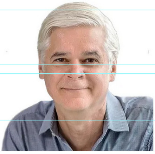
OUR FEBRUARY 2023 GUEST SPEAKERS ENGAGE YOU, CHALLENGE YOU, ADVISE YOU

An opportunity to ask them questions
about the wide range of issues which impact your business

Speakers - Day 2

Speakers - Day 3

Day 1 - Thursday 16 February, 2023



DR BRENT EDWARDS
Director
National Acoustics Laboratory

Day 1 - Speaker 1

'Future Trends in Hearing Healthcare'

Dr Brent Edwards Ph.D. is the Director of the National Acoustic Laboratories where he leads research and innovation initiatives that focus on transforming hearing healthcare. For over 20 years he headed research at major hearing aid companies (GN ReSound, Starkey) and at Silicon Valley startups that have developed innovative technologies and clinical tools used worldwide.

Dr. Edwards is a Fellow of the Acoustical Society of America, a Fellow and current President of the International Collegium of Rehabilitative Audiology (ICRA) and an Adjunct Professor at Macquarie University.

DR JUDY GROBSTEIN
Manager of Education and Audiology
Starkey

Day 1 - Speaker 2

'Evolving into Effortless: Starkey's Next Generation of Hearing'

Judy has been with Starkey's education and training team since 2010 in both the US and Australia. Before joining Starkey, she was director of the audiology department at a large ENT practice in Washington DC. Prior to her 12 years of experience at Starkey, Judy had over 15 years of experience in the clinical setting including hearing aid fittings, comprehensive diagnostic testing on adult and paediatric patients, vestibular testing, evoked potentials and otoacoustic emissions testing.

She holds a Bachelor of Science degree in Speech Pathology and Audiology and a Master's degree in Audiology from Kent State University, and a Doctorate in Audiology from the Arizona School of Health Sciences. When she is not working, she enjoys training for marathons with her running clubs and spending time with her adorable little dog Henri.

PHUNG LA, BAppSc, MClinAud, MAudA (CCP)

Business Manager independents

'How Signia Technology is Driving Consumer Hearing Aid Uptake'

Graduating as an Audiologist from the University of Melbourne's Master of Clinical Audiology program, Phung has worked in a variety of roles including adult hearing aid fitting and rehabilitation, ENT support, paediatric testing/hearing aid fitting as well as Clinical Educator for a retail chain.

Phung has been with Signia for over four years and is a member of Audiology Australia with a current Certificate of Clinical Practice.

Signia

Day 1 - Speaker 3

KAUSH TROY
Audire Hearing

Day 1 - Speaker 4

'The Business Case for Wax Management in your Practice'

Kaushalya (Kaush) Troy is an Audiologist in Melbourne, with business sites in Richmond and Moonee Ponds. She underwent her Master of Clinical Audiology at the University of Melbourne and graduated in 2007. She established her first site at Access Health and Community.

Kaush chose this career after her parents opened a school for hearing impaired children in Sri Lanka in 1999. She has taught at the Master of Audiology courses at the University of Melbourne and Latrobe University.

Cerumen management, as well as Tinnitus and Hyperacusis management using Cognitive Behavioural Therapy, are two areas Kaush has specialised in.

GERALDINE TODD
Director of Sales ANZ
Widex

Day 1 - Speaker 5

'Future-proofing Independent Audiology'

Geraldine has a Bachelor of Science in Anatomy & Pharmacology, and a Master of Clinical Audiology from Melbourne University. With over 15 years' experience as an Audiologist and Manager in the Audiology industry in Australia, Geraldine's previous experience includes working across multiple and different Clinical and Specialist Audiological roles in the retail environment, followed by working for multiple hearing device manufacturers.

She joined Widex in 2018 as the Account and Product Manager for Victoria and Tasmania. In 2021, she was promoted to the Sales Director position for Widex Australia and New Zealand. Geraldine is a member of Audiology Australia.

