

Specsavers Audiology Prospectus

Australia 2024



Specsavers

Audiology



Specsavers Audiology

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

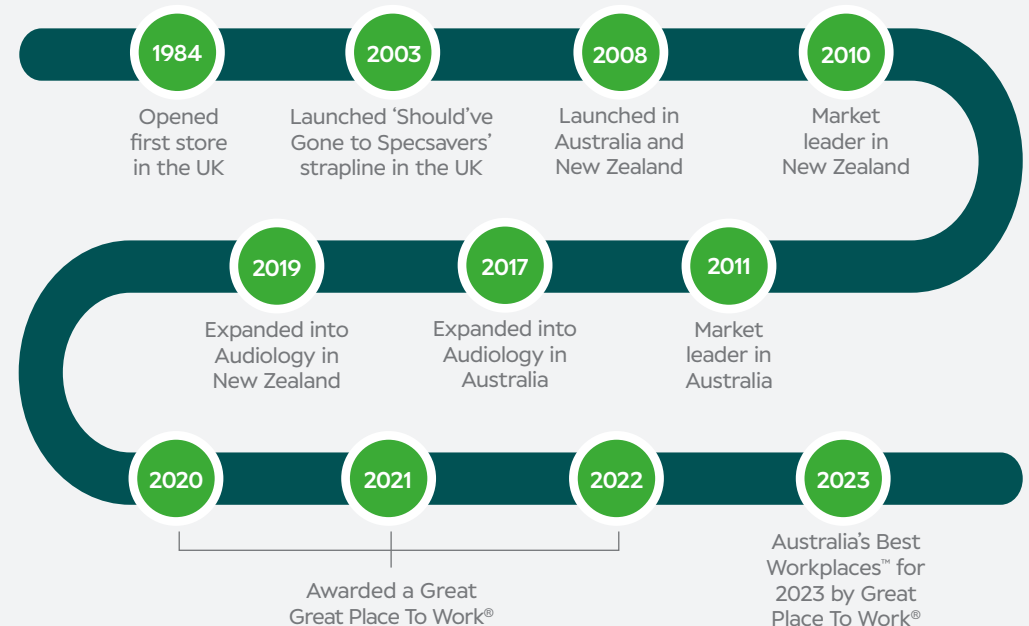
Specsavers in Australia and New Zealand

Our journey commenced in the UK, extending through Ireland and Northern Europe, where Specsavers revolutionised the eye care market. In 2008, we ventured into the Australian and New Zealand markets, achieving an unprecedented milestone in Australia with 150 stores operational by the end of the year.

Then in 2017, we introduced audiology services in Australia, followed by New Zealand in 2019.

Our Specsavers Audiology mission is to provide affordable and accessible hearing solutions to everyday Aussies and Kiwis. For us, audiology care is not just a service – it's personal. Our customers' well-being and satisfaction are important to us, and that's why we place great emphasis on being open and transparent about our pricing. By eliminating surprise fees and empowering our customers to make informed decisions, we enable our customers to take charge of their audiology care.

Moreover, we champion our audiology professionals by providing unparalleled support and clinical freedom. By removing KPIs and sales targets, we've created an environment where audiology professionals not only thrive but also make a meaningful difference in people's lives.



Spec-tacular

Where excellence speaks volumes

42.9 million
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

At Specsavers, we know that to be your best and reach your full potential you need to work somewhere that will bring out your best. We pride ourselves on offering a workplace with a supportive, driven, flexible and inclusive culture. Which is why we've been accredited as a Great Place to Work for the last three years running, and listed as one of Australia's Best Places to Work for 2023.

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 audiologists and audiometrists 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.

Why choose a partnership with Specsavers Audiology?



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 and superannuation package for the lifetime of their partnership agreement paid through their business. For audiologist partners, this salary is \$110,000 plus super, while audiometrist partners earn \$100,000 plus super. 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.



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.



