

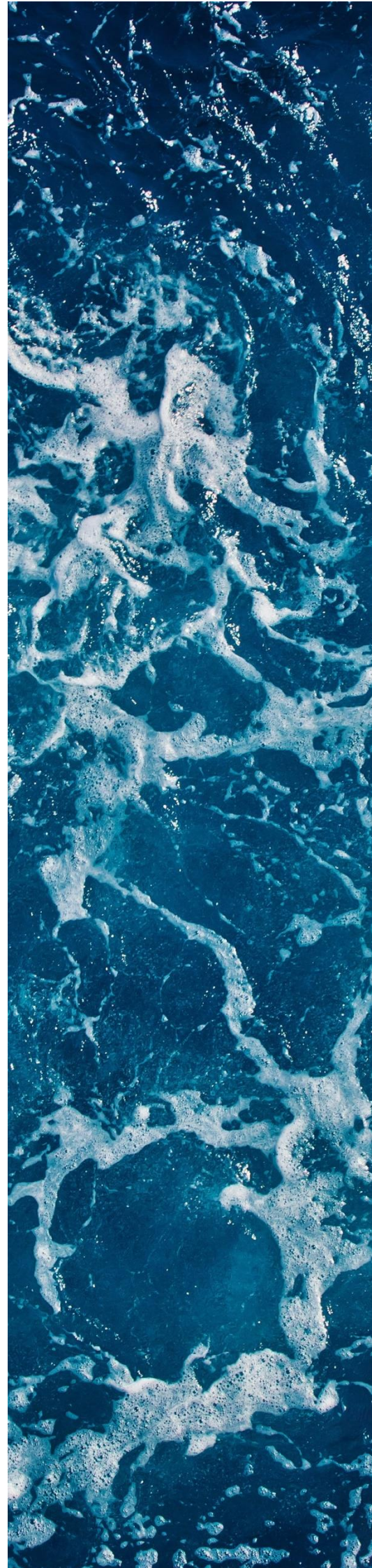
WATERMARK SEARCH INTERNATIONAL CANDIDATE BRIEF

Managing Director
Primary Care Business Council
September 2024



PCBC
Primary Care
Business Council

Presented by Watermark Search International.
Trusted for over 40 years, focused on the future.



About the Organisation

The Primary Care Business Council (PCBC) is a membership body formed to advocate on the critical issues impacting the sustainability of Primary Care from the perspective of General Practice providers. Formed in 2022, PCBC offer a single voice for all independent operators, regardless of size and location.

PCBC have unique insights and perspectives into ongoing viability and sustainability of general practice, the needs of patients and communities; and the challenges facing its workforce (GPs, Nurses, and Allied Health).

The PCBC membership comprises 13 providers representing nearly 800 General Practices across all states and territories who share a commitment to ensuring General Practice is an attractive profession that delivers timely access to primary healthcare for all Australians, now and into the future.

As practice owners, PCBC play a vital and integral role in the delivery of primary care and are positioned to advise and affect meaningful change.

The PCBC position means they have insight and informed data from a cross-section of Primary Care providers around the country, meaning they can identify trends and accurately forecast changes occurring within the sector.

The purpose of PCBC is to use this data to inform and collaboratively work with Government and other industry bodies to deliver significant and sustainable evidence-based improvements to Primary Care that maintain patient access and help ease pressure on the broader healthcare system.

For more information, please refer to pcbc.net.au

PCBC Board Members

- Dr Ged Foley, Sonic Clinical Services
- Dr Malcolm Parmenter, Partnered Health
- Dr Hamish Meldrum, Ochre Health
- Dr Rodney Aziz, Family Doctor
- Ms Kristy Williamson, Medical First Group
- Mr Andrew Cohen, ForHealth



Job Title	Managing Director
Reports To	Primary Care Business Council Board
Location	Canberra preferred, or NSW
FTE	4 days per week

Purpose of the Role

In conjunction with the board, lead the development and execution of organisational strategy, support ongoing government and industry engagement, manage PCBC compliance & governance and to represent PCBC to media as needed.

