



LEARNING OBJECTIVES AND CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

ENDORSED CPD POINTS

Audiology Australia: 10.5 CPD points (*Category 1.2: 8.5 CPD points. Category 2.2: 2 CPD points*)

ACAud: 12.5 CEP points

HAASA: 15 CEPD points for delegates at a venue, or 10.5 points for online delegates

LEARNING OBJECTIVES

Presentation and Speaker

At the conclusion of the presentation delegates will understand

HBA Actions and Outcomes 2021 for Small Business

Jane MacDonald
[Chief Executive Officer, HBA](#)

- the role and contribution of small business providers within the hearing health sector
- the advocacy HBA provides towards ensuring a 'level playing field' for small business providers.
- and appreciate the clinical services sometimes only delivered by small business providers within their local communities
- have an increased awareness of the projects occurring with Government and other stakeholders in the hearing health sector that can impact small business hearing providers and their clients.

Business Unusual - Using Uncertainty to Adapt in Business

Dr James Fielding, CEO, [Audeara Ltd](#)

- the changes required to win in the current COVID-19 business environment
- the changes in the market and how they impact your business model
- and learn, from case studies from other industries, about adapting business models to maintain success
- apply this knowledge to clinical service delivery.

The Independent HSP Review and Possible Implications for your Business and Services for your Clients

Jane MacDonald
[Chief Executive Officer, HBA](#)

- the process of the Review, the recommendations, and the possible adoption of Recommendations by Government
- be aware of the recommendations and possible implications for service delivery to clients
- the possible positive implications of some of the recommendations, as well as some of those which would be challenging for small business providers.

HSP and Your Business

Chris Carlisle, Assistant Secretary, Hearing Services Branch - Rob Aked, Director, Hearing Program Voucher Operations - Michael Crowther, Director, Hearing Policy and Compliance

Additional Members of the HSP Team for an interactive Q&A Session

- the HSP changes commencing 1 July 2021 and how this will impact delivery of audiological services to your HSP clients
- clinical requirements for newly changed HSP claim numbers and new HSP item numbers
- new service requirements when providing maintenance of hearing devices to HSP clients who have been initially fitted and who have been refitted under the Program
- new clinical services available to HSP clients after 1 July, including maintenance of ALDs and annual hearing assessment for clients who have not been fitted under the Program.

The 2022 Business Opportunity for HBA and Members

Stephen Logan, SJL Business Consulting Pty. Ltd.

- manufacturing and retail makeup of the hearing market, including the changes that have occurred over the past 2 years
- market size, growth and the current market diversity
- the challenges faced by the hearing market and in particular by small business owners
- challenges with the HSP changes
- the challenges the current retail disruption will continue to have on the market
- challenges and opportunities for small business owners in the 2022 post-Covid market.

A Small Business Workshop - Business Strategies and Tools for Small Business to Adapt and Manage Change

Hunter Leonard, CEO, [Silver & Wise Pty. Ltd.](#)

- the resources and tools of the *8 Rooms of Business*
- how to build a more entrepreneurial mindset to adapt to change
- the core business challenges for all businesses
- from business case studies and examples, how to adapt to change
- the individual business commitment required to achieve the desired changes.

Cybercrime – What are the Risks for Your Business?

Scott Jefferis, Director, [Revolve IT](#)

- the potential IT security risks for your business
- potential financial / business damage that Cybercrime can inflict on your business
- possible IT security solutions to protect your business
- the challenges with remote IT platforms and the changes required to protect your security
- the ongoing IT challenges and the need for constant IT security training and review.

The New Covid World of HR for Small Business – Practical Solutions for Managing Work Life Balance / Your Mental Health and the changing employee environment

Natasha Hawker, Managing Director, Employee Matters Pty. Ltd.

- understand and recognise the HR changes in your business that have come about through the Covid-19 pandemic
- how to apply change to HR policies and business strategy
- focus on the HR changes to ensure business success and maintain a successful business environment and delivery of clinical services to clients
- the important factors such as mental health and well-being; new employee attitudes and new ways to manage people.



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