

LINKTM

YEARBOOK

2024



A special
message from
our Directors

Brad
Hugh
Chris
James



A Year of Growth and Resilience

As we reflect on 2024, it's been another phenomenal year of growth and achievement — something we've come to expect and celebrate here at LINK.

Among the many exciting milestones, one that truly stands out is the launch of our newest team : LINK Wealth. This marks a bold new chapter for LINK, expanding our ability to serve clients in meaningful ways.

This year has also brought incredible new talent into our team, strengthening our foundation and energising our future. We've continued to be a pillar of support and strength for our team and our clients, guiding those we work with through challenging times after the economic downturn.

In addition to our day-to-day success, we've pushed the boundaries of what we can achieve, hosting some truly inspiring events and initiatives that showcase the heart and spirit of our team. As we head into the holiday season, we can rest easy knowing we've done amazing work in 2024 and laid the groundwork for an extraordinary 2025!

CLASS OF 2024



Fresh faces
for 2024!



Celebrating epic
years with LINK!

5



Ale Hurtado
Client Advisor



Alex Glucina
Digital Advisor



Andrew Fernandes
Client Advisor

6



Angie Zhang
Client Advisor



Ardian Berisha
Web Design
& Development



Bella Aquino
Team Assistant

5



Berna Lyn Sulunga
Client Advisor



Bibiana Hermann
Client Manager



Brad Minhinnick
Director



Callum Howarth
Loan Manager



Chris Tinta
Director



Creed Bell
Brand Designer



Danny Wales
Digital Advisor



David James
Digital Advisor



Dewan Brookes
Business Development
Manager



Eden De Guzman
Client Advisor



Emma Warren
Client Manager



France Gonzales
Registration Assistant



Francis Lagazon
Full Stack Developer



Franklin Mercado
Client Services

8



Hazel Anthony
Digital Architect



Hugh Dellit
Director



Jade Macbeth
Brand Strategist
& Copywriter



James Webb
Director



Janet Salvador
Client Advisor



Jeff Belgira
Loan Support



Juan Troncoso
Projects



Karl Lim
Property Manager
Assistant



Kelly Walker
Client Advisor



Linh Do
Client Advisor



Lou Nuqui
Client Advisor



Lwin Tue
Client Manager



Malou Siarot
Team Assistant



Mariah Clarkson
Executive Assistant



Mary Gomez
Registration Assistant



Minh Duong
Client Manager



MJ Quiambao
Client Advisor



Naomi Moa
Property Manager



Nathan Phengrasmy
Team Assistant



PJ Byrne
Director



Rhonda Burton
Practice Manager



Richard Leal
Director



Rod Morfe
Search Specialist



Ru McKinnon
Client Manager



Sharlene Banal
Client Advisor



Su Nandar
Client Advisor



Thea Pernites
Client Manager



CHRISTMAS PARTY 2023

Alchemy Restaurant

Another year of crazy shenanigans and the ultimate Stealing Santa battle!

Despite the torrential rain, nothing could ruin our Christmas spirit. This year, we hosted our Christmas dinner at Alchemy Restaurant with a special 3-course meal.

It wouldn't be a LINK party without dancing to classic ABBA tunes and, of course, a moving speech from James.

Thank you to the Directors for another epic year together and for gifting us all with Wonderboom speakers!





Whisky Business

Moda Restaurant

The Whisky Business event is getting bigger and better each year.

Kyle, our new co-partner, and Mariah hosted this year's gathering at the chic Moda Restaurant - a perfect backdrop for an evening of engaging conversations.

With fresh faces and a vibrant mix of men and women, the night buzzed with energy and thought-provoking discussions.



Australia Day

LINK HQ

Celebrating Australia Day the LINK way, with a backyard BBQ.

In keeping with tradition, James kitted up in his Aussie apron, fired up the BBQ and served up some tasty grilled goods!

... of course, no Aus Day BBQ would be complete without snapping a few candid shots of Huggy mid-bite. As always, his commitment to the sizzle is unmatched.







Nuclear Escape Room

LINK HQ

Our most electrifying event of the year! Brad, Mariah and Nathan did a spectacular job transforming LINK HQ into ground zero of a nuclear attack.

We had 60 minutes to crack codes, dismantle a bomb and secure our escape. With adrenaline pumping and a competitive streak running through our veins, every second counted in this race against time. What a proud moment for Chris when his team took home first prize!





PH Catchups

Our wonderful PH Team had the time of their lives with a whirlwind year of catchups and gatherings! We're so grateful for each of you and love seeing your incredible camaraderie in action - what a dream team!



FEF & Town Halls

We see the extra effort you put in. So we introduced 'Finish Early Fridays' to show our appreciation for your dedication and hard work.

One Friday a month, we kick off the weekend early to recharge, chase our hobbies, or spend extra time with our loved ones. The result? A happier, more fulfilled team and a culture of balance and appreciation.

Our PH teams also hosted their first Town Hall - with great enthusiasm - and we're all so excited for the new changes to come.

Stay tuned for an exciting 2025!





Strategy Day

Tattersalls Club, CBD

Stepping away from the usual boardroom routine — our Strategy Day at Tattersalls Club in the City was about breaking new ground, sharing bold new ideas and mapping out the future of LINK Creative & Marketing. It was a fun and dynamic way to connect, think creatively and plan for what's next.



WordCamp Sydney

University of Technology

Juan, Hazel and Ardi attended their very first WordCamp event this year!

WordCamp is a 2-day conference for designers, developers and WordPress users to network, share ideas and learn what's new in the digital community.



Family Day

Roma Street Parklands

In May, we gathered our partners and little families in the crisp Autumn air for a picnic at Roma Street Parklands.

It was such a joy to reunite and see how much our LINK babies have grown - they're all little toddlers now!

The day was packed with games, food, and a unicorn piñata that even the adults couldn't resist helping to smash. Brad might've gone a bit too hard though, earning a minor battle scar in the process.

A big shoutout to Hazel, who had to make a quick exit when Hassan wasn't feeling well and needed a hospital trip. We're sad you missed the fun. But we'll catch you next year, little dude!











