



Capability Statement 2025



WHERE LARGE-SCALE EXPERTISE MEETS BOUTIQUE ATTENTION.

At Synergy Management Group, we offer a unique blend of large organizational expertise and boutique, personalized service.

Our directors, each with a distinguished background in prominent property development and construction firms, bring a wealth of macro and micro-level insights on the developer, project manager, contractor, and subcontractor levels.

Diverse industry contacts and depth of experience help us to navigate projects smoothly, offering full spectrum end-to-end services and targeted advice at any project stage.

While drawing from large corporations' rigour and processes, we remain nimble, adapting swiftly to evolving project needs. Whether overseeing large-scale, iconic projects or delivering agile solutions with precision, Synergy MGMT move fast without sacrificing quality and attention to detail.

Our passion lies in solving our clients' challenges and cultivating long-term partnerships.

MISSION

Empowering growth through strategic thinking, tailored solutions, and unmatched service quality.

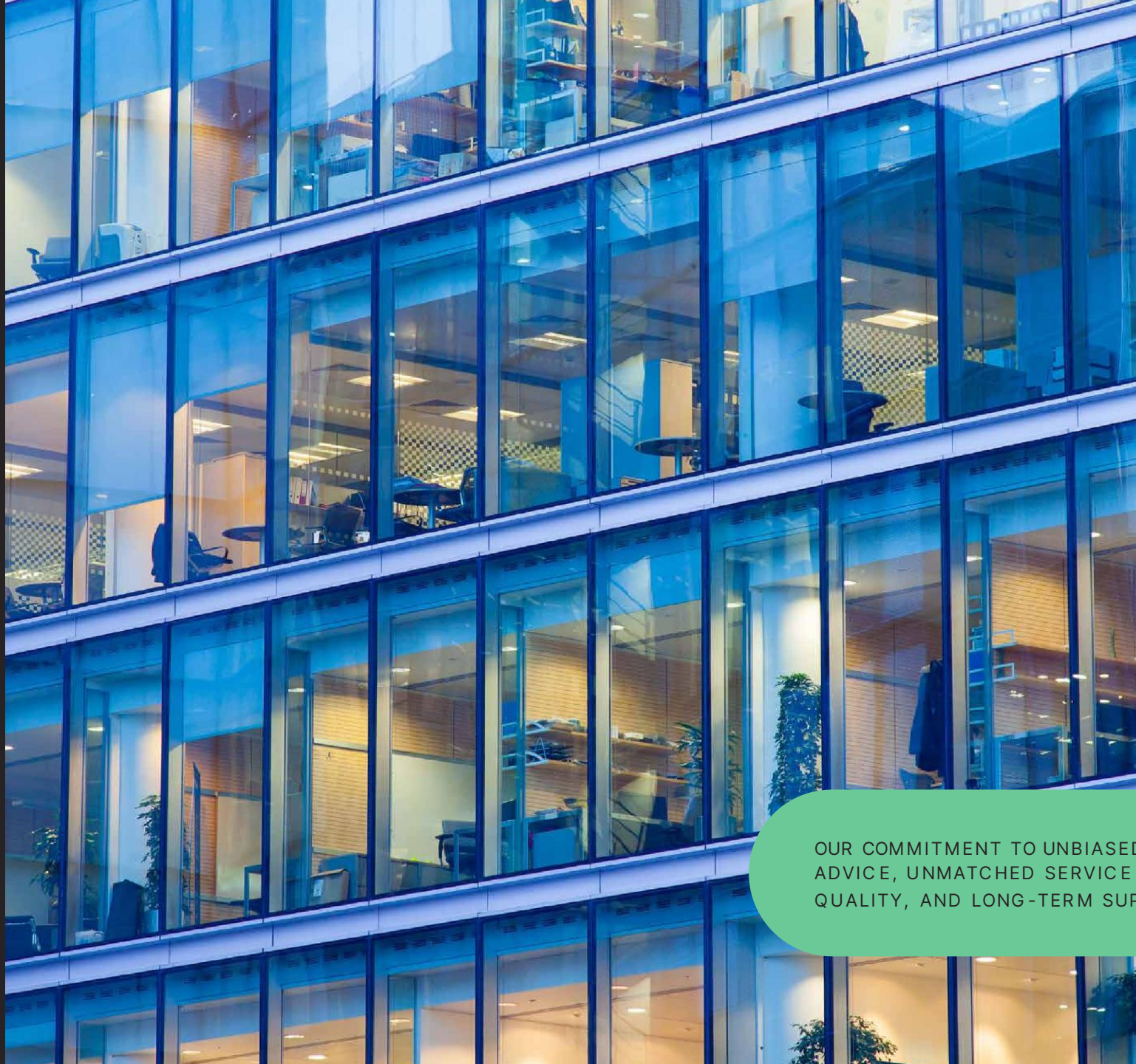
Our mission is to help clients define goals and execute visions. Through collaborative problem-solving, we provide support at every turn. Our commitment to unbiased advice, unmatched service quality, and long-term support means that every interaction with us is a catalyst for growth, resilience, and ongoing prosperity.

