

Business profile

Robin Crocker & Associates was formed in 1995 to provide a range of high quality planning and project management services to clients involved in recreation, tourism, interpretation and natural and cultural heritage. The business became a division of Crocker-Jones Consulting in 2001.

Robin Crocker has had diverse experience working in government agencies and private industry. He has successfully managed staff and projects in the Department of Natural Resources and Environment, National Parks Service, Museum of Victoria, Melbourne Water, Melbourne Parks and Waterways and Shell Chemical.

Robin has extensive knowledge of recreation, parks and reserves, open space, heritage and tourism trends, a collaborative approach to planning and excellent project management skills.

Current and recent projects undertaken include open space strategies for Knox, Frankston, Surf Coast, Wellington, Macedon Ranges and Whittlesea Councils and management/strategy plans for Phillip Island Nature Park and Mornington Peninsula National Park.

Other projects include plans for numerous parks and coastal reserves, project management of a major coastal action plan in Gippsland, and a range of heritage and interpretation projects.

Robin has also led teams assessing inspirational landscapes across Australia, and aesthetic value in Victoria's forest areas.



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What we offer

Robin Crocker & Associates is dedicated to achieving the best possible results for clients.

We provide:

- Extensive and Independent industry knowledge, experience and advice
- Highly competitive rates
- Clear and carefully structured project planning and management to achieve agreed scope, budget, time and quality requirements
- A strong commitment to working closely with clients
- High level consultation, presentation and report writing skills
- A strategic approach to resolving issues
- Specialist teams with the skills needed for each project. The practice frequently works with other consulting groups including Biosis Research, EDGe Environmental Design Services, HRM Leisure Planning, Parklinks and Connell Wagner.

Qualifications, skills and capabilities

Robin Crocker has a *B Agr Sc* degree from the University of Melbourne. He has demonstrated a high level of capability in the following fields.

- Program and project management at a senior level, as:
 - Director, Crocker-Jones Consulting Pty Ltd
 - Principal, Robin Crocker & Associates
 - Manager Park Planning, Melbourne Water
 - Park Management Officer (West), Melbourne Water
 - Manager Historic Places Section, National Parks Service
 - Manager Interpretation Branch, National Parks Service
 - Manager Tourism Unit, Dept Conservation, Forests and Lands
 - Project Manager, Museum of Victoria
 - Senior Development Officer, Shell Chemical Australia
- Strategic planning for state and local government and committees of management in open space, recreation, tourism and conservation related to natural and cultural heritage.
- Management planning, and on-ground management, of parks, reserves, coastal areas, waterways and other open space.
- Planning and implementation of interpretation and ecotourism projects related to natural and cultural heritage.
- Business planning and policy development for parks and open space.
- Facilitation of community forums, presentations to clients and concise and accurate report writing.
- Development and implementation of project planning and management systems.
- Effective planning, estimating, scheduling and implementation of projects to meet client needs.
- Management and coordination of complex programs and projects and effective utilisation of available resources.
- Project management of community grant projects for committees and volunteer groups.



Achievements

Open space strategies / trails strategies

- Open space strategy for Knox City Council
(Clients: Justin O'Meara, Jacqui Monie, Knox City Council)
- Open space strategy for Surf Coast Shire Council
(Client: Surf Coast Shire Council)
- Open space strategy for Wellington Shire Council and leisure plan for Rosedale
(with HM Leisure Planning)
(Client: Liz Clay, Wellington Shire Council)
- Open space strategy for Frankston City Council
(Clients: Liz Beardall, Lynda Counsell, Frankston City Council)
- Open space strategy for Macedon Ranges Shire Council
(Client: Rod Clough, Macedon Ranges Shire Council)
- Open space strategy for City of Whittlesea (with Context Pty Ltd et al).
(Client: Ruth Spielman, City of Whittlesea)
- Open space and catchment plan for Skeleton Creek, Werribee
(Melbourne Water / Melbourne Parks & Waterways)
- Strategy plan for the Great Southern Rail Trail (with Parklinks).
(Client: Committee of Management and NRE)
- Bicycle strategy for the Bass Coast Shire (with Parklinks).