Friday Lunch Legends

Fridays are still our favourite day of the week to bond over food! This year, we continued our Lunch Legend tradition and ventured to some new spots around the Valley.

Callum was this year's Lunch Legend, with an almost perfect score of 4.85/5 for an in-house delivery of bibimbaps from his fave local Korean restaurant.



Rod, MJ, Lou & Franklin in Australia

Brisbane, AUS

This year we hosted our biggest group ever from the PH team. We were thrilled to welcome Franklin, MJ, Lou & Rod to Australia!

The crew enjoyed a busy week of fun activities and sightseeing around Brisbane, including a hike up Mount Tamborine, City Cat rides, a tour of GOMA and a food trail of the many cuisines Brisbane has to offer.

Special thanks to Ale for hosting a gourmet chef's dinner, and to Ru for hosting a homemade pizza night!









EOFY

Howard Smith Wharves

LINK's Annual EOFY party was a dazzling affair, set in Amalfi Coast-inspired décor at the stunning HSW Green House.

DJ Mixtress pumped out deep house beats while champagne flowed and scrumptious food rolled out the kitchen doors (shoutout to Chef Jorge).

We definitely know how to party in style - maybe a little too well, as half the office was down with the flu the following week!



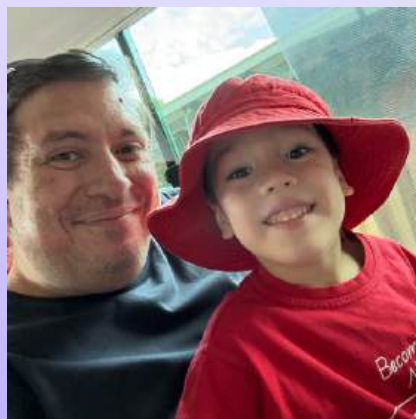




Personal Awesomeness Days

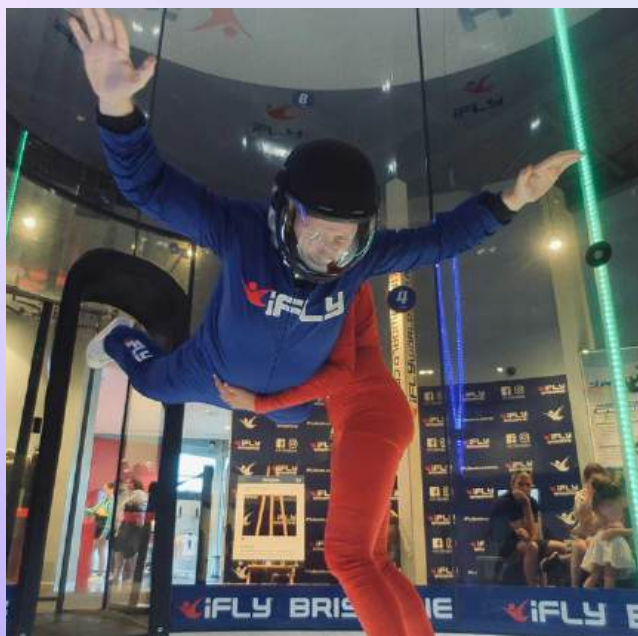
Every year, we get to enjoy a bonus day off that's just for us. In true LINK fashion, you've once again taken your PADs to new heights with even more epic ideas and brave adventures! From solo pamper days to conquering mountain hikes, trying out new sports, or picking up a new instrument, the creativity is off the charts.

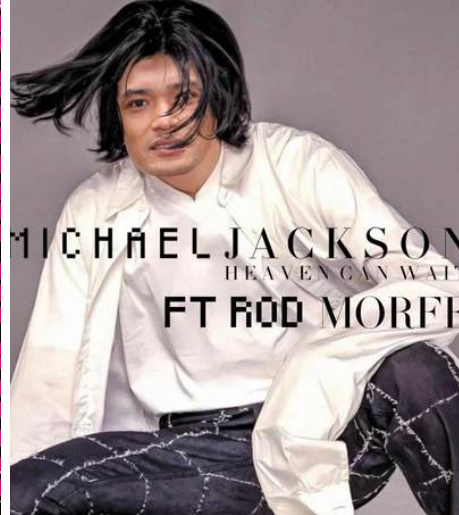
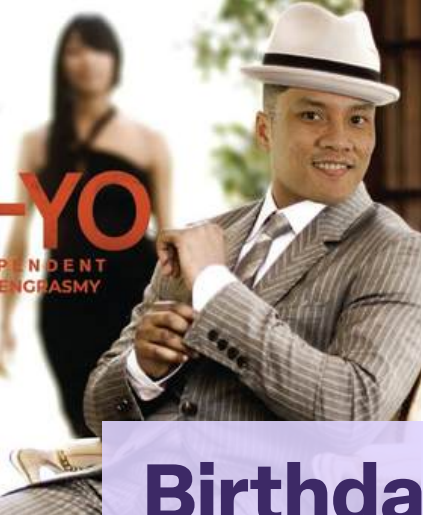
PADs aren't just a perk - they're a must for mental health and recharging your awesomeness battery. But remember the famous words of Hugh Dellit : "If you don't use it, you lose it!"