VISION

We set the benchmark for property consultancy, creating value through innovation, expertise, and transformative partnerships.

Our goal is to establish a new standard for property consultancy, reshaping partnership, innovation, and excellence. We envision a future where Synergy Management Group is synonymous with integrity, expertise, and long-standing relationships that drive transformative success for our clients.

OUR COMMITMENT TO UNBIASED
ADVICE, UNMATCHED SERVICE
QUALITY, AND LONG-TERM SUPPORT



INDUSTRIES WE WORK WITH

We set the benchmark for property consultancy, creating value through innovation, expertise, and transformative partnerships.

- BUILD TO SELL RESIDENTIAL
- BUILD TO RENT RESIDENTIAL
- SOCIAL & AFFORDABLE HOUSING
- STUDENT ACCOMMODATION & CO-LIVING
- COMMERCIAL & WORKPLACE
- RETAIL
- INDUSTRIAL
- HEALTHCARE
- EDUCATION
- SOCIAL INFRASTRUCTURE
- URBAN REGENERATION

FROM IDEAS TO INFRASTRUCTURE:
BRINGING CONCEPTS TO LIFE



STRATEGY AND
BUSINESS
IMPROVEMENT



DEVELOPMENT
MANAGEMENT



PROGRAM AND
PROJECT
MANAGEMENT



CONSTRUCTION
ADVISORY

STRATEGY AND BUSINESS IMPROVEMENT

Synergy Management Group is the ideal partner for businesses aiming to expand strategically in the property industry. Our team thrives in identifying new opportunities and suitable partners while preemptively addressing key considerations for a successful path forward.

- Market analysis and research
- Business growth strategy
- Portfolio optimization, expansion roadmaps and assessments
- System and Process Standardization
- Operational Discipline Enhancement
- Regulatory compliance
- Business System and Process Continuous Improvement
- Quantitative & qualitative decision making
- Financial analysis



DEVELOPMENT MANAGEMENT

Synergy Management Group offers comprehensive development management services to our clients, from acquisition to delivery and exit we optimize value across all stages of the development lifecycle.

- Business Case Definition and Hurdle Metrics
- Property Search and Screening
- Highest & Best Use Studies
- Development Feasibility
- Property Acquisition Due Diligence
- Structuring support & Acquisition
- Authority approvals
- Consultant & Contractor Procurement
- Risk & Opportunity Management
- Construction Phase Superintendency
- Titling
- Settlement



PROGRAM AND PROJECT MANAGEMENT

Synergy Management Group offers full-scale support across the entire lifecycle of both projects and programs, tailoring our approach to meet unique demands.

- Client representation
- Stakeholder and User Group Management
- Project Definition and Brief Preparation
- Sustainability Solutions
- Project Planning and Scheduling
- Consultant & Contractor Procurement
- Authority Approvals Management
- Design Management
- Risk Management
- Contract Administration & Superintendence
- Project Controls and Reporting
- Project Commissioning Handover & Contract Completion
- Defect Coordination and Close Out Reporting

CONSTRUCTION ADVISORY

Synergy Management Group offers expert guidance at all phases of the project life cycle. With a focus on strategic planning, management and project controls we draw on decades of collective experience in the industry to provide unbiased advice, assessments and recommendations.

