



MARK WOODLAND

DIRECTOR

CAREER OVERVIEW

2012-

Director, Echelon Planning

2010-2012

Strategic Planning Director - Growth Areas Authority
(Victorian State Government)

2007-2010

New Business Manager - Lend Lease Pty Ltd

2005-2007

Senior Advisor - Office of the Minister for Planning
(Victorian State Government)

2001-2005

Manager Strategic & Transport Planning - City of
Melbourne

1997-2000

Manager, Strategic Planning - City of Kingston

1995-1997

Urban & Environmental Planner - GHD Australia

1991-1995

Urban Planner, Cities of Camberwell, Boroondara &
Port Phillip.

QUALIFICATIONS

Bachelor Planning & Design, Melbourne University

MEMBERSHIPS

Victorian Planning & Environmental Law Association

Property Council of Australia

Mark has over 25 years of experience in the planning and development sector.

He has held senior positions in both state and local government, as well as in the property industry. As a result, Mark has a rare understanding of what drives decisions within government and the private sector.

Over his career, Mark has worked on some of Melbourne's most significant projects, as well as a wide range of major development strategies across Victoria and interstate. Mark understands the importance of planning being informed by market realities, as well as creating and maintaining a vision for what precincts and projects can become.

He has led teams to prepare regional-scale development strategies across inner Melbourne, in middle suburban regions and across all four of Melbourne's growth corridors. Mark has long record of dealing with complex issues and competing agendas. He enjoys taking a hands-on approach to finding solutions.

Mark has expertise in a wide range of fields, from environmental policy to strategic planning, development approvals, development feasibility, negotiations, and project management.

He has learnt through practical experience that successful delivery of virtually all planning and development projects requires an ability to lead, understand and work across multiple disciplines.

He also understands that the best development outcomes are realised through persistence, adaptability, and a clear focus on the detail.



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PROJECT EXPERIENCE

STRATEGIC ADVICE.

Mark is experienced in advising clients at all stages of the project life-cycle – from due diligence reviews, through to development feasibilities, bids, rezonings and development approvals. He has recently assisted clients in relation to a range of projects, including:

- Due diligence reviews for various major land holdings including Government-owned sites in Truganina, Point Cook and Epping (Aurora);
- Strategic advice on the development potential of various major sites across Melbourne's growth corridors;
- Advice to the Greater Metropolitan Cemeteries Trust on potential new cemetery locations in Melbourne's west;
- Advice on major new commercial and industrial precincts in Ballarat, Wyndham Vale, Melton, and Beveridge.
- Due diligence on the suitability of an 11.5 hectares for medium density development in Braybrook.

DEVELOPMENT FEASIBILITY & FRAMEWORK PLANS.

Mark is experienced in preparing development feasibilities, frameworks and plans for a range of project types and scales. Recent project include:

- Ballarat West Employment Zone Development Plan;
- Plumpton Employment Precinct and Major Town Centre masterplan (Australand/Mondous Alliance);
- West Werribee Employment Precinct concept plan (Barro Group).

Some of the more significant projects which Mark has previously led or assisted with include:

- Harpley master-plan community (Lend Lease) –

- commercial feasibility & project negotiations - circa 4,500 homes and a neighbourhood town centre;
- Lockerbie master-planned community (Lend Lease) – commercial feasibility & project negotiations for a circa 11,000 lots, plus a major town centre;
- Development plan approval for the Lakeside neighbourhood town centre (Lend Lease);
- Development feasibilities/due diligence reviews for over 20 small to medium scale (500-2000 lot) residential developments in growth areas and regional centres (Lend Lease);
- Southbank Structure Plan (City of Melbourne).

DEVELOPMENT FEASIBILITY & FRAMEWORK PLANS.

Mark is experienced in assisting clients to obtain development approvals, including rezoning of sites and obtaining planning permits. Recent project include:

- Dandenong South Industrial estate (Australand) - road works and native vegetation clearance approvals;
- Harpley, Wyndham Vale (Lend Lease) – development contributions, biodiversity and infrastructure approvals;
- Mayfield, Cranbourne (Lend Lease) – native vegetation clearance approvals;
- Atherstone, Toolern (Lend Lease) - infrastructure approvals.

Some of the more significant projects which Mark has previously led or assisted with include:

- Epsom Park master-planned residential estate;
- The Waterways residential estate, Braeside;
- The Heath master-planned residential estate;
- SNF Floerger chemical manufacturing plant;
- Carter Holt Harvey manufacturing plant (Box Hill);
- MDF timber manufacturing plant (Wangaratta);
- BHP Steel plant upgrades (Geelong);



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PROJECT EXPERIENCE

STRATEGIC PLANS AND PROJECTS

Mark has prepared a wide range of strategic plans for state and local government clients.

He has recently completed an Activity Centre Framework for the City of Moreland, and an Integrated Infrastructure Plan for the Ballarat West Employment Zone.

Some of the more significant projects which Mark has previously led or assisted with include:

- Melbourne Growth Corridor Plans (lead author, project manager);
- City of Melbourne Strategy Plan;
- Inner Melbourne Action Plan and Housing Statement;
- City of Kingston Strategy Plan & Planning Scheme
- Shire of Wellington Strategy Plan & Planning Scheme;
- Sullivans Cove Planning Scheme, Hobart;
- City of Kingston Housing & Industrial Strategies;
- Melbourne retail core redevelopment Strategy;
- Swanston and Bourke Street redevelopment Strategy;
- Carlton Parking Strategy;
- Clayton South Urban Renewal Plan;
- Dallas Urban Renewal Strategy;
- Hume Investment Attraction Strategy;
- Community Plans for Kensington, Southbank/St Kilda Road.

ENVIRONMENTAL POLICIES/PROJECTS

Mark provides advice to government and the private sector on a range of urban and environmental policies. Recent projects include:

- Implementing the Biodiversity Conservation Strategy for Melbourne's Growth Corridors;
- Reforms to Native Vegetation Permitted Clearing Regulations;
- Advice on acquisition and funding options for creating new Metropolitan regional parks;
- Reviewing Integrated Water Management opportunities in Melbourne's growth areas.

In previous roles, he has led or assisted with projects such as:

- Preparing the Melbourne Growth Corridor Plans;
- Implementation of the first bilateral agreement for managing urban growth under the EPBC Act, 1999, including negotiation and preparation of biodiversity strategies for Melbourne's growth areas;
- Advice on a range of Conservation Management Plans for nationally endangered species across Melbourne's growth areas.

