



HEARING
BUSINESS
ALLIANCE

HEARING BUSINESS ALLIANCE 2026 WORKSHOPS

Date: Thursday 12th - Friday 13th February 2026

Sofitel Brisbane Central - 249 Turbot Street, Brisbane QLD 4000

The Success Continuum: Building Resilient and Profitable Businesses

All Small Business Owners, Practice Managers and Key Clinical Team Members will gain valuable business insights from attending the HBA 2026 Business Seminar

Pre-Seminar Workshops: Thursday 12th February 2026

Time	Topic	Minutes
12.00pm	HBA 2026 Registration Desk Open	
1.00pm	Ethical AI Implementation for Hearing Clinics: Time-saving Tools You Can Use Tomorrow Lizette Fourie - Business Mentor, Hearpreneur Solutions	45
1.45pm	Introducing AudZone: The first Australian AI Platform for Audiology Clinics Daniel Fechner - Director, AudZone	45
2.30pm	Afternoon Break/ Exhibition	
3.00pm	Cochlear Nucleus Nexa System – The World's First and Only Smart Cochlear Implant Cochlear	30
3.30pm	Implementing Branding Strategies in Your Practice Brand in Action: A Hands-On Workshop to Bring Your Personal and Practice Branding to Life Dr. Adam Locker, Au.D. - Founder, Audiology A.I. & Delray Hearing Center (Florida, USA)	90
5.00pm	HBA 2026 Welcome Drinks Function <i>Welcome Drinks Partner</i>	
7.00pm	Close	

ADDITIONAL HBA 2026 PRE-SEMINAR WORKSHOPS

1. Workshops Thursday 12th February 2026: 1.00 - 5:00pm (CPD Points Pending) (limit 100 delegates)

\$150.00 +GST
for HBA members
(for any team member and covers
all Thursday's workshops)

\$350.00 +GST
for non - HBA members
(Single fee to attend either one or
all Thursday Workshops)

2. Vorotek Wax Management Workshop (Friday Pre-Seminar)

Friday 13th February 7:00 - 8:30am (1.5 hours - CPD Points pending)

\$150.00 +GST
for HBA members
(for any team member)

\$350.00 +GST
for non - HBA members

Scan the 
QR code or
[click here](#) to register



AudA: CPD points pending ACAud inc HAASA: CPD points pending

**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 2026 Seminar, payment of this invoice will be required in advance.*