- Building investigation and technical due diligence
- Project briefing and reverse briefing
- Preconstruction advice
- Procurement strategy and tender management
- Supporting QS cost plan market cover strategy and price vetting
- Project risk and opportunity mapping
- Programme, construction methodology and site establishment planning
- Project preliminary budgeting
- Design development and coordination
- Value engineering
- Buildability, methods and material review
- Safety in design reviews and workshop facilitation
- Authorities' management
- Project in Delivery health checks and audits
- Finalization planning, management and leadership services
- Statutory and regulatory compliance (NCC, DBPA)

ADDITIONAL SERVICE

MODERN METHODS OF CONSTRUCTION

Synergy Management Group offers consulting services on cutting-edge technologies that can revolutionize projects and streamline the construction process.

- DfMA, prefabrication and modular construction: guidance on current best practices and tradeoffs for prefab and modular constructions in your design.
- Advanced materials: Insights into the latest advancements in construction materials, including cost and performance .
- Technology: Insights on technological best practices, e.g. digital design and BIM, Smart Buildings / Internet of Things, support to define opportunities to pilot and build a roadmap.
- Process automation and AI: Insights on best practices from construction and other industries, and support to define opportunities to pilot and build a roadmap.





PAT MURPHY
DIRECTOR

Pat is an experience and driven property professional with a proven track record of uniting stakeholders to successfully deliver projects across all stages of the project life cycle.

With broad experience representing developers, general contractors and subcontractors on iconic projects and across multiple sectors, Pat has a unique skill set and capability to deliver client focused solutions and lead teams to successful outcomes.

He has a passion for delivering complex projects centered around identifying key project drivers, meticulous planning and alternative thinking founded from large corporate rigour and processes but remains nimble, adapting swiftly to evolving project needs and ensuring decisions are made quickly and accurately without compromising quality.

His specific sector expertise includes residential (including luxury, boutique, social & affordable), urban regeneration, commercial, retail, health, defense, education and corrections.



BEN MILLARD
DIRECTOR

With 20 years' experience in the property and construction industry, Ben brings a diverse and unique skill set from creating new business models and strategic thinking, to expertise in conversion & project delivery through to delivering disruptive technologies.

With a demonstrated track record in multiple market sectors across Australia, Ben has the ability to build high performing teams with expertise in development, conversion & project delivery with a proven ability to provide client focused solutions. His approach to managing positive project outcomes is founded on careful and considered planning, early identification of risk and opportunities and the development of mitigation strategies and logical processes.

In Ben's previous role, he was positioned between the integrated Lendlease model of Development, Investment Management and Construction, and was responsible for the conversion of some of the Australia's largest projects, including leadership from project inception, through to conversion and into delivery.

WHO WE ARE

We're committed partners, guiding you through projects and programs with diverse expertise across different professional backgrounds, unbiased advice, and transparency.

KEY EXPERTISE

- Organisational and sector business planning and strategy
- Portfolio and project strategy and conversion
- Risk mapping and analysis
- Business governance framework, maintenance and reporting
- Commercial assessment, feasibility and cost reporting
- Residential developments and market knowledge including social & affordable housing
- Contract negotiation and management
- End to end project delivery



MATT COOPER
SENIOR MANAGER

With more than 10 years of diverse consulting and industry experience spanning multiple sectors, Matt leads our Business Planning, Operational Enhancement and Continuous Improvement offerings for our clients.

He has delivered transformations and step-change improvements in companies of all sizes by diagnosing and triaging issues, engaging stakeholders, and 'wiring in' the systems and processes needed to make changes stick.

Matt is passionate about leveraging best practices from other industries to drive innovation and guide strategic thinking with his partners – from everyday operations to broad program management.



ANDREA VELASCO
PROJECT MANAGER

With a background in Architecture and over 8 years of experience, Andrea brings a diverse skill set in design and execution of projects across multiple sectors and project phases.

She has extensive experience in commercial design including offices and mixed-used developments and she has held leading and supporting roles throughout Concept, Design & Documentation, Pre-Construction and Construction stages.

Throughout her years of experience, she has proven ability to deliver high quality designs tailored to client needs while adhering onto budgetary and timeline constraints and coordinating design efforts to reduce costs and prevent on-site issues.

She has a special interest in façade design, sustainability and circular economy solutions, and she is passionate about using her design and construction knowledge to contribute directly into the decision-making process from the client side.



