



HOODSWEENEY

If you want
to go places,
come here.

join the journey

This is your personal invitation to join the journey at Hood Sweeney.

'THE JOURNEY' IS SOMETHING WE TALK A LOT ABOUT AT HOOD SWEENEY.

Whether it's the journey you're about to embark on with your career, our 45+ year plus journey in business or the journey we share with our clients towards their prosperity.

This road we take through life has potholes, deviations, forks and exciting stretches.

What's important is to share the journey, enjoy it and get as much out of it as you can.

Right now, you're at a crossroad: you have a crucial decision about where to work, which has the power to change the course of your life.

And we want to make sure you take the right direction.

So: in this booklet, we'll tell you a little about ourselves and our journey.

And a lot about what we can do for you and yours, if you happen to share our vision, our dedication and our philosophy.

Please read it, discuss it with your family and ask lots of questions.

Because if you really want to go places, we believe you could do no better than to join the journey we're on.

Marisa Riccio
Managing Director



The journey to now.

WE STARTED IN 1976 AS P. J. HOOD & CO., AN ACCOUNTING FIRM WITH A SINGLE CLIENT.

In our first decade came our first merger, bringing Graham Sweeney, the name we have today and 200 clients.

Evolution continued at a breathtaking pace, year after year, and into a new millennium.

We added new services: Financial Planning* (in 2001), Technology (in 2004) and Finance# (in 2005), and more recently Consulting & Strategic Growth, HR/People & Culture, and Marketing Advisory, along with new Directors and other acquisitions.

In 2012, we gained a partnership with ASX-listed CountPlus, joining its network with 20 other practices across Australia for all the advantages that has brought us without compromising our independence or self-determination.

In 2013, we completed a key strategic merger with Shearer + Elliss: a company founded in 1985 by Michael Shearer and Ian Elliss with an almost perfect alignment of talent, heritage, clients and values.

In 2021, we completed a merger with JPG, a well-regarded accounting practice in Clare and Burra. This merger expanded our regional footprint and aligned with some of our key segments, Agribusiness and Wine.

Which brings us to this: five offices in Adelaide, Whyalla, Clare, Burra and Kadina; 140 staff; and more than 3,000 clients across South Australia, including small-to-medium-sized businesses, family businesses, agribusiness enterprises, healthcare providers, not-for-profits and professionals.

*Services provided by Hood Sweeney Securities Pty Ltd (ABN 40 081 455 165, AFSL 220897)

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Your journey to tomorrow.

ONCE YOU'VE CHOSEN THE DIRECTION YOU'RE GOING IN LIFE, THE ONLY QUESTION REMAINING IS: HOW FAR DO YOU WANT TO GO IN YOUR CHOSEN CAREER?

That depends on your commitment and what kind of help you'll get to overcome the roadblocks you'll meet along the way.

If your aim is to go as far as you possibly can in your profession, then Hood Sweeney will match your commitment with a stable and challenging career backed by guidance and support each step of the way.

As a South Australian business, our 45+ years of growth have proudly brought sustained employment and advancement to two generations within this state.

Whilst the size of our firm gives us the means to invest in your career, our family style ensures you will never be just another number.

In fact, quite the opposite: when you join Hood Sweeney, we'll develop a program that recognises your individuality by presenting you with leadership and professional opportunities aligned to your personal goals and aspirations.

We always look for opportunities to promote from within and give you the personal growth that keeps you advancing without seeking alternative employment.

Of course, that also ensures we're keeping pace with progress and addressing our clients' changing needs.

Because as a service industry, our smartest investment is first and foremost in the smartest people.

That's why we approach our recruitment with four key objectives:

1. To foster your ambitions.
2. To invest in you, long-term.
3. To offer you reward and satisfaction.
4. To help you be your best.

If that sounds good in theory, let's see how it works in our practice.



