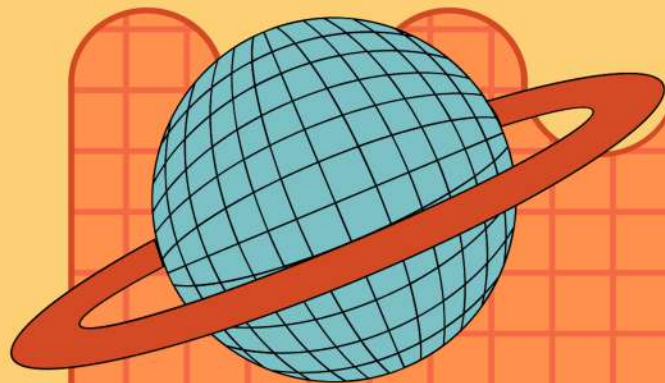
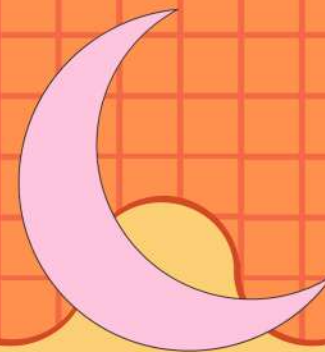




LINKTM **YEARBOOK** **2022**



THE DREAM TEAM!

2022 COMPLETE!!



Another year down, and another year of amazing growth for LINK.

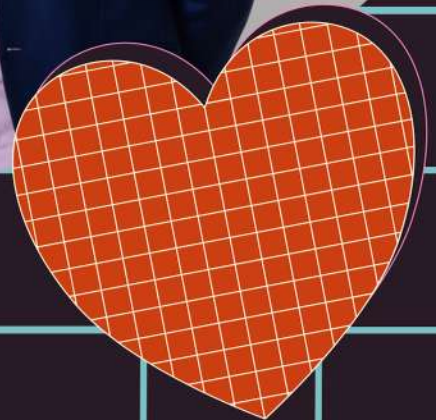
2022 has been a year of change, challenges and adaptation. The economy has taken a huge hit, and so have many of our clients. But despite this, we've continued to be a pillar of support for those who have needed it, and grown all the LINK entities, despite what has occurred elsewhere in the world.

The LINK team has proven truly resilient in tough times, and we're excited to power forward, and to push the limits without compromising on our values. This year, we would like to recognise our epic team of talented individuals who have come together to make LINK a truly great place to work. Thank you all for growing with us on this journey.

We're proud to work with you all.



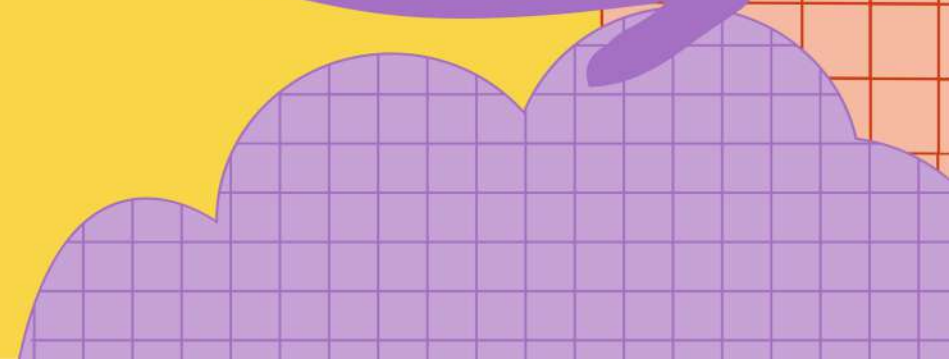
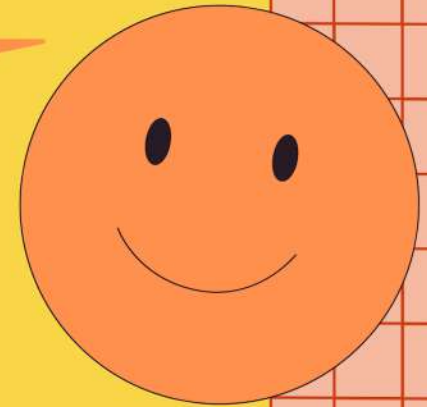
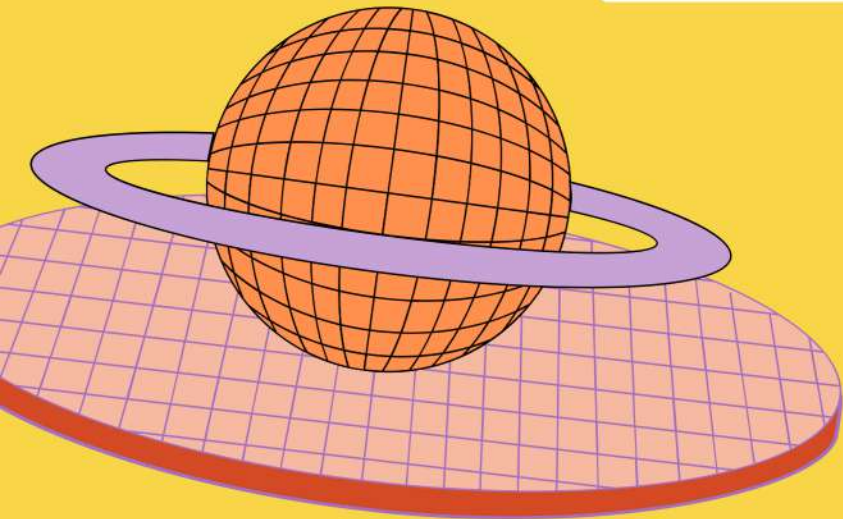
Our fearless leaders!
Brad, James, Chris and Hugh.



CLASS OF 2022!



Say hi to our new team members!