ANDREW SMITH
DEVELOPMENT DIRECTOR

Andrew brings over 28 years of experience from all facets of project, development and asset management across many sectors in the industry with both private and public organizations.

His diverse roles over this career have enabled him a depth of experience and acute appreciation for delivery surety whilst being driven by innovation and creating positive change. Andrew has an appetite for taking on unique project opportunities which is demonstrated by his engagement in a number of industry "first" achievements.

During his tenure at Lendlease, Andrew was instrumental in the establishment of internal capability in Modern Methods of Construction (such as engineered timber and prefabrication) as an integrated service model to the Lendlease group. Prior to joining Synergy, he held the senior role of Development Director for the Peninsula Hot Springs Group where his key responsibilities included the planning and delivery of several site masterplans across the portfolio, including the delivery of accommodation product and associated support infrastructure.

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KEY PROJECTS



338 BOTANY ROAD,
ALEXANDRIA, NSW

Client St George Community
Sector Housing
Residential – Community
Housing Partnerships,
Affordable Housing

Bio The project is a 10 level mixed use development comprising 100+ affordable housing apartments and ground floor commercial retail.

Services Synergy were engaged for Development and Project Management services, to lead a consultant team through DA design and submission including a targeted value engineering focus to ensure an affordable DA scheme. The project has now received DA approval from the CoS.



THE O'CONNELL PRECINCT,
SYDNEY NSW

Client Lendlease Construction
Sector Commercial,
Urban Regeneration

Bio The O'Connell Precinct is a proposed city shaping northern Sydney CBD commercial precinct comprising a 300m+ main tower under the central Sydney planning strategy.

Services Synergy were engaged to provide Construction Advisory and Design Management services to support scheme analysis and the planning proposal submission. Synergy were later re-engaged for Project Management services to lead the ECI proposal for enabling works on the 1 O'Connell St tower, developing the enabling works strategy, and reviewing re-development and precinct integration schemes for the asset.



ONE SYDNEY HARBOUR,
SYDNEY, NSW

Client Lendlease Construction
Sector Residential – Luxury & Key
Worker Housing

Bio The final piece of the Barangaroo South transformation, One Sydney Harbour is a \$3b development comprising 808 apartments across three towers of 72, 68 and 29 levels setting a new benchmark in luxury living.

Services Synergy were engaged for Project Management and Construction Advisory services to establish project finalisation planning, identify and mitigate key project completion risks and drive the completion of the precinct basement and the residential towers practical completions across multiple contracts and stages.

In a previous role, Synergy's Ben Millard leveraged his CHP relationships to assist the development team in securing a CHP operator for the 50 key worker housing units as required under the obligations of the project delivery agreement.



BID MANAGEMENT, MAJOR
HEALTH PROJECTS, WA, ACT,
VIC

Client WeBuild S.p.A
Sector Health

Bio Bid management services for 3 Major Health Projects each valued at \$1b+ across 3 different states including collaborating with local and international stakeholders.

Services Synergy were engaged to provide Strategy & Bid Management services for 3 EOI submissions for Webuild. Each of the projects required collaboration with local and international team members and included a focus on bid strategy, key win themes and analysing project success factors. Due to the delivery occurring in multiple jurisdictions, Synergy also had to undertake pre-qualification and application tasks concurrently to ensure the Contractor - new to the Australian market - was able to qualify to bid the works.

KEY PROJECTS



11 GIBBONS ST, REDFERN, NSW

Client St George Community
Sector Housing
Residential – Community
Housing Partnerships,
Affordable Housing, Social

Bio 11 Gibbons Street is a \$62m, 18 level residential building comprising 162 apartments & ground floor commercial. The project comprised 40 social and 120 affordable housing apartments.

Services In previous roles, Synergy's Ben Millard was responsible for the origination, early contractor involvement and successful delivery phase. As an outcome he established the National Social and Affordable Housing framework for the wider Lendlease business.

Synergy's Pat Murphy was engaged to lead the project through ECI, Pre-Construction and Project Establishment.



COOKS COVE REDEVELOPMENT, ARNCLIFFE NSW

Client Lendlease Development
Sector Industrial

Bio Situated directly opposite the International Terminal of the Sydney Airport, the project is a transformation of 36ha private and Council-owned land, including the development of a 15ha multi-level industrial and commercial mixed-use estate.

