



JASON MCFARLANE

MANAGING DIRECTOR, CO-FOUNDER

PROFILE

A highly experienced economic development professional with a mission to partner with communities, organisations and agencies who wish to be brave, bold and prepared in a rapidly changing world. A strong focus on building relationships, structures and systems required for projects to succeed.

A diverse background including local government economic development, social sector business development and operations management both in Australia and Hong Kong. Qualifications include a Masters of Business Administration (California State University East Bay) and a Bachelor of Science (UWA) and a Certificate in Strategic Foresight (University of Houston).

Jason is also Chair of Economic Development Australia (Australia's peak body for economic development professionals), an Independent Director of Pollinators (a regional not-for-profit enterprise focussing on innovation and entrepreneurship) and sits on the Advisory Board of the WA AusCyber Innovation Hub.

KEY EXPERTISE

STRATEGY – Partnering with enterprises, agencies and communities to build consensus as to what is desired, and a tangible plan to realise aspirations.

INVESTMENT ATTRACTION – Building a case for investment in transformative projects (of finances and/or resources) by public, private and community sectors.

INNOVATION – Development of frameworks and initiatives to support entrepreneurs and agencies in creating value through deliberate positive change.

RECENT EXPERIENCE

- Murrayfield Airport Business Case - Shire of Murray - 2019-20
- Regional New industries Fund Facilitation - DPIRD - 2019
- Place of Healing Business Case and Business Plan – Sister Kate's Home Kids - 2020
- Employment Lands Study, Tourism Land Needs Assessment, Agri-Business Precinct Plans – City of Wanneroo 2018
- Greater Geraldton Investment Showcase and Prospectus – Geraldton Growth Plan Partnership – 2017

CONTACT

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CORE TECHNICAL SKILLS

- Project facilitation and stakeholder engagement
- Impact assessment
- Spatial economic strategy
- Scenario development and assessment
- Financial analysis
- Peer review and project support
- Feasibility and business planning
- Change management
- Project implementation
- Decision making systems

SOCIAL

BLOG:

www.farlane.com.au/brain-food

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