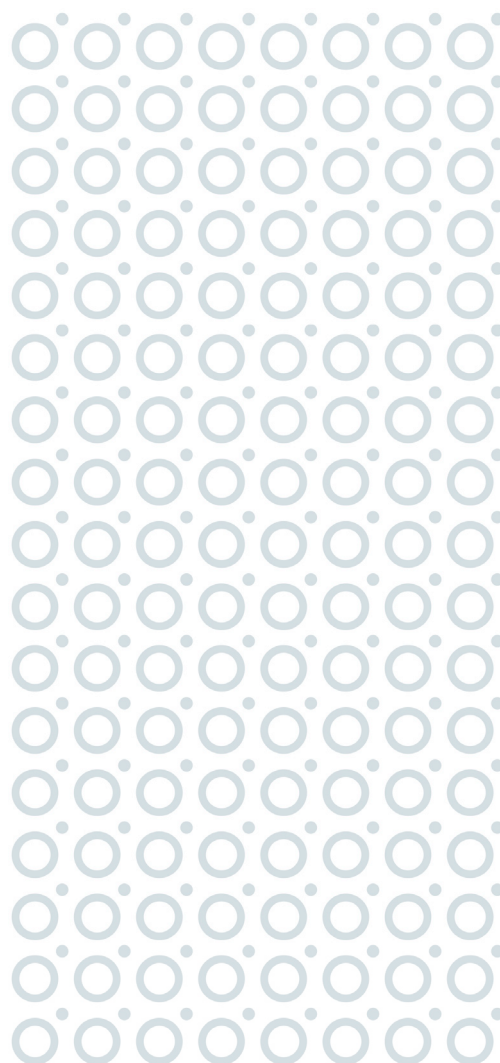
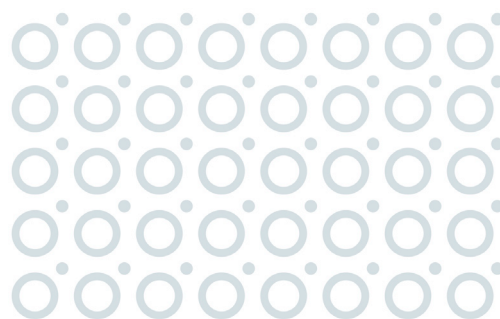
- o **Global South**, Founding Director, 2016-
- o **Liveable**, CEO & Founder, 2018-
- o SJB Urban (Founding Director), Melbourne, 2007-2016
- o Urban Design Unit, Victorian State Government, Melbourne, 2002-2005
- o SJB Architecture, Melbourne, 2001-2002
- o Reid Architecture, Glasgow UK, 1999-2000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

Professional Associations

Registered Architect, Architects Registration Board of Victoria (ARBV)
Member, Victorian Planning and Environmental Law Association (VPELA)

Expert Panels

- 2022-** Member, Casey Design Excellence Panel, City of Casey
- 2022-** Member, Research Advisory Group, PlaceLab, RMIT University
- 2021-** Member, Melbourne Design Review Panel, City of Melbourne
- 2016-** Member, Victorian Design Review Panel, Office of the Victorian Government Architect
- 2011-** Member, South Australian Design Review Panel, Office for Design and Architecture, SA
- 2019-** Member, Latrobe University Design Review Panel
- 2018-** Member, Expert Working Group, Design in the Planning System, South Australia
- 2017-19** Global Advisor, United Nations Global Compact - Cities Programme
- 2017-19** Member, Built Environment Task Force, Smart Cities Council - Australia / New Zealand
- 2015-19** Member/AIA representative, Urban Design Protocol Advisory Board
- 2014-16** Member, Urban Design Advisory Board, Melbourne University
- 2009-10** Expert Reference Group, ACT Planning and Land Authority, Canberra, ACT
- 2008-** Central Coburg Design Review Panel, City of Moreland



Simon McPherson

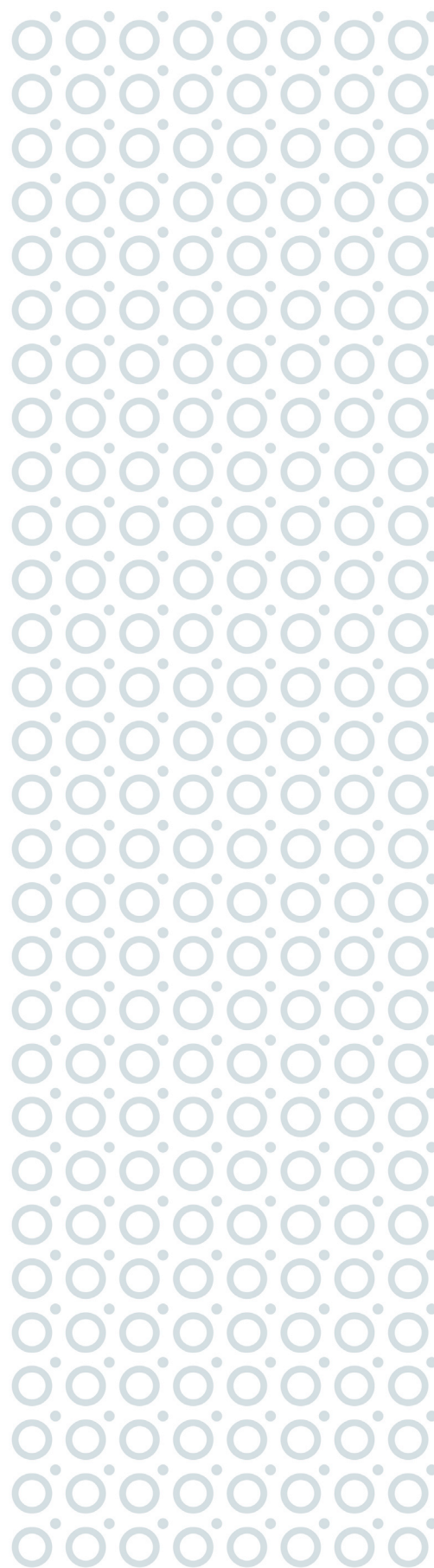
Director

Selected Projects

- o Wyndham City Stadium Precinct Integrated Strategic Plan 2022, Wyndham City Council
- o Footscray Built Form Review 2020, Maribyrnong City Council
- o Footscray Public Realm Plan 2021, Maribyrnong City Council
- o Revitalising Central Dandenong, Sites 11-15, Capital Alliance/Development Victoria
- o Sunshine Station Master Plan, Department of Transport/Development Victoria
- o Tarneit Major Town Centre, Economic Impact Assessment/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 Regional Rehabilitation Strategy, 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 Wise Wellness Village UDF, Mulgrave, Aidem/Link Community Health
- o Caulfield-Dandenong LXRP Concept Design, VicTrack
- o Bowden Urban Design Guidelines Update, Adelaide, Renewal SA
- o Medium Density Design Guide Primer, ODASA, Adelaide
- 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 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, DPCD, 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, DPCD, VIC
- o Design Guidelines for Higher Density Residential Development, VIC
- o Sports City, Manchester 2002 Commonwealth Games, UK
- o Glasgow International Airport, UK

Awards

- 2022** Casey Design Excellence Award - Master Plan/Strategy: Hallam Road Interface Study
- 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** DPCD Staff Recognition Award - Urban Design for Growth Area Planning
- 1997** Dean's Honour Award, for Outstanding Academic Achievement



Simon McPherson

Director

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

- 2022** Panellist/Research Advisory Group member, PlaceLab Launch, RMIT University
- 2020** Article, 'Housing affordability, and Living affordability', Planning News magazine
- 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