Build the PCBC brand to be recognised as the eminent 'go to' industry body in general practice.

Key Responsibilities

Advocacy:

- Be fully versed in the healthcare landscape and related government and general practice sector direction and regulation.
- Provide advocacy for the PCBC to Federal and State Governments and to relevant regulatory bodies.
- Endeavour to raise the profile and reputation of the PCBC with key stakeholders.
- With the members of the PCBC, build and maintain external relationships.

Strategy:

- With the PCBC board and members work to develop clear strategic goals.
- Develop plan to deliver on strategy.
- Provide strategic advice to the board and chairperson on risks and opportunities.

Communication:

- Map out all key state, federal and industry stakeholders and related contact / communication plan.
- Liaise closely with public affairs entity representing PCBC as needed.
- Facilitate communication and meetings across PCBC.
- Attend PCBC Board meetings and provide report on activities.

Membership:

- Maintain existing PCBC membership and endeavour to expand membership.
- Supervise entity/individual providing secretarial support to PCBC in management of subscriptions and invoices.

Administration:

- Develop a fundraising strategy to grow revenue.
- Manage industry and PCBC data and reporting for external engagement purposes.
- Support PCBC sub-committees.
- Work with the Board to ensure the financial management and governance of PCBC is maintained within the constitution.
- Financial reporting of PCBC accounts.

Key Performance Measures

- Growth of PCBC and brand awareness.
- Level of political engagement.
- Strength of industry relationships.
- PCBC membership / attendance at various state and federal working party reviews.
- Financial stability of group.



Key Capabilities/Behaviours

- Collaboration – facilitates a culture of collaboration within PCBC.
- Leadership – ability to guide and support working groups and translate organisational vision into achievable goals.
- Business Acumen – excellent insight and judgement in business matters.
- Political acumen and ability to network at a high level and foster relationships with government and key stakeholders.
- Excellent communication and presentation skills.
- Strong analytical, critical thinking, and problem-solving skills.
- Self-motivated and ability to work independently.

Knowledge and Experience

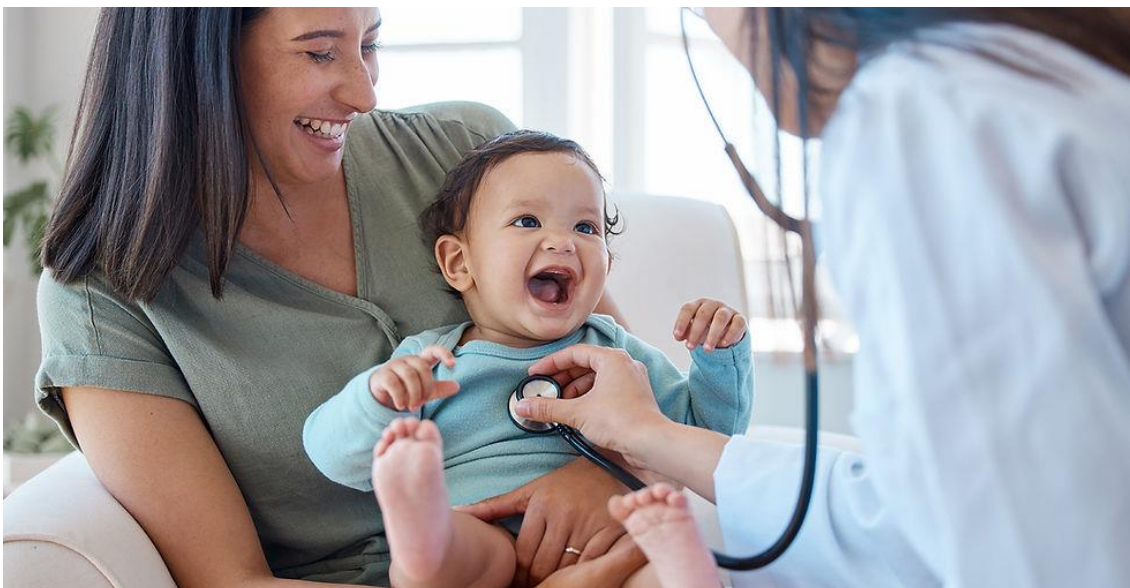
- Experience in developing and implementing strategic and business plans.
- Knowledge of primary care or related industries.
- A degree in business or a related field.

