

HBA SMALL BUSINESS SEMINAR

Business Unusual

18th & 19th
FEBRUARY
2022

A Multi-site Concurrent “*Live Streamed*”
Seminar across 3 COVID-safe Venues

Sydney – The Crown Plaza – Coogee Beach
242 Arden Street, Coogee, NSW 2034

Brisbane – The Greek Club Brisbane
29 Edmondstone St, South Brisbane QLD 4101

Melbourne – Harbour Kitchen
800 Bourke Street Waterside of, NAB, Docklands VIC 3008



HEARING
BUSINESS
ALLIANCE

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The Board of HBA would like to thank all our generous sponsors for assisting us to provide this seminar at a reasonable cost to our members.

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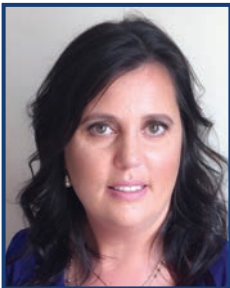


MEET OUR BOARD



Gayle Diciperi - Chair

Gayle, a founding member of HBA, has returned to the Board in 2020. Her family owned audiology practice in South East Queensland has been in operation since 1992. Gayle has been actively involved in the profession since the 1970's, she started her career in Victoria before moving to Queensland in 1988. As well as holding key positions in other professional associations since moving to Queensland Gayle was in the first group of Audiometrists to attain a Bachelor of Audiometry from UNE.



Josephine Khairy - Treasurer

Josephine has been a Director of a private hearing care practice since the business was established over 20 years ago. After qualifying and working in Audiometry, she attained a Bachelor in Accounting with a sub-major in Financial Planning, which she acquired to complement the business skills required to efficiently run a small business in the hearing health care sector.



Diana Bienvenu - Director

Diana is passionate about the role small business plays in our industry as well as the importance of providing individualised client-focussed hearing care. She joined the HBA Board in 2020. Following her audiology degree in the USA in 1976, she provided diagnostic audiology services to people throughout Northeast Victoria for many years. In 1998, Diana and her husband Fred formed an independent audiology practice in Northeast Victoria to continue the tradition of high-quality hearing care, both diagnostic and aural rehabilitation, for all members of their community.



Lilian Scherer - Director

Lilian is a Speech Pathologist and Audiologist with experience in clinical roles in private practice, vertical integrated clinics, hospital settings, independent clinics, as well as corporate roles. She comes from Brazil and lived in the United States, Germany and New Zealand before moving to Australia in 2006. She currently works within an independent hearing business in Victoria, mostly in adult rehabilitation and is very passionate about supporting the independent market in Australia.



Nicole Bowden – *Director and Company Secretary*

Nicole is the principal audiologist and manager of an independent hearing care provider, with over 30 years experience. Since completing tertiary qualifications at the University of Melbourne in 1991, she is dedicated to improving hearing health delivery. She is a member of Audiology Australia, and advocates for small business audiologists and audiometrists. She believes in independent hearing clinics across Australia, what they stand for, and what they can offer. Nicole is recognised as an industry key opinion leader for independent practices and for her forward-thinking and progressive approach to hearing care.

MEET OUR EXECUTIVE



Jane MacDonald - *Chief Executive Officer*

Jane is an Audiologist and independent hearing care business owner, with over 34 years in our industry. She works tirelessly as a passionate advocate in pursuit of ethics in the hearing care industry, and for the support of small businesses. Jane has worked in diagnostic audiology in public hospitals in Australia and the United Kingdom, and in adult rehabilitation and neonatal diagnostic audiology in remote rural Australia.



Stephen Logan - *Business Manager*

Stephen's more than 20 years' experience in Australian and UK healthcare includes 12 years as a Sivantos Business Unit Manager working primarily with the independent hearing care sector. His broad academic qualifications include nursing, business, and an RMIT Executive MBA. He is a business consultant whose focus is supporting small-to-medium hearing care businesses. Apart from working as a hearing industry consultant, he also works with his wife Sarah in private practice.