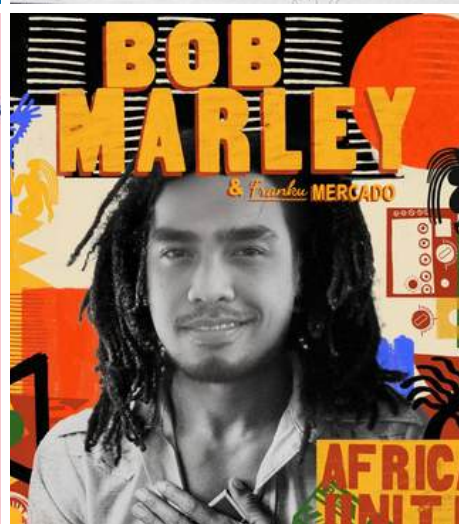
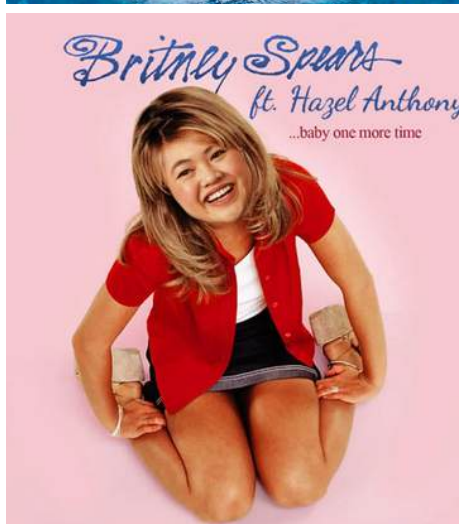
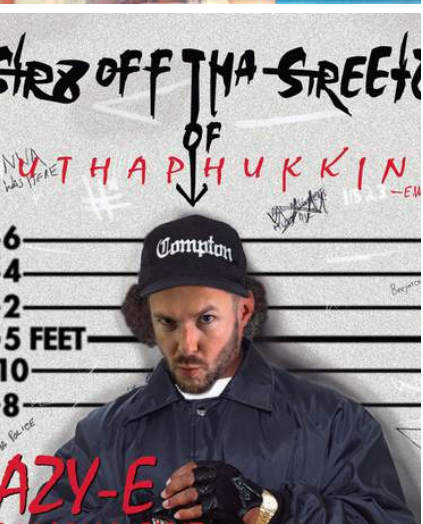
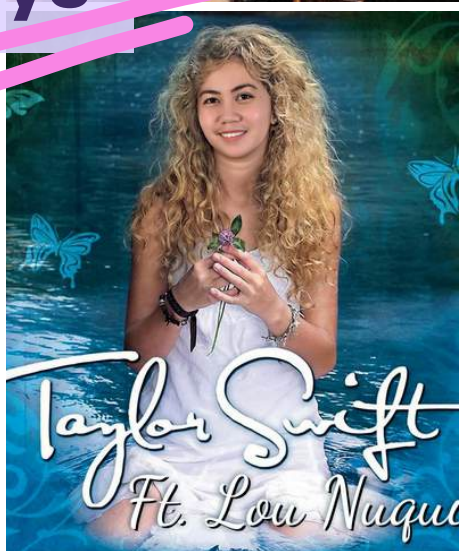


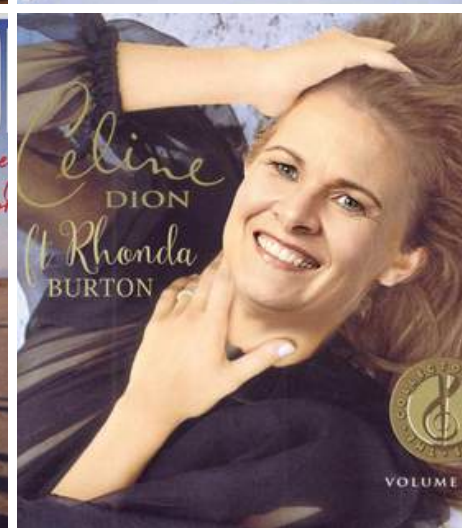
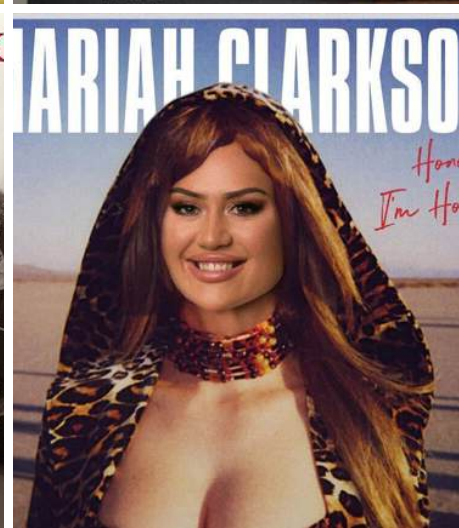
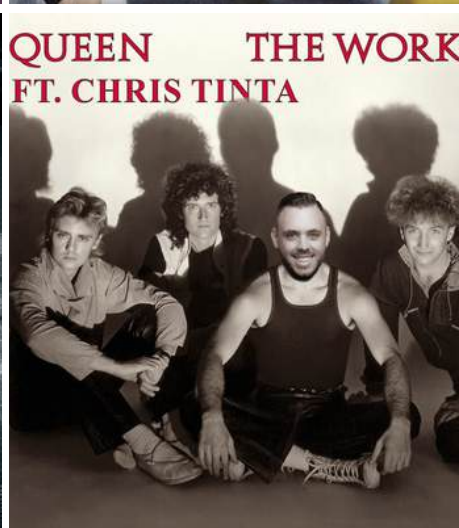
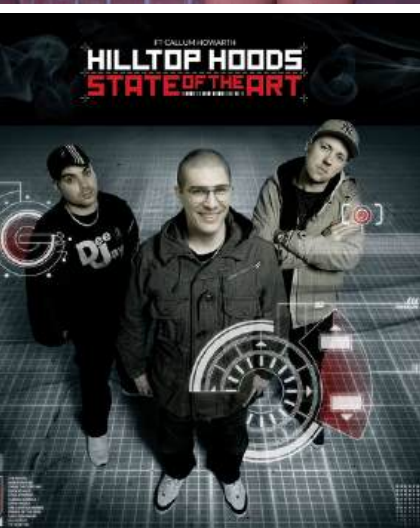
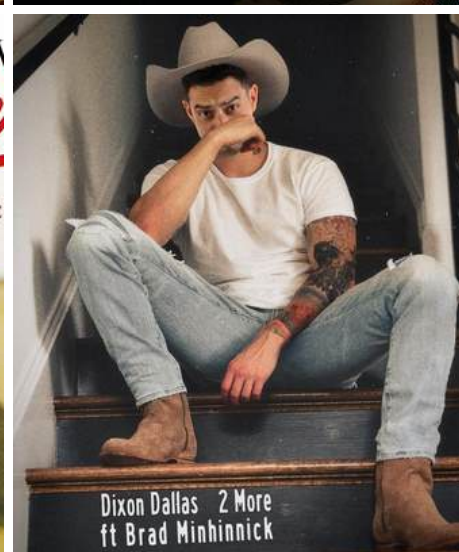
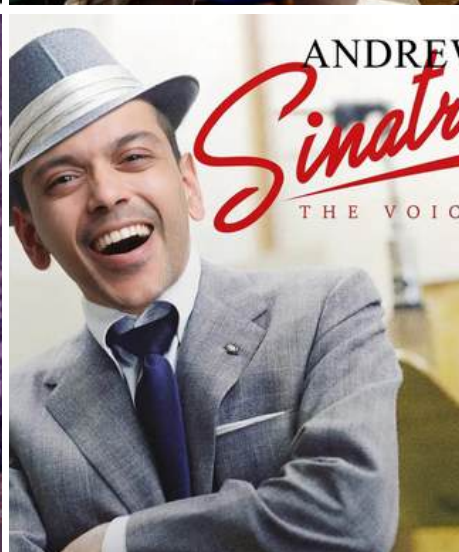
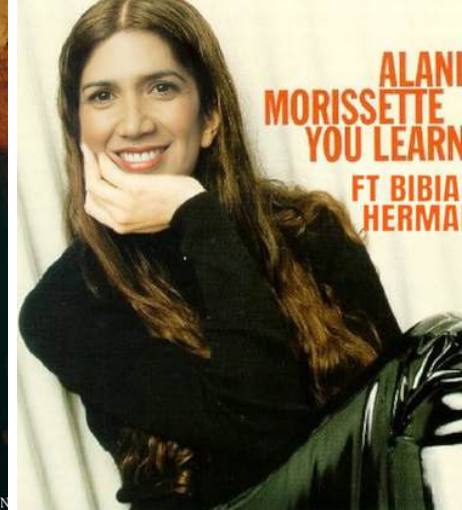