As the current Managing Director of Hood Sweeney, my journey at Hood Sweeney started as a graduate. Our commitment to developing and providing our team members the opportunities they seek has been a strength of our business for many years. As a graduate I was given the opportunity to enhance my technical and leadership skills through our internal leadership programs. Being a part of our internal leadership programs set the foundation to progress to role of Managing Director.

Marisa



1. Let's talk about ambition.

WHILE FRESHLY-MINTED GRADUATES WHO WALK IN THE DOOR AT HOOD SWEENEY EXPECTING A CORNER OFFICE STRAIGHT AWAY MAY BE DISAPPOINTED, WE'D BE DISAPPOINTED IF ANYONE WE CHOSE LACKED AMBITION.

More than that: we actively encourage it, unlike many companies where – in truth – the management will see up-and-comers as threats to their own position.

Ambition is the inner drive that shows us you have pride in your own abilities and a hunger to develop yourself. (And, in turn, drive our business forward.)

But it has to be backed by intelligence, initiative, ability and team spirit.

Show us you have these qualities and we'll help you succeed.

And that starts from day one.

INDUCTION TRAINING.

Joining Hood Sweeney makes you a part of our family.

As with any new addition, this is an exciting time for us and we like to welcome you formally.

So, to make sure you understand your role, our expectations and who the rest of us are, we'll take you through a comprehensive induction-training program that starts on your first day.

As we continually improve this program with feedback from our new team members, you really could start improving our firm from day one.

THE PATHWAY TO PROMOTION.

After you've settled into Hood Sweeney, we'll gauge your progress.

We have a long-term plan for the stewardship of the firm and a structure in place for internal promotion.

In fact, a number of our people who joined as graduates are now in senior leadership positions or directors of the firm (as you'll see in some of the staff quotes in this brochure). You won't be short of role models here.

What's more, we are not only dedicated to giving you the opportunity to advance, but to ensuring you succeed in your new role by supporting you with whatever resources you need.

2. Investing in you.

LET'S BE HONEST: FINDING GOOD PEOPLE FOR OUR FIRM TAKES A LOT OF TIME AND MONEY.

Then, only after we've hired them, do we truly find out if they were worth it.

That's why, when we do find good people – great people, Hood Sweeney people – we do what we can to hold onto them, reward them, nurture their needs and grow their abilities to serve our clients.

It starts by offering you the technical and leadership development opportunities that will set you up for life.

BUILDING YOUR CREDENTIALS.

The same way we approach our clients' needs is the way we look at developing your career: strategically.

First, we explore what you want to achieve professionally and then we customise a training and development program to help you get there, including elements such as:

- leadership training (e.g., executive development and Accelerate programs)
- technical development
- support for gaining professional qualifications
- soft skills for advising clients and commercial acumen training
- structured mentor programs.

Whilst these are all undeniably aimed at enhancing your professional skills, we don't overlook the need to foster a network, and balance your working hours with your leisure time.

MAINTAINING YOUR NETWORK.

Connecting with workmates, clients, colleagues, mentors, family and friends, should be a natural part of your life.

At Hood Sweeney, we'll encourage you to keep in touch with people and what's going on.

That's why we support a number of industry associations and charity events, as they provide a great avenue for keeping abreast of industry changes and even future opportunities.

If, however, you find networking a challenge at some stage, a mentor can discreetly help you.

KEEPING HEALTHY. BEING FLEXIBLE.

Nothing should be more important to you than your health, both physical and mental.

Perhaps surprisingly, this is also important to Hood Sweeney.

(As a member of our family, how could we not care?)

Accordingly, we've invested in several health and wellbeing initiatives to help you meet the stress and challenges of modern living, including:

- flexible working arrangements
- paid parental leave
- flu vaccinations
- online health and wellbeing resources such as access to videos, health tips and exercises
- structured health and wellbeing calendar of events, including educational seminars, healthy cooking classes, corporate massages
- subsidised fitness activities

WORKING SMARTER.

