



**Family Business
Australia**

MEDIA RELEASE

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THE 'TARZAN' TACTICS OF FAMILY BUSINESSES!

It might come as a surprise, but when it comes to getting the jump on their competitors, interacting within their own social network or generating wealth – some family businesses operate a lot like certain species within the animal kingdom!

In what promises to be a fascinating presentation, **Dr Chris West, CEO of Zoos SA**, will outline some of the more entertaining behavioural comparisons when he takes to the podium as **guest speaker** at the **2009 Family Business Hall of Fame Dinner** – to be held at the Sebel Playford Hotel (Adelaide) on Wednesday 22 July.

"We're thrilled to have Dr West as our special guest speaker this year," says the Chairman of FBA-SA's Major Events Committee, Mr Chris Johnston. "He'll be looking at some of the clever methodologies devised and employed by non-domestic animals to create a sustainable competitive advantage and how they compare to tactics employed by family businesses. The talk should give the state's family business sector a welcome opportunity to enjoy a laugh – especially at ourselves - while at the same time gaining some useful insights, networking with like-minded people and celebrating the long-term achievements of some of the sector's most successful members."

Presented by **Family Business Australia**, the Family Business Hall of Fame Dinner is an annual event for South Australia's family business sector and incorporates inductions into the **Family Business Hall of Fame**.

"The Hall of Fame celebrates SA family businesses which are recognised in their fields of endeavour as state icons and historically reflect well on SA society," says Mr Johnston. "This year's event will see three more iconic South Australian family businesses join our Hall of Fame to take their place alongside such prominent companies as Maggie Beer Products Pty Ltd, Trims, Wallis Cinemas, Angelakis Brothers, Coopers Brewery, Hamilton Labs, Drake Foodmarkets and Yalumba."

Attendance at the 2009 Family Business Hall of Fame Dinner is open to FBA Members as well as any interested non-member families in business.

Last year's event was a sell-out, so interested businesses are encouraged to book soon and make the most of Earlybird Discount Rates which apply for those registering before 6 July, 2009. Registrations can be made by contacting Heather Dowling, Executive Officer FBA-SA on 8376-5598.

For more information visit: www.fbasa-hall-of-fame.com.au

Issued for FBA-SA by Foster Hill PR & Marketing. For more information, contact Skye Murtagh at Foster Hill on 08 8231 3555.

The 2009 Family Business Hall of Fame Dinner is proudly sponsored by

