

## Media Release

### **Australasian Medical Services Coalition Ltd (AMSC) Official Launch 30 January 2021**



The Australasian Medical Services Coalition Ltd (AMSC) held its official launch at the Primus Hotel Sydney on Saturday 30 January 2021. This inaugural event marked the birth of a non-profit organisation that sets forth unprecedented representation of all health professionals within one single entity in Australasia. AMSC values inclusivity for all members of the community, equity of access to healthcare, empowerment of disadvantaged groups, collaboration within the health community and sustainability of impact. The interdisciplinary approach required to manage the COVID-19 pandemic highlights the need for enhanced inter-disciplinary communication and professional support. AMSC fosters an open platform for all health professionals to brainstorm solutions in a global health “think tank”, and liaises between medical, health, government and community entities to rise up to the challenges of any potential health problem that may arise, the most current of which being the COVID-19 pandemic that has shaken the global medical landscape to the core.

The launch opened with a speech by AMSC President Dr Xiufang Vivian Liu with the acknowledgement of country and a warm welcome to all the guests, VIPs, members and sponsors. Dr Liu recounted the thought process involved in the founding of AMSC, emphasising the importance of working hand-in-hand as health professionals in a collaborative partnership, “coordination of continual medical education and community resources” in order to “create and strengthen institutional and industrial partnerships, as well as to ensure patient safety”. AMSC aims to elevate Australian healthcare to the next level.

Guest-of-Honour Ms Lisa Woodland, Director of NSW Multicultural Health Communication Service, extended her congratulations for the founding of AMSC and was invited to present A/Professor Seng Chai Chua with the Certificate of Appointment as the Chairperson of the Board of Directors for AMSC.

As Chair of the AMSC Board, A/Prof Chua proceeded to present Certificates of Appointment to the eight (8) AMSC Board of Directors and the AMSC Honorary Consultant: 1. President Dr Xiufang Vivian Liu; 2. First Vice-President Dr Danae Lim; 3. Second Vice-President Ms Emily Hung; 4. Third Vice-President Dr Lucy Yang; 5. Honorary Secretary Dr Susan Pan;

6. Honorary Treasurer Dr Tao Geng; 7. Advisory Council Chair Dr Huiling Li; 8. Advisory Council Co-Chair Dr Lisa Cheng; and 9. Honorary Consultant Professor Danforn Lim.

Advisory Council Chair Dr Huiling Li and Co-Chair Dr Lisa Cheng PhD continued with the presentation of Certificates of Appointment to eleven (11) Advisory Council Members each representing a specific craft/specialty group: 1. Pharmacologist & University Academician Professor Dennis Chang PhD; 2. Biomedical Scientist Dr Belamy Cheung PhD; 3. Chinese Medicine Practitioner and Epidemiologist Dr Wenbo Penny Peng PhD; 4. Clinical & Developmental Psychologist Mr Noris Ma; 5. Dental Surgeon Dr Anna Lee BDS; 6. Accredited Practising Dietitian Ms Fay Yu; 7. Midwife Ms Lilain Bouhadir; 8. Midwife Ms Natalie Wearne; 9. Nurse Practitioner Ms Carmen Sanchez; 10. Occupational Therapist Dr Janet Hung; and 11. Physiotherapist Mrs Rosanna Ng, thus concluding the appointment of core AMSC personnel.

AMSC was honoured to acknowledge VIPs: 1. Prof Dennis Chang - Acting Director of NICM Health Research Institute and a Professor of Pharmacology at the School of Medicine of the Western Sydney University (also AMSC Advisory Council Member); 2. Mr Henry Mak - Deputy Director of the Hong Kong Economic and Trade Office in Sydney; 3. Ms Annie Tang - President of the WayIn Network; and 4. Dr Lisa Zhang - Convener of the Sydney Chinese Doctors' Group on the WeChat platform.

AMSC Corporate Members then gave a short speech each outlining their corporate values and services, highlighting how it aligned with the objectives of AMSC and mutual potential growth. President Dr Liu presented each Corporate Member with a Certificate of Appreciation (in alphabetical order): 1. Austech Medical Laboratories; 2. Beijing Tong Ren Tang Australia; 3. BioMed Innovation Network; 4. CubeCorp; 5. Douglass Hanly Moir; and 6. Laverty Pathology.

Interspersed between the ceremonies and acknowledgements were performances of Chinese orchestra and classic vocals truly showcasing multiculturalism, a fitting celebration for Australia Day. The event came to a close with an amazing Latin dance performance accompanied by a live orchestra.

The Australasian Medical Services Coalition Ltd is a non-profit organisation that supports all health professionals through: vocational planning, continuing professional education, networking, mentorship, scholarships, professional and business support services. Through online and community health education programs, AMSC will reach out to minority and disadvantaged groups, promoting primary to tertiary preventive healthcare. AMSC is committed to providing healthcare workers with a community and platform to share knowledge and create meaningful professional relationships in order to realise a common goal.

For further media information contact the AMSC Office via email: [office@amsc.org.au](mailto:office@amsc.org.au) or phone: (02) 92267 5977. Please visit the AMSC website <http://www.amsc.org.au> for membership enquiries, subject to eligibility criteria.

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