



Accountants. Auditors. Advisers.
You can count on us.

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At Synectic, we do things a bit differently. Whether you are coming to us as an individual or family, a small or medium business, large corporation or not-for-profit we'll get to know you, and your unique needs. Whatever it is that is important to you, it will be important to us too. Our knowledgeable staff will ensure you experience high professionalism, and will present you with reliable, flexible and collaborative solutions.

The Synectic advantage

Synectic is a Chartered Accounting and Financial Services firm that brings together the skills of accountants, business advisers, financial advisers, self-managed superannuation specialists and auditors. Our specialists work together, with a full understanding of your needs. Whether you need all or one of our services, you can count on us.

We're rock solid. We've been working in Tasmania for over 35 years. We understand the real issues and triumphs in our region, because it's where we're from too.

We pride ourselves on being adaptable, efficient and responsive. Our three directors and 40 staff strive to meet your needs where, when and how you want. Understanding your business and financial goals is our focus.

People are right at the core of any business relationship. We invest heavily in our people and systems to provide a service second to none. Our depth of knowledge, technical skills and progressive resources would usually be associated with much larger firms. We value the relationships we build with our people, clients and community.

Accounting & Business Advice

Running a business is hard work. We get that. Maybe finances aren't your core skill? We get that too.

You need to be able to concentrate on what you do best. You need to know not only are your accounts being taken care of, but you are being provided with the best in business advice and guidance.

Not only do Synectic deliver the traditional accounting and taxation compliance services you'd expect, we also offer expertise in areas that can really make a positive impact on you and your business.

Whatever your dreams and aspirations, our team of experienced advisers will take the time to learn about your business and understand your needs.

Our staff will work alongside you in your business to deliver technically sound, creative and pragmatic solutions to your needs.

Our Clients

Our team has extensive experience across a broad range of clients and industries, including significant exposure to the agriculture, construction, professional services, and manufacturing sectors.

Our clients include some of Tasmania's largest and most enterprising companies, including:

- > Major Tas/Vic construction company
- > Manufacturer operating on a global basis
- > Multiple award-winning farms
- > Multi-franchise motor vehicle dealership
- > Major integrated timber company operating in domestic and export markets
- > Leading property development company
- > Multi-store retail franchise
- > International software company



Accounting & Advisory Services

We help business owners with a broad range of issues, from financial compliance through to high-level strategic support.

- > Accounting and taxation compliance
- > Virtual Chief Financial Officer (VCFO)
- > Board appointments
- > Management and governance advice
- > Strategic planning
- > Management reporting and KPI monitoring
- > Budgeting and cashflow forecasting
- > Business efficiency reviews
- > Business structuring and valuations
- > Succession planning
- > Family wealth management and estate planning
- > Farm management
- > Taxation planning and minimisation
- > Finance and funding proposals
- > Bookkeeping and payroll administration
- > Cloud accounting consulting

Business Packages

Whatever the stage, shape or size your business, we want to make running your business easy. Choose one of our standard business packages, or we'll tailor a package specifically for you.

> Business Fundamentals

Get the foundations right. We help streamline your financial processes to provide the right information about your business when you need it, allowing you to operate more efficiently.

> Business Planning

Unlock the potential of your business with detailed planning and forecasting. We provide strategic guidance and assist with business decisions, so you can achieve your goals.

> Business Growth

Rely on full financial and strategic management support. We partner with you to develop and maintain your business strategy and provide one-on-one workshops to help your business thrive.

Our services can be packaged into monthly, quarterly or annual service agreements, with quoted fees to provide you with certainty.

Business Specialties

We love the diversity of our profession. Of course, there are some areas in which we've built a particular depth of expertise, driven by our personal passions and client relationships.

Virtual Chief Financial Officer (VCFO)

Not every business needs a CFO every day of the week. With a Synectic VCFO you can access expert oversight of your business finances as little or as often as you need.

We help you understand your financial information and offer deep insights into your business operations. We help you to plan, strategise, analyse your performance, and manage risks. We will even sit in, or chair, your management meetings so we are across all aspects of your business.

- > Access an experienced financial manager at a fraction of the cost of a full-time CFO
- > Enjoy peace-of-mind with the support of a trusted adviser and an objective sounding board

Cloud Software

We use cloud software extensively in our own business and with clients. We have a wealth of experience making cloud accounting easy.

Your Synectic team will help set-up the best software for your needs, provide training, and make sure you gain maximum value from the business-changing insights and efficiencies available.

- > Connect with our advisers in real-time, with live data
- > Make business decisions with clarity and immediacy
- > Free yourself from data processing and have time for the things that matter most
- > Enjoy flexibility, with access to your business from anywhere, anytime

Farm Management

We know first-hand what it takes to run a successful farming business. Many of us are from the land too.

Whether ensuring your financial compliance is taken care of efficiently or helping with the ongoing development of your business, we can work with you both on-farm and remotely. We use our expertise to help you reclaim valuable time while gaining clarity around your finances.

