

## PRESS RELEASE

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### KPMG AND FAMILY BUSINESS AUSTRALIA PURSUE FIFTH ANNUAL FAMILY BUSINESS SURVEY

KPMG and Family Business Australia (FBA) have teamed up again this year to conduct their fifth annual survey of Australian family businesses.

A total of 6000 surveys will be mailed out nation-wide in the next two weeks, extracting key information about family business demographics, challenges and perspectives as well as differences from non-family businesses and responses to the current economic climate.

A range of current, topical issues have been included in this year's survey, developed in consultation with family business owners across the country. These include resilience, satisfaction, and next generation issues, as well as the impact of the global financial crisis and climate change.

Another key change to the survey this year is the inclusion of non-family businesses in the sample of respondents. This will allow for unique comparisons to be made between family and non-family firms in the analysis process, adding another dimension to the survey results.

In providing the financial backing to carry out the survey, KPMG continues to demonstrate their interest in keeping abreast of family business issues, ensuring their comprehensive understanding of family business is maintained, according to partner and family business specialist, Bill Noye.

"The survey will include topics which have always been important to family businesses, as well as the impact of recent changes in the external environment and the advantages of being a family business in the current business landscape," Mr Noye said.

Family Business Australia, as the peak national body for family and private businesses, considers the survey vital to their ongoing support and advocacy roles through the sharing of knowledge amongst all family business stakeholders.

"We want to ensure that the unique challenges facing family businesses are understood by advisors, educators and regulators around the country, as well as making family business owners aware that they are not alone in confronting these difficulties," said FBA CEO Philippa Taylor.

Bond University's Australian Centre for Family Business (ACFB) has been officially appointed to administer the survey, drawing upon their long history of family business research to deliver a survey which taps into the real issues facing family businesses today.

Dr Justin Craig, co-director of the ACFB stated his support for the project, saying:  
“We congratulate KPMG and FBA on their continued interest in and support of family businesses and look forward to delivering a survey which provides meaningful results to contemporary family businesses and associates operating in complex and ever-changing business and family environments.”

The preliminary results of the survey will be presented at FBA’s 11<sup>th</sup> National Family Business Conference hosted in Darwin during August this year. The final report will be released by the end of September and will include relevant commentary from family business owners, advisors and academics, adding significant value to the survey results.