


Raise a concern about a charity Form

Charity details

Charity ABN: 32655267262

What is your relationship, if any, to the charity? Member of the public

Your contact details

Your Title: Ms
Your first name: Lyn
Your last name: Swanson Kennedy
Your email address: team@collectiveshout.org
Your preferred phone number: 

Address Line 1:
Address line 2:
Suburb or Town:
State or Territory:
Postcode:
Country:

Your concern

The following most accurately describe your concerns:

Harm to people

You have provided the following details in relation to your concern:

Dear Australian Charities and Not-for-profits Commission (ACNC),

We are writing to raise our concerns regarding the actions of Mr Mark McMurtrie, a named Director of Community Flights Ltd (<https://www.acnc.gov.au/charity/charities/273acc3f-7147-ec11-8c60-00224811c345/profile>).

On May 8, in his capacity as a practitioner at River Heads Pharmacy (Queensland), Mark posted a picture of himself to the company Facebook page. He was holding a spatula and an open jar containing a white substance, posed alongside an elderly woman. The original caption read: 'Mark



loves making the old ladies cream [smiley face emoji]'. (Screenshot attached; See also: <https://www.facebook.com/share/p/1HbfasYbJb/>)

Members of the public expressed concern about the lack of respect for women demonstrated in the post. They objected to River Heads Pharmacy trading on harmful p*rn tropes and s*xual innuendo which normalise the degradation of elderly women and abusive practitioner-client relationships to promote business. They also expressed concern for the woman featured in the post, noting that her name is visible on the jar's label.

Owner, operator and practitioner, Mark McMurtrie has since edited the post, referring to those who objected to it as "easily offended", and mocking community members who in good faith contacted him privately to highlight the harmful nature of the post and urge him to remove it. In an apparent attempt to belittle and intimidate a community member, Mark commented on the post with a screenshot of a private email, and a face-palm emoji.

The original post degrading women is not a one-off. Mark routinely uses sexual innuendo in his social media posts.

We believe Mark McMurtrie's actions violate ACNC Governance Standards Standard 5, which requires Responsible People 'to act honestly and fairly in the best interests of the charity', and that the matter warrants an investigation by ACNC.

We also believe the post and Mark's comments are in breach of the National Pharmacy Board (under AHPRA Code of Conduct) Principle 8: Professional behaviour which states: "Practitioners must display a standard of professional behaviour that warrants the trust and respect of the community. This includes practising ethically and honestly."

We have directed our concerns to the National Pharmacy Guild and the Australian Health Practitioner Regulation Agency (AHPRA). The NPG directed us to the Ombudsman. We are waiting on a response from AHPRA.

We believe Mark's post promotes the idea that women and their bodies are always fair game to be s*xualised, objectified and mocked, at any age. This idea harms women by contributing to a culture in which we are seen as less than human, and in which violence against us is trivialised.

There is nothing humorous about the post, which is how Mark defended it. In fact, we believe the depiction to be sinister: a practitioner viewing his vulnerable and trusting elderly, female clients as wanting and seeking s*xual favours from him, and he as willing to provide them.

We note the rising incidence of complaints about practitioner boundary violations reported to the Australian Health Practitioner Regulation Agency in recent years - by 223% in 2022-23 compared to the three years prior. Complaints included allegations of s*xual harassment and s*xual assault. River Heads Pharmacy's post is even more disturbing in light of this data.



Since we launched our campaign calling on Mark to remove the violating post, a number of women have approached us privately with personal stories of Mark's unethical and inappropriate behaviour toward them including sexual harassment and theft of personal details from a COVID registry. We can provide evidence if required.

We are concerned about Mark's connection to a registered charity, given his insistence on degrading women to market his own business, his demonstrated disdain for community members who object, and other reports of harmful behaviour which go against ACNC's requirement that responsible people act honestly, fairly and in the best interests of the charity.

We trust you appreciate the serious nature of our concerns, and that you will investigate the matter further. We look forward to your response.

Best regards,

Lyn Kennedy on behalf of the Team at Collective Shout

You have uploaded the following evidence:

Thank you for your enquiry.