

Building for success today and tomorrow

Family Business Survey 2014: Australian results



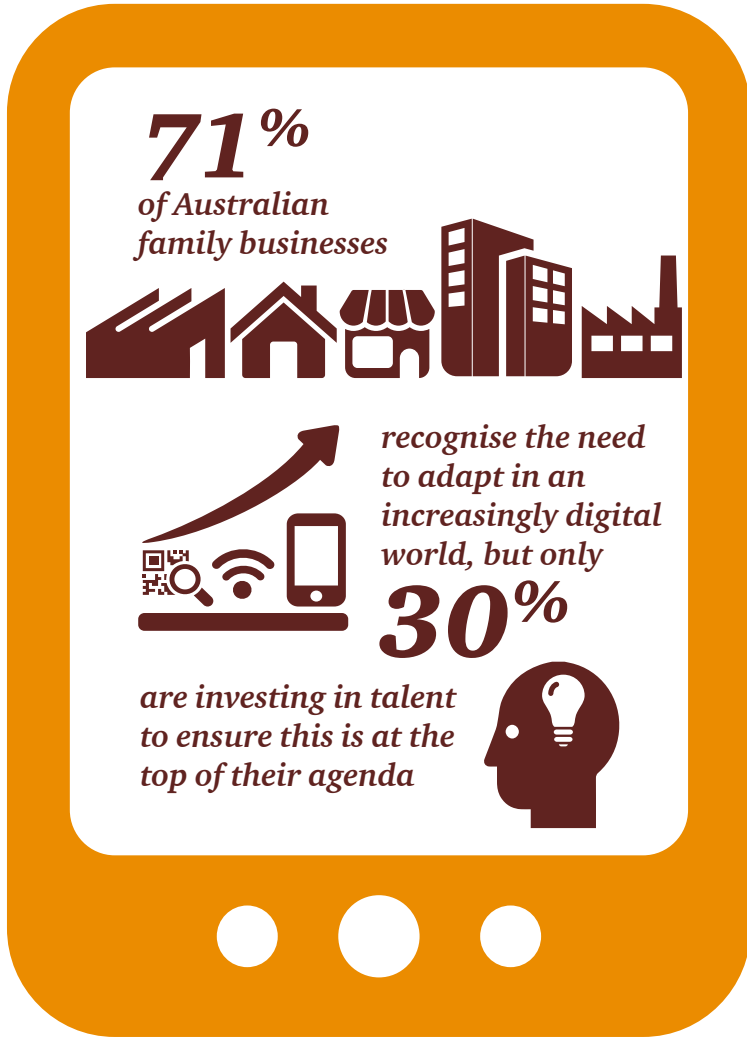
Australian family businesses seem to be **falling behind on a number of closely linked trends including**

