

Synectic Accountants & Advisers

Advisory & Consulting Services



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

The Synectic advantage

Synectic is a Chartered Accounting and Advisory firm that brings together the skills of accountants, business advisers, consultants, auditors, financial advisers and self-managed superannuation specialists. 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.

Tasmanian owned and operated for over 40 years, we understand the real issues and triumphs in our region, because it's where we're from too.

We value the relationships we build with our people, clients and community and stand firmly on a foundation of core values which stand the test of time – excellence, objectivity, keeping it real, building relationships that last, and courage.

We invest heavily in our people and systems to provide a service second to none. 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 you and your business is our focus.

You can count on us.

At Synectic, we do things a bit differently. Whether you need ongoing support or one-off advice, we'll get to know you and your unique needs. Whatever it is that's important to you, it will be important to us too.

Business Advice & Consulting

We help businesses prosper by delivering creative yet practical solutions. Our expert advisers and consultants have a deep understanding of business management and strategy. We can help you overcome business challenges, innovate, increase performance and thrive.

Our Services

We provide solutions across a broad range of issues from compliance through to high-level strategic support. Whether you need one-off advice or ongoing support, we will present you with reliable, flexible and collaborative solutions.

Business Performance

- > Performance audits
- > Process management and improvement reviews
- > Independent reviews and opinions
- > Program evaluations
- > Industry benchmarking
- > Feasibility studies, business cases and economic impact assessments
- > Financial modelling
- > Business valuations

Management Consulting

- > Strategic planning
- > Business development
- > Operational planning and reporting
- > Organisational development
- > Business restructuring
- > Government funding applications, including grant writing
- > Change management
- > Facilitation and stakeholder engagement

Risk & Governance

- > Internal audit
- > Board performance
- > Governance advice
- > System and control reviews
- > Risk management advice
- > Cybersecurity reviews

Our Clients

Our clients include some of Tasmania’s largest and most enterprising companies. Our team has extensive experience providing advisory and consulting services across a wide range of industry sectors, including:

- > Private businesses
- > Public companies
- > Small to large private companies
- > Not-for-profits and charities
- > Local government *
- > Government and public sector
- > Financial institutions

Why Synectic?

- > A locally owned and managed business, we take your work personally and understand the environment in which you operate.
- > You can rely on our highly qualified and experienced team.
- > Our breadth of exposure to different industries and entities enables us to think strategically and apply our skills in diverse ways, to deliver pragmatic advice to your organisation.
- > You will receive a flexible and excellent value-for-money service thanks to our efficient firm structure, with low overheads.
- > Our expert team is supported by best-practice tools and technology.
- > Our commitment to high levels of service is demonstrated by strong client loyalty.



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.

Royce & Thea Fairbrother



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 advisory services.

James Neville-Smith



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.

Donna Bain



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.

Marcus Kelly

Your Team

The greatest strength of the Synectic team lies in the qualifications and experience of our people. Our senior team are supported by 40 brilliant and dedicated professionals to provide you with industry-leading knowledge and expertise.



Gareth Atkins Director

Fellow Chartered Accountant (CA) | Registered Tax Agent (RTA) | Registered Company Auditor (RCA) | Member of the National Tax and Accountants Association (NTAA)

Gareth's career began at Synectic in 1991. He became a Director and joint partner in 2005. As the CEO of the firm, Gareth has been at the forefront of growing our business, including overseeing state-wide expansion. He is focused on 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 over 30 years' experience providing business advice, taxation and superannuation services and is an experienced board member. Over the course of his career he has developed in-depth experience in all aspects of our business and our clients' financial and business management affairs.



Ben Coull Director

Fellow Chartered Accountant (FCA) | Registered Tax Agent (RTA) | Registered Company Auditor (RCA)

Ben joined Synectic as a Director in 2013 to head up our audit and assurance division. With over 30 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. Ben believes in pragmatic, relevant advice that helps clients to improve their operations, governance and internal controls. As an experienced board member, he has a deep understanding of governance, particularly in the not-for-profit and local government sectors.

Committed to excellence in our profession, Ben is a past Tasmanian Regional Chairman for Chartered Accountants Australia New Zealand (CAANZ) and has a long involvement in the Chartered Accountants Program as a session facilitator.



Claire Smith Senior Consultant

Fellow Certified Practising Accountant (FCPA) | Member of the Australian Institute of Company Directors (MAICD) | Internal Quality Auditor | Associate Member of the Institute of Internal Auditors (AMIIA)

Claire has almost 20 years' experience across the private and public sectors, including hospitality, recruitment, resource consulting, and five years at a senior executive level in local government. She has an extensive background in corporate governance, financial reporting, strategy and business development. Claire also has experience in human resources, digital transformation, economic development and project management.

Claire is a Tasmanian Divisional Councillor for CPA Australia and independent member of the Department of Treasury and Finance Audit & Risk Management Committee. Passionate about business performance and improvement, Claire is motivated by building lasting relationships which add value to businesses, community and the public sector.

For more detailed staff profiles visit our website: www.synecticgroup.com.au/team

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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CHARTERED ACCOUNTANTS
AUSTRALIA • NEW ZEALAND

* Synectic are a pre-qualified Local Buy supplier. Local Buy Panel Arrangements provide Local Government and other defined purchasers easy, cost-effective access to procure our services without the need to go to market, as we have already undergone a rigorous pre-qualification process. The arrangements promote the development of competitive local business and industry, while providing preferential rates and robust terms and conditions. They also provide an effective, streamlined mechanism to help you reduce risk, save time and realise greater value in your procurement process. You can access our services through the [VendorPanel](#) platform, or contact us directly for more information.