- > Streamline data entry and get more time on the land
- > Make confident decisions for the future success of your farm
- > Work alongside an adviser who understands farming

Audit & Assurance

While the number of firms providing audit services has decreased in recent years, our audit team continues to grow. Our team embraces the challenges created by increasingly onerous auditing standards. Through investing in both our human and technical resources, we remain at the forefront of our profession.

The strength of the Synectic audit team lies in the experience and qualifications of its people. Directors Ben Coull and Gareth Atkins are both Registered Company Auditors (RCA) and each has over 25 years' continuous experience in governance, risk management and auditing a wide range of commercial and not-for-profit organisations.

As a locally owned and operated firm, all decisions and sign-offs in respect to your audit are made locally. There are no delays caused by referrals to other offices or waiting for additional layers of file reviews. And you deal directly with the person in charge.

While the standard of our audit service is first-class, our size and state-wide locations mean we provide a personal service that is timely, flexible and cost competitive.

Our Clients:

We have extensive experience with audits over a wide range of industry sectors, ranging from small to large in both size and complexity. Our range of industry expertise includes:

- > Public companies
- > Not-for-profit organisations
- > Small to large private companies
- > Construction and manufacturing
- > Aged care sector
- > Schools and colleges
- > Local government
- > Financial institutions
- > Real estate trust accounts
- > Self-managed super funds



Audit & Assurance Services

Our expert audit services are built around quality advice, independence and responsiveness. Our auditors are highly adaptable and seek to make a significant difference to your business.

- > Financial statement audit
- > Review of financial reports
- > Business valuation
- > Internal audit
- > Systems and controls review
- > Social purpose audit
- > Self-managed superannuation fund audit
- > Trust account audit
- > Grant acquittal reports
- > Forensic accounting
- > Services to the Tasmanian Auditor General

Financial Advisory Services

Working closely with the whole Synectic team, our financial advisers deliver a seamless service that considers all your financial affairs.

- › Financial planning
- › Wealth accumulation strategies
- › Investment strategies, implementation and administration
- › Retirement planning
- › Superannuation advice
- › Self-managed superannuation fund establishment and strategies
- › Buying and selling shares
- › Tax planning advice
- › Estate planning and administration
- › Risk insurances
- › Business protection

Financial Services

It can be hard to find practical financial advice that considers every aspect of your unique situation. With all your financial experts in one place, Synectic make managing and growing your wealth easy.

Our financial advice is provided with support from the whole Synectic team. Your financial adviser, business adviser, accountant and taxation experts are all in one place.

We feel that puts us in a privileged position – able to understand your financial affairs, business, family and wealth plans in a holistic sense.

Your financial strategies are developed, implemented and reviewed with consideration of all the implications and nuances of your personal situation. We consider all your financial needs, taking account of your individual objectives, circumstances and preferences as well as your business goals, tax effectiveness and your overall financial position.

Our Clients

We provide seamless strategic advice to investors, retirees and business owners, including family-based businesses.

Whatever your stage of life and whatever your challenges, our advisers will guide you with achievable strategies. We will help you get the most out of your finances to achieve financial peace of mind and enjoy your lifestyle.

Self-managed Super Funds

Remove the complexity of self-managed super fund (SMSF) management.

At Synectic, your financial adviser works closely with your tax and accounting team. This connection allows us to support you with the full cycle of your fund's needs.

We offer a full range of SMSF strategic advice, establishment and administration services. With our accounting team working on your fund throughout the year, you can be sure that your fund is always in safe hands. Whether it's making decisions about the fund, or compliance with relevant laws, we work together to make SMSF management easy.

Synectic Wealth Pty Ltd (ABN 24 615 317 194) is a Corporate Authorised Representative (#1250871) of Alliance Wealth Pty Ltd (ABN 93 161 647 007, AFSL 449221)

Our People

Our people are our greatest asset and they bring with them their individuality, passions and drive. For us, the measure of our success is the strength of the relationships we build and the quality of the people we attract and retain.

Our team members work in specialist areas to provide you with industry-leading knowledge and experience. However, they maintain an understanding across the firm and work in conjunction to meet your needs. You will have a client manager, and with our directors actively involved in all aspects of our client relationships, you will always have access to the right person.

**employer
of choice**

Recipients of the Employer of Choice Award, we are proud to have been recognised by the Tasmanian Government, our staff and peers for our focus on creating an outstanding workplace and our support for our employees.



"We realise that there's more to life than work. We really like our staff to strive to excel in their profession, but to enjoy a balance and other opportunities as well. That's critical to us."

**Gareth Atkins,
Director**

"Synectic is a great place to work. We are small enough to get to be personal, but large enough to have the opportunities to experience and gain insights into a range of facets of the accounting profession."