A MESSAGE FROM HBA'S CHAIR GAYLE DICIERI



The Hearing Business Alliance

HBA is a business body where the business is the member. We concentrate on issues that impact small business providers in the hearing health sector, advocating on behalf of small business providers, striving for equal opportunity and a level playing field.

There is no doubt that during 2021 and into 2022 the pandemic has made business a challenge for everyone. I feel fortunate to have served HBA members as Chair and am grateful to have worked alongside a great team; Board members, Josephine Khairy, Lillian Scherer, Diana Bienvenu, and Nicole Bowden, as well as HBA's CEO, Jane MacDonald and Business Manager, Stephen Logan. In the context of a year like no other, and working as a business organisation, we have tried to respond to the many challenges thrown at us in 2021. We continue to be very involved working with Government, especially the HSP team, but also in addressing other issues to ensure that small business's perspective is always represented to all relevant stakeholders.

Running the 2022 seminar concurrently in three locations, as we did in 2021 is challenging and much more difficult to organise than using only one venue. I would like to acknowledge the exceptional work of the Board, and especially the seminar organising committee- Stephen, Josephine, Jane, and Lillian.

On behalf of the Board, I would like to thank you, our members, for your input when required to assist us with writing HBA's submissions. Thank you also for your financial support by remaining members, as your membership fees enable us to advocate and work on your behalf.

We continue to have close working relationships with all three peak professional bodies, including MoJ's with Audiology Australia and the Australian College of Audiology. HBA concentrates on business issues that affect small business and this is reflected in the content of our seminar, which is aimed at addressing the

challenges we all face as business owners. We recognise the pressures on small business when competing with the bigger providers.

Since our inception 6 year ago, HBA has grown significantly and we represent over a third of the small business owners, we are recognised as the Peak Body representing small business in the sector.

The HBA team are extremely proud of our achievements and it gives me great pleasure to welcome you to our two-day business seminar.

MEET OUR SPEAKERS

DAY 1 - FRIDAY 18TH FEBRUARY 2022:

(PLEASE NOTE BRISBANE SCHEDULE WILL BE RUNNING 1 HOUR PRIOR TO BELOW TIMES)



10AM - 11AM: "HEARING BUSINESS ALLIANCE 2021 REVIEW OF ACTIVITIES AND OUTCOMES"

Jane MacDonald
HBA Chief Executive Officer

Jane is an Audiologist and independent hearing care business co-owner, with over 35 years' experience in our industry. She works tirelessly as a passionate advocate in pursuit of ethics in the hearing care industry, for equitable opportunity for small business providers and for the support of small businesses. Jane has worked in diagnostic audiology in public hospitals in Australia and the United Kingdom, and in adult rehabilitation and neonatal diagnostic audiology in rural Australia, as well as mentoring many graduate interns and supporting audiologist students through student clinical placements.



11AM - 12PM: "BUSINESS UNUSUAL - USING UNCERTAINTY TO ADAPT IN BUSINESS"

Dr James Fielding CEO
Audeara

As a medical doctor with a passion for music, Dr. James Fielding marries his two passions as CEO of Audeara.

Dr. Fielding studied business management and biomedical science at the University of Queensland (UQ) working in finance and PR in NYC before returning to Brisbane to commence his studies at UQ Medical School. He received a scholarship for the Medical Leadership Program, a combined Graduate Certificate in Executive Leadership between the UQ Executive Business School the UQ Medical School.

It was here that he met Dr. Chris Jeffery and the two developed ideas that led to the founding of Field Orthopaedics, Robotics Engineering Research Laboratories, Yumm Confectionary and Audeara while working full time as junior doctors. James' passion was an idea for a medical device that would make it easier for people to take hearing tests and in the process, they realised the benefit for people outside of the medical application and started developing Audeara: technology that uses your personal hearing profile to enhance your entertainment experience. Audeara was floated on the Australian Stock Exchange in May 2021.