James Webb
Director



Rhonda Burton
Practice Manager



Simon Burke
Business Development



Mariah Clarkson
Executive Assistant



Juan Troncoso
Projects



Siobhan Scarlett
Executive Assistant



Franklin Mercado
Client Services



Dewan Brookes
Business Development



Helen du Plooy
Team Assistant



Marie Espeso
Registration Assistant



Hugh Dellit
Director



Callum Howarth
Loan Manager



Amir Issapour
Client Manager



Angie Zhang
Client Manager



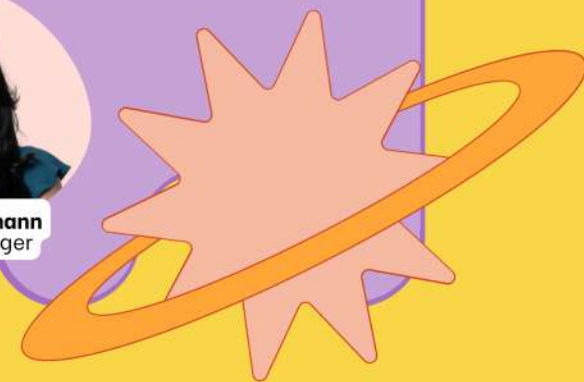
Lwin Tue
Client Manager



Sandy Myint
Client Manager



Bibiana Hermann
Client Manager







 Say hi to our new team members!

WELCOME TO THE FAMILY!

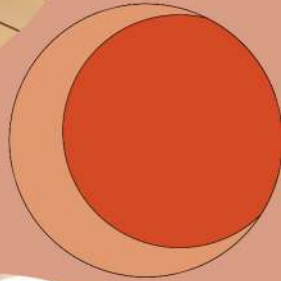
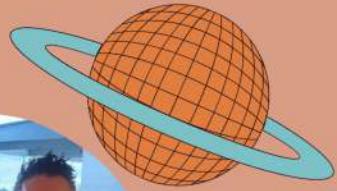


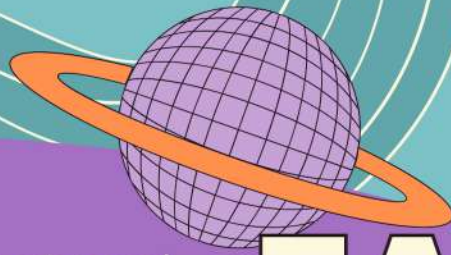
CHRISTMAS CHEER!



We celebrated Christmas 2021 at Opa Bar + Mezze, where James gave away our desserts to the homeless as the restaurant kicked us out and put them in takeaway boxes. Thank you to our 4 directors for setting us up for summer with Esky's and Yeti's!







TYPHOONS, EARTHQUAKES & FLOODS

All around the world, we experienced extreme weather and other natural disasters. The social and economic impacts have been far reaching. We were happy to hear our LINK family was safe. Our thoughts were with your friends and families.



LUZON PH, JULY 2022



BRISBANE QLD, FEBRUARY 2022



BRISBANE QLD, FEBRUARY 2022



BOHOL PH, DECEMBER 2021

EPIC MILESTONES



The PH team came together for the first time!



James & Chris took these superstars out for a rewarding long lunch for their 3+ year anniversaries.



Lwin and Hazel were recognised for their service to LINK. Lwin 8 years and Hazel 5 years! Congrats!



Angie is studying for her CA.



Sherry is studying for his CPA.



Elle promoted to Associate Client Advisor

A HAPPY WORKPLACE

At LINK, we use OfficeVibe to gain insights into how our team is feeling and to help us identify what we are doing well along with what we could be doing better.

Relationship with manager

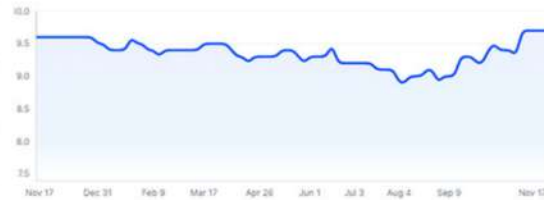
9.7 / 10 ↑ 0.1pt in last year

100% participation View

9.8 ↑ 0.2pt
Collaboration with manager

9.9 ↑ 0.4pt
Trust with manager

9.2 ↓ 0.4pt
Communication with manager



Your focus

8.7 ↑ 0.8pt
Recognition

8.7 ↑ 0.3pt
Ambassadorship

8.3 ↑ 0.5pt
Alignment

Here's where you are thriving

8.7 ↑ 0.8pt
Recognition

8.7
Relationship with peers

8.7 ↑ 0.3pt
Ambassadorship

8.4 ↑ 0.9pt
Feedback

8.4 ↑ 0.7pt
Personal growth

8.3 ↑ 0.2pt
Relationship with manager

8.3 ↑ 0.5pt
Alignment

8.2 ↑ 0.8pt
Satisfaction

8.2 ↑ 0.8pt
Wellness

7.9 ↑ 0.7pt
Happiness

Metrics that fluctuated the most

↑ 0.9pts

Feedback

Questions

Results (%)

I am happy with how frequently I am recognized.

Results based on extensive sample

Recognition is given in a timely fashion.

Results based on extensive sample

If I do great work, I know that it will be recognized.

Results based on extensive sample

Continuous recognition is provided in my organization.

Results based on partial sample

How would you rate the frequency at which you receive recognition?

Results based on extensive sample

I receive meaningful recognition.

Results based on extensive sample

My organization encourages team members to give recognition to one another.

Results based on extensive sample

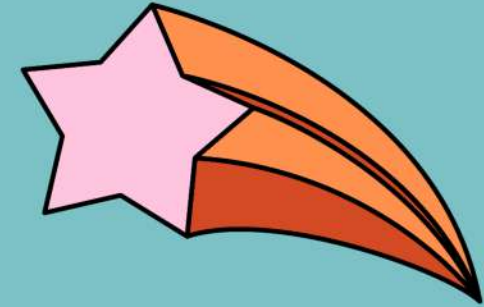
AUSTRALIA DAY!

Australia Day this year was celebrated at home due to lockdown. No matter the weather, everyone was able to enjoy the day in their own way with friends or family and yummy food.



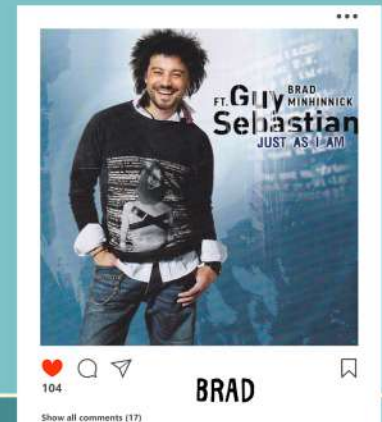
BLOODY BEAUTIFUL!