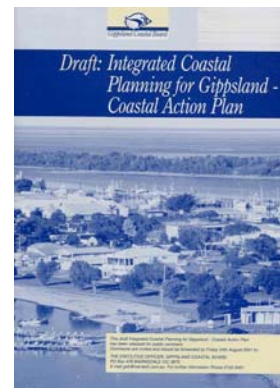
Park plans / strategies

- Master plan for Crusoe Reservoir, 'Beach for Bendigo'
(Client: Peter Davies, City of Greater Bendigo)
- Management plan for Grey-headed Flying-fox site at Yarra Bend Park – in progress
(Client: Simon Toop, DSE)
- Management plan for Minak Reserve, Selby
(Client: Ally Egan-Jones, Shire of Yarra Ranges)
- Management plan for Glenfern Valley Bushland, Upwey
(Client: Lorraine Marshall, DSE)
- Management plan for Emu Plains Recreation Reserve, Balnarring
(Client: Kim Soo, DSE, and CoM)
- Master plan for Truganina Explosives Reserve, Altona
(Client: Andrew Shannon, Hobsons Bay Council)
- Alternative master plan for Pt Nepean Commonwealth land (not published)
(Client: Environment Victoria)
- Future Directions Strategy for Tower Hill (with SGS Economics & Planning)
(Client: Rachael Robertson, Parks Victoria)
- Draft management plan for Warrandyte State Park
(Client: Garry French, Parks Victoria)
- Management plan for Mornington Peninsula National Park and Arthurs Seat State Park (with Biosis Research). (Client: Tony Varcoe, Parks Victoria)
- Management plan for Horseshoe Bend, Ivanhoe - Development of an alternative roosting site for the Grey-headed Flying-fox. (Client: Simon Toop, Robert Begg, NRE)
- Management plan for Cobbledicks Ford Reserve, Werribee (with Connell Wagner)
(Client: Cecelia Brady, Wyndham City)

- Management plan for Mathison Park, Churchill
(Client: David Martyn, Latrobe City)
- Concept plan for Crusoe Reservoir and catchment, Bendigo
(Client: Peter Davies, City of Greater Bendigo)
- Management plans for Kennington Reservoir, and Spring Gully Creek Reserve
(Client: Anthony Sheean, City of Greater Bendigo)
- Management plan for Leaghur State Park
(Clients: Phil Hamer, David Major, Parks Victoria)
- Draft management plan for Kara Kara State Park. (Client: Parks Victoria)
- Supervision of management/strategy plans for:
 - Major urban parks including Werribee Park, Yarra Valley Park, Plenty Gorge Park, Sugarloaf Reservoir Park and Maroondah Reservoir Park.
 - Waterways including Cherry Lake and the Lower Plenty River.
 - Cultural heritage sites including Andersons Mill

Coastal plans / strategies

- Project management of integrated coastal planning project in Gippsland including Coastal Action Plan for Gippsland coast.
(Client: Gippsland Coastal Board)
- Management plan for Mornington Peninsula National Park (with Biosis Research). The park is the most heavily visited national park in Victoria.
(Client: Tony Varcoe, Parks Victoria)
- Draft management plan for Phillip Island Nature Park (with Biosis Research). The park is one of Victoria's most important tourist destinations.
(Client: Ray Leivers, PINP)
- Strategy plans for McLoughlins Beach and Robertsons Beach
(Clients: McLoughlins Beach Progress Association, NRE)
- Foreshore strategy plan for Waratah Bay
(Client: Robyn Cooney, South Gippsland Shire Council)
- Foreshore management plan for Walkerville
(Client Bill Bray, Committee of Management)
- Strategy plans for Tankerton Foreshore, French Island and San Remo Park
(Client: Bob Brinkman, Parks Victoria)
- Foreshore management plan for Stony Point to Hastings
(Client: Peter Smith, NRE)
- Foreshore management plan for Whitecliffs to Camerons Bight, Blairgowrie
(Client: Peter Smith, NRE)
- Foreshore management plan for Point Leo
(Client: Foreshore Committee and Liz Patterson, NRE)
- Foreshore strategy plans for Sandringham and Sandy Point (with Jill Orr-Young)
(Clients: Bayside and Hobsons Bay City Councils)
- Coast Action training units on planning and management (for NRE)



Cultural heritage / landscape / tourism / interpretation projects

- Management of the major projects:
 - a) *Identification and Assessment of National Estate Aesthetic Value in the NorthEast, Gippsland and West RFA Forest Regions, Vic.*
 - b) *Identifying Inspirational Landscapes in Australia Stage 2 – in progress*
(Client: Juliet Ramsay, Dept Environment and Heritage.)
- Heritage Information Report: Piers and Jetties of Port Phillip
(Client: Belinda Lyons, Parks Victoria)
- a) Heritage Access, Presentation and Interpretation Framework, Victoria; and b) Tourism and Conservation Strategy for Southern Goldfields
(Client: Ray Supple, Parks Victoria)
- Social and economic assessment of proposed recommendations, Historic Places Special Investigation, LCC (with Read Sturgess & Associates).
(Client: Simon Ransome, ECC)
- Walkerville Lime Kilns Heritage Action Plan (with Andrew Ward et al) Client: Chris Smith, Parks Victoria)
- Interpretation and signs plans for Walkerville
(Client: Bill Bray, Committee of Mgt)
- Interpretation/ development plans for heritage sites including Werribee Park historic precinct, Point Cook homestead, Walhalla township and Victoria Hill (Bendigo).



