

Specsavers Audiology Prospectus

Australia 2024



Specsavers

Audiology



Specsavers Audiology

We want to make a difference to people's lives – including yours!



Specsavers in Australia and New Zealand

Our journey began in the UK, followed by Ireland, and Northern Europe, where Specsavers transformed the eye care market by making it accessible and affordable.

Recognising the difference we could make in people's lives, we initially embarked on the Australian market followed shortly in New Zealand in 2008. The Aussies and Kiwis embraced our brand value and accessibility, propelling Specsavers to be market leaders in New Zealand by 2010 and in Australia by 2011.

Then in 2017 we introduced audiology services in Australia, followed by New Zealand in 2019. Providing hearing screenings for all customers over 50 and offering pricing transparency were seen to be revolutionary steps in the industry. Since then, we've challenged and shaped the industry with a formula based on clinical excellence, open and transparent pricing, and premium products at value for money pricing.

Our fundamental belief is that everyone deserves access to quality eye and hearing care services. Through our stores and with the support of our dedicated professionals, our mission is to change lives through better sight and hearing.



Spec-tacular

Where excellence speaks volumes

42.9 million
optics and audiology
customers worldwide



388
Optical Stores

291
Audiology Stores

169
Businesses



251,639
hearing aids sold



115,778
Audiology customers



386,233
Hearing Checks conducted



2,647,604

Screenings conducted



Audiology

Transforming the lives
of everyday Aussies

One in six Australians experiences hearing loss, yet only one in three takes action.

Specsavers Audiology seeks to bridge this gap by offering hearing screenings as part of our regular health checks, making early detection more accessible.

By identifying hearing loss earlier, we can significantly increase the number of individuals seeking assistance and reduce the isolation, stigma, and mental health issues associated with untreated hearing loss. Our mission extends to empowering individuals to make informed choices about their hearing aids – a rarity in the industry, achieved through our transparent pricing.

Creating a Great Place to Work

For four consecutive years, Specsavers has been accredited as a Great Place to Work in Australia. Joining us now presents an opportunity to be part of a great workplace. Being a great place to work is more than an accolade; it's an ethos that shapes our people agenda, ensuring a focus on energy and commitment to our workforce.

Partners are business owners

Since 1984, partnership has been at the core of our success story. Our co-founders, Doug and Dame Mary Perkins, opened the first Specsavers stores in the UK, and it's been the power of partnership that has fuelled our growth.

Specsavers Audiology partnership is a support-laden franchise that operates across Australia, within our Specsavers optical stores. Available to audiology professionals who are ready to take the next step in their career, our Audiology partners are business owners, however, unlike other business owners, they earn a guaranteed market-rate salary plus superannuation, as well as dividends for the lifetime of their partnership agreement.





Clinical excellence

As a partner, you will have access to a state-of-the-art test room, fitted out with the latest technology and equipment, ensuring the delivery of exceptional services.



Guaranteed salaries

Our audiology partners earn a guaranteed market-rate salary for the lifetime of their partnership agreement paid through their business. For audiologist partners, this salary is \$110,000 plus superannuation, while audiometrist partners earn \$100,000 plus superannuation. The salary package is just one component of the true value of partnership as Specsavers partners also own profit-earning shares in their business, rewarding their hard work and efforts as business owners.

Why choose a partnership with Specsavers Audiology?



Full support

Our support team comprises over 600 experts across Australia, offering a wide range of services, from recruitment to store design, training, development, and back-office support. Plus, each of our audiology businesses receives an initial \$20,000 in local area support marketing to kick-start promotions in the local community.



Collaboration

Your audiology business will find a home within a Specsavers optical store, leveraging the infrastructure and customer base for greater reach and operational efficiency.



Transparent fee structure

Our comprehensive support covers the back-office essentials, from accounting to marketing, enabling you to focus on customer care. Our transparent fee structure encompasses management, IT support, accounting services, and marketing support, streamlining your business operations.



More customer care and less KPIs

Our partners are empowered to focus on what they do best – making clinical decisions that are in the best interests of their customers, without the pressure of sales targets or product-related KPIs.



Our products are second to none

We offer a diverse selection of hearing aid brands for our customers to choose from. However, many opt for our highly regarded Advance range – designed by industry giants such as Sonova, Demant, and WS Audiology, and renowned for their cutting-edge technology. What sets our Advance range apart is not only its exceptional quality but also its affordability. As a global brand with substantial purchasing power, Specsavers Audiology are proud to offer the most competitive pricing in the industry. The cost savings we enjoy are then passed on to our customers, making our Advance range ideal for those needing hearing aids without compromising their budget.