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



Annual salary
(paid fortnightly)
plus superannuation

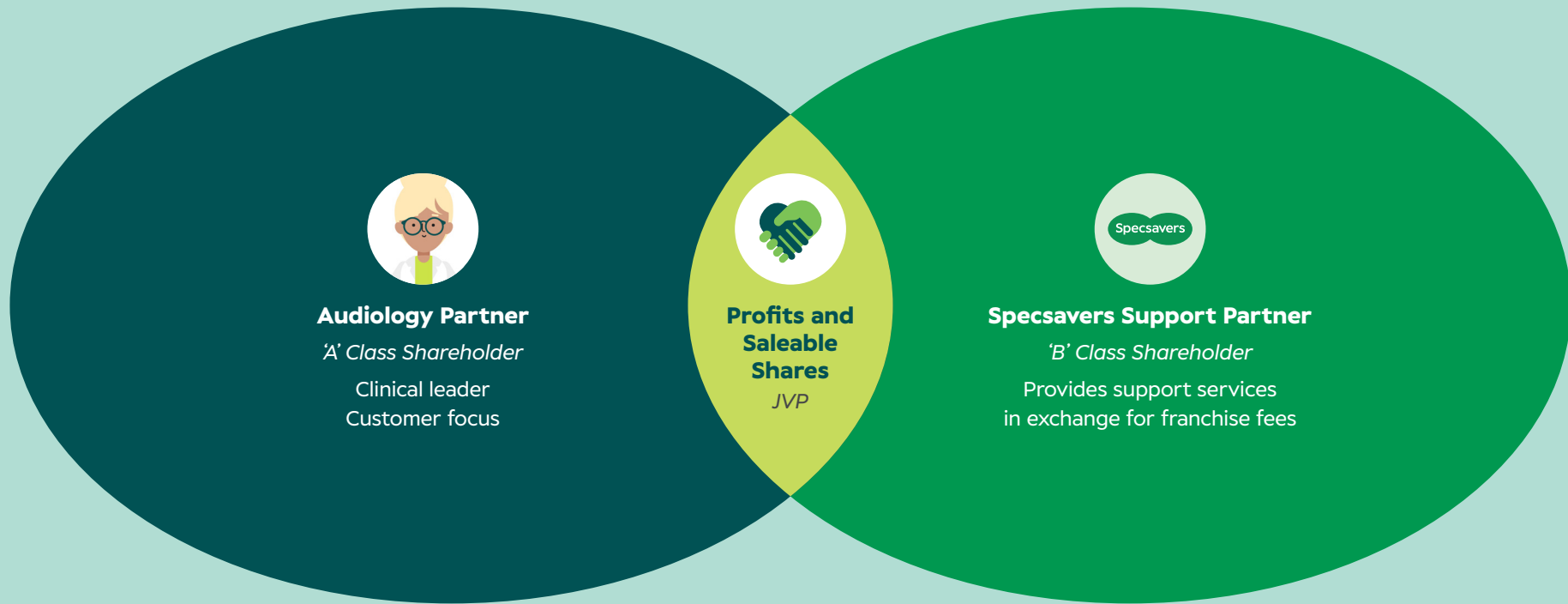


Annual profit
(paid quarterly
once the business is
making profits)

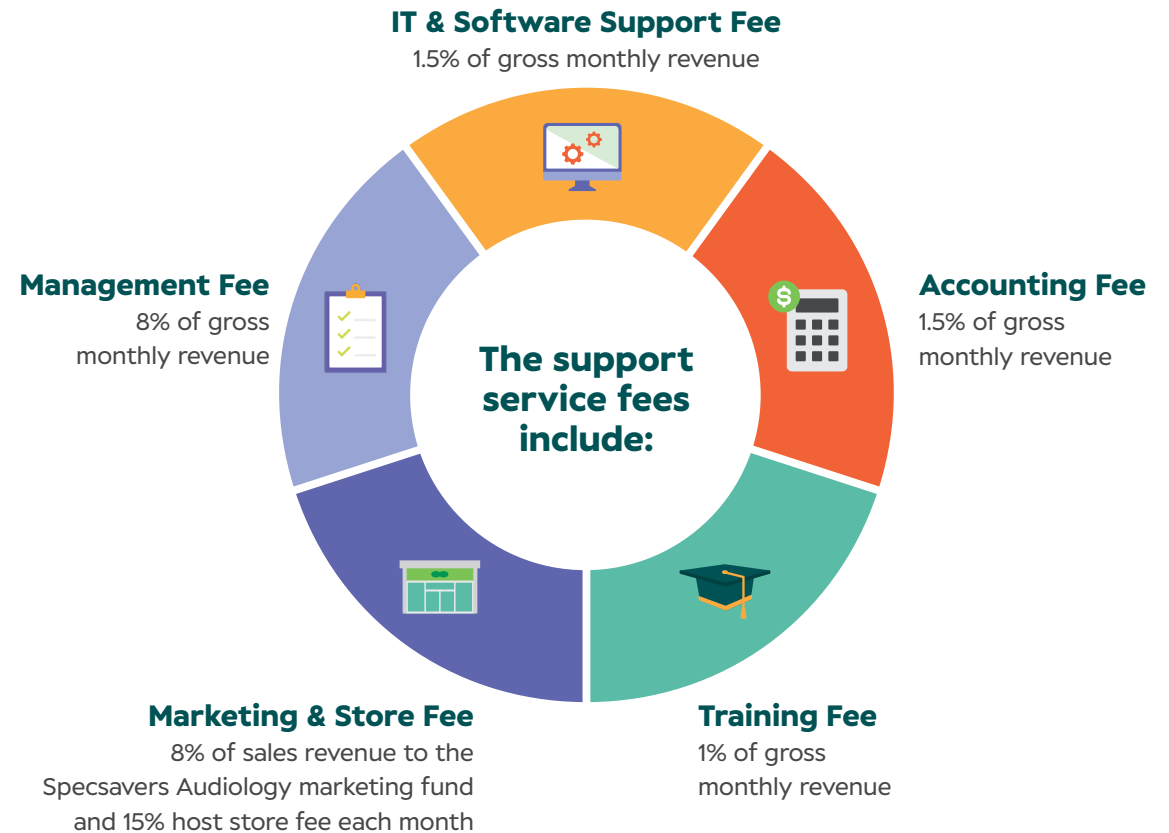


**The future value of the
shares in the business**
(paid when the partner
retires from the business)

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.

Why choose employment with Specsavers Audiology?



Clinical excellence

You will have access to state-of-the-art audiological equipment and sound-treated rooms, enabling you to deliver quality hearing care.



Training and development

We invest in your professional growth, offering ongoing training and development opportunities to keep your skills up-to-date and help you excel in your career.



Marketing support

Our marketing campaigns and audiology initiatives, bring a steady flow of customers to your workplace, ensuring a rewarding and dynamic work environment.



Collaboration

You'll be part of a closely-knit team of dedicated professionals, fostering a collaborative and supportive workplace culture.



Customer-centric approach

Our commitment to delivering an exceptional customer experience means you will play a vital role in providing quality hearing care to our customers.

Supporting and developing our teams

At Specsavers, we believe that every individual possesses unique strengths, capabilities, and experiences. We value these qualities, fostering an environment that promotes development, supported learning, and diverse opportunities. Our commitment to our people extends to nurturing talent from within, guiding individuals toward their aspirations, and preparing them for a successful future.

Across all facets of our business, we offer extensive resources to inspire colleagues and assist them in identifying their career goals.

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.



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

Audiology