Dr. Fielding stepped away from full-time clinical medicine in February 2016, after the birth of his first child to dedicate himself entirely to Audeara. James is an avid music fan and the drummer for band 'The Dashounds'.



12PM - 1PM: “SUPPORTING SMALL BUSINESS” THE HSP REVIEW 2021 - THE PROPOSED HSP CHANGES AND POSSIBLE IMPLICATIONS FOR SMALL BUSINESS

Jane MacDonald
HBA Chief Executive Officer

2PM - 3PM: “HSP & YOUR BUSINESS” SPEAKERS FROM THE COMMONWEALTH DEPARTMENT OF HEALTH



Mr Chris Carlile
*Assistant Secretary - Hearing Services Branch,
Department of Health*

Since joining the Commonwealth Department of Health in 2012, Chris has led several portfolio responsibilities including Primary Healthcare Policy, Medicare Benefits and Portfolio Strategy. He is currently responsible for the Hearing Services Program and managing funded measures under the Roadmap for Hearing Health.

Chris previously served as a Senior Advisor in the Department of the Prime Minister and Cabinet, and also led several programs of work in what is now the Department of Social Services.

Before joining the public service, Chris was Director of a torture and trauma rehabilitation service for refugees. His long-term interest in overseas aid and development saw him working in Philippines and Bougainville for four years. His voluntary work includes several years' service on the National Council for Caritas Australia and the National Advisory Council for Australian Catholic Earthcare. He is currently National Director for ANCOP Australia, a small overseas aid and development organisation.

Formal studies include: Bachelor of Theology; Graduate Diploma in Psychology; Master of Science in Guidance and Counselling; Master of Arts in Human Service Management; and a Master of Arts in Social Policy and Social Planning.



Mr Rob Aked - Director
*Director Hearing Voucher Operations,
Hearing Services Branch*

Rob joined the Commonwealth Department of Health in 2010, and has led work on issues ranging from how the Australian Public Service uses data to respond to a crisis, developing a strategic policy environment for the Department of Health, and centralising and consolidating key data and reporting activities across all agencies involved in the initial response to Covid-19. He is currently responsible for the management of the Hearing Services Voucher Operations Program and developing a new IT Portal to support the Program.

Rob has been a public servant since 1989. Prior to joining Health, Rob's service was predominantly as an aviation policy advisor focussing on aviation safety, aircraft noise and

airport operations. He led key elements of the policy and legislative response to the Lockhart River disaster and he led the research, development and implementation of the national aviation alcohol and other drugs policy following the 2002 Hamilton Island crash. Rob also contributed to a paper exploring new ways to describe and assess aircraft noise in 2000 as part of a broader response to understanding and addressing aircraft noise issues around major airports.

Rob holds a Bachelor of Science degree from ANU.



Mr Michael Crowther
*Director, Hearing Policy and Compliance,
Hearing Services Branch*

Joining the Commonwealth Department of Health in 2021, Michael is responsible for hearing health policy, including responses to the Roadmap for Hearing Health and the Hearing Services Program (HSP) Review. Michael also oversees activities under the HSP compliance and monitoring framework, as well as HSP data analysis.

Previously, Michael worked for 14 years in the Commonwealth Department of Education, Skills and Employment in a range of policy, program and compliance roles across school education and vocational education and training (VET), including development of the My School website, needs-based school funding and policy reforms and the government response to the Expert Review of Australia's VET System. Prior to this, Michael worked in the ACT Government on economic and industry policy.