The potential value of a Specsavers Audiology partnership is divided between:



Annual salary
(paid fortnightly)
plus superannuation

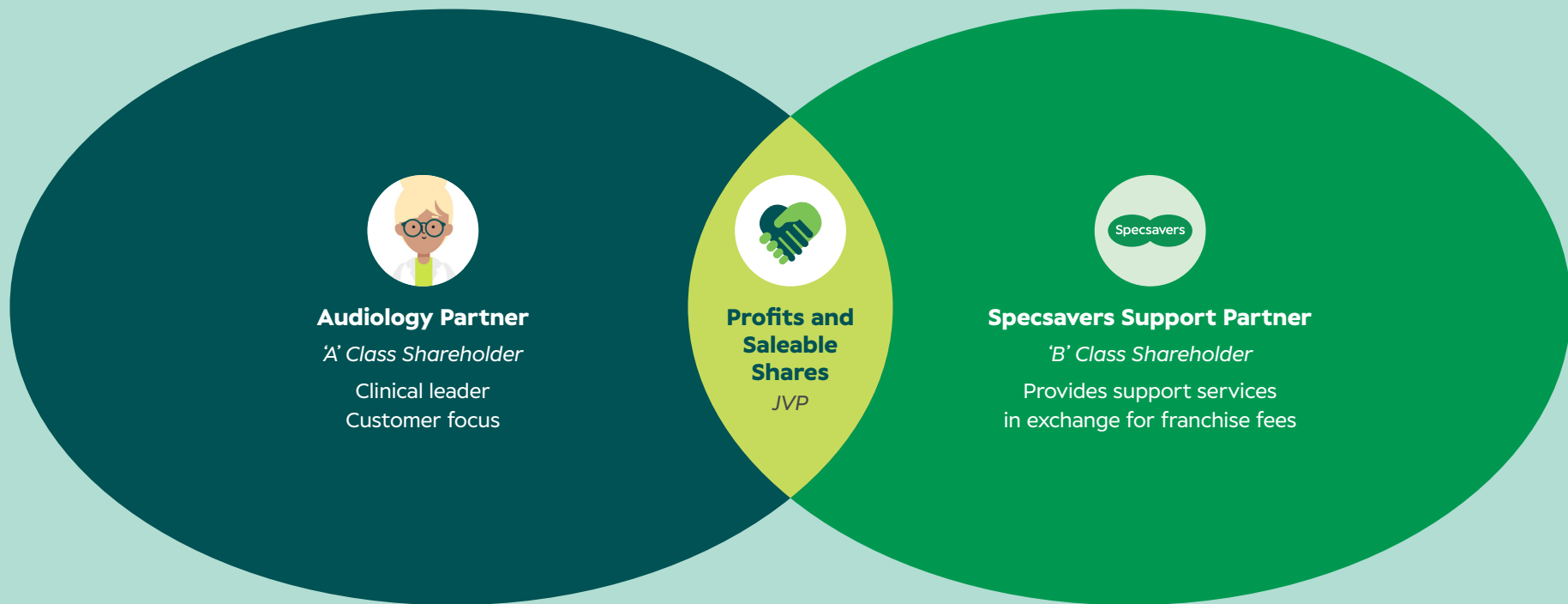


Annual profit
(paid quarterly
once the business is
making profits)

