



**SYNERGY**  
**MGMT**

Capability Statement 2026



## 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





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.

# Why choose Synergy Management Group

We understand property development & construction and provide client focused solutions



## Partnership approach

Commitment to set up projects for success with a view to work on future opportunities together.

We pride ourselves on long lasting relationships with our clients that span not just the project duration.



## Deep Design & Construction Experience

Experience in every part of the project lifecycle backed by strong local market knowledge.

Understanding of key development & design metrics that make projects work.

Detailed understanding of product, materiality and construction methods.

Deep understanding of the legislative requirements and framework



## Development Feasibility & Staging studies

Experienced in development of project feasibilities and option assessments

A deep understanding of project drivers and staging studies to ensure optimal outcomes

Ability to provide HL planning and program advice to test solutions achieving hurdle metrics.

Highest and best use studies to drive quick decisions.



## Authority approvals & infrastructure experience

Development of authority approval strategies at both builder and developers with deep knowledge of multiple sectors, regulatory environment and key drivers

Development of project infrastructure strategies and due diligence ensuring key approvals are in place and appropriate time and cost allowances have been made



## Financial and risk assessment balance

We understand value optimization and portfolio optimization based on project outlays, construction schedule, program risk and cash flows.

Understand the importance of where to spend money on budget constrained projects and balancing the capital expenditure vs operational expenditure decisions



## Client focused solutions

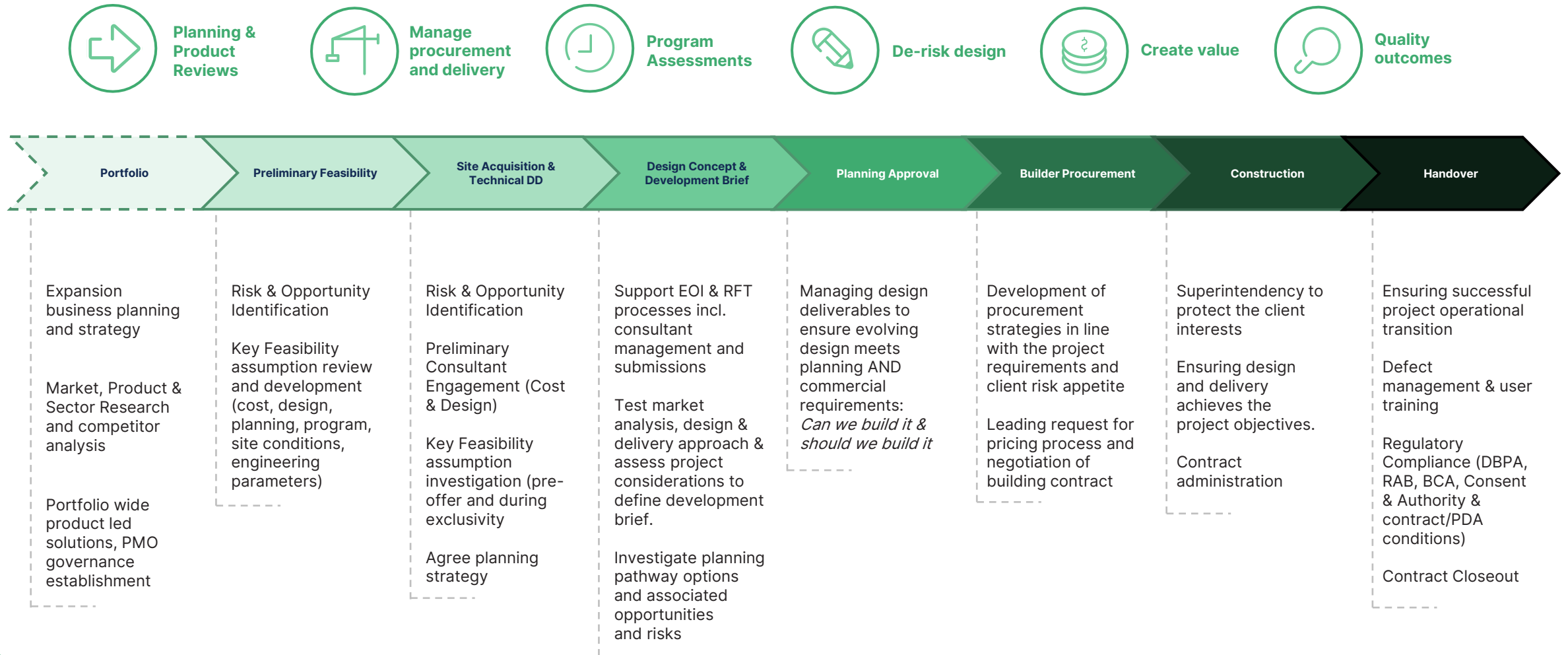
A passion for completing projects for purpose.

Focused on solving our clients' challenges and driving agile decision making to enable projects to be delivered on time and to expectation

Our commitment is to provide unbiased advice, unmatched service quality ensuring a long-standing relationship.

# How Synergy Support Our Property Industry Partners

From ad-hoc reviews and health checks to planning and leading entire phases, Synergy is available to support at **all stages in the project lifecycle**.





**PAT MURPHY**  
DIRECTOR

Pat Murphy is the Co-Founder and Director of Synergy Management Group, helping developers, asset owners and operators de-risk, optimise and successfully deliver complex property and infrastructure projects.

With experience spanning the full project lifecycle, Pat combines construction, project management and commercial advisory experience to help clients make commercially sound decisions from inception through to completion.