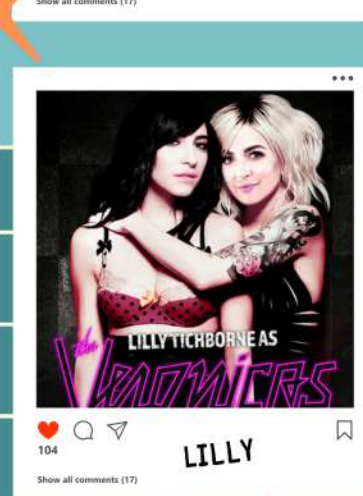
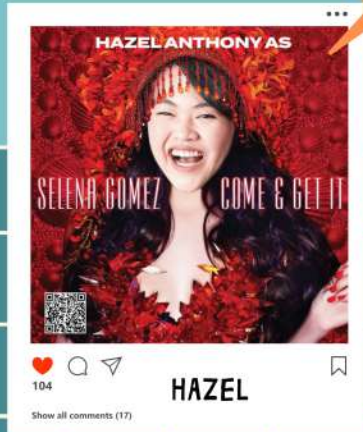
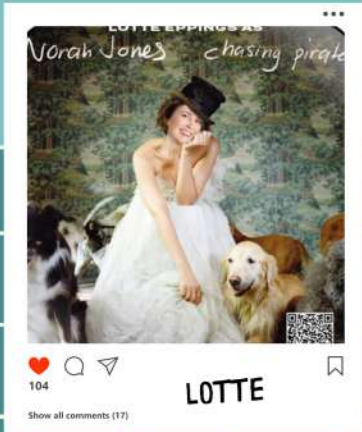
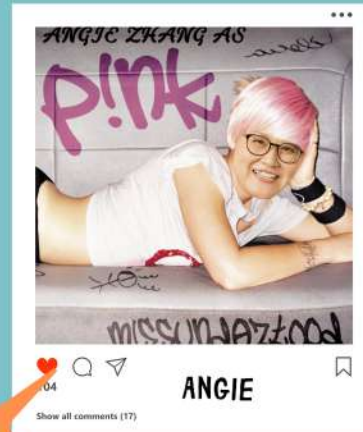
BIRTHDAY SUPERSTARS!

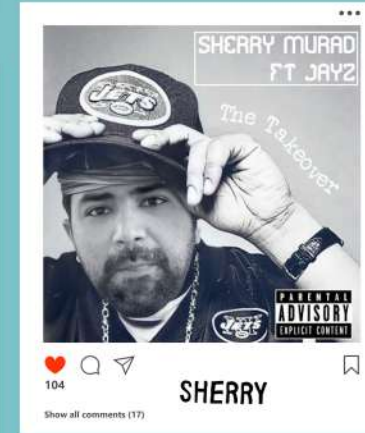


This year, we immortalised the Brisbane team for their birthdays in the form of their favourite/ doppelgänger/ spirit animal recording artist!

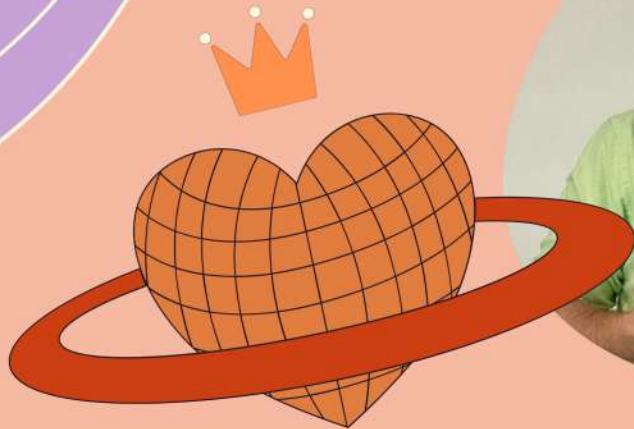
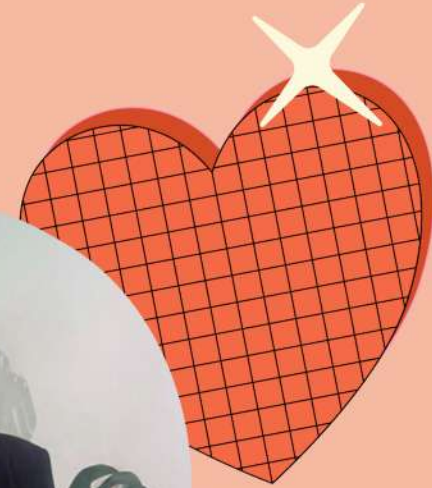
You're up next year PH team!



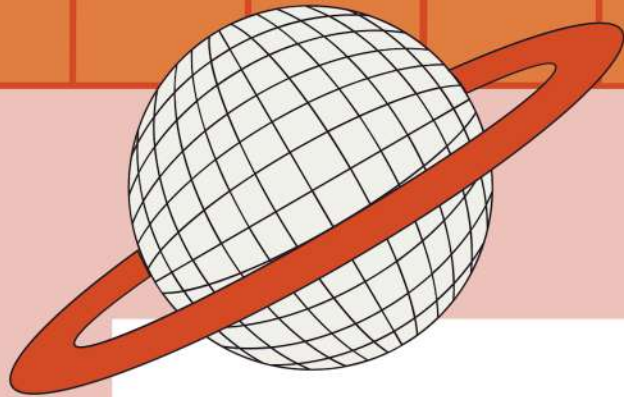




CLIENT LOVE



COVID HIT (AGAIN!)

