



Meet the women behind historic NFP three-way merger

Wednesday 8 March 2017



Today is International Women's Day: a global day celebrating the social, economic, cultural and political achievements of women. The day also marks a call to action for accelerating gender parity, at a time in Australia when women make up more than 50 percent of university studentsⁱ, yet only 21.7 percent of board directorsⁱⁱ. This year, three community care organisations, led by women Chairs, achieved change that is worth celebrating.

What began as an idea, gained traction in May 2016 and in a mere eight months resulted in a successful three-way merger of equals. Community First, Volunteer Task Force and Care Options merged to create a bigger, stronger WA-based organisation, which has over \$30m in revenue, and 1,000 staff and volunteers supporting 10,000 people in the community. Three women are behind this incredible achievement. Dr Moira Watson, Ms Andrea Hall and Ms Barbara Powell have driven this merger with momentum, a testament to the achievements of women, celebrated on International Women's Day.

Dr Watson is the Chair of Volunteer Task Force and now Chair of the merged organisation (yet to be named). Ms Hall was the Chair of Community First and Ms Powell was the Chair of Care Options, both of whom now are Directors of the merged organisation.

Pictured (clockwise from left): Ms Andrea Hall, Dr Moira Watson, Ms Barbara Powell

Speaking about the merger Dr Watson says, "We are creating a purposeful, creative and thriving new care organisation and ensuring a smooth transition of services for all our clients, as we continue to build a reputation for providing exceptional community care services."

Dr Watson is the Associate Dean Quality Standards and Accreditation and the MBA Academic Chair in the School of Business at Murdoch University. Formerly she was the Managing Director of Chutzpa, a company concentrated on constructing corporate capability through a focus on determining factors for purpose, practice and performance. Dr Watson is an experienced company Chair and Director on a range of Boards with a background as a senior leader in ASX listed companies and as an executive director in government. She is a graduate of the Australian Institute of Company Directors, a Fellow of the Australian Institute of Management, and holds a PhD in business management

Ms Hall is a Fellow of the Institute of Chartered Accountants. She is a former partner of KPMG's Risk Advisory Services division where she worked with clients in health, financial services, mining, transport and government sectors. She has more than 20 years of experience in finance, risk management, internal and external audit, corporate governance and advisory services. She has a number of other board, senate and committee roles.

Ms Powell has over 20 years' experience as an executive manager in local government, she currently holds the position of Director, City Living at the City of Kwinana. During the course of her career she has been responsible for ensuring a diverse range of services - from children and family services, to services for seniors, neighbourhood centre programs and care for the environment – remain



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responsive to changing community needs. Barbara has considerable knowledge of and a commitment to ensuring quality service delivery to the community, and she is passionate about ensuring communities have access to the skills, resources and networks they need to be inclusive and to achieve their aspirations.

Today is a day to reflect on the stories and achievements of women. The merger of Community First, Volunteer Task Force and Care Options in eight months is a story of incredible accomplishment. Driven by these three women, and effected by many more working and volunteering in the three original organisations, the merger is a testament to what heights can be reached, and celebrated. As these organisations commemorate a collective 100 years in 2017, this account of achievement is well worth applauding on International Women's Day.

ⁱ Australian Bureau of Statistics

ⁱⁱ Australian Institute of Company Directors