2.30PM- 3.30PM: "HSP CHANGES 2019-21 PANEL SESSION - QUESTIONS AND ANSWERS ON THE HSP PROGRAM"

Chris Carlile and HSP Team



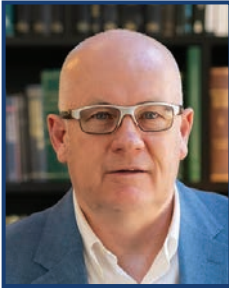
4PM – 5PM: "THE 2022 BUSINESS OPPORTUNITY FOR HBA AND MEMBERS"

Stephen Logan
SJL Business Consulting

Stephen is an experienced Sales and Business Management professional, with experience in both Australia and UK markets. He has a diverse academic background in both Business and Nursing and has had successful sales and management careers in various Hearing/ Medical/ Surgical and Healthcare sales positions.

Following 12 years as the Sales and Business Unit Management for Sivantos (formally Siemens Hearing) within the Australian Independent Hearing Market, in 2016 he established SJL Business Consultancy to offer specialized Business Consultancy services to the Hearing Industry. On top of his business consulting, he works as the HBA Business Manager and also within his wife's Sarah private hearing business in the Whitsundays. Lots of kids between them and lots of driving.

DAY 2- SATURDAY 19TH FEBRUARY 2022:



10.00AM – 12.00AM: “BUSINESS STRATEGIES AND TOOLS FOR SMALL BUSINESS TO ADPT AND MANAGE CHANGE”

Hunter Leonard - CEO
Silver & Wise Pty Ltd

Hunter Leonard is the founder of Silver & Wise – is an accomplished and in demand Speaker. He speaks on a number of important business topics such as strategic marketing and social issues like ageism and the waste of experience.

In a fast-changing world, business owners need to be able to keep a weather eye on the markets in which you operate and then develop smart strategic plans to get to your goals. Hunter loves to help business owners and growth-oriented organisations and have been doing this for nearly three decades. Hunter is passionate about human rights and creativity.

Silver & Wise has helped over 500 clients to more than \$2 billion in revenue growth over the past 2 decades. Hunter Leonard is the author of 7 books on business, marketing and communication and has delivered over 650 workshops to more than 20,000 business owners.



12.00PM- 1.00PM: “CYBERCRIME – WHAT ARE THE RISKS FOR YOUR HEARING BUSINESS”

Scott Jefferis - Director
Revolve IT

Scott is a graduate of Latrobe University Bendigo and co-founder of Revolve IT I have over 16 years' experience in delivering technology services to small and medium business.

Scott's experience includes working in a vast array of varying industries and clients of different sizes. Our business specialises in delivering fixed fee Managed IT, Cyber Security, Voice and Communication services to the Allied Health, Professional Services, Not for Profit and Accounting industries.

Having worked for a long time in a fast paced, dynamic industry Scott has developed keen skills in assessing client's business needs and providing effective IT solutions to suit their unique business requirements. With the advent of cost-effective high bandwidth internet solutions, I find this often involves migrating the client's workloads to cloud based platforms and removing the capital expense of server replacements for my clients. This type of work is a expertise of RevolveIT.

Hand in hand with the exponential growth in the use of cloud computing has been a dramatic increase in Cyber Crime. Scott works with many clients to assess their IT environment and provide recommendations on how they can implement effective Cyber Security measures that are cost effective but still significantly mitigate risk in their business.

1.00PM – 2.00PM: LUNCH AND NETWORKING



2.00PM – 4.00PM: “THE NEW COVID WORLD OF HR FOR SMALL BUSINESS” - PRACTICAL SOLUTIONS FOR MANAGING WORK LIFE BALANCE/ YOUR MENTAL HEALTH AND CHANGING EMPLOYEE ENVIRONMENT

Natasha Hawker - Managing Director
Employee Matters Pty Ltd

Natasha Hawker is the Managing Director of Employee Matters and a leader in the Australian HR space - as well as a sought-after speaker, author, podcaster and media commentator. Natasha’s book “From Hire to Fire & Everything In Between” is an Amazon best seller and Natasha has helped Hire, Manage and Exit thousands of employees, for businesses around the world, over the last twenty plus years. Natasha leads the Employee Matters Group in helping business owners with their people-management and has turned her attention, of late, to mentoring and advising business owners. She has also recently graduated from the Australian Company Directors course.

