

Project Briefing



Strategic M&A Integration advice to large publicly listed company

TFG International was appointed by a large Australian publicly listed insurance and financial services entity to advise it on its pre-merger preparation and post-merger integration strategy.

The merger created an AUD\$15bn+ company, which is now listed in the top 20 on the ASX.

TFG assisted in providing an M&A integration framework from which the organisation developed an integration strategy, including an assessment of synergies and costs within the transaction. In addition, TFG helped develop a baseline from which the M&A integration program could be driven, and provided general advice in positioning the program and identifying the risks and hurdles that would be encountered delivering the project.

The merged organisation used this material to rollout the M&A program.

TFG helps sale of technology start-up to international conglomerate

Fasco Asia Pacific, a division of NASDAQ listed Tecumseh Products Company (U.S.), acquired In-Motion Technologies Ltd (IMT).

IMT is the first spinout company from Charles Darwin University. It had developed a new brushless motor technology with high efficiency but reduced power requirements. The technology grew out of the Darwin to Adelaide solar car race and has now been adapted to other applications including air conditioners, ceiling fans, electric bikes and agricultural equipment.

TFG International advised IMT on its business model and business plan. It then identified the prospective purchaser, assisted with the negotiations, and helped finalise the sale.

London 2012 Olympic Games

TFG International has been appointed as an adviser on the London 2012 Games to the UK Department of Culture, Media and Sport.

The appointment follows the role played by one of TFG's Directors as a member of the London Bid Committee's Shadow Evaluation Commission, which had the task of assessing and critiquing the Bid Committee's strategic and tactical plans prior to the bid being submitted to the International Olympic Committee.

Major Performing Arts Company

In 2006 TFG International undertook a strategic review of the financial stability and three-year commercial outlook of one of Australia's leading performing arts companies. The review included an assessment of the organisation's past performance and business model, and benchmarking it against its industry peers.

TFG's review made detailed recommendations on actions to improve the three-year outlook via realigned box office strategies, new sponsorship and philanthropic fundraising initiatives, and better focus on key commercial revenue opportunities. It also resulted in the introduction of proper succession planning, and, given the company's inherent high risk profile and vulnerability, changes to the Board's approach and structure.

Long-standing retainer clients

As well as working on individual projects, TFG is retained on an on-going basis by a number of clients in the energy, telecommunications, construction and services industries.

TFG has developed close working relationships with these long-standing clients, and provides them with on-going analysis of trends and developments in their industries, and detailed strategic and tactical advice.

Helping Australian companies win business at major international events

For five years, TFG has provided, through one of its Directors, the senior advisor to the Sydney Beijing Olympic Secretariat – the organisation established by the New South Wales Government to assist Australian companies win business with the Beijing 2008 Olympic and Paralympic Games.

TFG's role has involved strategic and tactical advice, leading trade delegations, and working one-on-one with individual companies.

The success of the Beijing initiative has led to similar efforts being made to target other major events cities -- London, Delhi and Guangzhou. It has also led to the creation of the Australian International Sports Events Secretariat (AISES), a joint initiative between the governments of New South Wales and Victoria. Through its Director TFG is playing a lead role in these initiatives.

The Le@rning Federation

In 2000 the Australian Education Ministers launched probably the largest collaborative endeavour yet seen among the various educational jurisdictions in Australia. The goal of this enterprise, which came to be termed The Le@rning Federation, was to develop a continuing supply of high quality digital educational content in priority areas of the schools' curriculum.

In addition to producing the content, the initiative called for creating effective interdisciplinary partnerships, developing high quality standards for an immature industry, negotiating an effective intellectual property regime, and establishing sound governance arrangements for such a joint venture.

In 2005 TFG was commissioned to conduct a meta-evaluation of all aspects of The Le@rning Federation in relation to its objectives, and to identify areas for improvement in future initiatives. This required formulating a range of judgments based on document review, interviews with large numbers of senior stakeholders including a number of Directors-General of Education, and on-site examinations of the effectiveness of the way the Federation used the content.

Victorian Government

TFG has conducted a number of organisational reviews of information and communications technology (ICT) for the Victorian Government, assessing issues such as governance arrangements, project delivery and funding.

Multimedia Victoria engaged dandolopartners and TFG to:

- examine a set of strategic industry sub-sectors to identify a selection of actual opportunities that, *prima facie*, have the potential to generate substantial growth in the Victorian ICT sector;
- assess the extent of engagement failure associated with those opportunities; and
- develop mitigation strategies for any systemic and substantial failure.

South Australian Government

The South Australian Government recently conducted a comprehensive review of its public sector management framework. A TFG Director was appointed adviser to the Public Sector Reform Unit, working alongside chief executives of Government agencies and in consultation with the Premier, with special emphasis on improving the governing legislation. The review is ongoing and has already led to significant improvements in governance systems and practices, as well as to the public sector employment regimes in the State.

Public sector procurement

An Australian manufacturer, with innovative products, engaged TFG to help them better access potential government clients in Canberra and London, by means of a direct pitch to senior procurement officials and heads of government. The project involved two of TFG's Australian Directors and our associate director in the UK, and resulted in the company's profile in the public sector – and its order book – being enhanced considerably.

Asia-Pacific economic cooperation

TFG has provided one of its Directors to chair the Independent Advisory Panel appointed by the Commonwealth Government's Taskforce responsible organising the APEC meetings in Australia in 2007. This series of meetings will culminate in the largest and most important diplomatic conference ever hosted by Australia, involving Heads of Government from around the Asia-Pacific region. The Independent Advisory Panel's role has been to provide evaluation and advice to the senior leadership of the Taskforce on planning and preparations for these events.

TFG International Pty Ltd

Advisors to Businesses and Governments on Strategy, Policy, Tactics and Managing Change

Phone: +61 2 9251 3025 Level 14 Norwich House, 6-10 O'Connell Street, Sydney, NSW 2000 www.tfginternational.com