Birthdays





Our Philippine Team

Cebu



Malou



Franklin



Thea



Pampanga



Bella



Berna



Eden



Francis



Janet



Karl



Lou



MJ



Sharlene

Manila



France



Jeff



Mary



Rod





Chris & James visit the Philippines

Cebu, Philippines

This year's annual trip to the Philippines took Chris and James to the beautiful islands of Cebu. The guys love bonding with the PH team every year and celebrating the amazing people who are integral to LINK's culture and success.

Cebu proved an epic choice for this year's visit, as the team got to explore iconic landmarks like Sirao Garden and the Temple of Leah. To end the trip, the PH team introduced Chris and James to a traditional 'Boodle Fight' experience.





Google Reviews

This calendar year, we've collected a massive count of Google Reviews across all teams : 1001 reviews for 2024!

Advance	211	5.0	★
Living	132	4.9	★
Books	102	4.9	★
Advisors	433	4.9	★
Creative	100	5.0	★
Marketing	23	5.0	★
Total	1001	5.0	★

New LP (Marketing) Google Review APP 09:57

A 5 star review was just left by Estelle Warlow

Comment: Link Digital Marketing is an absolute gem! I've worked with several marketing companies in the past, but Link truly stands out from the crowd.

They take the time to delve into your goals and target audience, crafting strategies that resonate deeply. Their expertise doesn't stop at planning – they're execution wizards, turning ideas into tangible results. What truly sets them apart is their proactive approach. They don't wait for problems to arise; they identify potential improvements and implement them before you even know they're needed. This dedication to exceeding expectations makes Link a breath of fresh air in the marketing world. I highly recommend them !



New LA Google Review APP 14:37

A 5 star review was just left by Samitha Aluwihare

Comment: From the moment we began our journey of acquiring and setting up our business, Dewan from Link Advisors in Brisbane has been nothing short of spectacular. His proactiveness and dedication to supporting our endeavours have greatly surpassed our expectations. Every step of the way, they were not just advisors but true partners in our venture.

Link Advisors approach is highly commendable; they are not only friendly and approachable but also incredibly collaborative. Their willingness to think outside the box and their commitment to our goals have been instrumental in smoothing the often-tumultuous path of business acquisition and system setups.

Their expertise in accounting and business strategy is evident in the results we've achieved. But beyond their professional capabilities, it's their personal touch and genuine care for our business that truly set them apart. They have continuously gone above and beyond to ensure our success, making what could have been a stressful process surprisingly pleasant.

I cannot recommend them (Dewan and in recent times Su as well) highly enough. If you're looking for a team that will stand by your side, champion your goals, and deliver results, look no further than Link Advisors. Their impact on our business has been profound, and we are immensely grateful for their support.



New LL Google Review APP 11:25

A 5 star review was just left by Caroline McKay

Comment: Brad was the best real estate I have ever dealt with . Brad organised everything to get the house ready for sale which was no mean feat ! We did not have to do anything and the process was not stressful at all ! We got the sale price over and above what we were expecting



New LB Google Review APP 11:22

A 5 star review was just left by Paul Dudfield

Comment: I would highly recommend Link accountants they have been absolutely brilliant. Ru is my accountant and has really helped me with my barbershop. She always helps me with things i am unsure of and i have learnt alot more since being with her as my accountant. Bibiana is my book keeper also and does a fantastic job. Thanks guys!



New LA Google Review APP 11:02

A 5 star review was just left by Madeleine Wilson

Comment: Angie was absolutely fantastic in helping me with my tax return this year. She was very helpful and knowledgeable. I will definitely be a repeat customer! Thank you Angie 😊



New LB Google Review APP 13:40

A 5 star review was just left by Delphine W

Comment: I had the pleasure of being trained by Emma on Xero, and it was great. She was patient, knowledgeable, and made the entire process easy to understand. Emma's ability to break down complex tasks into simple steps helped me gain confidence in using Xero quickly. Her professionalism and attention to detail really stood out. I highly recommend Emma to anyone looking for expert guidance on Xero!



New LV Google Review APP 20:33

A 5 star review was just left by rossana ruggeri

Comment: Callum from LINK came highly recommended by my boss, and I am so grateful for the referral! Navigating the process of finding a loan was daunting, but Callum's services and advice were beyond exceptional. Not only did he provide me with valuable financial education, but he also helped me select the best loan option that suited my needs.

