

Thanks for the opportunity to submit a few review points for this program.

1. Review the AHD pricing. We've run with the same \$455.00 for several years now, and with drops in the AUD compared with USD and Euro, this results in the margin on all products almost unsustainable. With our delivery partners complaining as well – the pricing margins can't work once the AUD falls below 0.70.
2. I think there could be much better broad advertising and awareness generation for all hearing products. Perhaps a program like the famous "Slip Slap Slop" would also work for hearing protection, and other solutions. "An ounce of prevention is worth a pound of cure," is an old expression that can be easily applied to audiology. The long term benefits of reduced treatment costs if we start with protection now will certainly be worthwhile over the years to come.

If you'd like any personal recommendations or presentations in Canberra, I'm more than happy to attend.

Best Wishes,