investment in digital innovation

succession planning

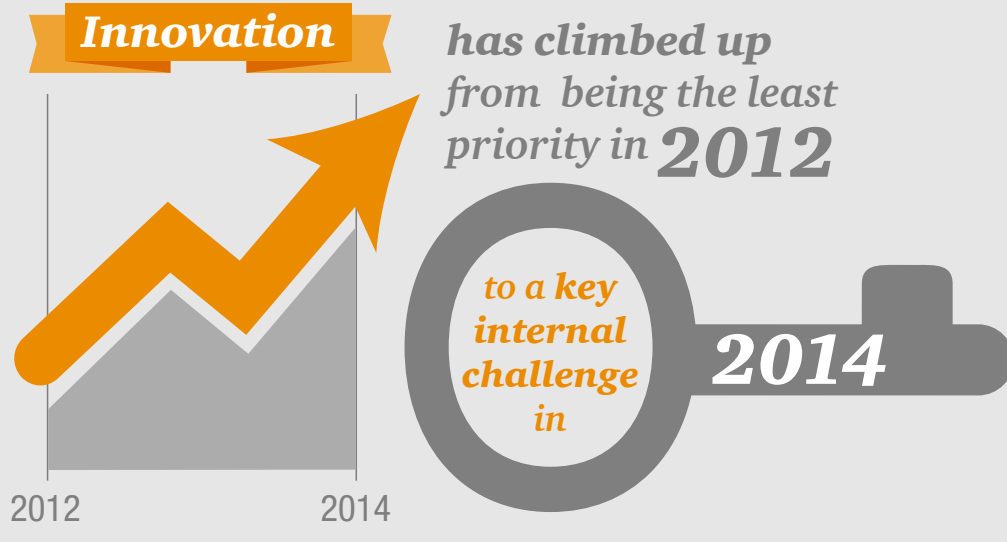
innovative use of capital

managing family conflict



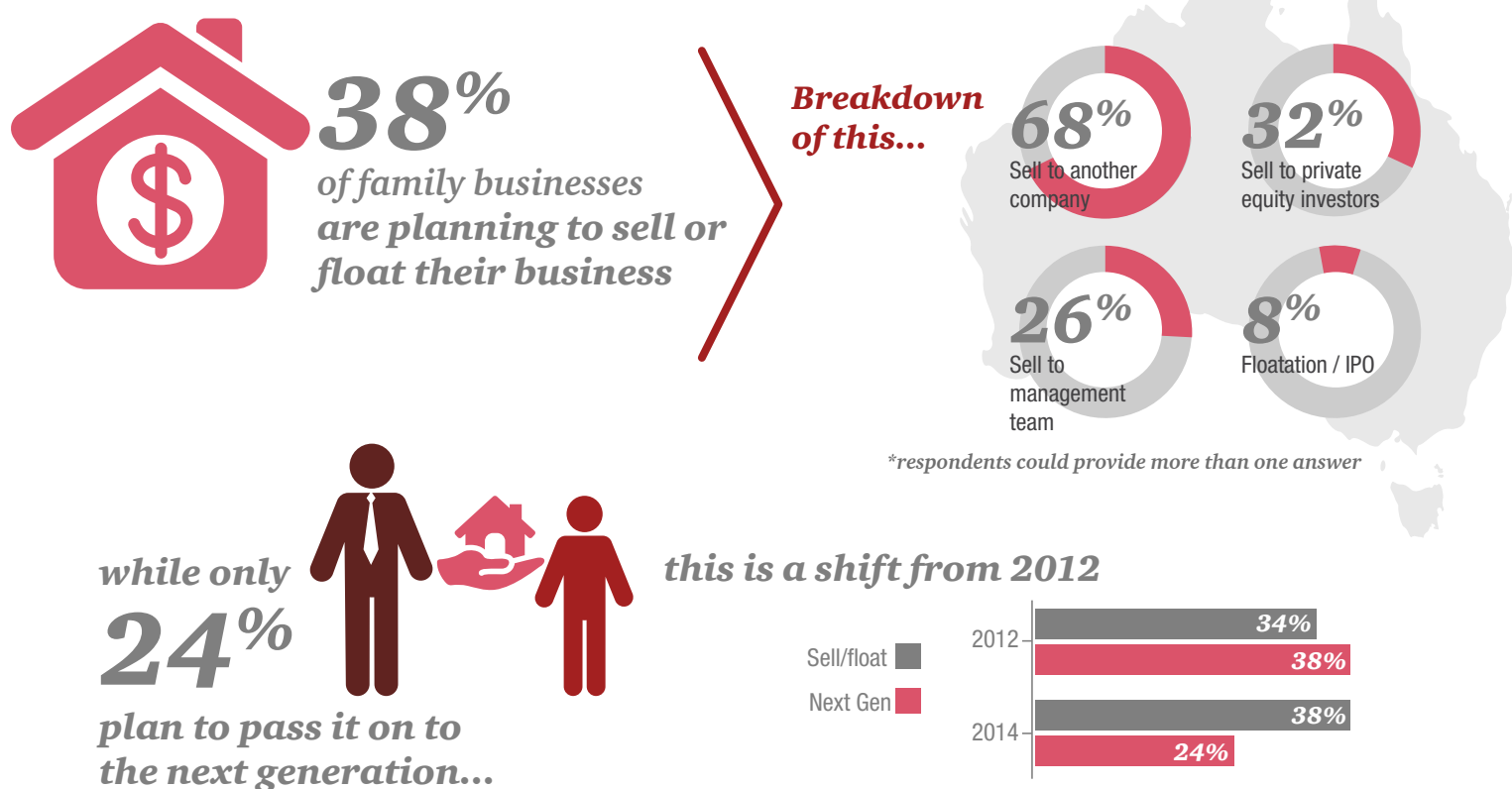
"I think of social media as a hygiene factor nowadays, that we need to have it and it's a way that we can engage meaningfully with our consumers."

Dr Tim Cooper, Managing Director, Coopers Brewery



"The question is, how do family businesses get comfortable with digital? You can't sit by, you have to do what led to success in the past, which is roll up your sleeves and explore. You don't need to bet the farm but you do need to find a way to experiment in what are some of the new possibilities."

John Riccio, National Digital Change Leader, PwC



"The day my family stepped in and said, "We'd like you to run the family business that has been around for generations" was a pretty proud moment for me."

John Winning, CEO, The Winning Group

31% of Australian family businesses have no procedures in place to deal with family conflict.

47% of Australian family businesses don't have a succession plan for key senior roles.

"You need to assess the health of the family with the same depth and rigour as you assess the health of the business – look at what's working and what isn't. Some of it is about family governance, but it's also about softer issues like the way people behave with each other, and the respect – or lack of it – between family members."

David Smorgon OAM, Senior Advisor to PwC – Family, Business and Wealth

So where to next?

Create a culture of innovation within the business, which includes a willingness to invest in new skills and technologies

Start the succession conversation early with your family members

Develop a family constitution as soon as possible

Whether you are trying to sell or pass to the next generation, plan ahead to add value to the business

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