To be the best, you need to work with the best, which goes for tools and environment as well as people.

That's why we continue to invest each year in our office amenities.

And perhaps not surprisingly for a firm that has a service line devoted to Technology, our IT systems are at the cutting edge for a professional services firm.

BEING UNIQUE – FOSTERING DIVERSITY.

Hood Sweeney grows and evolves through the diversity of its team, hence we will actively encourage you to show your innate abilities and welcome your ideas. If you want a place where you can be yourself and respected, then you have come to the right place.



My Hood Sweeney journey started eight years ago as an intermediate accountant and now I have prospered to being a Director within the Accounting team. I chose Hood Sweeney a couple of years after I graduated as the opportunities seemed endless and I wanted to be part of a vibrant and dynamic culture.

Hood Sweeney has continually provided me with the skills I've needed to progress through my career as well as assisted me in developing my leadership skills through the Accelerate Leadership Program.

I've worked my way up through the accounting team while even taking a break to live interstate and have a family.

My career pathway has always been transparent and I'm extremely grateful to have been given the opportunities I have at Hood Sweeney.

Louisa



3. Reward and satisfaction.

AS A COMPANY, WE'RE VERY GOOD AT MAKING PROSPERITY OUR CLIENTS' DESTINY.

So, not surprisingly, you'll benefit from that expertise, as well.

But we aim for more than that: you have to be able to derive satisfaction from your career, as well as an income.

THE REWARD THAT COMES WITH ACHIEVEMENT.

Our firm believes in recognising your contribution to our success.

Not just financially, either; praise may not cost very much but it's worth a lot to your confidence.

It's all part of a comprehensive program that includes acknowledgements and rewards such as:

- a group-wide bonus scheme based on individual performance
- quarterly and annual peer-nominated awards
- industry-benchmarked salaries
- ad hoc, on-the-spot small gifts
- tenure benefits

We also have a reward scheme for any of our people who refer a successful job candidate to us, no matter whether it is a friend, peer or even family member.

It's the perfect case of excellence attracting excellence and a real win-win situation: we build the quality of our team and you pocket the financial reward.

THE SATISFACTION OF SERVING YOUR COMMUNITY.

Hood Sweeney believes in the benefits of service, both to the community and to ourselves.

And we back that up with pro bono work, support from our board and financial contributions.

Our people are actively engaged in this commitment with regular fundraising activities each year for not-for-profit organisations, including KickStart for Kids, Beyond Blue and Can:Do.

THE SERIOUS BUSINESS OF FUN.

If you can not only enjoy what you do but also the people you do it with, you've got the foundation for a great work environment.

(Another reason why hiring and keeping great 'team' people is a priority.)

So if there's one thing we take very seriously at Hood Sweeney, it's fun.

You'll find our social club (called HEART) very active with events to celebrate the End of Financial Year and Christmas, along with competitions, fundraisers, and themed Friday drinks.

THE CHANCE TO BE HEARD.

If you don't think Hood Sweeney is the best place to work, you can actually change it.

To understand any staff concerns and gather ideas for improvement, every year we undertake:

- multiple employee satisfaction surveys
- employee health-check discussions
- focus groups on core issues.

Together, we can create the company we want to be.

And the envy of the industry.



I've been with Hood Sweeney for 14 years now and I'm an Associate in the Technology team. I'm passionate about Hood Sweeney because of the development I've had here and the interaction I've had with other members of the company as well as with the clients. I've been very fortunate that I've been able to do the Accelerate Leadership Program twice. I believe that's made a big difference in my ability to do my job, and to think more strategically and commercially.

Matt



4. Being your best.

IT MIGHT SOUND STRANGE, BUT WORKING AT HOOD SWEENEY IS NOT FOR EVERYONE. WHY?

After this section, you're going to read about our vision and our core values.

What should come across loud and clear is that our client relationships are based on honesty and a strong moral compass, guided by our founders and supported by our board over the past 45+ years.