PAUL JONES
Head of Sales, Australia, NZ, Singapore, and Malaysia
GN Hearing

Day 1 - Speaker 6

'Improving Clinic Margins in Challenging Times'

Paul started his career as a business analyst in New Zealand, and since then for the past 23 years he has led commercial teams across various medical industries throughout Australia and the Asia Pacific region.

Throughout his entire career, Paul has worked with organisations focused on strengthening 'B2B' customer partnerships via solutions-based sales methodologies, ultimately designed to improve customer outcomes via partnerships that strengthen both businesses.

Day 2 - Friday 17 February, 2023

JANE MACDONALD
CEO
Hearing Business Alliance

'HBA 2022 Update'

Jane is an Audiologist and independent hearing care business co-owner, employing a team of Audiologists and Audiometrists across five practices in rural Victoria and NSW. She has over 37 years' experience in the hearing health sector. Jane is Chief Executive Officer of the Hearing Business Alliance, working with HBA since September 2018. She is a passionate advocate in pursuit of ethics in the hearing care industry, for equitable opportunity for small business providers, and for the support of small businesses, in addition to understanding the challenges of clinical service delivery in rural settings.

Jane has worked in diagnostic audiology in public hospitals in Australia and the United Kingdom, and in neonatal diagnostic audiology and adult rehabilitation in rural Australia, as well as mentoring many graduate intern

Day 2 - Speaker 1

Audiologists and supporting Audiology students through student clinical placements. She is a full member of both Audiology Australia and the Australian College of Audiology.

DR JASON RIDGWAY
Senior Allied Health Adviser
Health Branch
Chief Health Officer Division
Department of Veterans' Affairs

Day 2 - Speaker 2

'DVA Client Services and Your Business'

Dr Jason Ridgway is Senior Allied Health Adviser with the Department of Veterans' Affairs. Jason works closely with the DVA senior health adviser team and provides specialist advice for complex, escalated or sensitive allied health issues. He leads, trains, and supports a multidisciplinary team of allied health advisers.

Jason has an extensive background in rehabilitative audiology and the government sector, having worked as a clinical adviser, Assistant Director, and Acting Director in the Department of Health's Hearing Services Program prior to working with Department of Veterans' Affairs.

Jason is a former Chair of Audiology Australia and completed his PhD in 2017. He is based in Melbourne.

SCOTT JEFFERIS
CEO
Revolve IT

Day 2 - Speaker 3

'Digital Consent and Cybersecurity for Small Business'

Scott has over 18 years' experience servicing a vast array of varying industries and clients of different sizes.

Scott specialises in delivering fixed-fee Managed IT Support, Cyber Security, Voice and Communication services to the Allied Health, Professional Services, Not for Profit, Manufacturing and Accounting industries.

LUCY BINGLE
CEO
Lucy Bingle Pty. Ltd.

Day 2 - Speaker 4

'LinkedIn Masterclass for Business Growth'

Lucy Bingle is a LinkedIn Strategist and the owner of 'Australia's Leading LinkedIn Agency'. She is passionate about helping businesses grow their brands and create commercial opportunities on LinkedIn. Lucy's team works with business owners and industry leaders, making sure their business connects and engages through thought leadership.

Lucy says: "*When you position your people and your business properly on LinkedIn you can create amazing opportunities*."

DR CAITLIN BARR
CEO
Soundfair

Day 2 - Speaker 5

"I Don't Want to be Just Some Punter who's Walked through the Door": A Thriving Business is One that is Centred on People"

Dr Caitlin Barr has been an audiologist for 5 years. Her work centres on her passion about transforming hearing care to truly meet the needs of people living with hearing loss.

Caitlin brings her academic perspectives on the impact of clinician communication and client experience on individual, systemic and business outcomes, alongside real-world experience running and growing a hearing care business with the unique perspective of being led by lived experience.

CHRIS CARLILE
Assistant Secretary
Hearing Services & Chronic Conditions Branch
Department of Health and Aged Care

Day 2 - Speaker 6

'An Update from the Hearing Services Program'

Since joining the Commonwealth Dept. of Health in 2012, Chris has led several portfolio responsibilities including Primary Healthcare Policy, Medicare Benefits and Portfolio Strategy. He is currently responsible for the Hearing Services Program and managing funded measures under the Roadmap for Hearing Health.