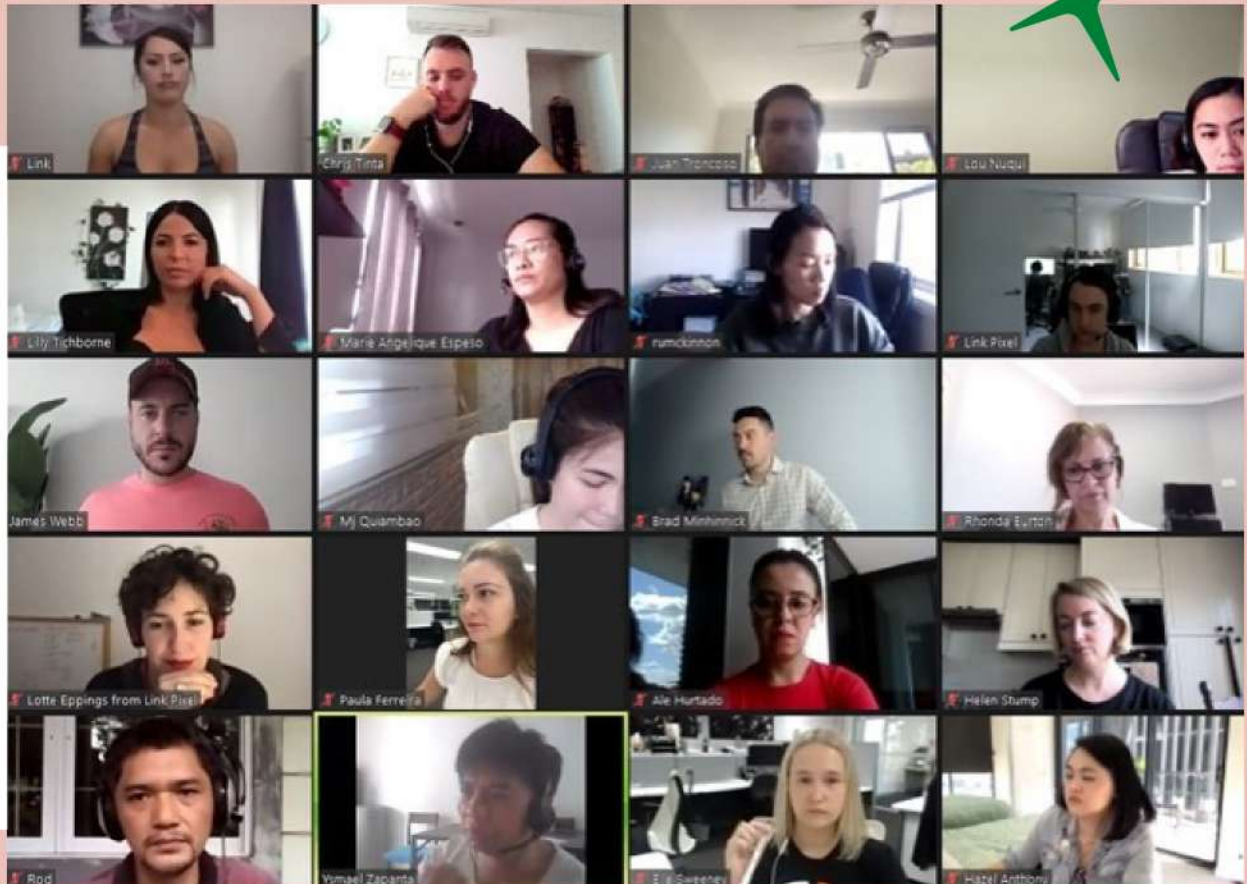


lifeatlink Let's pray this is our last group zoom forever 🙏🙏

The Link Team will be back working in the office from Monday! Yay 🙌🙌

We hope you are all keeping safe and have a wonderful weekend! Happy FRI-YAY 🎉🎉

#link #teamzooms #WFH #friday #fridayposts #weekendvibes



AWARDS!



LINK was named #40 in the Smart 50 Awards!

Chris, James, and Dante attended the Australian Accounting Awards ceremony as finalists. Unfortunately no wins this year, but.....the drinks and photo booth were good fun documenting the day with lots of funny photos and silly faces.

Mariah was finalist for Executive Assistant of the Year for the Women in Finance Award!

Lets hope 2023 is the year for us to win one again!



DISCO BOWLING & KARAOKE



Check out some of the
grooviest outfits we
wore for the Disco
theme!



BUST A MOVE

Helen was the bowling champion finishing with a high score of 248 points. The party continued afterwards in the Karaoke Room - who knew we had so many talented singers and performers! Huggy and Amir **really** got into the spirit of things with their rendition of "What's Up" by 4 Non Blondes and "I'm Your Man" by Leonard Cohen.



PIZZA PICNIC IN THE PARK





FUN IN THE SUN!

Nothing beats a day in the park with pizza, great company, and some old-fashioned games. We are known to be quite a competitive bunch, so when it came to captain ball, the potato sack race, and frisbee, everyone did their best to reign supreme on the day!



LINK RETREAT



This year, we held the inaugural LINK Retreat at Spicers Hidden Vale. These lucky few legends spent an entire weekend bonding over morning yoga sessions, late night bonfire karaoke but most importantly, passionate and open conversations about LINK's future and long term plans.

WORKCATION!

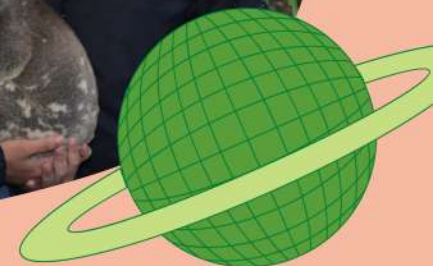


PH TO AUS

One of the biggest highlights of the year was easily Franklin and Berna's visit to Australia.

In true Aussie fashion, we showed them what Brisbane had to offer with as many activities as we could squeeze into their busy week.

After asking Berna and Franklin where they loved most, both agreed that the beach at the Gold Coast was breathtaking and something they will remember forever.





PADS



Whether seeing family or friends, going to exhibits, theme parks, fishing trips, or taking a nice spa day, everyone went above and beyond to use their Personal Awesomeness Day (PAD) to the fullest. Thanks for sharing the many epic stories and awesome photos.

