



HEARING
BUSINESS
ALLIANCE

HEARING BUSINESS ALLIANCE 2026 SEMINAR PROGRAM

Date: Friday 13th - Saturday 14th 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

Day 1: Friday 13th February 2026


Time	Topic	Minutes
7.00am	HBA 2026 Registration Desk Open	
7.30am	Pre-Seminar Exhibition and Refreshments	
8.30am	Opening Address and Seminar Overview Stephen Logan - <i>HBA Business Manager</i>	15
8.45am	The Advantages of NALtech to Your Business: Bringing COSI 2.0. Virtual Personas, and NAL-NL3 to Practice Dr Brent Edwards - <i>Director, National Acoustic Laboratories</i>	30
9.15am	Strategic Leadership - Scaling Authentic Resilience Brad Seymour , <i>Management Consultant</i>	60
10.15am	Morning Break	
10.45am	HBA Diamond Partner Presentation GN Resound	30
11.15am	AI in Aural Rehab: Driving Compliance, Outcomes, and Practice Growth Rick Carlson , <i>Chief Executive Officer, Neurotone</i>	75
12.30pm	Lunch	
1.30pm	HBA Platinum Partner Presentation Starkey	15
1.45pm	Becoming the Go-To Audiology Clinic: How to Build a Brand That Attracts Patients Before They Ever Call You Dr. Adam Locker , <i>Au.D., Founder, Audiology A.I. & Delray Hearing Center (Florida, USA)</i>	75
3.00pm	The Hearing Services Program - Program Update Gabriela Luksza - <i>Director, Hearing Policy and Compliance, Hearing Services Branch, Dept. of Health, Disability and Ageing</i> Rob Aked - <i>Director Hearing Voucher Operations, Hearing Services Branch, Dept. of Health, Disability and Ageing</i>	30
3.30pm	Afternoon Break	
4.00pm	HBA Platinum Partner Presentation Phonak	15
4.15pm	Navigating Employment Laws: Key Australian legislation (Fair Work Act, NES, WHS) Compliance Essentials, and Avoiding Legal Pitfalls. Belinda McLean - <i>General Manager, HR Focus</i>	45
5.00pm	Day 1 Close	
6.30pm	Pre-Dinner Drinks	
7.00pm	HBA Seminar Dinner – “A Touch of Tartan”	
10.00pm	Close	

DAY 2: – Saturday 14th February 2026

Time	Topic	Minutes
7.30am	Pre-Seminar Exhibition	
8.30am	HBA Key Activities, Strategic Insights and Small Business Update Jane MacDonald - HBA CEO	30
9.00am	Financial Management Strategies for Small Businesses Katie Bryan - Founder and CEO, Propeller Advisory	60
10.00am	HBA Platinum Partner Presentation Widex	15
10.15am	Morning Tea	30
10.45am	Building Local Success and Resilience Brad Seymour , Management Consultant	60
11.45am	HBA Platinum Partner Presentation Signia	15
12.00pm	Branding Inside the Office: From First Visit to Lifelong Advocate: Strengthening Patient Loyalty Through In-Office Branding and Automation Dr. Adam Locker, Au.D. - Founder, Audiology A.I. & Delray Hearing Center (Florida, USA)	60
1:00pm	Lunch	
2.00pm	From Pain Point to Powerhouse: The 3 Pillars of Recruitment, Culture and Contract Confidence - Part 1 Natasha Hawker – Founder and Managing Director, Employee Matters	60
3.00pm	From Pain Point to Powerhouse: The 3 Pillars of Recruitment, Culture and Contract Confidence - Part 2 Natasha Hawker – Founder and Managing Director, Employee Matters	50
3.50pm	HBA 2026 Closing Address Nicole Bowden , HBA Chair	10
4.00pm	Seminar Concludes	

\$650.00 +GST
for HBA members
(for any team member)

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

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**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.*