



# Welcome to Synergy Group

Everything you need to know about  
who we are and how we work

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# Welcome to Synergy Group

I’m proud to lead an organisation that’s 100% Australian-owned and dedicated to making positive change.

For 25 years, Synergy Group has worked with government, establishing itself as one of Australia’s most trusted professional services firms. In 2024 we expanded nationally, and now we have a 400-strong team of specialists in Canberra, Melbourne, Sydney and Brisbane.

We have a strong and positive culture at Synergy Group. Our motto, ‘It’s personal’, means that we never shy away from a helpful conversation and always prioritise the wellbeing of people in our workplace, with our clients, and in our wider communities.

Our greatest successes happen when we put people at the centre of everything we do; our relationships within our team are vibrant and values-led, and our interactions with clients are tailored to their unique needs.

We offer full end-to-end services to public sector organisations. No matter whether you need strategy, design thinking, transformation, or ongoing management assistance with your programs, Synergy Group tackles some of the nation’s most complex challenges. Our work makes a tangible difference to Australia’s public services, Australian communities, and individuals.

**Robert Kennedy**  
National Chief Executive Officer





# Our Vision and Strategic Intent

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## Strategic Vision

Synergy Group is one of Australia's leading professional services organisations, operating across the eastern seaboard.

Our mission is to fulfil a valuable role in the public administration of Australia by supplementing public sector resources with deep expertise, insights and capability to deliver on our country's most important challenges.

Synergy Group is a truly sovereign firm with the breadth and depth of capability that can address our clients' most complex and strategic requirements.

## Strategic Intent

Synergy Group will leverage its deep expertise in the Federal Government and extend its services to State and Territory governments and non-government organisations.

We will work across a range of government and non-government agencies across Australia to support the timely and high-quality delivery of citizen-focused programs.

With trust at its core, Synergy Group is driven by our values and culture, building diverse expertise and capabilities. Our team of industry experts collaborate with our clients to deliver high quality solutions tailored to their needs.





# Our Values



## It's Personal

Our people are our stars; we value everyone on their own terms with these differences being our source of strength.



## Play with Impact

We anticipate the most important challenges, position strategically, think critically and solve in innovative ways.



## Act as One

We collaborate to create impact and work together as an integrated team with each other and our clients.



## Honest to Self and All

We do as we say, act with integrity and are true to ourselves and others.



## Positively Charged

We are confident, resilient and ever optimistic in our approach.



## Abundance Mentality

We share success, are generous and support each other to grow.



# Who We Are

For 25 years, Synergy Group has worked with government, establishing itself as one of Australia's most trusted professional services firms. In 2024, we expanded nationally and brought on ThinkPlaceX; now our team of over 400 specialists works nationwide, with offices in Canberra, Melbourne, Sydney and Brisbane.

As an end-to-end, whole-of-life professional services firm, we partner with you across a wide scope of complex challenges, from smaller advisory projects to large-scale transformation programs.



## National Reach

We work on projects across Australia, with offices in Canberra, Melbourne, Sydney and Brisbane.



## Collaborative Approach

Through lasting partnerships, open communication and deep co-design, your input is a valuable part of our process.



## 400+ Skilled People

People love working at Synergy Group, and this zest for what we do is noticed by our clients.



## Innovative and Agile

We're not rigid in our methods, and always innovate and tailor our services to your needs.



## 100% Australian-Owned

As a sovereign company, we aren't bound by multi-national or overseas interests. We do things our way, always invested in positive outcomes for our nation.

# How We Work

As an end-to-end service provider, we're equipped to design, develop and deliver challenging public sector projects of all sizes and complexities across Australia. Our four business units – ThinkPlaceX, Synergy Consulting, Synergy Managed Services and Synergy LAW – offer specialist skills and domain expertise for every project stage and scale.

We work closely with our clients to deliver trusted, transparent services grounded in an agile, innovative approach.

**ThinkPlaceX** is Synergy Group's strategy, innovation and design arm, tackling Australia's most complex challenges with co-design, citizen-centred design, and system innovation.

**Synergy Consulting** was the first pillar in the Synergy Group family, and we've been going strong for 25 years. We amplify organisational efficiency and public trust, streamlining systems and helping Government agencies plan, design, manage, source, and co-create resilient, future-ready enterprises.

**Synergy Managed Services** delivers effective and scalable systems, integrating robust security measures and offering end-to-end IT service lifecycle management.

**Synergy LAW** specialises in government law, legal advisory services, and legal and commercial procurement advice and support. We provide integrated, legally assured and defensible end-to-end advisory services and solutions.







# ThinkPlace<sup>x</sup>

ThinkPlace<sup>x</sup> is Synergy Group's strategy, innovation and design arm, tackling Australia's most complex challenges with co-design, citizen-centred design, and system innovation.

## Our Signature Services

### Complex Co-Design

Co-design is about designing with, not for, the people most affected by an issue. We bring together the right voices – those with lived experience, technical expertise, policy knowledge, and perspectives from diverse stakeholder groups. In complex, uncertain environments, we take co-design further: convening interdisciplinary expertise, engaging in systems thinking, and iterating toward shared solutions.