Callum was incredibly patient, answering countless questions and providing property evaluations for every place I put an offer on—probably more than ten properties! I think we exchanged something like 100 emails (I am one of these people who has a question for every answer ahaha)

He guided me in deciding on the best place and safe investment, but also provided immense support during stressful times, especially with the first property I almost bought.

He was always available for last-minute talks and calls, and even managed to negotiate a change to my rate lock fee after I lost the first property, ensuring I maintained a good interest rate on the new place. Callum's help and humanity were invaluable, and it was fantastic to work with someone so knowledgeable and brilliant.

Having interacted with other brokers before being referred to Callum, I can confidently say the difference in service quality is immense. Callum made a huge difference in my home-buying journey, and I cannot thank him enough for his dedication and expertise.

Thank you so much, Callum, for all your help!



New LP (Creative) Google Review APP 16:27

A 5 star review was just left by Ricard Cussó

Comment: W are absolutely thrilled with LINK's work on our website and branding for Cosmic Dino Studio! From start to finish, they showed incredible personal care and a deep understanding of our brand. The final product is high-quality, visually stunning, and perfectly captures the essence of our studio. Highly recommend LINK for their dedication, passion and exceptional design skills!





Ladies Night

Tha Gatsby Lounge Bar

What happens at Ladies Night
stays at Ladies Night.
Enjoy some decent photos.





International Food Day

LINK HQ

We took a delicious journey around the world with an International Food Day filled with flavours, cultures, and connections!

International Food Day is all about uniting through diverse cuisines, appreciating our differences, and sharing our love for great food. From mouth-watering Italian pasta to vibrant Asian dishes, we enjoyed a spread that celebrated the our global richness (and culinary prowess).

Recognition Lunches & Dinners

Staff Recognition Lunches (and dinners) are one of our favourite ways to celebrate work anniversaries and epic team milestones.

Lwin, Elle and Juan enjoyed a special dinner at Tillermans with the Directors, followed by Ale and Mariah with a fancy dinner at SK Steak & Oyster.

Proud mentions to the Advisors and Books teams for having a great year of glowing Google Reviews!





Awards & Milestones

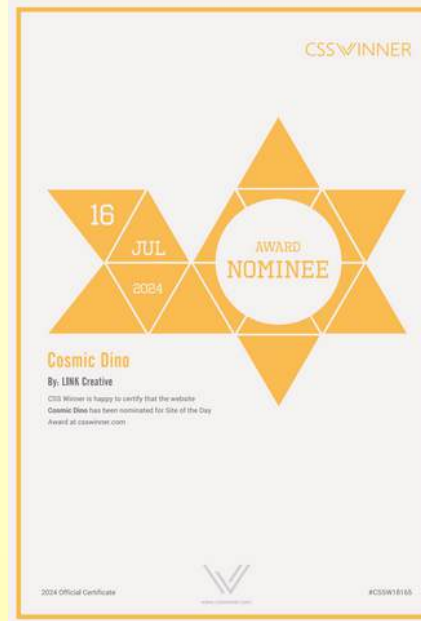
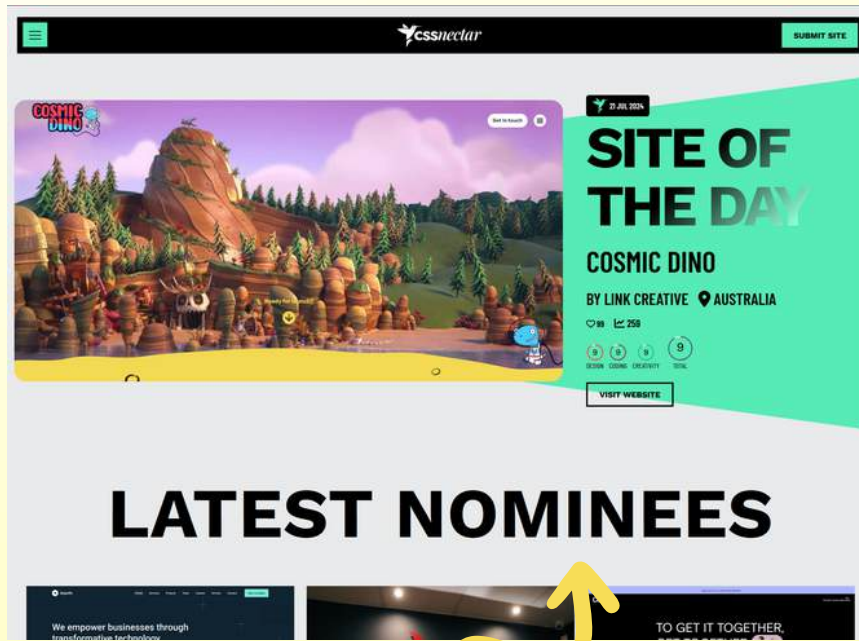
This year, we celebrated major milestones as more of you cracked the coveted 5th-year mark!

Question : What could possibly top that?!

Answer : Queen Lwin celebrating her 10th year anniversary with LINK! OMG!

Congratulations to our well-deserving team of legends!

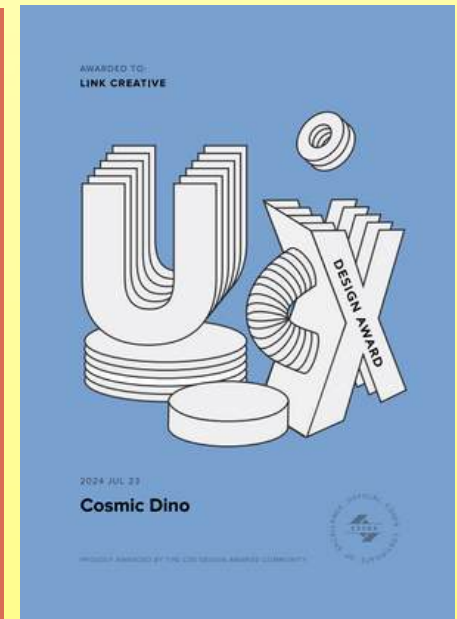
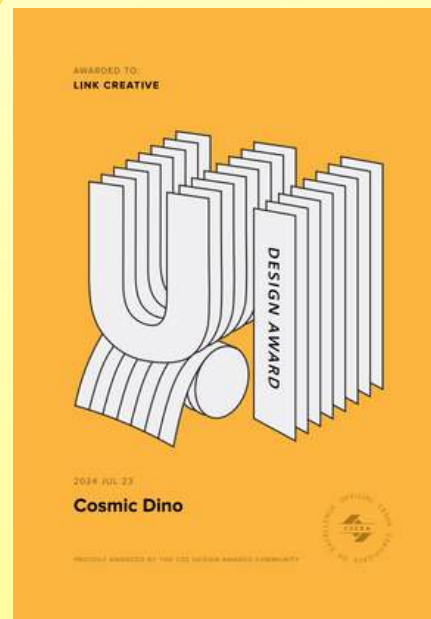




More awards!