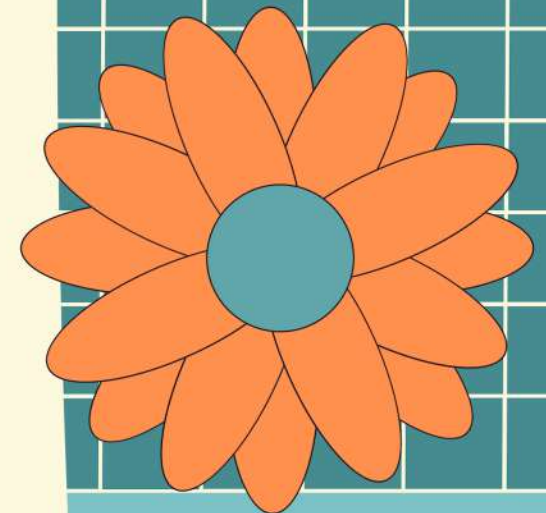
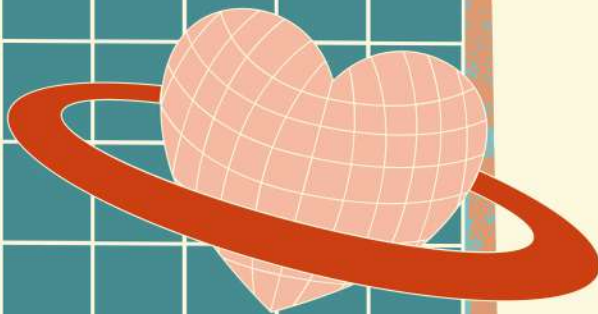
LIVING LIFE TO THE FULLEST



10 YEAR PARTY

James founded LINK on 1 July 2012. 10 years later, and we've grown from 1 to a team of over 40.

LINK's 10th Year Anniversary Party, was a night we've all been waiting for this year! Of course, it wouldn't be a LINK event without the glitz and glamour, good times and who could forget that heartwarming and meaningful speech from the one and only James Webb?! Celebrations kicked off at Lina Rooftop where champagne was flowing and canapes were inhaled. Despite the cold winter winds, we partied all night long and reminisced over our EPIC achievements during the past 10 years. Thank you to the 4 Directors - James, Chris, Huggy, and Brad for everything that you do! You are the real MVPs!





Courageous,
bold, and
driven.

Customer
obsessed.

Genuine

Real,
engaged, and
committed.

Dependable

Supportive,
determined,
and accurate.

Epic

Outstanding,
progressive,
and extraordinary.

Energetic

Enthusiasm,
passion,
and fresh.

We build real
connections.

We are supportive
of each other.

We are driven
to achieve.

We are
passionate.





FRANKLIN & BERNA



LWIN, DANTE, FRANKLIN, BERNA & HAZEL



AMIR, BERNA, JUAN, DANTE,
FRANKLIN, LILLY & HAZEL



AMIR, FRANKLIN & BERNA



HELEN & LILLY



JADE



MARIAH, HAZEL & BIBIANA



DANTE & JOSH



MATT (& BRAD)



BRAD, ALEX, DANTE, ANDY & JOSH



SIOBHAN & RHONDA



DANTE & HAZEL



JUAN & JAMES

INAUGURAL PH TEAM CATCHUP!



Clark PH, November 2022

2022 saw our first visit to meet the team in the Philippines! Not only did the team challenge James and Chris to a few games of bowling, but they treated them to many Filipino foods including sisig and halo halo, but thankfully, no balut :).



Thank you PH team for
looking after James &
Chris!

 **New LA Google Review** APP Nov 1st at 9:03 AM
A 5 star review was just left by Elliot Beaumont
Comment: Ru McKinnon at LINK has provided our business, Enjoy Drinks and its directors with excellent professional advise and I would highly recommend Ru and the wider team at LINK. We are a new business in Australia and LINK have been our supportive partners since its inception. With operations in the UK and UAE, it has been important that our advisors in Australia have deep understanding of the domestic compliance requirements and I certainly feel that the advice given has always been accurate and timely. I must also particularly commend Ru for her proactive approach and ability to problem solve. Ru has taken the time to understand our business and wider objectives to ensure the advice is appropriate. Thank you Ru, to you and the LINK team. Keep up the excellent work!

 18  11  8 

 **New LA Google Review** APP Oct 19th at 6:16 AM
A 5 star review was just left by Baker Monster
Comment: Sherry at Link Advisors has recently done my personal tax return, and has been exceptional. He came up to speed very quickly on my somewhat complicated personal tax situation, asked all the right questions, answered lots more from me, dealt with the ATO, and got everything sorted. I can't recommend him enough. (edited)

 14  2 

 **New LP Google Review** APP Sep 8th at 7:07 AM
A 5 star review was just left by Shasta Ripia
Comment: Cannot recommend James, Helen and the team enough. The work they have done on our rebrand has escalated our company to the next level. The skill and professionalism shown by Link is unmatched. Not only are they amazing at what they do, they are also super approachable throughout their process. The Google adds team trippled our leads overnight and we couldn't be happier with our decision to go with Link.

 15 

 **New LA Google Review** APP Oct 12th at 3:11 AM
A 5 star review was just left by Teone Reinthal
Comment: Andrew and Lwin are great.

 13 

 **New LB Google Review** APP Aug 15th at 10:34 PM
A 5 star review was just left by Heather Wehl
Comment: I had an excellent training session with Amir learning to use Xero to best advantage my needs. I like the way the training was tailored to my needs so I didn't have to waste time on things that weren't relevant to me. Amir is an excellent trainer, patient and thorough. Highly recommended.

 13  7  4 

 **New LL Google Review** APP Aug 31st at 9:43 AM
A 5 star review was just left by Elizabeth Askew
Comment: Lilly Tichborne at Link Living is the best Managing Agent we have ever had, and we've had dealings with many! Her attention to detail, communication skills and problem solving is nothing short of amazing. She gets the job done and makes the landlords job so much easier & enjoyable. We highly recommend Lilly to any prospective landlord or tenant.

 11  1 

 **New LV Google Review** APP 1:59 AM
A 5 star review was just left by Ilse Surridge
Comment: Hugh and Callum took the time to steer us expertly through the loan application process, answering our many questions along the way. Thanks a million guys, your help through an extremely stressful time was invaluable. Highly recommended.

 12  5  1  1 

 **New LV Google Review** APP 3:15 AM
A 5 star review was just left by Joshua Phipps
Comment: Working with Hugh and Callum on our first home-loan was a breeze. Hugh knows the market inside-out and provided sound and plentiful advice. Throughout the process communication was clear and the team was always readily available to talk through any questions or concerns. Would not hesitate to recommend them!

 7  7 





331

5.0



153

5.0



107

5.0



103

5.0



102

4.8



39

5.0



Total

835

5.0



GOOGLE REVIEWS

This calendar year the LINK team has added 162 reviews across our brands giving us a total of 835 epic Google reviews for the group. Thats a lot of happy clients.