**Vaughn Whish-Wilson,
Senior Manager**

Director Profiles



Gareth Atkins

[Fellow Chartered Accountant \(FCA\)](#), [Registered Tax Agent \(RTA\)](#), [Registered Company Auditor\(RCA\)](#), [Registered SMSF Auditor](#).

Gareth's career began at Synectic in 1991 and he became a Director of Synectic in 2005. As the CEO, Gareth has been at the forefront of growing our business, ensuring we are always at the leading edge of our profession with knowledge, skills and resources that set us apart from other firms of our size.

Gareth has almost thirty years' experience providing business advice, taxation and superannuation services and is an experienced board member. He is a proud husband, father of three, Tigers tragic and keen cyclist who has ridden at an international level.



Ben Coull

[Fellow Chartered Accountant \(FCA\)](#), [Registered Tax Agent \(RTA\)](#), [Registered Company Auditor \(RCA\)](#), [Registered SMSF Auditor](#), [CA accredited Superannuation Specialist](#).

Ben joined Synectic as a Director in 2013 to head up our audit division. With almost thirty years' experience delivering audit, financial reporting and corporate advisory services, he has a passion for client service and the benefits that come from a high-quality audit. An experienced board member, Ben believes in pragmatic, relevant advice that helps clients improve their operations, governance and internal controls.

Ben is heavily involved with the development and direction of our profession and has had a long-term involvement with Chartered Accountants Australia and New Zealand. He enjoys time with his wife and two children, fishing, and getting back to the family farm.



Matthew McConnell

[Certified Financial Planner \(CFP®\)](#), [Bachelor of Commerce \(B.Com\)](#), [Advanced Diploma in Business \(Accounting\)](#), [Diploma of Financial Planning](#), [Graduate Diploma in Applied Finance and Investment](#), [Financial Planner Member of FPA](#), [Member - Self-Managed Super Fund Association](#).

Matt joined Synectic in 2017 to head up our financial planning division, becoming a Director in 2018. Matt has worked closely with Synectic for many years as an external adviser to many of our clients. With over twenty years' experience in the financial services industry, he is passionate about helping clients understand their options and identify and achieve their goals.

Matt's qualifications in accounting and financial planning position him well to work intelligently with our team to deliver holistic advice to clients. He enjoys spending time with his three children and playing competitive squash.

Our Clients

Synectic provide services to individuals, families and organisations across a wide range of industries. The loyalty of so many of our clients is testament to our focus on building lasting relationships based on integrity and trust. This is reflected in the following testimonials from several of our valued clients.



Royce & Thea Fairbrother

Synectic has been the external accounting firm for Fairbrother Pty Ltd for over thirty years. The financial management, advice on strategic planning issues and management of our superannuation fund provided by the partners and excellent staff has played an important part in our continued growth. Thank you.



James Neville-Smith

Our group of companies in Tasmania have used Synectic for a full range of accounting and financial services since re-entering the Tasmanian forest industry in 2010. Gareth Atkins sits on our board as a Director of all our entities, provides overall advice on financial, strategic and operational issues. I highly recommend Synectic for all aspects of accounting and financial advisory services.

GOWANS TOYOTA

Bruce Gowans

I required the assistance of an accountant with the experience and confidence required to negotiate with some ruthless executives. I chose Synectic.



Donna Bain

Synectic have an understanding of the various elements of our business, what the drivers are and our efforts to position the organisation to manage the NDIS and other factors influencing our enterprise. The audit is excellent value for money.



Marcus Kelly

Since being appointed as external accountant and business advisers for The Joinery Products Group of Companies the achievements of Synectic have been significant. Their contributions include assistance with structural and entity improvements and rationalisation, generational ownership planning and execution, company finance improvements - with significant gains - and asset protection.

Synectic have guided the business to significant profit and wealth increases. I would have no hesitation in recommending Synectic to any business wanting to move from survive to thrive.



Brett Hay

Since I've been with Synectic my business has surged. The systems they've set up are user-friendly and enrich my business.



The Wyllie family

Synectic has been closely associated with the growth of the Wyllie Tiles business over thirty-five years. On behalf of Bevin, Jacqueline, Jason and Dion we say thank you.



Malcolm Lester

We switched to Synectic due to their ability to provide the high level financial and business advice we sought and their confidence in the cloud accounting space. With their regular input, improved monitoring and accountability we know the important issues are being addressed and we have more focus on what we need to do to drive financial performance.



Ken Overton

I have been a client of Synectic since 1973 and have appreciated their commitment to timeliness and availability to assist in any way required. I trust their advice, honesty and integrity and could not speak more highly of them as an accounting firm. They have earned our loyalty and respect over such a long time.

Are you ready to count on us?

Don't settle for second best. The Synectic team are ready to make a positive difference to you and your business. Make an appointment with a Synectic adviser today and together we'll work out the best strategies for your needs. We look forward to meeting you and proving our promise – you can count on us.





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