



Sound Therapy is one of the first businesses to open in the Gerringong Business Estate. Director Rafaela Joudry, front, said the company relocated its headquarters from Sydney. Staff members, from left, are Genevieve Mlotkovski, Michaellee Davis, Helen Walden and Della Brown.

Picture: DAVE TEAS

## Business with ear for sound

By AMANDA GARARD

A large mail order company has relocated its headquarters from Sydney to Gerringong.

Sound Therapy, which has been a Sydney-based business for the past 16 years, is a music program for people with hearing disorders.

Specially recorded analogue tapes of highly filtered western classical music are used to rehabilitate the ear and stimulate the brain by constantly alternating sounds of high and low tone.

Company director Rafaela Joudry said the sounds exercised the middle ear muscles and stimulated the receptor cells in the inner ear.

Ms Joudry, and her partner Helen Walden, moved to Rose Valley a year ago and decided to move their business with them a month ago.

"Because the program is sold by mail order, its head office can be based anywhere," she said.

"We are delighted to be able to relocate into this beautiful rural area, so we can enjoy an ideal lifestyle while working in an international business.

"It's an ideal location because it's only two hours from Sydney and the climate is ideal."

Ms Joudry employs Gerringong locals because she wants "people who want to be here" and who will stay long term.

"Because there are limited jobs in the area, I think if you get someone who wants to be here you don't have to go through the process of hiring and retraining," she said.

Sound Therapy will have its official opening on Friday, July 22.

Guests, including local health practitioners, will be entertained by the visiting Japanese musical ensemble, Kimi Nokai, which means beauty of the season.