As if anniversaries and Google Reviews milestones weren't enough, this year also saw a streak of new achievements unlocked.

Congratulations to the Creative team for winning their first awards for web design work!

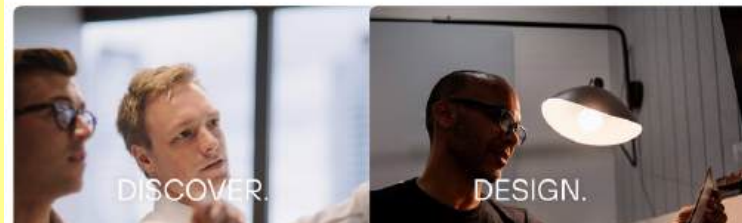
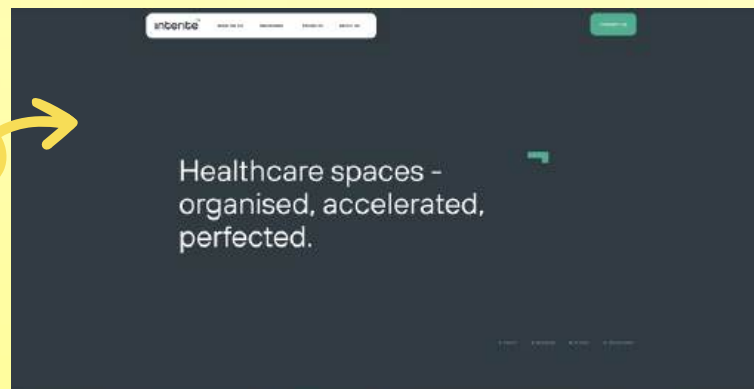




Woohoo!

Special shoutout to Ardi for bringing his A-Game to create some of the team's best work in collaboration with our clients : Cosmic Dino and Interite.

We've officially earned the bragging rights to call ourselves award winning designers! Way to go Creative Team!





LINK Legends

Andy was awarded LINK Legend in December 2023 for the AUS team while Janet took home the LINK Legend crown for the PH Team.

In July 2024, we saw two winners for the PH LINK Legend, with Berna and Lou taking on the title together!

Emma was crowned our AUS LINK Legend for making such an enormous impact on her team and the positive good vibes she brings to everyone around her, on the daily.

Way to go, Superstars!





Points Competition

Ru accumulated the most points in the second half of 2023 with Simon and Elle coming in close as runner-ups.

Mid year, it was Ale who broke the record taking home the most points for the season, with Andy and Elle as runner-ups.

Good job, everyone! Time to put your Prezzye travel vouchers to good use!

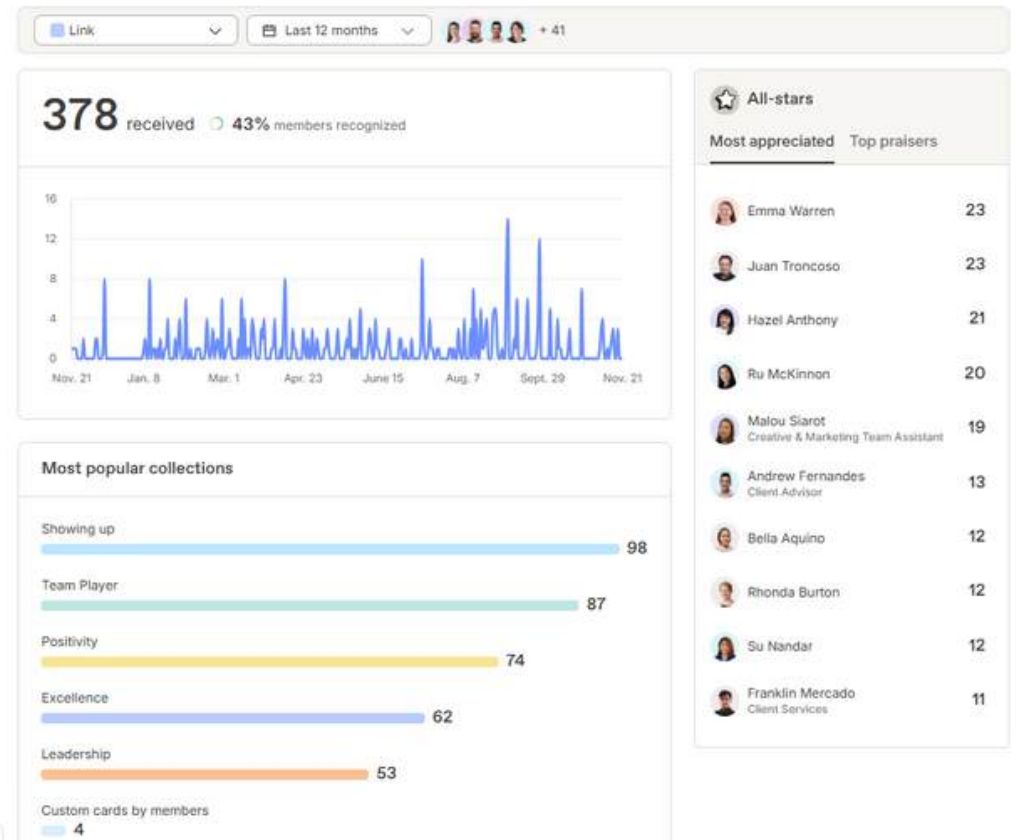


Officevibe

This year, we've maintained an outstanding Officevibe score of 8.5 and above — another testament to our incredible team effort and the strong, supportive culture we've built together. It's clear we're doing an amazing job, not only in our roles, but also in creating a workplace where everyone feels valued and connected. Super proud of what we've achieved and how we continue to support each other every step of the way!