Chris previously served as a Senior Advisor in the Dept. of the Prime Minister and Cabinet, and also led several programs of work in what is now the Dept. of Social Services. Before joining the public service, he was Director of a torture and trauma rehabilitation service for humanitarian entrants. His long-term interest in overseas aid and development saw him working in the Philippines and Bougainville for four years. His voluntary work includes over ten years' service on the National Council for Caritas Australia and then on the National Advisory Council for Australian Catholic Earthcare. He is currently a voluntary National Director for ANCOP Australia, a small non-profit overseas aid and development organisation working in the Philippines and Oceania.

Formal studies include Bachelor of Theology, Graduate Diploma in Psychology, Master of Science in Guidance and Counselling, Master of Arts in Human Service Management and a Master of Arts in Social Policy and Social Planning.

GABRIELA (GABBY) LUKSZA
Director
Hearing Policy and Compliance
Hearing Services & Chronic Conditions Branch
Department of Health and Aged Care

Day 2 - Speakers 7 and 8
Gabriela Luksza and Rob Aked

'HSP Discussion and Q&A Session'

Recently commencing as Director, Hearing Policy and Compliance, Gabby is responsible for hearing health policy engagement and Hearing Services Program (HSP) policy and projects. She oversees activities under the HSP compliance and e-monitoring framework, as well as HSP data analysis.

Gabby commenced work at the (then) Department of Health and Ageing in 2011. During this time she also worked at the Department of Veterans' Affairs in 2019 and 2020.

Gabby has a broad range of experience in health policy and program roles. These include management of a telehealth pilot program, Indigenous health funding model policy, GP training program, the Veterans' Home Care program at DVA, anti-microbial resistance policy and the vaccine role out in the COVID-19 taskforce.

Prior to joining the public service she was a private practice Podiatrist, specialising in sport medicine and paediatric care. Her work included multiple voluntary aid trips to Vietnam with a surgical team diagnosing, treating and educating on paediatric lower leg conditions.

ROB AKED
Director
Hearing Voucher Operations
Hearing Services & Chronic Conditions Branch
Department of Health and Aged Care

Day 2 - Speakers 7 and 8
Gabriela Luksza and Rob Aked

'HSP Discussion and Q&A Session'

Rob joined the Commonwealth Dept. of Health in 2010 and has led work on issues ranging from how the Australian Public Service uses data to respond to a crisis, developing a strategic policy environment for the Dept. of Health, and centralising and consolidating key data and reporting activities across all agencies involved in the initial response to Covid-19. He is currently responsible for the management of the Hearing Services Voucher Operations Program and developing a new IT Portal to support the Program.

Rob has been a public servant since 1989. Prior to joining Health, his service was predominantly as an aviation policy advisor focusing on aviation safety, aircraft noise and airport operations. He led key elements of the policy and legislative response to the Lockhart River disaster, and he led the research, development and implementation of the national aviation alcohol and other drugs policy following the 2002 Hamilton Island crash. He also contributed to a paper exploring new ways to describe and assess aircraft noise in 2000 as part of a broader response to understanding and addressing aircraft noise issues around major airports. Rob holds a Bachelor of Science degree from ANU.

KEVIN BROWN
CEO
HearSure Pty. Ltd.

Day 2 - Speakers 9 and 10
Kevin Brown and Benjamin Singline

‘The Changing Landscape of Insurance in the Hearing Industry’

Kevin has had a broad career spanning the advertising, marketing, medical and health industries.

Kevin has founded or co-founded several businesses, the biggest of which is now one of Tasmania’s largest hearing clinic chains, Maria Brown Hearing Clinic. Kevin studied audiometry at OTEN in Sydney and marketing at RMIT in Melbourne. He is the current Tasmanian committee chair for The Pinnacle Foundation.

