



# Welcome to ThinkPlace<sup>x</sup>

Your partner in strategy,  
design and innovation

**ThinkPlace**   
Part of Synergy Group

# Who We Are

ThinkPlace<sup>x</sup> is a purpose-led strategy, design, and innovation studio. We partner with leaders to shape preferred futures, and build the momentum to get there.

When complexity clouds the way forward, we reframe the problem, uncover hidden levers for change, and bring the right people together to unlock breakthrough solutions.

Since 2005, we’ve worked with governments, industries, and communities to tackle some of society’s toughest challenges.

Our approach zooms out to understand the systems at play, and zooms in on real, lived experiences. Co-design is at the heart of our work—ensuring that users, stakeholders, and communities are actively involved in shaping change.

We bring a diverse and proven set of tools—blending design thinking, systems thinking, and innovation. By working across a rich ecosystem of experts and partners, we help build futures that are human-centred, equitable, and sustainable.

# What Makes Us Unique

## We work with complexity

Our societies are multi-faceted, and with this comes colliding ideas, motivations and needs. We thrive in this complexity, creating the conditions for progress when change seems intangible.

## We lead with empathy and authenticity

We create space for honest dialogue, deep listening, and equitable decisions grounded in lived experience and diverse voices.

## We challenge convention and stay curious

True innovation emerges when diverse voices, disciplines, and lived experiences converge. We learn from people and approach problems with humility and an appetite to grow.

## We champion public good

We see every project as an opportunity for progress. Our work is driven by purpose – to create change that improves lives and systems.

# Part of Synergy Group

ThinkPlace<sup>x</sup> joined Synergy Group in 2024 as its strategy, design and innovation arm. Together, we deliver trusted, end-to-end government solutions from strategy to execution.



# Signature Services

Our Signature Services represent the distinctive approaches that set ThinkPlace<sup>x</sup> apart. These are the methods we’re known for, and are designed to tackle complexity and drive system-level change.



## 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 across sectors. 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.

# Core Capabilities

Our Core Capabilities are the building blocks of our work. These disciplines underpin every project, providing the expertise and tools needed to deliver impactful, tailored solutions.

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

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

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

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

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

## Get in touch

### **CANBERRA**

Level 4, 50 Blackall Street  
Barton ACT 2600  
(02) 6282 8852

### **MELBOURNE**

Level 2, 360 Little Collins Street  
Melbourne VIC 3000  
(02) 6260 7477

### **SYDNEY**

80 Buckingham Street  
Surry Hills NSW 2010  
(02) 6282 8852

### **BRISBANE**

Level 1, Jubilee Place  
470 St Pauls Terrace  
Fortitude Valley QLD 4006  
(02) 6260 7477

tenders@synergygroup.net.au  
synergygroup.net.au  
thinkplace.com.au