Good Vibes report



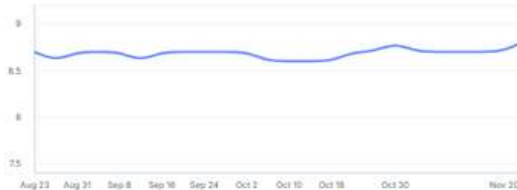
Personal growth

8.8 / 10 ↑ 0.1pt in last 3 months 72% participation View

8.9 ↑ 0.3pt
Autonomy

8.5 ↓ 0.1pt
Mastery

8.9 ↑ 0.1pt
Purpose



[See related questions](#)

Overall engagement score



↑ 1.5pt since Jul 19, 2018

72% participation View



[+ New highlight](#)

Special Shoutouts

Having amazing clients makes work a joy, but knowing they love us back? That's the cherry on top!

A huge shoutout to Ayu for her incredible efforts in recruitment and team management throughout 2024. Her dedication has been invaluable in helping us grow and ensuring we get the very best from our team. Ayu, your hard work and commitment haven't gone unnoticed — thank you for everything you do!

Our amazing support team in the office - Rhonda, Nathan and Mariah - also deserve all our love and recognition. ICYMI, these 3 legends spent an entire GSD giving the LINK office a deep clean top to bottom. Thank you for all the effort (and elbow grease) that went into keeping our ship super organised and sparkling clean!

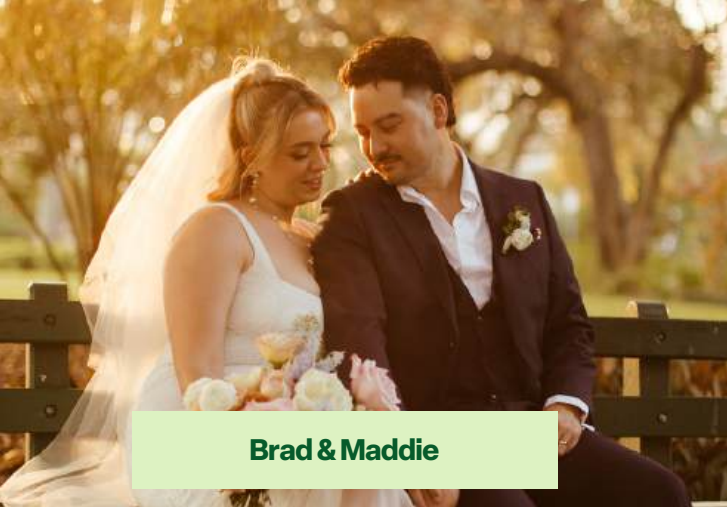




Babies & Weddings

What a year of babies and weddings!

Brad, Linh, and Janet got married! Alex, Callum, Chris, and Huggy became Dad's (round 2 for Huggy & Chris)! Ru and Eden are expecting their next bundles of joy in the coming months!



Brad & Maddie



Linh & Jeremy



Janet & Gherbe



Gus Mackenzie Dellit



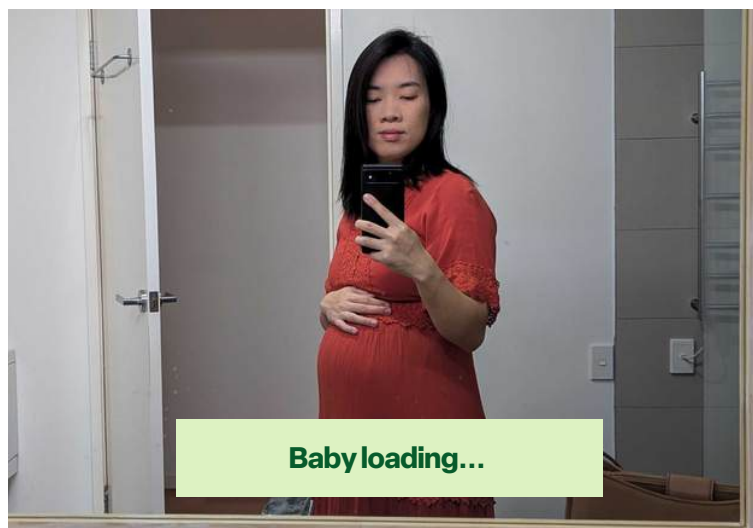
Theo Thomas Tinta



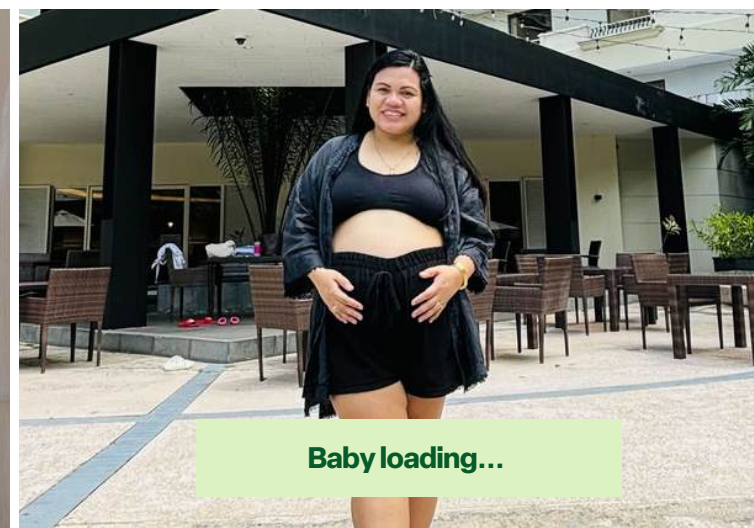
Olive Amanda Glucina



Griffin Howarth Kelly



Baby loading...