Many milestones were reached:

- LINK Advisors 300+
- LINK Advance 150+
- LINK Pixel 100+
- LINK Living 100+



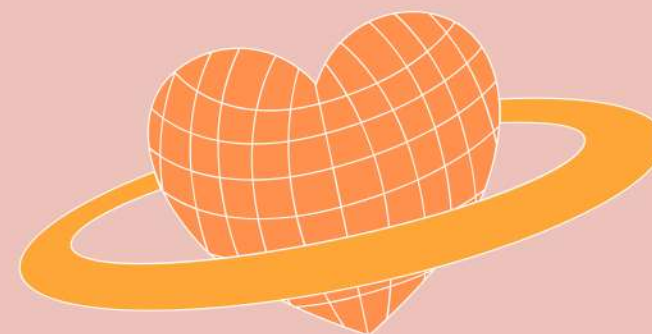
Brad and Lilly moved to the front office.



We've replaced the birthday posters with a digital screen.



The Pixel team moved to the front of the office.



Our 2 new meeting rooms finally arrived.



We created a whole new lunch area.

AROUND THE OFFICE



We've got our very own LINK Jimny.



The landlord shouted us new carpet finally.



We opened a satellite office at Wotso on the Sunshine Coast.



bob

We introduced Bob our new HR system.

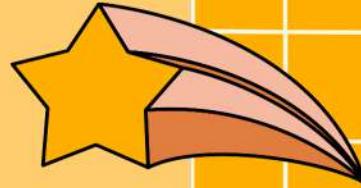


We moved from Zoom to Teams.



We've updated the Boardroom

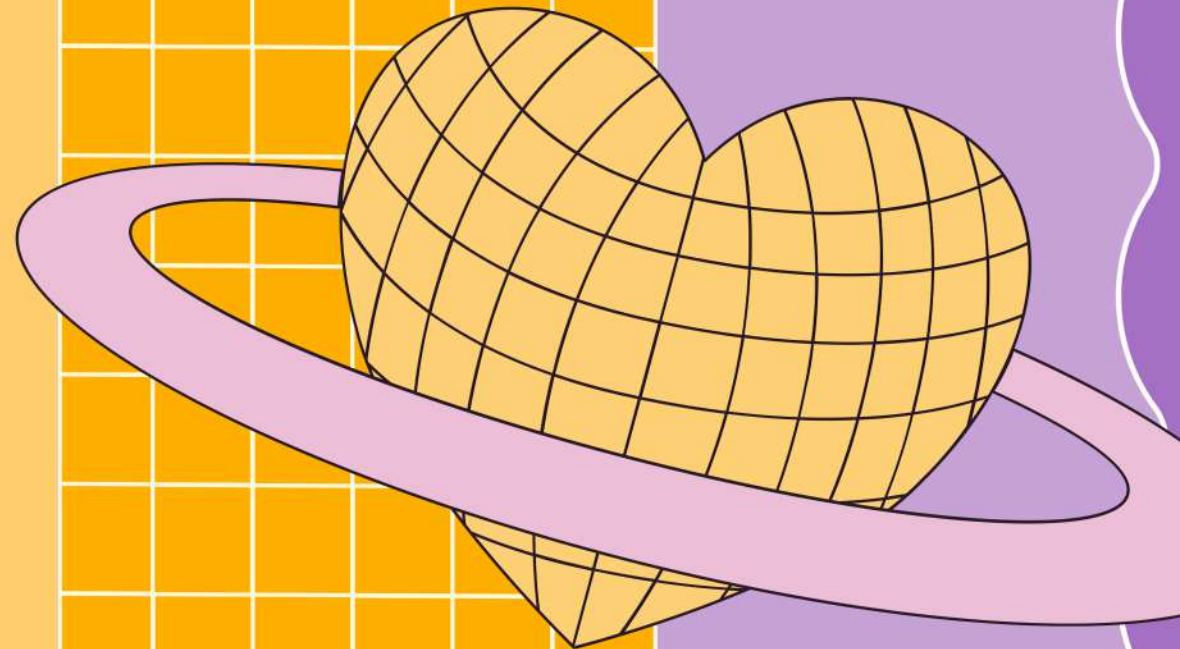
MORE NEW THINGS!



We made a few name changes to our work methods this year to make things easier and more clear.

1. **WEC became Momentum** - it is designed to give the team a platform for making small gains that amount to epic wins individually and collectively.
2. **PFFF became Feedback** - we've got a method that we all use to give feedback (positive and constructive). It takes you through the steps of permission, facts, feedback & future.

We launched our Employee Assistance Plan, where we will fund up to 3 sessions with ICP, our corporate psychologists and professional coaches.



POINTS COMPETITION!

Simon accumulated the most points in the second half of 2021 with Elle and Ale as runners up.

At the start of this year Simon broke the record with the most points received again! But since he already won last time... he was demoted to the runner-up. Elle won with the next highest points stashed on the leaderboard. Ale and Helen also tied as runner-ups. This was the largest points haul we've ever had.

Good job team!



XEROCON

This year, the LA + LB Teams jet setted to Sydney for Xerocon 2022 in September.

Besides the average tasting food throughout the conference, the teams gained some valuable knowledge at the seminars and partied hard at the Wrap Party held at Luna Park (Lwin especially!).



BETTER
TOGETHER
AT XEROCON







INTERNATIONAL FOOD DAY

Held in New Farm Park the team came together with plates of food representing their individual heritages and cultures. This year, we were able to meet everyone's extended families with children and spouses joining in the fun.





MELBOURNE CUP



This year we
cheered on our
horses in the
Melbourne Cup
from Summa House
in the Valley.