4.00PM – 4.30PM: AFTERNOON TEA

4.30PM: CLOSING REMARKS

Gayle Dicipri - HBA Chair

SEMINAR CONCLUDES 4.40PM

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Ask our team about rechargeability at HBA this year

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Sharna Raley
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Accreditation points available:

- AudA** 3.5 CPD points (following completion of quiz and reflection & evaluation questionnaire), Cat 1.2 (CPD2122 044)
- ACAud** 4.5 CEP points (3.5 points for webinar and 1 point for quiz) (CEP 202161)
- HAASA** 4 CPED points (3.5 points for webinar and 0.5 points for quiz) (CPED 2021-2023 (2021-41))

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Accreditation points available:

- AudA** 8.75 CPD points, Category 1.2 (CPD2122 052)
- ACAud** 9 CEP points (202164)
- HAASA** 10 CPED points (9 points for event content, 1 point for quiz) (CPED 2021-2023(2021 - 42))

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ONE VOTE**



**HEARING
BUSINESS
ALLIANCE**

SEMINAR PROGRAM

(PLEASE NOTE BRISBANE SCHEDULE WILL BE RUNNING 1 HOUR PRIOR TO BELOW TIMES)

DAY 1 - FRIDAY 18TH FEBRUARY 2022

9am-10am	Registrations to commence
10am-11am	"Hearing Business Alliance 2021 Review of activities and outcomes" Jane MacDonald, <i>HBA CEO</i>
11am-12pm	"Business Unusual - Using uncertainty to adapt in business" Dr James Fielding, <i>CEO Audeara</i>
12pm-1pm	"The HSP Review 2021 - The Proposed HSP Changes and Possible Implications for Small Business" Jane MacDonald, <i>HBA CEO</i>
1pm-2pm	Lunch & Networking
2pm-2.30pm	"HSP & Your Business" Speakers from the Commonwealth Department of Health: Mr Chris Carlile, <i>Assistant Secretary- Hearing Services Branch</i> , Mr Rob Aked, <i>Director- Hearing Program Voucher Operations</i> , and Mr Michael Crowther, <i>Director - Hearing Policy and Compliance</i> .
2.30pm-3.30pm	"HSP Changes 2019-21 Panel Session - Questions and Answers on the HSP Program" Chris Carlile and HSP Team
3.30pm-4pm	Afternoon Tea
4pm-5pm	"The 2022 Business Opportunity for HBA and Members" Stephen Logan, <i>SJL Business Consulting</i>
5pm	Close Day 1 - Jane MacDonald, <i>HBA CEO</i>
6.30pm	Pre Dinner drinks and Dinner
7.45pm	HBA 2022 Dinner - Sponsored by GN Andreas Anderhov, <i>GN General Manager</i>

DAY 2 - SATURDAY 19TH FEBRUARY 2022

9.30am-10am	Registrations to commence
10am-12pm	"Business Strategies and Tools for Small Business to Adapt and Manage Change" - 2 hour workshop with Hunter Leonard, <i>CEO, Silver & Wise Pty Ltd</i>
12pm-1pm	"Cybercrime - What are the Risks for Your Hearing Business?" Scott Jefferis, <i>Director, Revolve IT</i>
1pm-2pm	Lunch and Networking
2pm-4pm	"The New COVID World of HR for Small Business" - Practical Solutions for Managing Work Life Balance/Your Mental Health and Changing Employee Environment Natasha Hawker, <i>Managing Director, Employee Matters Pty Ltd</i>
4pm-4.30pm	Afternoon Tea
4.30pm	HBA Seminar 2022 Close - Gayle Dicierri, <i>HBA Chair</i>