Media Release

Friday, 30 October 2026

South Western Sydney PHN welcomes new CEO

South Western Sydney Primary Health Network (SWSPHN) is pleased to announce the appointment of Amy Prince as its new Chief Executive Officer (CEO).

Ms Prince has held several senior leadership positions within SWSPHN, including Director of Planning and Performance from November 2017 and Commissioning Manager from May 2016.

Ms Prince served as Acting CEO for 15 months before her permanent appointment, providing steady and stable leadership during a period of transition for SWSPHN, following almost a decade of leadership under the late Dr Keith McDonald PhD.

Ms Prince was permanently appointed CEO on 26 October, following a competitive external recruitment campaign.

Her appointment brings continuity and extensive experience to the organisation, alongside a longstanding commitment to strengthening primary healthcare and improving health outcomes across South Western Sydney.

Ms Prince's connection with SWSPHN dates back to 2009, when she began as a Practice Support Officer with Macarthur Division of General Practice. She then worked with SWSPHN's predecessor South Western Sydney Medicare Local from 2012, before SWSPHN was established.

Ms Prince grew up in and currently lives in South Western Sydney.

She said she was pleased and proud to be appointed CEO.

"This organisation and the people in it mean a great deal to me. I have a deep love and connection to South Western Sydney and it's a privilege to lead this work alongside our team and partners.

"I'm optimistic and excited about the future and very much looking forward to what we can all achieve together," she said.

SWSPHN looks forward to building on its achievements and continuing to work with general practices, healthcare providers and community partners to improve access to quality primary healthcare across the region under Ms Prince's leadership.

South Western Sydney PHN is supported by funding from the Australian Government through the PHN program.

South Western Sydney PHN is a not-for-profit organisation dedicated to supporting general practitioners, practice nurses and other primary health providers to deliver the best possible care for their patients. Our aim is to improve access to quality local healthcare for all residents living in the Bankstown, Fairfield, Liverpool, Campbelltown, Camden, Wollondilly and Wingecarribee LGAs.
We acknowledge the traditional custodians of the land, water and skies of South Western Sydney, the Darug, Dharawal and Gundungurra peoples, and pay our respects to Elders past and present.

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