



Australian Institute
for Commercialisation



Case Study: Hear and Say



Fast Facts

- The Hear and Say Centre is a leading global auditory-verbal centre
- The AIC assisted Hear and Say develop its global strategy and identify new channels
- Hear and Say Worldwide was launched in October 2007

The Company

The Hear and Say Centre is a leading global Paediatric Auditory-Verbal and cochlear implant centre, which teaches children who are deaf or hearing impaired to hear and speak. The Centre aims for its children to achieve the normal range of speech and language for their age by six, giving them the opportunity for a mainstream education, employment of choice and social integration with the hearing world.

Based in Brisbane, the Centre, has been operating since 1992 and has now expanded to the regional centres on the Gold Coast, Sunshine Coast, Cairns and Toowoomba with an Outreach program for rural and remote children. It is a family based program recognizing the parent as the natural language teacher of the child.

It employs a diverse team of qualified, experienced and enthusiastic professionals

including Certified Auditory-Verbal Therapists®, Speech/Language Pathologists, Teachers of the Deaf, Early Childhood teachers, audiologists, social worker and Ear, Nose and Throat (ENT) surgeons, working together for the benefit of the families of the Centre.

The Opportunity

Having established itself in the Australian marketplace, the Hear and Say Board sought opportunities to take the Centre worldwide, recognizing the social value it could bring to deaf children worldwide.

The Centre had developed novel Intellectual Property which required protection and offered commercial potential.

It sought to validate the potential of opportunity, identify appropriate paths to market, and to develop a robust business model to underpin its success in this venture.



The Australian Institute for Commercialisation (AIC) is a leading service organisation helping innovators achieve commercial success. Around Australia, the AIC helps business, research organisations and governments convert their ideas into successful outcomes.

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The Outcome

The AIC has assisted Hear and Say to develop its global strategy and identify new channels to market that have aided its expansion into international markets.

Our first task was to undertake a broad overview of the market opportunity and work with the board and management team to scope various commercialisation options available to Hear and Say.

We then developed the detailed commercialisation plan to drive Hear and Say Worldwide's global expansion. This enables Hear and Say WorldWide to propagate the Centre's knowledge and intellectual property to other countries to help many other children with hearing loss.

The AIC identified and assisted Hear and Say to negotiate with a number of commercial partners to develop hearing healthcare training, service delivery and technology export markets, commencing in Asia Pacific and Europe.

Since launching Hear and Say Worldwide in October 2007, its services have been delivered in China, Malaysia and Samoa.

Today the Hear and Say Centre is evaluating further opportunities in Papua New Guinea, Germany, Russia, Poland, Serbia, China, Vietnam, the Philippines and India.

The Hear and Say Centre presently achieves a world class 94% success rate for inclusion of its graduating children into mainstream schooling with their hearing peers. These outcomes can be contrasted with average success rates of only 33% in Europe and even less in developing countries.

This project emphasises the importance of delivering Australian innovation to change the lives of hearing impaired children across the world.

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