

**BRI Ferrier**  
Business Reconstruction & Insolvency

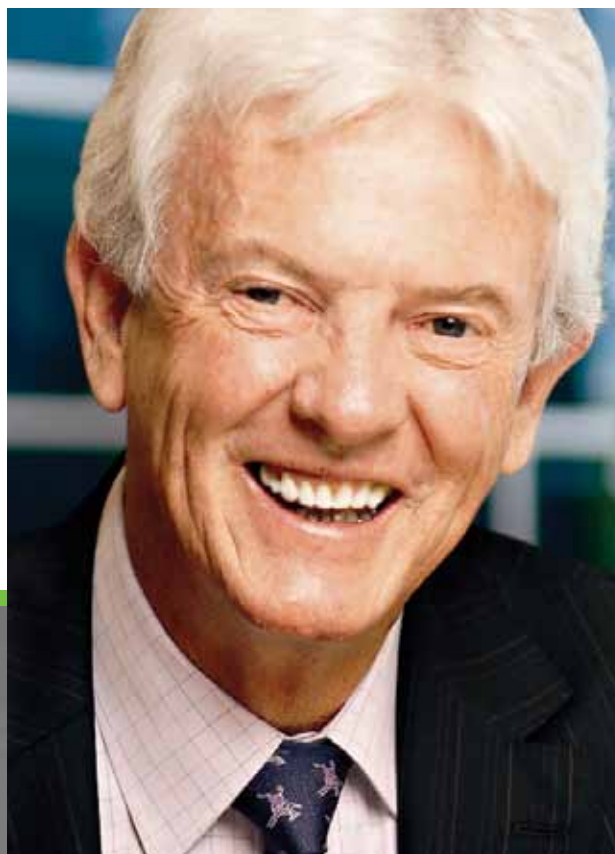


“ BRI Ferrier offers an outstanding diversity of experience and expertise in the reconstruction and insolvency fields.

Our commitment to investing in the expansion of our team and our knowledge base, means we continue to ensure that we deliver a personable, results driven business, working efficiently for the best possible outcomes.

We may have a new name, but the total commitment and dedication we have always shown to delivering the best results for our clients remains the same: We aim to add value in all we do.”

Ian Ferrier (AM) - Chairman



## Chairman's message

# Experience and youthful enthusiasm – a winning combination

BRI Ferrier is the new name for specialists in Business Reconstruction and Insolvency.

Headed by two of the best – and most respected – insolvency and financial strategists of our time, Group Chairman Ian Ferrier and consultant Tony Hodgson, BRI Ferrier offers an innovative team structure equipped to meet any challenge. With a combination of both enthusiasm and expertise, we strive to achieve the best possible outcome for your organisation.

Additionally, because ours is a people business, we aim to develop and maintain a good relationship with all our clients, whether we are engaged on a short term, or a long term basis.

*“We believe better outcomes are achieved by combining experience and energy, and the forging of BRI Partners and Ferrier GKS to form BRI Ferrier, produces a new organisation and innovative team structure that is equipped to meet any challenge.”*

Ian Ferrier (AM), Group Chairman.

*“BRI Ferrier offers national access to industry specialists who have the depth of know-how to guide and facilitate the business reconstruction process. Couple this know-how with the mission to foster keen, young emerging talent and you have a powerhouse of knowledge and capacity geared to desired and decisive outcomes.”*

Tony Hodgson (AM), Chief Consultant.



Our services

# Services

## Experience counts

Better outcomes are earned with experience. Our senior management has worked together for many years and can boast over 130 years of professional insolvency experience, which means our level of skill and experience in business reconstruction is almost unmatched.

Our team of insolvency professionals offer their expertise in the areas of:

- Business reconstruction
- Corporate insolvency
- Property insolvency
- Forensic accounting
- Bankruptcy

As well as essential strategic inputs including:

- Robust exploration of options.
- A proper understanding of current industry and financial issues in order to make correct decisions.
- Anticipation of potential dangers and how to avoid them.
- Recognition of capabilities and outcomes that are possible and practical.

