



The people behind the collective

Decades of experience, one member-owned model.

We're a team of experienced entrepreneurs, advisors and professionals building Australia's first member-owned strata and community title management collective, because community corporation owners deserve better.



Paul Daly — Co-Founder & Director

Paul has spent decades building Adelaide's business community, from co-founding m.Net Corporation (sold to IPG MediaBrands) to advising the City of Adelaide on economic development strategy. He holds a Master's degree from the University of Adelaide and brings a strong track record in commercial growth and organisational design. Paul co-founded Acacia Collective to give strata and community title owners across Australia a genuine alternative — member-owned management built around transparency, accountability and community.



Alex Hender — Chief Advocate & CTO

Alex brings 17+ years of experience leading service organisations from early stage through to \$8M+ in revenue, with deep expertise in operations, technology and organisational leadership. As Chief Advocate and CTO of Acacia Collective, he champions the interests of member corporations while building the platforms, automation and digital tools behind the member-owned model — giving owners across Australia transparent, responsive strata and community title management and real visibility over how their community is run.



Jonathan Whalley — Co-Founder & Director

Jonathan is an entrepreneur, engineer and investor with over 30 years of building and scaling Australian businesses. He founded DSpace Pty Ltd, grew it to acquisition by a publicly listed company, and as founding CEO of 1414 Degrees led the organisation from concept through to ASX listing. He holds two engineering degrees and an MBA. At Acacia Collective, Jonathan applies his governance and operational expertise to building a member-owned strata and community title management model that puts owners corporations, bodies corporate and community corporations first.



Tabitha McFarlane — Co-Founder & Fractional CFO

Tabitha is a Chartered Accountant with almost 30 years of experience in accounting, business strategy and taxation. After studying Chemistry at Somerville College, Oxford, she trained with Deloitte in London before building a career across senior roles in Australian accounting practices and as CFO for an industrial manufacturing group. At Acacia Collective, Tabitha oversees financial governance for the organisation and its member corporations, ensuring levies, budgets and long-term maintenance funds are managed with rigour and transparency.

GET TO KNOW US

Four people, one conviction: **owners deserve a manager who answers to them.**

Every plan is managed by people who built this collective to be member-owned from the ground up — not a service description added afterwards.