



Capability Statement 2025



## WHERE LARGE-SCALE EXPERTISE MEETS BOUTIQUE ATTENTION.

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At Synergy Management Group, we offer a unique blend of large organisational expertise and boutique, personalised 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





A photograph of a modern, multi-story office building with a glass facade. The building is situated next to a paved walkway and a green lawn. A large tree is visible on the right side of the image. The sky is clear and blue.

FROM IDEAS TO INFRASTRUCTURE:  
BRINGING CONCEPTS TO LIFE

## 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



## STRATEGY AND BUSINESS IMPROVEMENT



Our team thrives in identifying new opportunities and suitable partners while preemptively addressing key considerations for a successful path forward.

## 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.

## DEVELOPMENT MANAGEMENT



We offer comprehensive development management services to our clients, from acquisition to delivery and exit we optimise value across all stages of the development lifecycle.

## 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.

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

- DfMA, prefabrication and modular construction: guidance on current best practices and trade-offs for prefab and modular constructions in your design
- Advances materials: Insights into the latest advancements in construction materials, including cost and performance
- Technology: Insights on technological best practices  
Eg. 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 experienced 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 set the benchmark for property consultancy, creating value through innovation, expertise, and transformative partnerships.

## KEY EXPERTISE

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



**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 organisations.

These diverse roles have enabled him with a deep capability 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 industry "first" achievements. This includes in the establishment of an internal capability in Modern Methods of Construction at Lendlease, providing an integrated service model to the development and building business units.

Andrew previously held the senior role of Development Director for the Peninsula Hot Springs Group where he was ultimately accountable for the planning and delivery of the group's development masterplans across the portfolio and leading the delivery capability of wellness and accommodation-built form and associated supporting infrastructure.



**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.

His recent focus at Synergy has been successfully leading strategy and project conversion (including EOIs and RFTs) for major contractors in broad sectors and across Australia.

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.

## OUR TEAM

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





**ERIC TSE**  
PROJECT MANAGER

With over 15 years of experience delivering commercial, retail, education, and mixed-use developments across Australia and Asia. His strength lies in managing complex projects through all stages - from planning and approvals to design coordination, procurement, and construction delivery.

With a strong client-side background, Eric brings a calm, solutions-focused approach to managing consultants, contractors, and stakeholder groups. He has particular expertise in delivering refurbishments and capital works programs in live operational environments and is adept at navigating approvals pathways including DA and CDC.

Eric has successfully led multi-site rollouts, fit outs, and asset upgrades for various organizations. He is fluent in English, Cantonese, and Mandarin, making him a valuable asset in cross-cultural environments and complex stakeholder settings.



**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.



**JEFF TSANG**  
PROJECT MANAGER

A Chartered Building Services Engineer with over 7 years of experience, Jeff brings broad technical and project management experience across multiple sectors.

He has successfully delivered complex projects across sectors including health, education, commercial, mixed use and industrial projects, leading design and project teams.

Jeff brings specialist HVAC and Services expertise to the Synergy team, and in a recent role managed a portfolio of projects with tight deadlines and technical challenges, while leading and mentoring a team of junior engineers.

As the Secretary of the Chartered Institution of Building Services Engineers (ANZ) since 2023, Jeff is an active voice in industry, with a passion for continuous improvement and shaping the future of the building industry.

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# KEY PROJECTS



## 338 BOTANY ROAD, ALEXANDRIA, NSW

<b>Client</b>	St George Community Housing
<b>Sector</b>	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 CoS.



## THE O'CONNELL PRECINCT, SYDNEY NSW

<b>Client</b>	Lendlease Construction
<b>Sector</b>	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

<b>Client</b>	Lendlease Construction
<b>Sector</b>	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

<b>Client</b>	WeBuild S.p.A
<b>Sector</b>	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



## BAPTIST CARE PORTFOLIO, NSW

**Client** Baptist Care

**Sector** Residential -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, 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** Residential - 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 LOCATIONS:**

Australia Square, Level 33/264 George St, Sydney NSW  
The Commons QV, 30 Albert Coates Lane, Melbourne VIC

**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:**

admin@synergymgmt.com.au

synergymgmt.com.au