Our total commitment and dedication is to deliver the best results possible for our clients' organisations. While we are quick to recognise when a situation is irretrievable, we will always endeavour to identify opportunities that allow companies to trade their way out of trouble.

## We do our research

At BRI Ferrier, we believe research and the knowledge of legislation and its changes, is the backbone of our position once appointed. However, we know that knowledge is not enough, so, our team all operate with common shared values that make us all strive to get the best possible outcome, which often is reconstruction not liquidation.

## A means to a future, not an end

Voluntary administration can provide the opportunity to rebuild a business and make it stronger. With this in mind, BRI Ferrier offers the first interview to parties in financial difficulties on a no cost basis.

## A national network working for you

With more than 100 staff, and offices located in Sydney, Melbourne and Adelaide – together with representation in other states – BRI Ferrier offers national access to industry specialists whose know-how and guidance help facilitate the business reconstruction process. Couple this know-how with the mission to foster keen, young emerging talent and you have a powerhouse of knowledge and capacity geared to desired and decisive outcomes.

## Ironbark Ferrier

Ironbark Ferrier is our associate corporate advisory firm, providing business direction and solutions to companies, financiers and investors, particularly those facing difficult circumstances.

The strength of Ironbark Ferrier comes from the unique combination of:

- a. Clark Butler's and Louise Herron's commercial experience, investigative and analytical skills and their ability to devise and implement creative solutions; and
- b. experience and proven ability to handle large jobs based on the BRI Ferrier team's considerable experience in working with distressed companies together with the organisation's geographic reach.

## When is the right time to call?

We cannot over emphasise the need for companies experiencing financial difficulties to obtain timely advice. With the Voluntary Administration legislation, it is possible to compromise creditors' claims and achieve ongoing successful outcomes provided professional advice is obtained quickly.



“To be successful in business, a company needs to be able to adapt and change to the environment around it. That’s where BRI Ferrier can help.”

Ian Ferrier (AM), Chairman

It may not be a pleasant area to consider, but the insolvency industry is a necessary part of business, and one that could offer hope for companies in crisis.

Once an organisation becomes insolvent, it must take immediate action to generate cash and settle - or renegotiate - current debts. If they don't, they face bankruptcy proceedings, receivership, or liquidation of all assets. While this is not a very pleasant thing to consider, the good news is that there is hope for companies in crisis.

# Proof positive

“ Your Administration is seen as an investment not a cost .... there is no doubt whatsoever that the recovery and future of the Company is due entirely to the services and skills of your team members.”

John Horsley

Director - Expression Printing

“ When BRI Ferrier was appointed we thought this was the end of the road and that they would rip the company apart. Instead the company was dismantled and rebuilt.

Now, we know more about the business than ever... we are leaner and keener and more profitable. In fact, there was a return to profitability within just one month after their appointment as administrator.”