He brings nearly 18 years of experience in the hearing industry and as a working professional and entrepreneur to HearSure in his co-CEO and director positions.

BENJAMIN SINGLINE
CEO
HearSure Pty. Ltd.

Day 2 - Speakers 9 and 10
Kevin Brown and Benjamin Singline

‘The Changing Landscape of Insurance in the Hearing Industry”

Ben is co-founder and director of HearSure, Australia’s first disruptive hearing aid protection solution for the Australian market. Driven by innovation, Ben is an accomplished entrepreneur and business leader, having launched several businesses that address emerging gaps in various markets. With university degrees in business and human resources, he has gained over 15 years of experience in senior leadership roles both in Australia and internationally.

He is licensed to provide general insurance advice, is a certified Agile practitioner and is a member of the Australian HR Institute and the Law Institute of Victoria.

In addition to his passion for business, Ben is also an active Rotarian, Army Reservist and is currently studying a Bachelor of Laws with Deakin University.

ANDREAS ANDERHOV
General Manager ANZ
GN Hearing

Day 2 - Our Gala Dinner Host

‘The Independent Channel in Australia’

Andreas is an entrepreneurial spirit who has a passion for developing people and growing companies. Over the last two decades, he has lived and worked in the US, Europe, and now Asia-Pacific, developing a true global understanding of the pharmaceutical and medical device industries. He feels that there is nothing more rewarding than being part of a team that is motivated by delivering solutions that improve lives.

Andreas has extensive global experience from commercial roles both in HQ and affiliates settings, which has helped foster a deep appreciation for what it takes to create true global brands. He has worked in various roles in management, sales, training, marketing, and for the last many years as Managing Director.

He has a master’s degree of Business Administration (M.B.A) and graduated his bachelor’s degree in International Business with concentration on Management with the highest honor; Summa cum Laude.

Andreas lives in Sydney with his wife, Gina and two children Zoe and Zack.

Day 3 - Saturday 18 February, 2023

STEPHEN LOGAN
Business Manager
Hearing Business Alliance

Day 3 - Speaker 1

'The Independent Sector & HBA's Strategic Direction'

Stephen is an experienced sales and business management professional, with experience in both Australia and UK markets. He has a diverse academic background in both business and nursing and has had successful sales and management careers in various hearing / medical / surgical and healthcare sales positions.

Stephen holds a Certificate in General Nursing, a Bachelor of Commerce (B.Com.) Accounting and Business/Management from the University of Queensland and a Master of Business Administration (MBA) MBA Executive Distinction from RMIT.

Following 12 years as the Sales and Business Unit Manager for Sivantos within the Australian independent hearing market, Stephen established SJL Business Consultancy to offer specialised business consultancy services to the hearing industry, and works as Business Manager for the Hearing Business Alliance.

KATIE BRYAN
Founder & CEO
Propeller Advisory

Day 3 - Speaker 2

'Business Continuity Planning'

Katie is the multi award-winning CEO of Propeller Advisory, one of the fastest growing advisory, accounting, and CFO firms in Australia.

She was recently named as one of the Institute of Chartered Accountants' top 20 Future Leaders of the Industry while Propeller Advisory was named Best Accounting Firm in Victoria and Australia in the NAB Professional Services Awards in 2018. Propeller Advisory and Katie Bryan have also gained recognition with various nominations in the Young Leaders in Finance Awards, Women in Finance Awards and Australian Accounting Awards.

Katie was also among the Top 50 Women in Accounting for 2017 and 2018. Her innovative approach in providing solutions for clients has helped create seamless processes and ultimately "propel" the firm to being an industry leader in Australia's financial and accounting sectors.

NATASHA HAWKER
Managing Director
Employee Matters

Day 3 - Speaker 3

'HR Compliance - Actions to Minimise Business Risk'

Natasha is the Founder and Managing Director of Employee Matters Pty. Ltd., established in December 2011. She has extensive experience as General Manager, HR Manager, HR Consultant & Recruitment Manager.

