



# Mark Woodland

## CO-FOUNDER & 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 & COMMITTEES

Victorian Planning & Environmental Law  
Association

Metropolitan Development Advisory Panel  
Fishermans Bend Advisory Committee  
(2017 – 2018)

Property Council of Australia

Mark has over 30 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.