

Belinda Barnett

BTP (Hons) Cert Mkg (UTS) MPIA

Director, Urban Concepts



With highly sought after qualifications and experience in urban planning, community relations, marketing and issues management, Belinda Barnett is widely regarded as one of Australia's foremost property, planning and communications consultants.

Her career began more than 30 years ago when she worked at various local councils including the City of Sydney, before accepting senior private sector urban planning roles. In the early nineties she managed Communications for the Homebush Bay Development Corporation, articulating to Sydney and the world how an unglamorous abattoir site would be reconfigured into an international sporting facility to support the first Green Olympic Games.

In 1994 Belinda identified a market niche for strategic and statutory communications counsel in the property and development sectors, and the Urban Concepts success story was born. Utilising her skills under her own banner and distinct business model, Belinda has gone on to provide top-level counsel for a formidable list of Government and globally recognised private sector companies including the NSW Roads and Maritime Services, Multiplex, AMP, Fairfax Media, NSW RailCorp, Westfield Ltd, Presbyterian Aged Care, Network Nine and Leda Holdings.

With all Urban Concepts work flowing from word-of-mouth referrals, Belinda is frequently a first point of contact for developers, architects, financiers and government agencies looking to engage with communities at the outset of major projects. Her strategic skills ensure that local sentiments are captured, gauged and responded to with a view to creating the smoothest possible passage for project approval and completion. This frequently involves executing intensive issues management strategies to diffuse hearsay-based misinformation and controversy that so often bedevils projects.

Belinda has also been in demand to fill multiple industry leadership and mentorship roles throughout her career. During the late 1990's she guided and advised emerging businesses as part of the NSW Governments Women in Business Program. She has played major roles with the Planning Institute of Australia as co-convenor of Young Planners, an initiative now boasting a thriving student and graduate membership and recognised as a major national success story. Belinda has also served on the Institute's NSW Divisional Committee for many years, some of that time as Vice President.

Belinda's career is underpinned by multiple prestigious awards and recognitions, including being one of the first fifty women to be inducted into the Businesswomen's Hall of Fame.

She remains an active member of the Royal Australian Planning Institute and is also a member of the NSW Urban Development Institute of Australia (UDIA). She is a guest lecturer on communications and its role in master planning at both the University of NSW and Macquarie University.

PERSONAL QUALIFICATIONS

- Bachelor of Town Planning (Class II Division I Honours), University of NSW
- Marketing to the Public Sector, University of Technology

PERSONAL AFFILIATIONS

- Corporate Member, Urban Development Institute of Australia (UDIA)
- Corporate Member, Planning Institute of Australia
- Member Social Planning Chapter, Planning Institute of Australia
- Member NSW Consulting Planners Committee
- Founding Member, National Association Women in Construction

AWARDS

- 2014 - Planning Institute Australia Commendation - Breakfast Point Community Enhancement Plan
- 1998 - Royal Australian Planning Institute Award – Dee Why Urban Design Study Community Consultation Program Excellence in Community Planning
- 1998 - Businesswomen's Hall of Fame

EMPLOYMENT HISTORY

1994 - Present	Urban Concepts, Director
1991 - 1994	Property Services Group: Environment and Development Manager, Homebush Bay Development Corporation, Manager Communications
1990 - 1991	The Hassell Group, Senior Urban Planner
1989 - 1990	Scott Carver Pty Ltd, Senior Urban Planner
1988 - 1989	Willoughby City Council
1984 - 1987	Sydney City Council