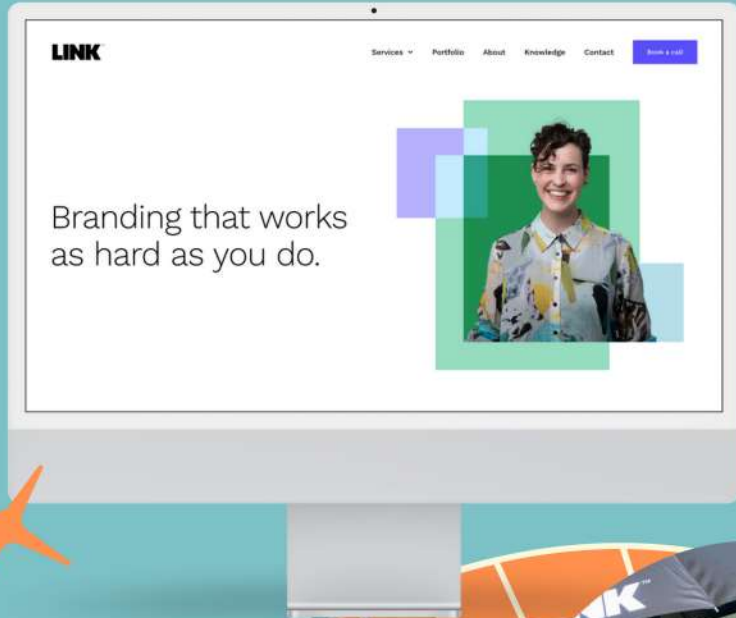


PHOTOSHOOTS



This year, we decided it was time to refresh the way our headshots and brand photos are taken. Jack Venables is a local photographer that we recommend regularly to our clients. Anyone who's been in front of his lens will agree, he has an incredible ability to set even the most nervous people at ease and capture each of your uniquely epic personalities. Thank you to everyone for pushing yourselves out of your comfort zone this year. We are so proud to stand behind our team - you are the face of LINK.

FRESH LOOK!



Check the website here.



It's time to take our brand to the next level!

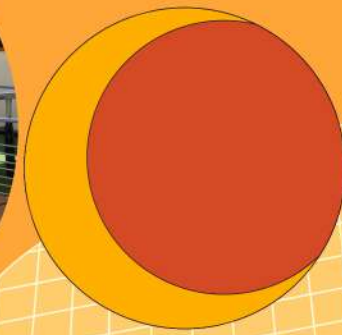
Firstly, we created some pretty epic merch to give to clients and share with our team. From Umbrellas to T Shirts a lot of thought was put into exactly how each item looked or felt to touch and wear.

Then, with the added firepower of Jade and Ardian on the team, it was time to put our creative team to the test and market our services to a more specific niche of business owners looking to refresh their brands. The reaction so far has been super positive.

Next year you will see a larger push company wide as we rollout new copy and websites for each LINK team with an in depth focus on copy and a stronger, more powerful web presence.

Get ready team! This is going to be huge.

FRIDAY LUNCHES!





Friday Lunches are still our favourite day of the week to bond over food! This year, we continue our Lunch Legend tradition and ventured into some new digs around the Valley and New Farm! Ale was this year's lunch legend with an epic score of 4.78/5.





SEXY LUNCH BETTES

LINK LEGENDS

The results of this year's LINK Legends were both landslides. Amir and Callum have both worked extremely hard to make a massive difference for the team and their clients.

Lots of kudos to these two!





Jayson
lives in Bataan



Lou
lives in Pampanga



Berna
lives in Pampanga



MJ
lives in Pampanga



Ysmael
lives in Pampanga



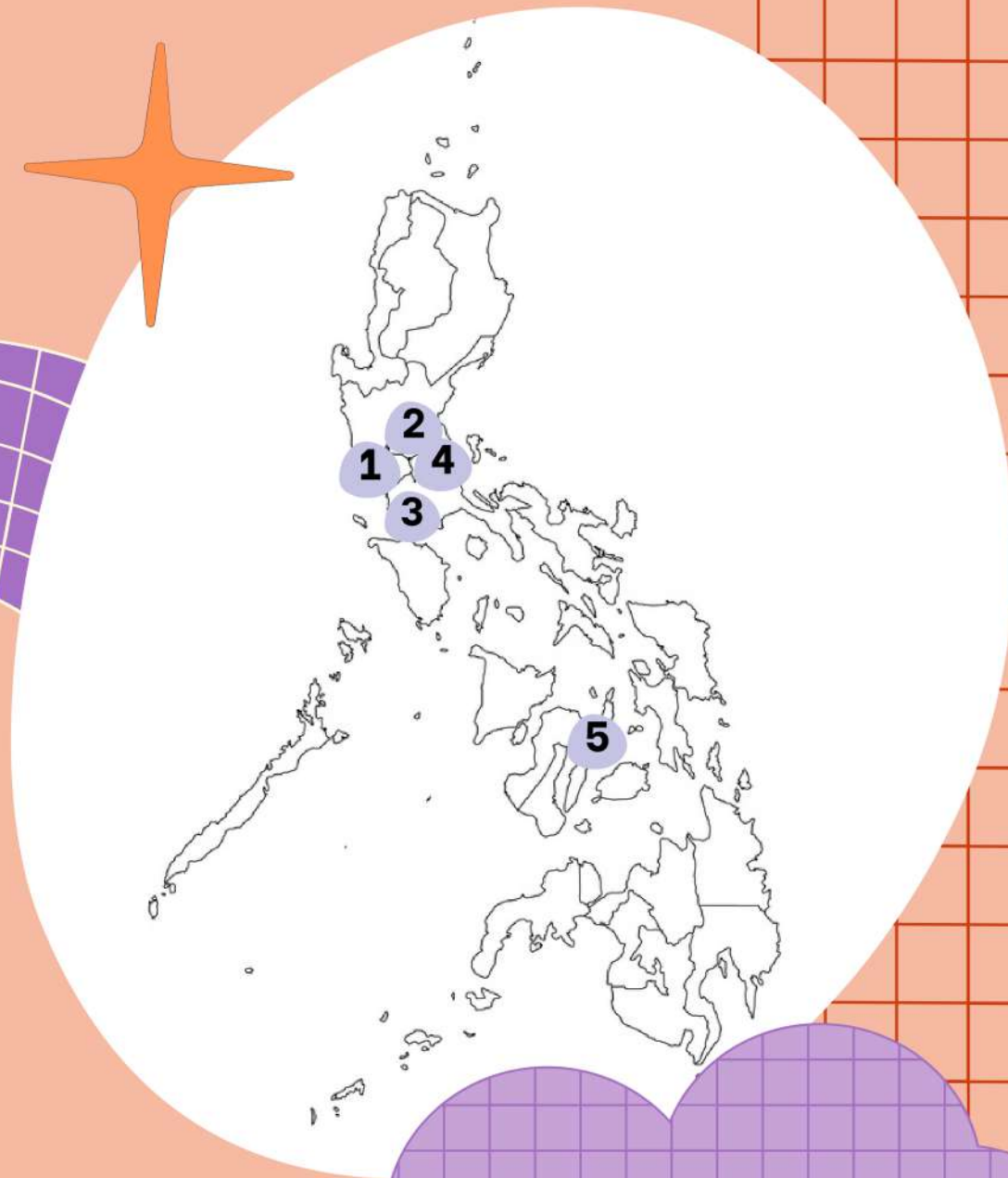
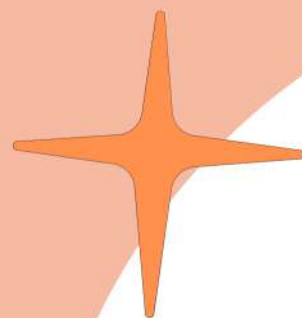
Rod
lives in Batangas



