



**HEARING  
BUSINESS  
ALLIANCE**

HEARING BUSINESS ALLIANCE 2025  
**SEMINAR PROGRAM**

Date: Friday 28<sup>th</sup> February - Sunday 2<sup>nd</sup> March 2025

Pullman Melbourne on the Park - 192 Wellington Parade, East Melbourne VIC 3002

**Innovate to Elevate: Transforming Small Business Models**


*All Small Business Owners, Practice Managers and Key Clinical Team Members will gain valuable business insights from attending the HBA 2025 Business Seminar*

**DAY 1 - FRIDAY 28<sup>TH</sup> FEBRUARY 2025**

Time	Topic	Minutes
7.30am	Registration Desk Open	
8.00am	Pre-Seminar Exhibition & Morning Tea	
9.15am	Unlocking Knowledge: Opening Address and Seminar Overview <b>Stephen Logan</b> - HBA Business Manager	15
9.30am	How Technology Innovation is Changing Hearing Healthcare <b>Dr Brent Edwards</b> - Director National Acoustic Laboratories	30
10.00am	HBA Key Activities, Strategic Insights and Small Business Update <b>Jane MacDonald</b> - HBA Chief Executive Officer	45
10.45am	Platinum Sponsor – GN Hearing Best Practice Counselling for Better Business Outcomes <b>Christopher Brew</b> - Training Manager ANZ	15
11.00am	Innovate or Die <b>Dr Cliff Olson AuD</b> - Keynote Speaker	90
12.30pm	Lunch	
1.30pm	Elevate Efficiency: Using AI to Optimise Your Clinical and Business Efficiency. <b>Yoav Fisher</b> - Account Executive, Heidi Health	45
2.15pm	Platinum Sponsor – Bernafon Bernafon’s Counselling Toolkit: Making Life Easier in the Clinic <b>Rebecca Wood</b> - Audiologist and Head of Audiology at Bernafon	15
2.30pm	The Hearing Services Program - Program Update <ul style="list-style-type: none"> <li>• <b>Chris Carlile</b> - Assistant Secretary, Hearing Services Branch, Dept. of Health and Aged Care</li> <li>• <b>Gabriela Luksza</b> - Director, Hearing Policy and Compliance, Hearing Services Branch, Dept. of Health and Aged Care</li> <li>• <b>Rob Aked</b> - Director Hearing Voucher Operations, Hearing Services Branch, Dept. of Health and Aged Care</li> </ul>	45
3.15pm	Afternoon Tea	
3.45pm	Platinum Sponsor – Sonova Australia A new lens for clinic success: The clinic value framework <b>Anthony Cordi</b> - Commercial Director	15
4.00pm	Explaining the Value of Your Testing <b>Dr Cliff Olson AuD</b> - Keynote Speaker	75
5.15pm	Welcome Drinks Function - Sponsored by Phonak	
7.00pm	Close	

**\$650.00** +GST  
for HBA members

**\$1,200.00** +GST  
for non - HBA members

Scan the  QR code or  
**click here to register**



**AudA:** 15.75 Endorsed CPD points, Approval No CPD2425 058, Category 1.1  
**ACAud inc HAASA:** 16 Endorsed CEP points, Approval No CPD 2025101

\*Please Note: Upon registering for this event all delegates will be invoiced directly by HBA. (The Eventbrite registration process is free; the seminar fees will be invoiced to you after registration). To ensure your access to the HBA 2025 Seminar, payment of this invoice will be required in advance.



**DAY 2 – SATURDAY 1<sup>ST</sup> MARCH 2025**

Time	Topic	Minutes
8.00am	Pre-Seminar Exhibition	
9.00am	Modern Approaches to Managing Your Employees and Their Performance. <b>Shane Duffy</b> - <i>GM Services, Employment Hero</i>	60
10.00am	Major HBA Sponsor - <b>Starkey APAC</b> Pushing the Edge of Possibility <b>Dr Judy Grobstein</b> - <i>Regional Director of Education and Audiology</i>	30
10.30am	Morning Tea	
11.00am	Consulting Like a Boss! <b>Dr Cliff Olson AuD</b> - <i>Keynote Speaker</i>	90
12.30pm	Lunch	
1.30pm	Platinum Sponsor – <b>Widex ANZ</b> Innovate, Differentiate, and Lead with Widex Tinnitus Solutions <b>Geraldine Todd</b> - <i>Sales Director</i>	15
1.45pm	Old Systems Can't Fly - Propelling your Business Practice into the Future <b>Daniel Fechner</b> - <i>Director &amp; Audiometrist, Ear Studio</i>	60
2.45pm	Afternoon Tea	
3.15pm	Old Systems Can't Fly - Propelling your Business Practice into the Future (continued) <b>Daniel Fechner</b> - <i>Director &amp; Audiometrist, Ear Studio</i>	60
4.15pm	Platinum Sponsor - <b>Signia</b> Be Brilliant Talk with Signia <b>Sharna Raley</b> – <i>Sales Director for Signia ANZ</i> <b>Sheena Cuthbert</b> , <i>Marketing Manager at WSAudiology ANZ</i>	15
4.30pm	Taking the First Steps: Leveraging Innovation to Elevate Your Business. Hearing Industry Panel - <b>Facilitated by Stephen Logan</b> – <i>HBA Business Manager</i>	30
5.00pm	Day 2 Close	
6.30pm	Pre Dinner Drinks - <b>Sponsored by Propeller Advisory</b>	
7.00pm	HBA Seminar Dinner - <b>Sponsored by GN Hearing ANZ</b> Dinner Presentation: <b>Paul Jones</b> – <i>Country Director Australia</i>	

**DAY 3 – SUNDAY 2<sup>ND</sup> MARCH 2025**

Time	Topic	Minutes
8.30am	Pre-Seminar Exhibition	
9.15am	HBA Member Insights: HBA Business Q&A Session <b>Jane MacDonald</b> - <i>HBA CEO</i> <b>Stephen Logan</b> - <i>HBA Business Manager</i>	45
10.00am	Minimize IT Distractions for Your Growing Business <b>Anders Damkjaer Nielsen</b> - <i>Product Manager HIMSA</i> <b>Glen Young</b> - <i>Director Otowave</i>	45
10.45am	Platinum Sponsor - <b>Natus</b> The Importance of Gold Standard Calibration <b>Kon Kyranakis</b> – <i>Senior Service Manager ANZ &amp; China</i>	15
11.00am	Morning Tea	15
11.15am	Clinic Rescue - An Australian Clinic Success Story <b>Dr Cliff Olson AuD</b> - <i>Keynote Speaker</i>	90
12.45pm	Closing Address - <b>HBA Chair</b>	15
1:00pm	Seminar 2025 Closed	