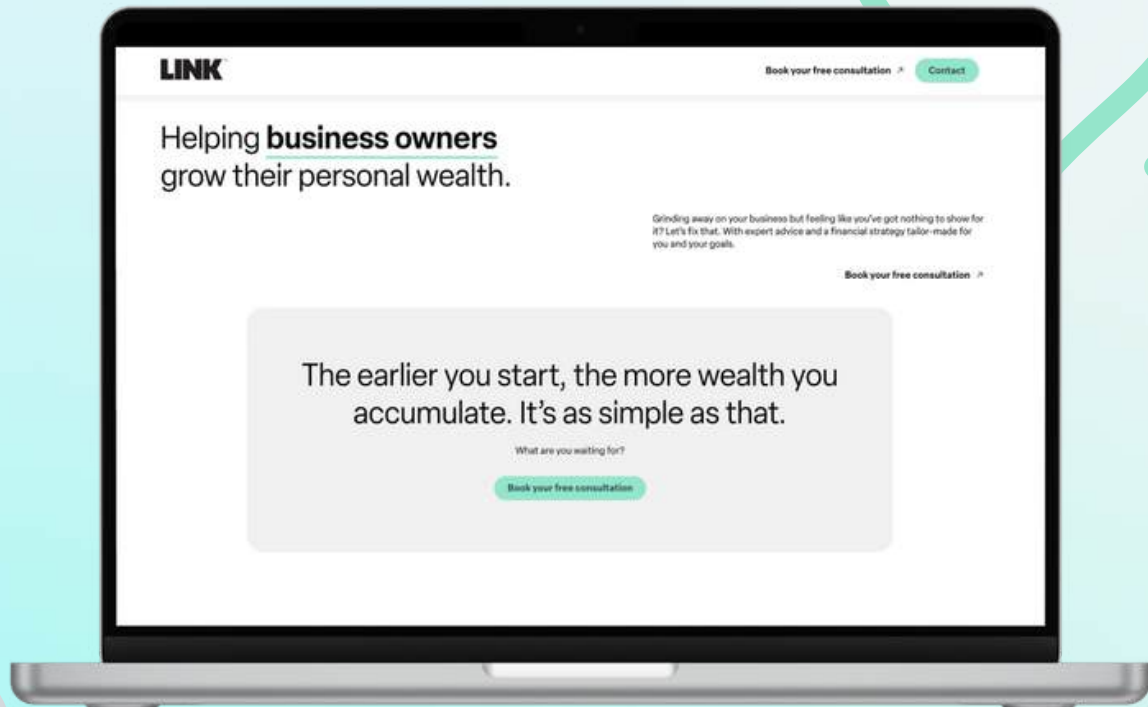
Baby loading...

Coming Soon: LINK Wealth

Exciting news for 2025! We're thrilled to announce the launch of a brand new team - LINK Wealth.

LINK Wealth brings fresh opportunities for innovation and growth to our clients. Get ready for an exciting journey as we take our efforts to the next level and unlock even more potential for success!

Welcome to LINK, Richard and PJ!

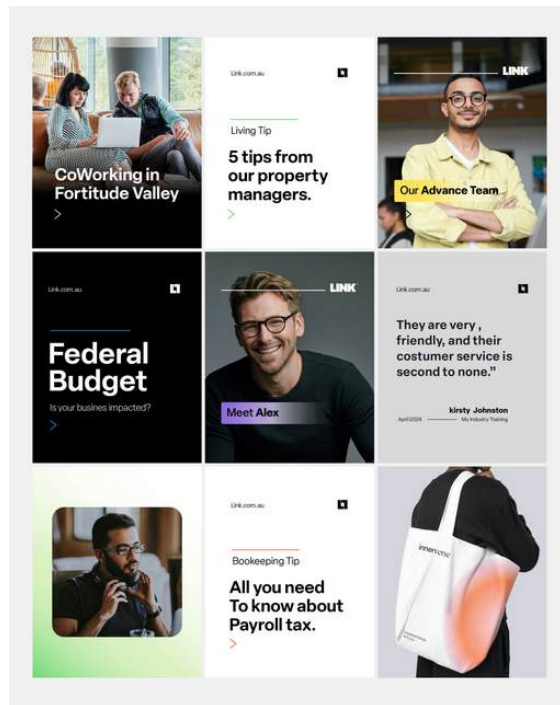


Elza
Display - Headlines

Aa

Elza Text
Body Copy

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but at the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.



Coming Soon: LINK Refresh

Ready for some more exciting news?

LINK is getting a brand refresh!

Our beloved brand will be reimagined with a few tweaks here and there. Get excited for a mini makeover of colours, fonts and new photo styles in 2025!

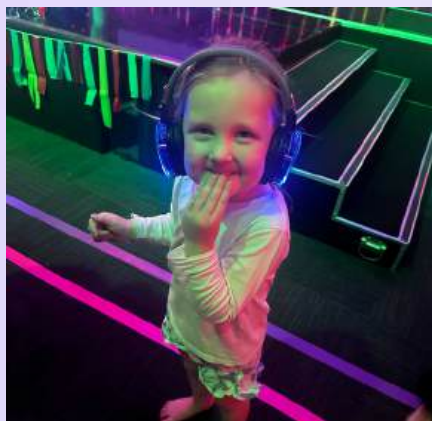
Here's a sneak peek at our new brand colour palette and font type, Elza.

Easter Egg : In case you didn't notice, the inside pages of this yearbook were inspired by our new colours! What do you think?



Little things..

Let's not forget some of these other cute moments (and funniest memes) we've seen throughout the year!



Special thanks

YEARBOOK COMMITTEE



Sora

For kicking off our yearbook template!

Hazel

For single-handedly designing & managing this entire yearbook compilation to print in under 2 weeks.

(Where does this superwoman even find the time?!!)

Mariah

For being the ultimate yearbook content curator, event coordinator and Brad's sidekick.

Directors

For tracking our special LINK moments, sharing important data & insights and reviewing the final draft.

Franklin

For curating and sharing all of our PH content, and

& Malou

helping with last minute checks.

Jade

For proofreading all our copy to make sure we're staying on-brand with LINK's tone of voice. Eep!



SEE YOU NEXT YEAR!