Natasha has a Post Graduate Diploma in Employment Relations, Human Resources, University of Technology Sydney, and has completed the Australian Company Director's Course, Business Administration and Management, with an Order of Merit. She is a member of the Australian Institute of Company Directors and a Graduate of the Australian Company Director's Course.

The Key Person of Influence 'Accelerator Program' is an incubator for service-based entrepreneurs who want to build their brand, raise their profile and become a 'Key Person' in their industry.

TINASHE MAKAMURE
Senior Associate
Barry. Nilssen Lawyers

Day 3 - Speaker 4

'Understanding Your Legal Responsibilities'

Tinashe is a Senior Associate on Barry.Nilssen Lawyers' Insurance & Health team and is based in Melbourne. He has broad experience in employment and workplace relations law having acted and advised both applicants and respondents across multiple jurisdictions on a wide range of issues. He has appeared in the Federal Court, the Federal Circuit Court, the Fair Work Commission, the Australian Human Rights Commission, the Victorian Civil and Administrative Tribunal, the Queensland Industrial Relations Commission and the Queensland Human Rights Commission.

His clients have included the Queensland Government, Legal Aid Commissions and individuals. He has a particular interest in resolving complex disputes efficiently and taking steps to minimise risk of future litigation for his clients.

Tinashe holds a Bachelor of Laws and a Graduate Diploma in Legal Practice and is a member of the Australian Labour Law Association.

KATHERINE TOATES
Marketing Director
The Marketing Department Pty. Ltd.

Day 3 - Speaker 5

‘Consumer Behaviour Post-Pandemic’

Katherine has over 25 years’ experience in B2B/B2C marketing and communications. With well over a decade of this experience specifically in the Audiology industry, she has held key marketing management positions with Sonova Australia and Hearing Australia. Now, as founder and Marketing Director of The Marketing Department, established in 2020 at the beginning of the pandemic, Katherine continues to assist small to medium business, and corporates, not just in Audiology but across numerous industries. As a business owner herself, she experiences, hears, sees, and feels the same challenges and successes, conversing and consulting with many business owners across Australia. Katherine is endorsed by many as an instigator and developer of marketing campaigns and initiatives that effectively reinforce and build brand profile, whilst providing business support, strong budget planning and management - all supported by maximum impact communication strategies. She has a strong understanding of the Audiology sector, its challenges, and its opportunities. A true advocate for independent Audiology clinics and the industry as a whole.

OLIVER VON BORSTEL
CEO
Masters of Business Development

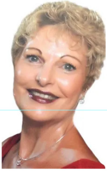
Day 3 - Speaker 6

‘Ethical Business Practices in Audiology’

Oliver, an expert in international business development since 1999, is CEO of Masters of Business Development, specialising in Business Development & Personal Coaching: Hearing Aid Sales, Consultative Selling, Key Account Management, Leadership & Communication. He is founder of ‘THE Ethical Selling Concept’, President of the Swiss Chamber of Commerce in the Netherlands, and Vice President of the European Chamber of Digital Commerce in the Netherlands.

Oliver is a graduate of Innovation & Entrepreneurship, Business Administration & Management from the University of Maryland, has a Certificate in Leadership & Management from James Cook University in Brisbane and a Certificate of Launching Technologies from Harvard University.

Oliver recognises: “*Professional leadership and communication and starting your marketing and sales strategy is easier said than done. Business Development strategies to improve growth and profit are important, but without the right kind of energy and planning behind it, there will be no fruit to bear.*"



GAYLE DICIERI
CEO
Hearing Business Alliance
Day 3 - Closing Address

'Hearing Business Alliance Closing Address'

Gayle is a founding member of HBA, who returned to the Board in 2020 and was appointed Chair in March 2021. She is a director of her family-owned audiology practice in South East Queensland, which has been in operation since 1992.

She has been actively involved in the profession since the 1970s, and started her career in Victoria before moving to Queensland in 1988.

As well as holding key positions in other peak professional bodies since moving to Queensland, Gayle was in the first group of Audiometrists to attain a Bachelor of Audiometry from the University of New England.

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