

AMA (WA) appoints new CEO Jade Furness

Ms Jade Furness has been appointed as the new Chief Executive Officer of the Australian Medical Association (WA) Inc, commencing 29 September 2026.

Jade is an experienced executive with deep experience and knowledge of the healthcare sector in WA, having served in numerous senior roles at HBF over the past 17 years.

Most recently this has been as CEO of Life Ready Health Group, an HBF subsidiary comprising dental and physiotherapy practices.

She has also served as Chief of Staff to the then CEO, Head of Corporate and Branch Member Experience, General Manager of Provider Relations and Health Services, and General Manager of HBF Wellness.

Jade is highly regarded by current and former colleagues as a commercially astute, hardworking, ethically-minded and dynamic leader.

Jade's focus will be on member value and growth, ensuring the voice of the doctor is heard in every forum that needs to hear it, and the financial sustainability of the Association.

AMA (WA) President Dr Kyle Hoath said he was excited to have Jade join the team and begin the next chapter for the AMA (WA).

"She brings a wealth of experience, and I look forward to working alongside her in the interests of our members," Dr Hoath said.

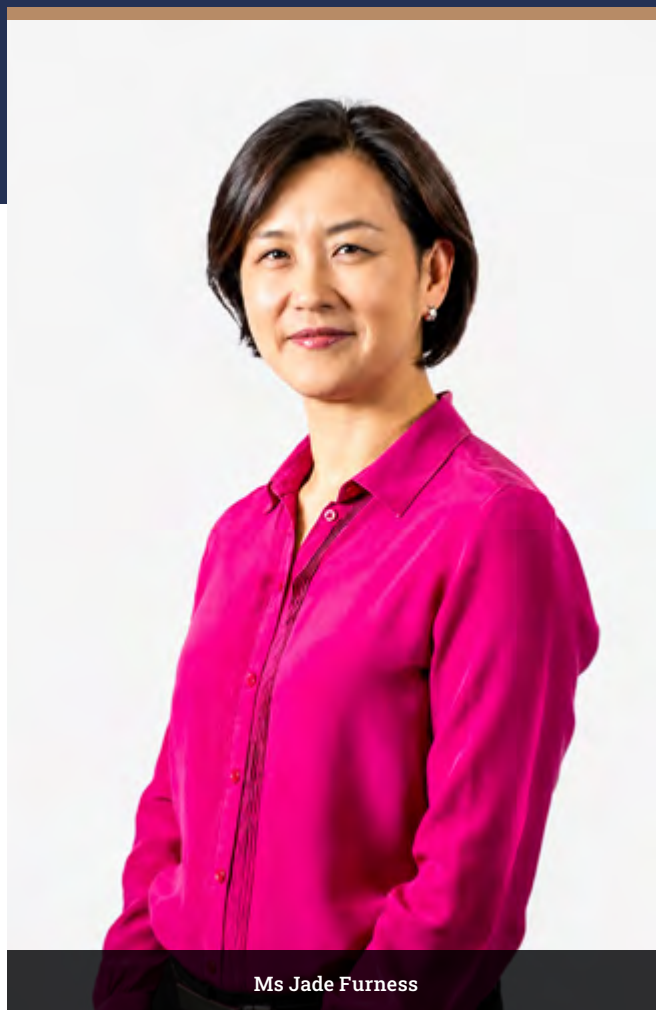
"Sincere thanks to our Interim CEO Ms Katie Thomas, who has shown exceptional leadership during this transition, and continues to be a fantastic asset to the organisation.

"Thanks also to our entire management team for their dedication during this transitional period."

Katie will continue as Interim CEO until Jade's commencement.

Former CEO Dr Bennie Ng departed the business in March 2026.

“ Jade's focus will be on member value and growth, ensuring the voice of the doctor is heard in every forum that needs to hear it, and the financial sustainability of the Association.



Ms Jade Furness

Meanwhile, AMA Federal have appointed Mr Warwick Hough as Secretary General and CEO after a detailed and considered process.

His predecessor, Ms Natalia Centellas, concluded her tenure with the AMA in mid-August 2026 after accepting an external chief executive appointment.

The federal AMA's Board Chair, Associate Professor Andrew C Miller, said it was a sign of the strength of the AMA's senior leadership team that the Board was able to appoint a new CEO internally, while still maintaining its strong advocacy and policy priorities, and continuing its reform program.

"Mr Hough has more than 21 years of experience in the federal AMA and brings to the role deep policy and advocacy experience and prior CEO experience," A/Prof Miller said.

"Mr Hough's intricate knowledge of the AMA and relationships across the AMA federation and with senior health stakeholders mean he is well placed to tackle future goals and help realise our strategic vision.

"His experience and knowledge of the AMA will be invaluable, as we integrate and grow the three state branches that have joined federal AMA, as well as provide the stable partnership and leadership needed with our state AMAs in the larger states — many of whom have recently appointed new CEOs." ■