Services Synergy were engaged as the Project Director to provide development management services, managing consultant and contractor teams and deliverables, testing options within the commercial assessment against the bid brief to achieve a proposed offer for submission to the client.



WATERLOO ESTATE REDEVELOPMENT, ALEXANDRIA, NSW

Client St George Community Housing
Sector Urban Regeneration,
Residential and Community
Housing Partnership

Bio The project is the first stage of a \$6b rebuilding of the rezoned 19ha Waterloo Estate, the south portion (Stage 1) includes the construction of 3,000 social and private homes, while minimizing impact to the existing social housing residents. The NSW Land and Housing Corporation are procuring a Renewal Partner to lead a 10–15-year redevelopment of the site.

Services Synergy were engaged for Development & Project Management services for RFP2, to identify key development focus areas for submission including review of key design metrics and site challenges to assist the development team in preparing an offer. Synergy's Ben Millard was a key consortium leader for RFP1 submission, progressing to the shortlist phase with one other consortium.



ONE CIRCULAR QUAY, SYDNEY, NSW

Client Lendlease Development
Sector Residential & Hotel

Bio The project is a 58 level residential building with 158 ultra luxury apartments as well as a 220 room hotel in a second tower.

Services Synergy's Ben Millard established project governance and led the Development Management & technical due diligence phase for the residential tower on the project to allow the team to submit an offer at the conclusion of a 30 day exclusivity period. The \$3b+ project is now in delivery.

KEY PROJECTS



BAPTIST CARE PORTFOLIO, NSW

Client Baptist Care
Sector Resi - Social & Affordable

Bio 500 new houses and unites across 8 sites in NSW including a mix of multi-residential, single dwellings and townhouses. Lendlease Construction were engaged to manage a portfolio wide approach to design and delivery of SAH.

Services Synergy's Ben Millard oversaw the portfolio of works with he Lendlease team including the design and conversion of the portfolio's 2 largest projects at Carlingford and Five Dock, NSW.



RYDE HOSPITAL REDEVELOPMENT, RYDE NSW

Client Lendlease Construction
Sector Health

Bio The \$479m project involves a multi-staged redevelopment of the existing hospital to deliver a new 40,000m2 acute services building, multi deck carpark, several on grade carparks, and refurbishment and repurposing of existing heritage buildings.

Services Synergy were engaged to provide Bid Management services including overall construction planning, methodology development, & budgeting, program schedule reviews, subcontractor tender management, project risk reviews and non-price schedule response preparation



MELBOURNE QUARTER R2 BTR, VIC

Client Lendlease Development
Sector Residential - BTR

Bio The project is a 45 level residential tower with 797 build to rent apartments. The building will be fully electric targeting a 5 star green star design.

Services Synergy's Ben Millard oversaw and managed the ECI phase to assist the client with changing the product from build to sell to build to rent and complete subsequent planning submissions. This included providing Development & Project Management services to develop the project brief to ensure alignment with the project financier. He then led the conversion of the D&C contract to deliver the project.



EXHIBITION QUARTER BTR, NSW

Client Lendlease Development
Sector Resi - BTR

Bio The project is a 37 level residential tower with 443 build to rent apartments. The building will be fully electric and 100% powered by renewable electricity.

Services Synergy's Ben Millard oversaw the design finalisation and procurement of an external building partner to deliver the project. Services included external builder tender scoping, review of returned pricing and detailed reviews of methodology, programme and safety and quality systems.



BUSINESS NAME:

Synergy Management Group

OFFICE LOCATION:

Australia Square, Level 33/264 George St, Sydney NSW

YEAR ESTABLISHED :2022

CAN : 657 818 543

ABN : 65 657 818 543

CERTIFICATIONS, ACCREDITATIONS AND LICENCES:

- NSW Building Contractor License 385003C
- NSW Building Practitioner License BUP0001886
- ISO45001:2018, ISO14001:2015, ISO9001:2015

INSURANCES:

Professional Indemnity (\$5m) Public

Liability (\$20m)

Workers Compensation (Statutory)

CONTACT DETAILS:

Pat Murphy: 0401 307 338

Ben Millard: 0407 057 607

admin@synergymgmt.com.au

synergymgmt.com.au