Other Requirements of the Role

- Flexibility – ability to work flexible hours as required.
- Travel – regional and interstate travel as required.

Terms

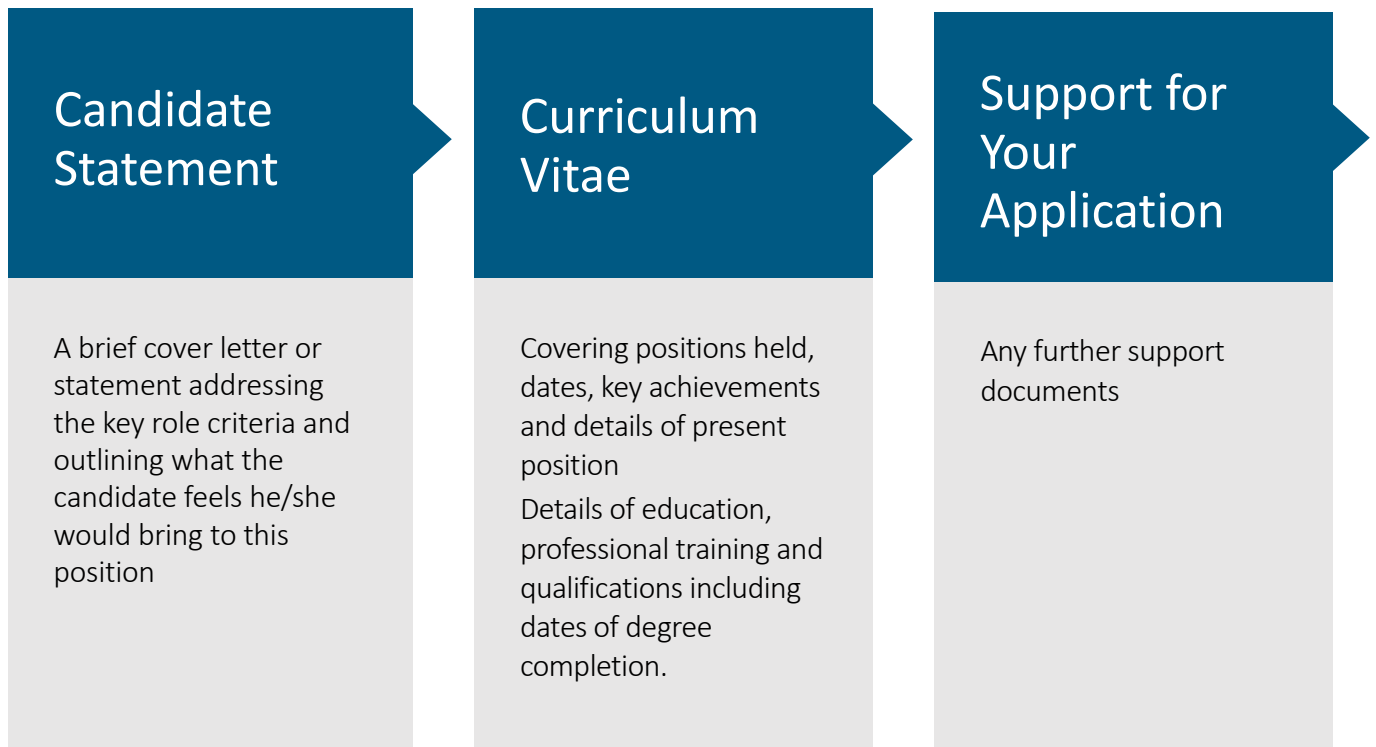
- Probationary period of 3 months and thereafter annual review.



