



# FAMILY BUSINESS CONFERENCE 2025

ASIA-PACIFIC

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## Navigating Change

Western Sydney  
20 – 23 May 2025

Come for  
the insights,  
stay for the  
conversations,  
and leave  
feeling part  
of something  
bigger.



FAMILY BUSINESS  
ASSOCIATION



LEARN FROM EXPERTS



CONNECT WITH PEERS



EXPAND YOUR NETWORK



EXPERIENCE 'MAGIC DUST'



SPARK NEW IDEAS



HAVE A GREAT TIME

“

It was an amazing conference of wonderful storytelling. The honesty of it all. I loved every moment.”

Rona Biernat, Freedom Pools & Spas

“

I loved being with like-minded people who get the issues of being in a family business. I loved hearing the highs, the lows, and the learnings, which I will be implementing into our family business.

Despina Voudouris, T & C Investments Pty Ltd

“

I loved witnessing and being a part of the amazing community created by FBA. After meeting people on the first day they soon felt like old friends. And listening and learning alongside my uncle has been an amazing experience.

Ashlee Brien, Sherkane Pty Ltd

Now in its 25th year, the Family Business Conference 2025: Asia-Pacific is set to be an unforgettable event, held in Sydney from 20 – 23 May 2025 at the Western Sydney Conference Centre. As the only conference dedicated exclusively to family businesses in the Southern Hemisphere, this event brings together family business leaders from across Australia, New Zealand, and the Asia-Pacific region.

We have an incredible line-up of local and global experts, each providing valuable insights with a family business lens. Attendees will gain practical takeaways through keynote presentations, interactive workshops, and real-world family business stories.

Networking is at the heart of the conference, so we are bringing back all your favourite social events — from the Longest Lunch and Family Business Excellence Awards Dinner to Family Business Site Visits!

The Family Business Conference is more than a series of tailored sessions — it's a community of like-minded people who truly understand what it means to be in family business, creating a supportive and trusting environment for each other. The vulnerability, openness to share, and readiness to assist each other is a testament to the strength and camaraderie of the FBA community and the special 'magic dust' they create.

# Navigating Change

ADAPT. INNOVATE. LEAD. THRIVE.

Family businesses are the backbone of our economy and social fabric, but in a fast-changing world, adaptability is key.

The Family Business Conference will provide expert insights and real-world strategies to help family businesses lead through change, embrace innovation, and build resilience for a competitive future in a world where change is the only constant.

REGISTER



# LEARN FROM THE EXPERTS

Our 2025 Family Business Conference: Asia-Pacific features a line-up of local and global experts, each bringing valuable insights on how to navigate change with a family business lens. From international subject-matter experts to respected industry leaders, all speakers will share strategies to help family businesses remain resilient, innovative, and competitive in a world where change is the only constant.

Join these thought leaders for powerful insights on staying ahead in a rapidly evolving world. Sessions will cover global and local economic trends, future technologies, and “gentelligence”—an exploration of generational understanding. You’ll also hear from successful family businesses on preparing the next generation to become owners, the value of partnerships, and stepping into leadership roles. Through keynotes, family business stories, and interactive workshops, you’ll walk away with actionable insights and takeaways to build a strong foundation for long-term success in your family business.

## KEYNOTE SPEAKERS



**DAVID KOCH**  
Finance Commentator and  
Chairman, Pinstripe Media



**STEPHEN SCHEELER**  
Former Facebook CEO and  
Founder, The Digital CEO



**DR MEGAN GERHARDT**  
Professor of Leadership,  
Miami University



**GÖRAN ROOS**  
Managing Director,  
Intellectual Capital Services



**BRUCE KEEBAUGH**  
Co-Founder,  
The Big Group



**CHYKA KEEBAUGH**  
Co-Founder,  
The Big Group



**LIEUTENANT GENERAL  
NATASHA FOX AO CSC**  
Chief of Personnel,  
Australian Defence Force



**JAMES MORRISON**  
Musician, The James  
Morrison Quartet



**HARRY MORRISON**  
Musician, The James  
Morrison Quartet



**WILLIAM MORRISON**  
Musician, The James  
Morrison Quartet



**ELISHA HOPKINSON**  
CEO, APG & CO –  
Sportscraft, SABA & JAG



**AJAY AMALEAN**  
Co-Founder,  
MAS Holdings



**KUNAL AMALEAN**  
Chair,  
Amaliya Family Council



**UPPMA VIRIDI**  
Owner and Founder,  
Chai Walli

Women's Breakfast

# CONFERENCE PROGRAM

## TUESDAY 20 MAY 2025

12:00pm	5:45pm	Family Business Site Visit to Scenic World in the Blue Mountains
6:00pm	8:00pm	Welcome Function

## WEDNESDAY 21 MAY 2025

7:00am	12:00pm	BridgeClimb Experience
8:30am	12:00pm	Family Business Site Visits Visit one of these seven NSW family businesses - ActronAir, A.H. Beard, Chas Clarkson, Garlo's Pies, Harris Farm Distribution Centre, Kennards Hire and Mongrel Boots
1:00pm	5:00pm	Longest Lunch Emerging Generation Longest Lunch