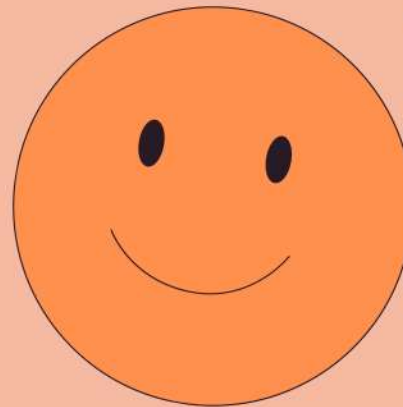
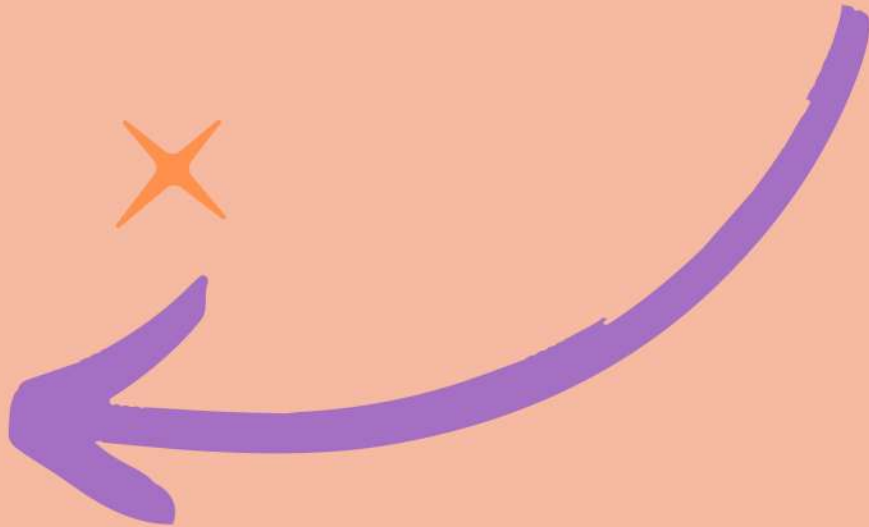
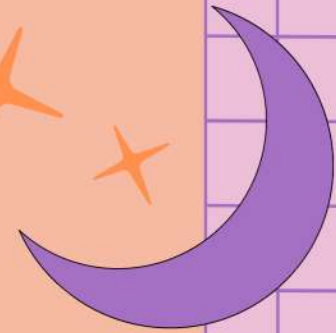
Marie Espeso
lives in Rizal



Franklin
lives in Cebu



OUR PHILIPPINE FAMILY



WE'RE GROWING!

So many babies and pregnancies! Navy and Addison made an entrance into our LINK family early this year. Anne departed for maternity leave with an early baby arrival on the 15th January. Baby Vinnie and sweet Charlotte were welcomed into the world just in time to star in this year's edition.



Vincent Guy Dellit



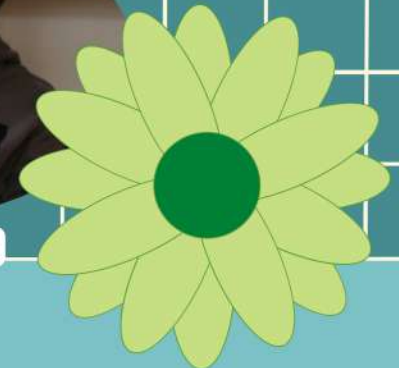
Navy Valentine Birch



Charlotte Carmel Hermann



Addison Anyi McKinnon



WEDDINGS & BABY BUMPS

Chris is expecting his lil bubba on New Year's Eve with Elle and Ale expecting their little ones early in the new year. Berna's second bundle of joy will be arriving April 2023.

Callum & Jess got married in Queenstown, NZ in spectacular fashion! Amir & Nasim tied the knot this year, too!



Ale & Elle



Berna



Chris & Kate

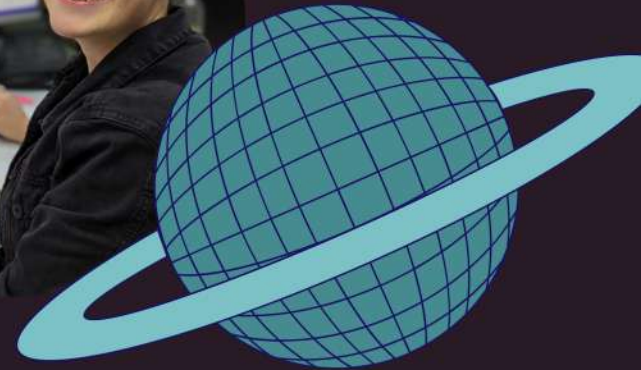


Amir & Nasim



Jess & Callum

THE MASTERMINDS BEHIND THE PAGES





SPECIAL THANKS TO...

Chris - for tracking all of our special LINK moments throughout the year.

Mariah - for collecting content and compiling all images.

Franklin - for helping with the map of the Philippines.

Tayla - for making an epic start on creating all the pages.

Helen - for being the amazing designer that she is #whatwouldhelendo

Lotte - for managing all the of the content.

Hazel - for last minutes checks to get the yearbook done in time for print.

PHEW!





**SEE YOU
NEXT YEAR!**