How to Apply

An executive search is being undertaken by Watermark.

Applications for the position will need to include the following:



For a confidential discussion please call Jocelyn Santosa or Alison Myatt of Watermark Search International who are leading the search on behalf of the Primary Care Business Council.

Jocelyn Santosa

Partner, Executive Search
02 9233 1200

Alison Myatt

Head of Research
0412 630 817

Erin Gillan

Project Administrator
02 9239 1215

Please send your application quoting **Ref No A005656** to Watermark Search International at search@watermarksearch.com.au. We will reply to the email address used for your application.

Closing date: Wednesday 16 October 2024 at 11.59pm AEST

Our Capabilities



Executive Search

Founded in 1979, we are one of the longest established Australian executive search firms. Even though we are, above all else, an Australian based firm, we have an established track record in attracting and then securing, overseas candidates.

We have considerable expertise in senior executive appointments across a broad range of public and private sector organisations. Our firm has been built on a substantial body of work undertaken for publicly listed companies, private companies, professional services, state owned corporations, government agencies, departments and advisory boards.



Interim Executive

We provide immediate and high-level specialist executives with the experience to bring stability to and provide guardianship for a company during a period of change, executive absence or performance turnaround. We also assist with providing executives who deliver on projects, programs or specialist reviews. When clients are ready to appoint an executive, we normally complete the assignment within two weeks. Our latest survey shows that those executives remain in place for an average of 9 months.



Board Appointments

We believe that strong boards make for better organisations and improved business performance. In conducting searches we do not simply look for 'a name' but rather search for candidates with the relevant skills to add real value to a board. We often start our board search by working with the client to produce a Board Skills Matrix, which then informs the specific brief.

Our track record ensures familiarity with the specific, and often sensitive, challenges involved in appointing Non-Executive Directors and Chairs with the right skill, personal and cultural fit.



Thought Leadership

As thought leaders, we undertake various pieces of research and market analysis to form our Agile Leadership Lessons Podcast, Annual Interim Executive Survey and Board Diversity Index. To view our current reports please [click here](#).

Candidate Care



At Watermark, we recognise we have a duty of care to both our clients and the candidates. As an ambassador for Primary Care Business Council, we recognise how important our role is in representing your brand, we take this responsibility seriously and treat successful and unsuccessful applicants with the same level of respect:

- All candidates filtered out before an initial interview are advised in writing.
- Candidates sourced by Watermark are called and given feedback on their performance throughout the selection process; this includes feedback about their experience, knowledge, capabilities and fit for the organisation as well as feedback about their interviewing and presentation techniques.
- Candidates who proceed to client interviews are debriefed and receive feedback either face-to-face or over the phone; this includes feedback as outlined above, plus specific feedback from any notes taken during the interview. We also provide feedback on areas for development such as interview skills, professional development and career guidance.

Candidate Charter



We respect our candidates as individuals and value them as an integral asset to our business. Our focus is on understanding their talents and aspirations and matching them to the right role and organisation. Whether we approach you about a specific role or you contact us to explore opportunities, we want you to experience our commitment to providing a seamlessly professional, constructive, integrity driven service where we care about our engagement with you.

[Association of Executive Search Consultants](#) (AESC) members and their people are guided by a Code of Professional Conduct and Professional Practice Standards.

The AESC Code of Professional Conduct is summarised through these critical values:

- **Ethics & Integrity**
 - We put integrity above all else
- **Excellence**
 - Excellence guides the work we do
- **Objectivity**
 - We exercise independent, objective judgement
- **Diversity & Inclusion**
 - We know the power of diverse talent and inclusive cultures
- **Confidentiality**
 - We safeguard any confidential information entrusted to us

To read the full AESC Code of Professional Conduct, please [click here](#).

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If ever you feel we have not lived up to this Code of Professional Conduct, please tell us. We want to know. Email our Managing Partner at David.Evans@watermarksearch.com.au

Contact Us

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