



THURSDAY

WORKSHOP

7.30 am
1.5 hours

Cerumen Management Workshop

Charles Vorath and Chris Harris, VorOtek

**Limit, 16 delegates. \$150 plus GST
Also at the same time on Day 2**



8.00 am

Seminar Registration Desk Opens

8.30 am

Coffee and Tea

9.30 am
5 minutes

Opening by The Hon. Mark Butler, MP, Minister for Health and Aged Care



9.35 am
40 minutes

HBA Business Update - Activities and Outcomes

Jane MacDonald, CEO, Hearing Business Alliance and Stephen Logan, HBA Business Manager

10.15 am
90 minutes

Creating "Massive Value" in your Business

Dr Cliff Olson, AuD, Founder, Applied Hearing Solutions - Keynote Speaker



11.45 am
15 minutes

Platinum Sponsor Natus Video Presentation:

Improving Patient Outcomes with Gold Standard Hearing Aid Verification

Tony McGeough, Sales Director, Hearing and Balance, ANZ, Natus Medical

12.00 pm

Lunch

1.00 pm
30 minutes

Global Audiology Update and Industry Trends

Dr Brent Edwards, PhD, Director, National Acoustic Laboratories



1.30 pm
15 minutes

Platinum Sponsor Bernafon Video Presentation:

Bernafon Alpha and Alpha XT: Hybrid Technology

Rebecca Wood, Audiologist and Head of Audiology, Bernafon Australia

1.45 pm
30 minutes

The Ethics Review Committee and your Business - and Q&A Session

Clair Hewat, Independent Chairperson of The Ethics Review Committees for Audiology Australia, the Australian College of Audiology and the Hearing Aid Audiology Society of Australia



2.15 pm
45 minutes

Hearing Services Program Update - and Q&A Session

Chris Carlile, Assistant Secretary, Hearing Services Program, Department of Health, with Gabby Luksza, Director, Hearing Policy and Compliance, and Rob Aked, Director Hearing Voucher Operations

3.00 pm

Afternoon Break



3.30 pm
15 minutes

Platinum Sponsor GN Hearing Video Presentation:

Auracast™ Broadcast Audio, the Next Generation of Assistive Listening in Public Spaces

Chuck Sabin, Market Development and Research, Bluetooth SIG

3.45 pm
30 minutes

Current AI Research in Audiology and its Application to Small Business

Dr Jorge Mejia, PhD, Head of Signal Processing, National Acoustic Laboratories



4.15 pm
30 minutes

Audiology Case Study - Harnessing AI in your Business

Christo Fourie, Director and Digital Alchemist, Value Hearing

4.45 pm
30 minutes

Panel Discussion - How AI can Assist Small Business to Achieve Better Business and Client Outcomes

Dr Brent Edwards, PhD, Dr Cliff Olson, AuD, and Christo Fourie and Lizette Fourie, Directors, Value Hearing

5.15 -7.15 pm

Welcome Drinks

Sponsored by Phonak





FRIDAY

WORKSHOP

7.30 am
1.5 hours

Cerumen Management Workshop
Charles Vorath and Chris Harris, VorOtek
Limit, 16 delegates. \$150 plus GST



8.30 am

Seminar Registration Desk Open
Coffee and Tea

9.30 am
90 minutes

How to Communicate Effectively with Anyone
Dr Cliff Olson, AuD, Founder, Applied Hearing Solutions - Keynote Speaker



11.00 am
15 minutes

Platinum Sponsor Starkey Video Presentation:
Genesis AI - All New Everything
Steven Le, Consumer Support Specialist and Trainer, Starkey

11.15 am
30 minutes

Leadership in Audiology
Sandra Bellekom, CEO, Ear Science Institute Australia



11.45 pm
30 minutes

Continual Personal Development in Business
Jacine Greenwood, CEO and Founder, Roccoco Botanicals

12.15

Lunch

1.15 pm
45 minutes

Risk & Insurance - Industry Insight to Mitigate your Exposure
Stacey Tonkin, Partnership and Growth Manager, Health & Professions, Aon



2.00 pm
15 minutes

Platinum Sponsor Signia Video Presentation:
Customer Magnetism: Unveiling the Secrets of Brand Attraction and Customer Segmentation
Phung La, National Sales Manager for Independents, Signia

2.15 pm
45 minutes

Hearing Industry - Small Business Pulse
Stephen Logan, HBA Business Manager



3.00 pm

Afternoon Break

3.30 pm
90 minutes

The 'HearingUp Network' - The Business Opportunity for Independent Small Business
Dr Cliff Olson, AuD, Founder, Applied Hearing Solutions - Keynote Speaker

5 pm

Day 2 Close



6.30 pm

Pre-dinner Drinks
Sponsored by Propellor Advisory

7.00 pm
15 minutes

The Independent Channel in Australia
Paul Jones, Country Director, Australia, GN Hearing

7.15 - 10.00 pm

Seminar Dinner
Sponsored by GN Hearing





SATURDAY

Coffee and Tea

8.30 am



9.30 am
30 minutes

Enhancing Audiology Practice: Navigating the Digital Frontier

**Dr Bec Bennett, PhD, Senior Research Audiologist,
National Acoustic Laboratories**

10.00 am
15 minutes

**Platinum Sponsor Widex Video Presentation:
Navigating Success - Unveiling the Sales Funnel and
Independent Business Competitive Edge**

Sam Whiteley, Account and Product Manager, Widex

10.15 am
45 minutes

**2023 HR Compliance Requirements Update and the
Risks for your Business**

**Jade Meredith, Employment Relations Advisor,
Employsure**



11.00 am

Morning Break

11.30 am
90 minutes

**Why Pricing Matters and Converting all Calls to
Appointments**

**Dr Cliff Olson, AuD, Founder, Applied Hearing
Solutions - Keynote Speaker**

1.00 pm
5 minutes

Closing Address

Lizette Fourie, HBA Chair



1.05 pm

Seminar Closed

Workshop
1.30 - 3.00 pm
1.5 hours

HearingUp Network Workshop

**Dr Cliff Olson, AuD, Founder, Applied Hearing
Solutions**

Sponsored by Natus

**Limit, 80 delegates
Free for HBA 2024 Seminar delegates**

