



Royal Flying Doctor Service

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MEDIA RELEASE

Family business meets the flying doctor

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Some of Western Australia's most prominent next generation family business leaders will meet with Royal Flying Doctor chief executive officer Grahame Marshall next month to talk about the issues facing the 'next generation' of business leaders in a challenging economic climate.

The Family Business Next Generation forum will be held at the Royal Flying Doctor Service at Jandakot on August 13.

Family Business Australia State Manager Lorraine Willis said the NxG Meet the CEO event would provide the upcoming next generation of family business leaders with the opportunity to learn from an experienced and accomplished CEO; while hearing about the sustainable growth of the RFDS and how it continues to attract support during an economic downturn.

Ms Willis said the community of up and coming generations in the family business sector was formed to develop peer networks and shared experiences through education.

"Next Generation (NxG) provides access to a huge network of people who are the next generation of family business.

"Around two-thirds of current family CEOs are 50 years of age or older, while nearly 20 per cent are over 65. Despite this, only around a third of family businesses consider themselves exit or succession ready.

"The NxG forum with the RFDS CEO will provide a great development and networking opportunity to expand their 'circle of family business friends' which can often only consist of family members."

RFDS CEO Grahame Marshall said the flying doctor is relevant to every single West Australian, not only those in the furthest corners of our state.

"The RFDS is there wherever and whenever we're needed, anywhere across the 2.5 million square kilometres that is WA, and this presents a huge and growing challenge to us in an economic environment that is becoming more challenging by the day," Mr Marshall said.

"It is great to be able to share how we provide such a vital service, in what are tough times,

with some of the state's family business leaders.

“The RFDS is rapidly approaching a \$90m per annum ‘business’ and is continuing to adopt a more commercially focused business model, as opposed to a typical ‘not for profit’ organisation, to ensure that funding received from Government, corporate and community supporters, is applied most effectively to ensure that we maximize the positive outcomes we deliver for almost 70,000 West Australians every year.

“This means the flying doctor must be increasingly innovative and efficient in its approach to continue to meet the needs of West Australians right around the state.

“We are continually looking at new and innovative ways to ensure we can continue to increase our capability and build a sustainable foundation into the future and this is a great opportunity to share experiences and ideas with future family business leaders. “

Background about RFDS CEO

Grahame Marshall was appointed the chief executive officer of RFDS Western Operations in June 2011, and brings an extensive corporate commercial background and skill set. He was previously the General Manager Banking and Distribution, Territory Insurance Office (TIO).

Grahame has also worked in a range of executive management roles, with organisations including Westpac, Electricity Trust of SA, Lynch Meyer Lawyers and WorkCover SA.

Prior to his appointment Grahame, was also the Deputy Chair of the Royal Flying Doctor Service of Australia (Central Operations) Board.

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