### Citizen-Centric Design

Government services are woven into every facet of our lives, but using them isn't always straightforward. We bridge the gap between policy intent and lived reality, building services, programs, and policies that prioritise the needs and experiences of citizens.

### System Innovation

Our world is constantly changing. Technological disruption, climate challenges, geopolitical uncertainty, and social transformation are putting pressure on the systems we rely on. However, every system holds hidden strengths and untapped potential. We connect ideas, people, and data to surface opportunities buried within policies, services, markets, and communities.

## Our Core Capabilities

**Research and Insights:** We uncover deep human and system insights to inform smarter decisions, drive innovation, and measure impact.

**Futures and Transitions:** We help organisations anticipate change, imagine possible futures, and build the strategies and coalitions to navigate them.

**Regulatory Design:** We co-design adaptive, human-centred regulation that supports compliance, responds to risk, and earns community trust.

**Service Design:** We design services that are effective and centred on the real needs of users and the ecosystems they navigate.

**Organisation Design:** We help transform organisations into adaptive, connected systems by aligning strategy, people, structures, and culture.



# Synergy Consulting

Synergy Consulting was the first pillar in the Synergy Group family, and we've been going strong for 25 years. We amplify organisational efficiency and public trust, streamlining systems and helping Government agencies plan, design, manage, source, and co-create resilient, future-ready enterprises.

Whether it's empowering your organisation to transform, be digitally enabled, data-driven, and securely automated, or improve your financial performance, provide confidence in your risk and assurance practices, or support legally defensible outcomes, we work with you to deliver the best solution to your needs.

## Defence and National Security

Our collaboration with Defence and the National Support Base is built on open and honest communication, alongside more than two decades of first-hand experience. Informed by a clear view of national interests and links with industry and academia, we act as your partner in growth and success. Our ability to link strategy with resource priorities helps you inform investment or policy choices.

- Strategic Writing
- Policy Development
- Business Operations & Concepts of Operation
- Capability Analysis & Portfolio Prioritisation
- Defence Planning & Campaign Design
- Capital Investment Planning & Advice
- Defence Industry & Innovation
- Defence Program & Project Management

## Program Design and Delivery

In an ever-changing and increasingly complex world, Government agencies need to be agile, resilient, and digitally smart. From new systems to capabilities, we partner with you to enable end-to-end transformation. With deep domain expertise, we're confident in our ability to understand your requirements and unique operating environment; we can deliver programs and services that involve integration across policy, process, people, technology, and data.

- Portfolio, Program & Project Management
- Change Management
- Strategic Communication
- Learning & Development
- Agile Design, Implementation, Delivery & Advisory
- PMO Frameworks & Delivery
- Defence Capability Program & Project Services





# Synergy Consulting

## Governance, Performance and Assurance

We help you with governance, risk and compliance frameworks, to operate more efficiently, effectively and transparently, resulting in greater public trust. We understand the challenges and complexities faced by all levels of government, and the key to our approach is knowledge sharing and capability uplift, to sustain your success beyond our involvement.

- Governance Advisory
- Enterprise Performance Advisory
- Internal Audit Services
- Payment Assurance
- Program and Project Assurance
- Compliance and Risk Management
- Quality Management
- Benefits Realisation Management

## People and Organisational Development

We are obsessed with helping organisations align capability, culture and communication with business strategy. We partner with organisations to design fit-for-purpose operating models, reshape roles, and build critical capability. With deep expertise in people, organisational design, people strategy and leadership development, we create learning and leadership experiences that go beyond capability uplift, cultivating the systems, strategies and mindsets needed for high-impact, future-ready organisations. Our communications cut through - purposeful, well-crafted and behaviourally focused. We bring it all to life through bold, insight-led ideas, creative services and human-centred design.

- Workforce Design & Strategy
- Psychology & Behaviour Change
- Learning & Development
- Strategic Communication
- Creative Strategy & Design
- Research & Analysis
- Stakeholder Engagement & Facilitation

## Synergy Digital

Our cutting-edge methodology and technology aligns your strategic goals with digital solutions. By collaborating closely with stakeholders, we ensure seamless integration into your operations. Our iterative co-design process ensures adaptability and long-term success, empowering you to stay ahead of an ever-evolving digital landscape. We streamline processes, mitigate risks, and minimise disruption to your business operations.

- IT Financial Management, IT Costing, FinOps
- IT & Digital Strategy, and Operating Model Design
- Data Visualisation, Data Engineering & Platforms
- AI & Machine Learning
- Business Analysis, BPM/BPI, and Human-Centred Design
- ERP Implementation & Advisory (Workday, SAP & TechnologyOne)
- Enterprise & Solutions Architecture
- Applications Engineering & Cloud Replatforming
- Security & Cyber Security Advisory
- Robotic Process Automation

## CFO Professional Services

We provide robust financial support for the Australian Public Service (APS). Packaged with end-to-end implementation and capability uplift, we enable the APS to deliver a better government through evidence-based decision-making.