Having worked across major developments from the perspectives of developers, contractors and specialist subcontractors, Pat brings a unique ability to align commercial objectives with practical project delivery. His strength lies in simplifying complexity, identifying key project drivers and creating clear strategies that improve certainty around cost, programme, risk and project outcomes.

His experience spans residential, including luxury, build-to-sell, build-to-rent, social and affordable housing, as well as urban regeneration, commercial, retail, healthcare, education, defence and social infrastructure.



**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.



**SCOTT TOWNSEND**  
SENIOR PROJECT MANAGER

A commercially astute property professional, Scott Townsend has extensive experience delivering large-scale, complex developments across residential, mixed-use, infrastructure, education, healthcare, and commercial sectors. He has a proven track record of successfully managing projects from early works through to finalisation and handover, consistently achieving stringent time, cost, quality, and safety outcomes.

Scott is recognised for his strong leadership capability, sound commercial judgement, and ability to drive high-level decision making across program, design coordination, procurement, and construction methodologies.

His core strengths include contract negotiation, commercial and risk management, cost control and forecasting, quality assurance, and health, safety, and sustainability management. Scott has contributed to landmark projects valued up to \$2.5 billion and brings a disciplined, solutions-focused approach to complex project delivery environments.



**FAHAD BARI**  
SENIOR PROJECT MANAGER

Fahad Bari is a results-driven Project Manager with over 10 years' experience delivering complex, high-value construction projects for Tier-1 head contractors across residential infrastructure, healthcare, education and commercial sectors.

He possesses strong expertise in end-to-end project delivery, including procurement, programme management, subcontractor coordination, design management and Environmental, Health & Safety implementation. Fahad has successfully led major projects ranging from large-scale hospital redevelopments and data centres to residential high-rise and stadium works, often within live operational environments.

Fahad has a proven ability to manage critical path activities, ensure quality outcomes, and drive programme certainty.

## 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.



**BEN WRIGHT**  
PROJECT MANAGER

Ben is a dedicated Project Manager with a strong track record of working on small and large scale projects across a variety of sectors.

With experience across the New Zealand and the United Kingdom sectors, Ben brings a diverse understanding of stakeholder management and project delivery across multiple sectors and industries.

Thriving in collaborative teams, Ben has extensive knowledge of the full project phase, seeing projects through from design to delivery and closeout.

In previous roles, Ben developed project briefs and the procurement of full consultant teams as well as the management of design and build contracts and construction phases and serving as a project lead on large development projects.



**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



11 GIBBONS ST  
REDFERN, NSW

**Client** St George Community Housing

**Sector** Residential – Community, affordable, social housing

**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.



CASTLE TOWERS  
REDEVELOPMENT, NSW

**Client** Lendlease Construction

**Sector** Retail, Hotel & Commercial

**Bio** The stage 3 development scheme included 16,000m<sup>2</sup> of Retail, a 6 star 16,500 m<sup>2</sup> hybrid mass timber commercial building & a 212 key 17 lvl, hotel inclusive of retail F&B tenancies, an entertainment venue & rooftop skybar & pool.

**Services** Synergy were engaged to provide bid management services for the highly complex integrated project. Services included overall construction planning, methodology development and budgeting, program input & reviews, subcontractor tender management, project risk reviews and non-price schedule response preparation.



PERTH HOSPITALS  
NSW

**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 project required collaboration with local and international teams 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.



LAND AUDIT PROGRAM  
NSW

**Client** Government

**Sector** Government

**Bio** The Land Audit program provided development and project management support within the Government team, focusing on early-stage development site acquisition.

**Services** Synergy's Andrea Velasco provided benchmark data review, feasibility analysis, and concept option assessments to inform valuation briefs. Additional responsibilities included preparing reports, developing programs, supporting transaction negotiations, and offering strategic development advice, including high-level development program preparation.

## KEY PROJECTS



338 BOTANY ROAD  
ALEXANDRIA, NSW

**Client** St George Community Housing

**Sector** Residential – Community, affordable, social housing

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

**Services** Synergy were initially 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. Subsequently Synergy have been engaged as the Project Manager and Superintendent for the RFT and delivery phase of the development.



REGIS AGED CARE  
ESSENDON, VIC

**Client** Regis Aged Care

**Sector** Health

**Bio** The Essendon project is a 120-bed Residential Aged Care Facility (RACF) in Essendon Victoria. The focus was on optimising the development strategy to align with market expectations and delivery objectives, ensuring a robust foundation for the next stages.

**Services** Synergy provided a comprehensive design report identified key risks and spatial arrangements, elemental composition, and configuration layouts. A benchmark study provided insights into site attributes, design, and regional market influences to guide future development. A high-level procurement strategy overview was developed to inform decision-making on future delivery models.



ONE SYDNEY HARBOUR  
SYDNEY, NSW

**Client** Lendlease Construction

**Sector** 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.



CAPITAL AIRPORT GROUP  
EVERLANES

**Client** Capital Airport Group

**Sector** Commercial

**Bio** The London Green Project at Section 121 is a landmark mixed-use precinct in Canberra's City Centre, valued at approximately \$650 million. The development spans a 1.9-hectare site and will deliver six carbon-neutral buildings comprising residential, office space, retail, and a hotel.

**Services** Synergy led development planning by defining apartment mix and carpark ratios to optimise design and market appeal, conducted market research to inform pricing strategies, built financial models to support feasibility and funding compliance, integrated affordable housing solutions, prepared development briefs to align stakeholders, and ensured financial targets met sustainability objectives.



**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

**ACN :** 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:**

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