Project management systems

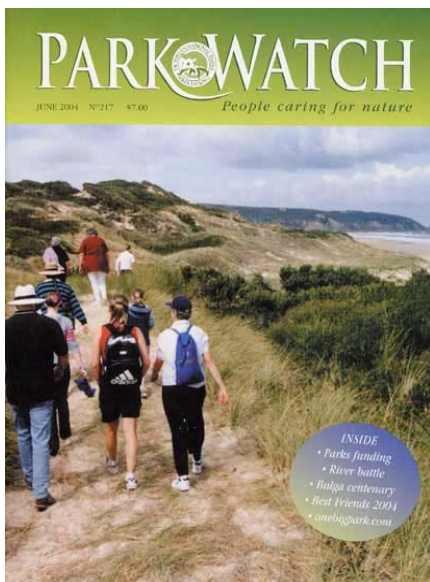
- Development of a comprehensive project planning and management system for the Museum of Victoria, and support for a similar system in Melbourne Water.
(Client Graham Morris, Director Museum of Victoria)

Other achievements

- Technical advice and advocacy for national parks and reserves – Victorian National Parks Association - current (Client: Charlie Sherwin, Director, VNPA)
- Effective on-ground management and development of major urban parks including Werribee Park, Point Cook Park, Westgate Park and Brimbank Park (annual budget: \$6m).
- Facilitation of business plans for the Waterways and Parks Division in Melbourne Water, the Marketing Department at the Museum of Victoria and a range of foreshore reserves.
- Preparation of a policy and procedure manual for Melbourne Water's parks and a review of revenue raising opportunities and pricing in parks.
- Leadership of award-winning interpretive displays, visitor centres, publications and programs in Victoria's national parks.
- Chairing of NRE's Historic Buildings Management Committee and Historic Mining Sites Assessment Committee.
- Success in obtaining Coast Action grants and managing community grant projects.

Contact network, professional associations, articles

- Robin Crocker & Associates has a wide network of contacts in government agencies and consulting groups and keeps abreast of planning and management issues. We regularly put together expert teams with the skills needed to successfully complete specific projects.
- Robin is a member of Parks and Leisure Australia, the Victorian Planning and Environmental Law Association, Interpretation Australia Association, Victorian National Parks Association, National Trust Australia (Vic), the Playgrounds and Recreation Association of Victoria, and Friends of Walkerville. He regularly participates in conferences and seminars and travels interstate and overseas assessing issues and trends.
- Robin is a current member of the National Trust Aust. (Vic) Landscape Committee and the VNPA Park Monitoring Committee.
- Published articles by Robin Crocker include:



'Cape Liptrap Coastal Park: landscape delight', *Parkwatch* no. 217, June 2004

'Achieving successful interpretation: lessons learned from overseas', *Australian Parks & Recreation*, vol. 6, no. 4, summer 2003 pp. 10-13

'Visitor experience at Melbourne's cultural and natural heritage sites – a critical appraisal', *Interpretation Australia Association Conference Proceedings*, Melbourne, 2003

Exploring Park and Heritage Sites in Ireland, *Parkwatch* no. 214, Sept 2003

'Enhancing Visitor Experiences at Heritage Sites', *Parkwatch* no. 197, June 1999

'Lessons from Europe: Enhancing Visitor Experiences', *Australian Parks & Recreation*, vol. 3, no. 4, summer 1997/1998 pp. 45-47

Referees

Anthony Sheean
Community Environment Officer
City of Greater Bendigo
☎ 5434 6374
(Re: park and waterway plans)

Kim Soo
Land Use Planner
DSE, Box Hill
☎ 9296 4506
(Re: reserve plans)

Juliet Ramsay
Dept Environment and Heritage
☎ 02 6274 2143
(Re: landscape projects)

Simon Toop
DSE
☎ 9637 9877
(Re: Yarra Bend plan)

John Grinpukel
Parks Victoria
☎ 13 1963
(Re: heritage projects)

Duncan Malcolm
Chair
Gippsland Coastal Board
☎ 0402 077 111
(Re: Gippsland coastal planning project)