John Morris

Managing Director - Atomic Hire

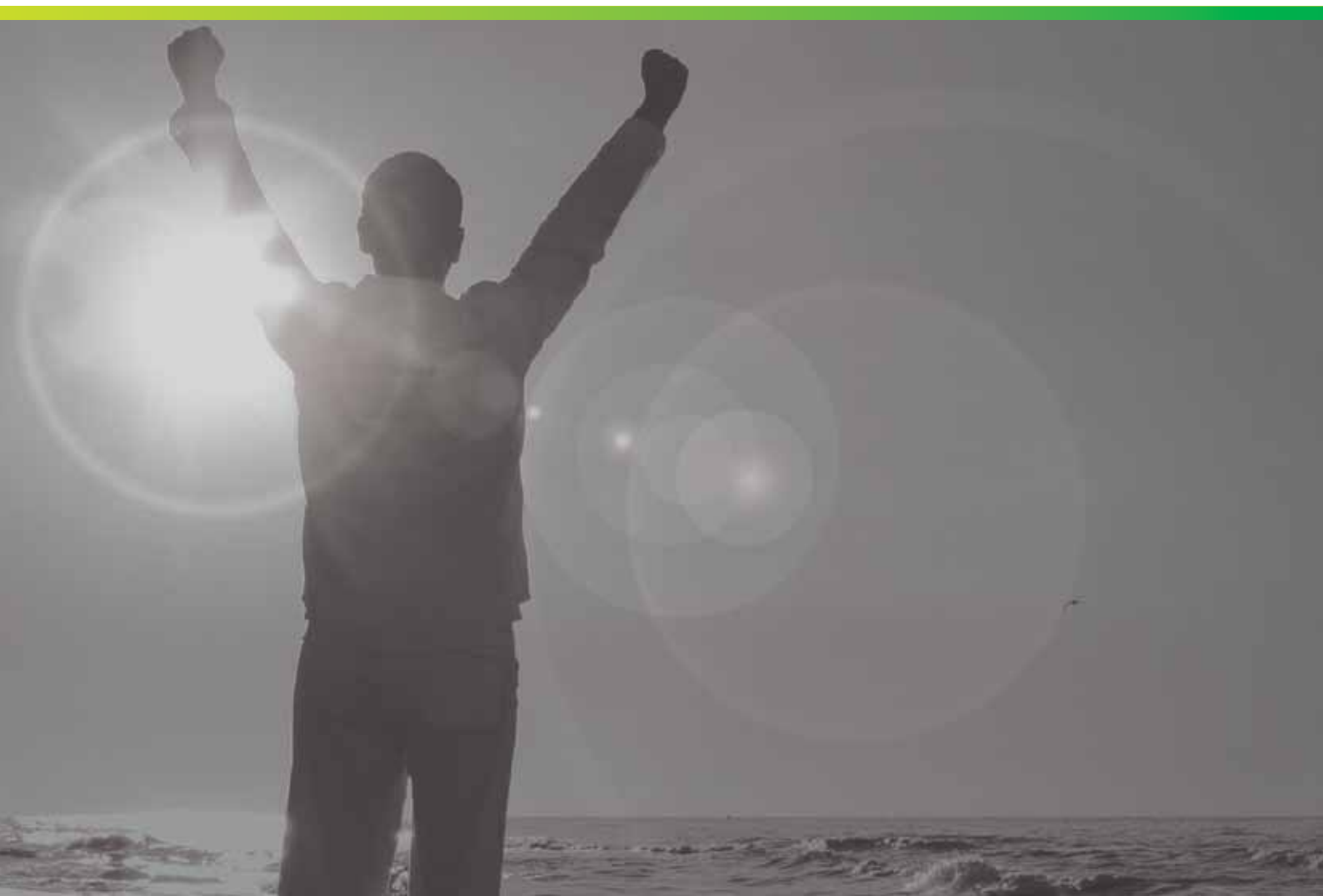
At BRI Ferrier, we strive to make all of our engagements worthy of a testimonial letter. With that in mind, our team makes it their business to ensure we develop a close working relationship with our clients, a relationship built on trust and a thorough understanding of their goals. By doing this, we believe we can achieve the best possible outcome for any organisation. However, don't just take our word for it:

“ BRI Ferrier considered our circumstance from all angles. They took into account the point of view of the creditors, staff, business owners and patrons before deciding on the appropriate course of action. The result was that we were able to maintain the restaurant’s daily operation whilst under receivership, so the lovers of fine food and wine could still dine at one of Sydney’s leading venues.”

Tony Bilson  
Owner - Bilson’s Restaurant

“ I wanted to thank everyone at BRI Ferrier for their care and professionalism. Your report was impressive, combining as it did accounting, corporate finance, legal as well as both general and specialised commercial considerations in a clear way. Such thoroughness meant you were able to produce the best outcome possible for both our creditors and our company.”

Chris Coffman  
Managing Director - Cooper Coffman Wine Group





Business Reconstruction & Insolvency

For more information, please call:

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(08) 8233 9900

BRI Ferrier Melbourne  
(03) 9600 2100

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(02) 8263 2300

**BRI Ferrier...throughout Australia**

[www.briferrier.com.au](http://www.briferrier.com.au)