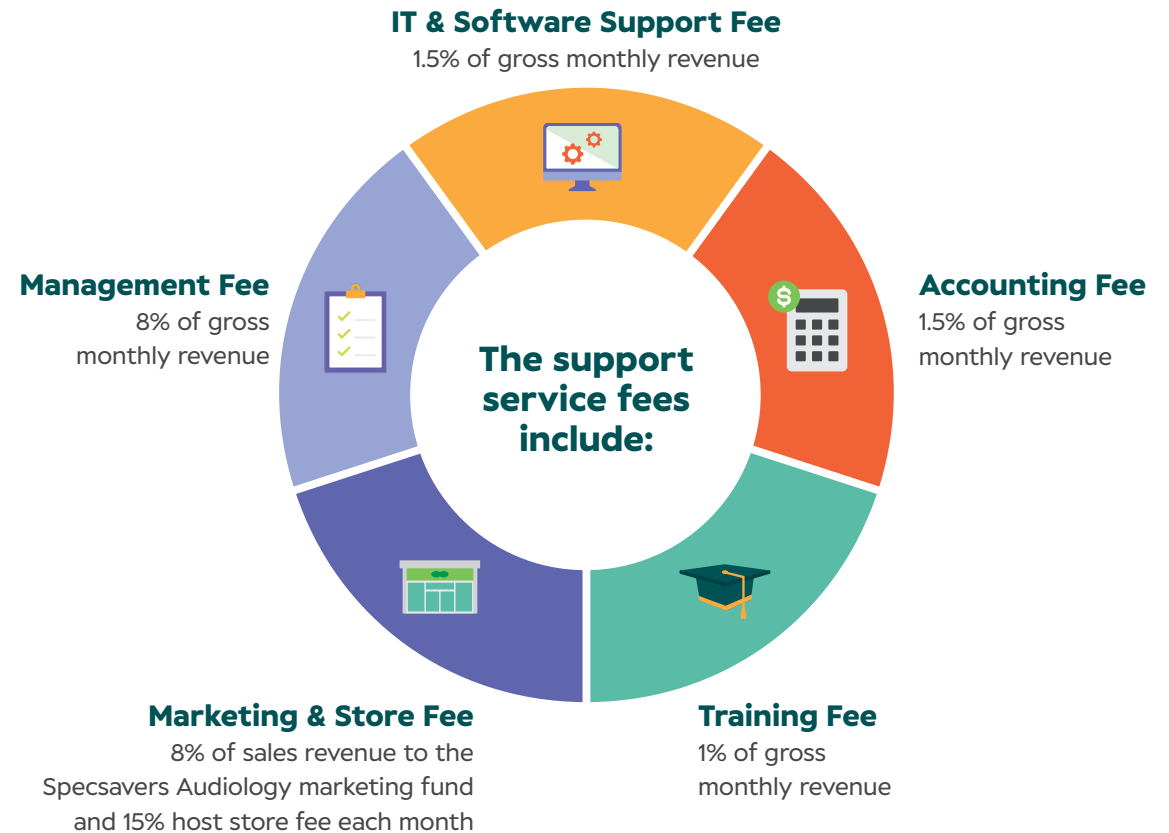


**The future value of the
shares in the business**
(paid when the partner
retires from the business)

Standard JVP Model



Specsavers Audiology Partner Support Fees



Not ready for partnership? Consider employment with Specsavers.

If you're not ready for partnership but keen to join our team, Specsavers Audiology welcomes you as an employee. Our commitment to nurturing talent and providing a supportive work environment ensures that you can thrive in your career.

Eligibility Criteria

To become a partner with Specsavers Audiology you must:

- Are a qualified South African Audiologist (BSc or M.A).
- Possess a minimum of 2 years of relevant work experience post community service.
- Are motivated to relocate to Australia within a 3 – 6 month timeframe.
- Have a passion for adult rehabilitation.

What to expect during the Application process

Specsavers is committed to supporting candidates through the entire process, from discussing business location opportunities and visa applications, through to relocation and a comprehensive induction.

Our dedicated support team includes industry and Specsavers experts in business development, professional services and area relationships managers, all committed to supporting you during this exciting time.



1 Business Location discussions and proposals

We will talk you through the available location opportunities for your new Audiology business in Australia. Our current focus is not on the major cities of Perth, Melbourne, Sydney, Brisbane or Adelaide, rather we provide opportunities in locations beyond these cities.

Once you accept the location proposal, the following steps and support will kick into action concurrently:

- Our Head of Business Development will reach out and take you through the details of the business opportunity and benefits for the selected location.
- Our Senior Professional Services Manager, an Australian qualified Audiologist, will take you through your membership options and the registration process with the Australian College of Audiology to provide you with full clinical support.
- Our Audiology Relationship Manager, your future business coach and mentor, will introduce themselves and start introducing you to the optics partners in your aligned location. These relationships and partnerships will be the foundations of your new Australian business.
- Our Recruitment team will continue to be a primary point of contact throughout the process and will initiate the visa eligibility process with our Specsavers Immigration team. They will provide you with a visa checklist for you to start working through – including obtaining your police checks and completing your IELTS examination.

2 Signing Heads of Terms and Visa Application

Once you have committed to the location by signing your Heads of Terms, your written commitment to proceed, and completed your visa checklist, our Recruitment team will liaise with the immigration agent to lodge your visa application and commence prepping for your relocation.

3 Relocation

Once your visa has been approved, we will assist in facilitation your relocation process. This includes organising flights and accommodation on arrival, providing a two-day home search program and assistance in accessing a shipping container.

4 Arrival and Induction

Once you arrive in Australia, we will provide you with a comprehensive induction program, including three weeks of classroom-based studies and one week of practical training in store. Ongoing, we will provide you with the supervision that you require to take you through your membership registration process to obtain your Qualified Practitioner number.

Our commitment to you

Are you ready for a positive change?
It's time for you to join us.

At Specsavers Audiology, success is diverse, and we are committed to supporting you on your unique journey, whether you choose partnership or employment. Join us in making a difference and be part of a community that values excellence, innovation, and customer care.



Get in touch

For a confidential obligation-free discussion, contact our Specsavers Audiology Recruitment team at anz.audiologyrecruitment@specsavers.com or visit www.audiology-anz.com.au to explore partnership opportunities or discover employment options near you.

Specsavers

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