Acting ethically and unequivocally for the benefit of our clients is a non-negotiable part of working here.

Only people who believe in the same ideals are welcome because, to us, this is a cornerstone of our success.

We take great pride in taking the time to understand our clients' needs and then customising a solution best suited to each one.

So, you have to love a challenge. You have to be inquisitive.

You have to love solving problems.

You have to want to go the extra yard and be the best you can be.

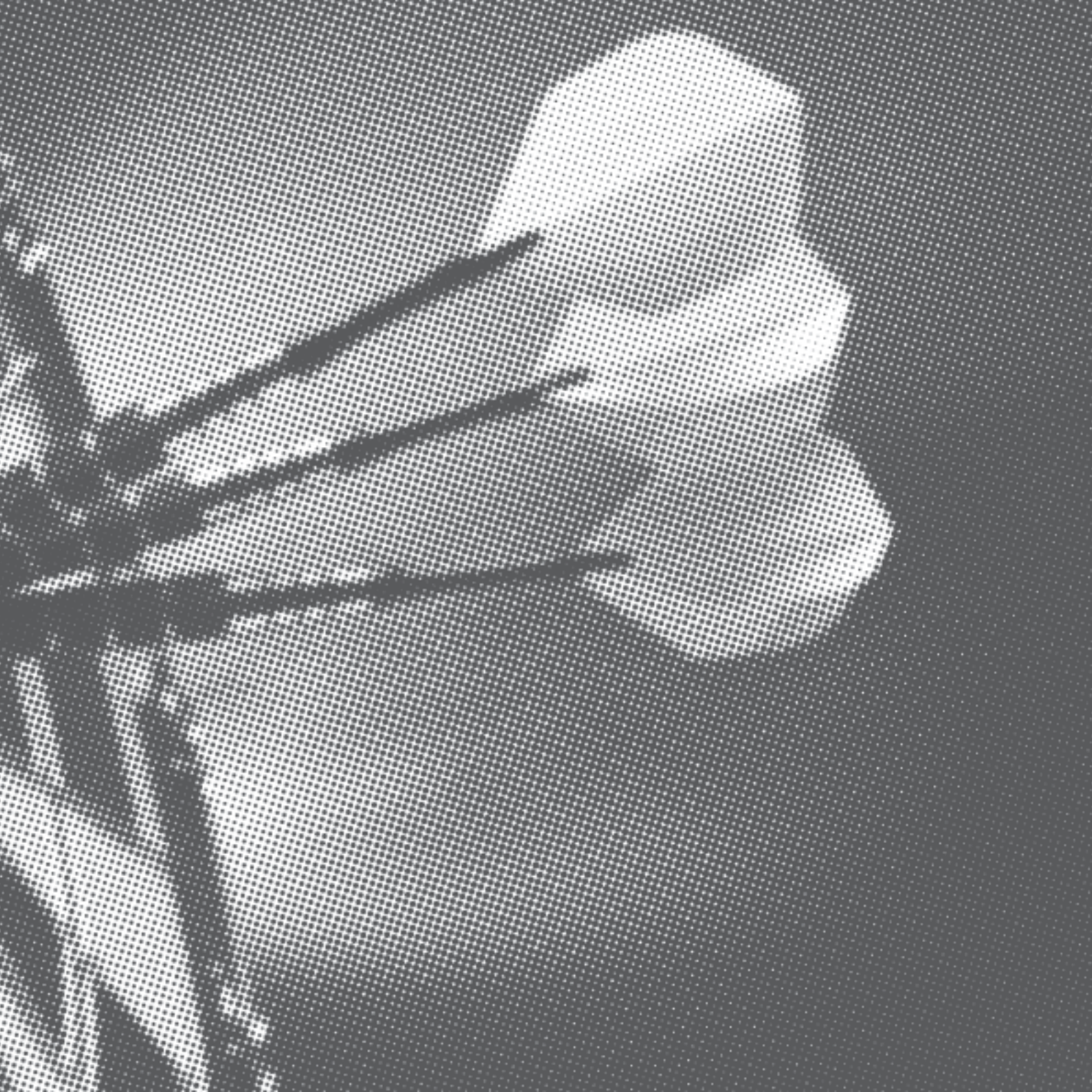
Because our clients rely on us unconditionally to secure their way of life, their future and that of their companies and their families.