## THURSDAY 22 MAY 2025

8:30am	9:15am	Official Opening Catherine Sayer, CEO, Family Business Association, Pronto Software and Ms Allegra Spender MP, Independent Member for Wentworth
9:15am	9:50am	Keynote: Economic Update David Koch, Chairman, Pinstripe Media
9:50am	10:10am	The Impact of Geopolitical Disruption on Family Businesses Dr Merriden Varrall, Partner, KPMG
Morning Tea		
10:40am	11:30am	Keynote: Succeeding in a Continuously Changing World Göran Roos, Managing Director, Intellectual Capital Services
11:30am	12:15pm	Keynote: Turning the Ordinary into Extraordinary: The Rise of The Big Group Bruce and Chyka Keebaugh, Co-Founders, The Big Group
Lunch		
1:00pm	2:45pm	Parallel Workshop: Leveraging Family Business as a Competitive Advantage Jonathan Cole and Iain Good, Founders, Premiumisation Partners, Matthew Beard, Chief Strategy Officer and Garry Beard, Chairman/Managing Director, A.H. Beard
		Parallel Workshop: Turning Crisis into Currency - the Cost and Reward from Crisis Work Sally Branson, Managing Director, The Sally Branson Consulting Group
1:00pm	1:45pm	Parallel Session: Navigating Change in Perspectives, Beliefs, and Behaviours Hugo Douglas, Managing Director, Investment Management Australia, and Archie Douglas, Director, Redbank Communities
		Parallel Session: Leading and Influencing Change in a Family Business Trudy McDonald, Founder and Managing Director, TalentCode HR
2:00pm	2:45pm	Parallel Session: The Role of Family Offices in Shaping the Future of Family Businesses and Business Families Brad Scott, Founder, CEO and Managing Director, EWM Group
		Parallel Session: Forging Stronger Futures: How Strategic Partnerships Drive Family Business Success Bill Andrews, Director, John Andrews, Regional Manager and David Church, Director, Royan Group of Companies
Afternoon Tea		

## THURSDAY 22 MAY 2025 ...continued

3:20pm	4:10pm	Keynote: The Morrison Family's Musical Journey James, Harry and William Morrison, The James Morrison Quartet
6:30pm	11:00pm	Family Business Excellence Awards Dinner

## FRIDAY 23 MAY 2025

7:00am	8:15am	Women Leading the Way Breakfast Uppma Viridi, Owner and Founder, Chai Walli
9:00am	9:50am	Keynote: Gentelligence for the Family Business Dr Megan Gerhardt, Professor of Leadership, Miami University
9:50am	10:40am	Keynote: Fabric of Leadership: Weaving a Legacy Through Succession Ajay Amalean, Co-Founder and Kunal Amalean, Chair, Amaliya Family Council
Morning Tea		
11:15am	1:00pm	Parallel Workshop: It's time for A Sales Revolution™ Ingrid Maynard, Founder and Managing Director, The Sales Doctor
11:15am	12:00pm	Parallel Session: Family Transitions: Why They Stall and Strategies for Restoring the Flow to Bring About Change Catherine Sanders, Co-Director, Bower Place
		Parallel Session: Aligning Family Interests and Business Structure for Generational Success Steve Thacker, Founder & Managing Director, Ashley Thacker, Managing Director, and Tim Van Dyke, NSW State Manager, Ranger
		Parallel Session: Advisory Boards - Steering Family Businesses Through Complexity and Change Louise Broekman, Founder, Advisory Board Centre, Alice Horne, Board Director, Stillwell Family Group, Rob Davis, Principal Consultant, Engenuity Consulting
12:15pm	1:00pm	Parallel Session: If Disruption is the Problem, then Innovation is the Solution Richard Turner, Author and Founder, The Essential Entrepreneur
		Parallel Session: Resilience and Imposter Syndrome Pamela Jabbour, CEO, Total Image Group and Elisabeth Shaw, CEO, Relationships Australia (NSW)
		Parallel Session: From Family Dream to Sustainable Leadership Martin Brook, Co-Founder and Will Brook, CEO, Brookfarm

### Lunch

1:45pm	2:30pm	Keynote: Fostering a Strong Organisational Culture Amid Workforce Challenges Lieutenant General Natasha Fox AO CSC, Chief of Personnel, Australian Defence Force
2:30pm	3:15pm	Keynote: Stepping In and Stepping Up in Style Elisha Hopkinson, CEO, APG & Co

### Afternoon Tea

3:45pm	4:35pm	Keynote: AI for the Future of Business: Navigating the New Frontier Stephen Scheeler, Former Facebook CEO, and Founder The Digital CEO
4:45pm	6:30pm	Farewell Drinks

## SATURDAY 24 MAY 2025

7:00am	12:00pm	BridgeClimb Experience
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# CONNECT WITH PEERS

At the Family Business Conference, our social events go beyond traditional networking — they're an opportunity to connect, learn, and have fun with peers who truly understand the unique dynamics of family business. From the popular Longest Lunches to the iconic Sydney BridgeClimb, each event invites you to share stories and engage with like-minded peers. It's the perfect opportunity to exchange ideas, meet potential suppliers and customers, and make meaningful connections that can benefit your business for years to come.

## WELCOME FUNCTION



## SYDNEY BRIDGECLIMB



## SITE VISITS



## THE LONGEST LUNCH



## THE EMERGING GENERATION LONGEST LUNCH



## FAMILY BUSINESS EXCELLENCE AWARDS DINNER



## WOMEN LEADING THE WAY BREAKFAST



## FAREWELL DRINKS



## FAMILY BUSINESS SITE VISITS

Get an exclusive, behind-the-scenes look at some of New South Wales' most dynamic and innovative family-owned businesses through our Site Visits, a favourite at the Family Business Conference.

Local family businesses will open their doors to you, as you get to experience first-hand what sets these remarkable businesses apart! Hear directly from family members about their unique challenges and successes, and gain insight into the systems and processes that have driven their growth and ongoing success.



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## NEW ZEALAND

### National Gold Partners



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