Our approach is to embed a culture of continuous improvement across the APS and ensure agencies can deliver government priorities and outcomes for Australians. We create a trusted partnership with common goals, sharing knowledge to leave a path behind us that is easier for others to follow, with fewer risks and better practices.

- Financial Strategy
- Technical Accounting
- Budget Methodologies & Financial Frameworks
- Finance Operating Models
- Integrated Business Planning
- External Budget Process Navigation
- Financial Systems Optimisation
- End-to-End Capability Support





# Synergy Managed Services

We deliver effective and scalable systems, integrating robust security measures and offering end-to-end IT service lifecycle management. Our comprehensive suite of integrated processes is designed to deliver reliable, scalable, and maintainable ICT services that are uniquely tailored to meet your needs. We prioritise consistency, transparency, and rigorous governance, supported by detailed reporting to ensure clear communication and accountability at every step.

Our approach is distinctly local, and our deep understanding of the Australian market offers an agile alternative to multinational providers. We recognise the rapidly evolving nature of ICT and respond swiftly to new demands, ensuring we can pivot to address changing strategic challenges.

## Our Services

### Management

As a trusted partner, we simplify and manage every aspect of your ICT applications operations, allowing you to focus on core priorities while we oversee the technical details.

### Delivery

We enhance and modernise your systems through a robust lifecycle model aligned with PMBOK and PRINCE2 standards, ensuring high-quality, consistent delivery within our managed services.

### Security

Our comprehensive security solutions, built on recognised frameworks, proactively reduce threats and strengthen security posture, supporting a resilient ICT environment.





# Synergy LAW

Synergy LAW specialises in government law, legal advisory services, and legal and commercial procurement advice and support. We provide integrated, legally assured and defensible end-to-end advisory services and solutions. Alongside our core services, you'll also have the opportunity to prepare for future legal issues such as cybersecurity, ICT and infrastructure security, emerging energy resources, climate law, supply chain management, data sharing, and information law.

## Our Services

- Contract Law
- Grants Administration & Oversight
- Administrative Law
- Freedom of Information
- Governance & Probity
- Intellectual Property
- Privacy & Public Interest Disclosure
- Information & Communications Technology
- Sourcing, Procurement & Contract Management



# Governance

Synergy Group is governed by a formal corporate board and governance charter that defines the roles of shareholders, the Board, the CEO and the Partnership group. Our governance framework is principles-based and designed to balance the hybrid structure, combining our legal corporate structure with the operational partnership structure of a professional services firm. Our Governance Principles guide our thinking around our business and our operations:

- Trust
- Autonomy and Empowerment
- Agility and Accountability



Left to right: Martin Bowles, Robert Kennedy, Lucille Halloran (Chair) and Mark Patrick, Synergy Group's Board

# Building a Safe and Respectful Workforce

## Addressing Modern Slavery

As an organisation, we acknowledge the global issue of modern slavery and recognise the need for change across the world.

Our first Modern Slavery Statement outlines our commitment to increasing our awareness of modern slavery, improving our approach to risk assessment and mitigation, and strengthening our compliance and accountability measures.

## Our Reconciliation Action Plan

We're committed to supporting the aspirations of Aboriginal and Torres Strait Islander peoples. Our Reflect Reconciliation Action Plan (RAP) aims to establish and nurture meaningful relationships with Indigenous peoples, communities and businesses.

Together, we're building a culturally aware and safe workplace that enables Aboriginal and Torres Strait Islander peoples to thrive when working at and with Synergy Group.

## Supporting All Identities and Needs

We celebrate diversity and support freedom of identity in all of our teams. We're consistently working on our Diversity and Inclusivity Committee priorities of connection, freedom of gender and sexual orientation, cultural and linguistic differences, and accessibility for people with disability.

## Compliance Policies

Synergy Group's Policy Compliance Program ensures we adhere to the established rules, laws, and regulations, ensuring our operations align with internal and external standards. We continually review, identify, access, control, and monitor activities to ensure that Synergy maintains a systematic approach to meeting all compliance requirements.





# Charity Partnerships

We’re committed to supporting our community in various ways. From participating in committees and offering pro-bono services, to donations and sponsorships, the team at Synergy Group is encouraged to play an active role in our community.

## Charity Partners



### Indigenous Marathon Foundation

The Indigenous Marathon Foundation uses running to promote and celebrate Indigenous resilience and shape future leaders.



### Soldier On – Platinum Pledge Partner

Soldier On helps Australian Defence Force veterans transition to civilian life, providing support services that empower them to live a meaningful life post-service.



### Roundabout Canberra

Everyone deserves a positive start in life. Roundabout Canberra helps families in need by providing safe, high-quality essential items for babies and children.





## Get in touch

### **CANBERRA**

Ground Floor, 15 National Circuit  
Barton ACT 2600  
(02) 6260 7477

### **CANBERRA THINKPLACE<sup>x</sup>**

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(02) 6282 8852

### **MELBOURNE**

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