So, we always:

- Add genuine intellectual value to every input
- Commit every effort to their success
- Ensure our work affords them peace of mind.

If you're ambitious, dedicated to investing in your own future, seek satisfaction as well as rewards, and you share our vision and values, join the journey.

We promise it will be one of the best decisions you ever made.



Our vision and values.

IN 2020, HOOD SWEENEY SET A VISION FOR A FIVE YEAR PLAN BASED ON THE SIMPLE PRINCIPLE THAT THE WAY WE INTERACT WITH OUR CLIENTS, COMMUNITY AND PEOPLE IS FUNDAMENTAL TO OUR BUSINESS SUCCESS.

OUR MISSION.

To enhance the future of our clients, our team and our community through a shared journey.

This is our quest and our holy grail.

OUR VISION.

To be the foremost integrated services firm for family businesses and professionals in our areas of industry specialisation.

We will achieve this by answering our clients' needs in two ways:

1. Tailoring, innovating and implementing our service offerings to add value and resolve their individual needs
2. Building on our already strong team with committed staff who have integrity, strong ethics and share our firm's values.

So: please note that you've always been a part of our plans.

Whilst our vision and mission encapsulate what actions we need to take, importantly, we also have to consider how we act.

Because it's the 'how' that really separates us from the rest.

OUR VALUES.

Hood Sweeney puts People First through being...

HONEST

Trust and integrity are non-negotiables. We have authentic communications to ensure the best outcomes for our team, our clients and the community too.

ENGAGED

We are inclusive, relationship-focused and work collaboratively. We connect with others and celebrate success.

ACCOUNTABLE

We take ownership for our actions and hold each other accountable.

RESPECTFUL

We are humble, empathetic and considerate. We treat colleagues, clients and community with respect. We honour the past. We put people first.

TENACIOUS

We are determined, persistent and driven to help others to achieve their goals. We embrace challenges and boldly lead to inspire. We don't give up.

SERVICE

We care for our clients, our team mates and the community. We are passionate and selfless about adding value and delivering high-quality outcomes.

These are the values that define us, motivate and guide us, jointly and individually.

Every single day.

What we do.

**SHOULD YOU JOIN US,
YOU'LL FIND THE FIRST
THING WE'LL WANT TO
DO IS GET TO KNOW YOU
AS A PERSON. THEN, WE'LL
EXPECT YOU TO GET TO
KNOW YOUR CLIENTS
AS PEOPLE.**

**That's how we understand their needs, their hopes,
their fears and their dreams.**

And, correspondingly, exactly what we need to do
to make those dreams a reality out of a very long list
of services.

EVERYTHING YOU NEED ALONG THE WAY.

Today, we have more than 140 staff in five offices serving
more than 3,000 clients throughout South Australia,
ranging from professionals to small-and-medium-sized
businesses and not-for-profit organisations, with our:

- Accounting & Business Advisory
- Financial Planning *
- Finance #
- Technology Service
- Growth Advisory
 - Strategy Planning
 - Marketing
 - People and Culture
 - Training

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Now, this is where your journey starts.

**TO DISCUSS YOUR
FUTURE AND HOW TO
JOIN THE JOURNEY WITH
HOOD SWEENEY, YOU'RE
WELCOME TO CONTACT
OUR PEOPLE & CULTURE
MANAGER.**

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CLARE

BURRA

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KADINA



HOODSWEENEY
join the journey