



# Candidate Profile Form

Full Name	Sean Coveney
Summary of Professional Experience	<p><b><i>Clinical Operations Manager, Advara HeartCare (August 2025–Current)</i></b></p> <ul style="list-style-type: none"><li>• Oversee clinical operations, team leadership, and strategic implementation of quality and safety standards.</li><li>• Manage stakeholder relations, resource allocation, and new service initiatives.</li><li>• Support data-driven decision making and performance optimisation in a multi-site healthcare environment.</li></ul> <p><b><i>South Australian Operations Manager, Mobile Radiology Australia (May 2024–August 2025)</i></b></p> <ul style="list-style-type: none"><li>• Directed business analysis, growth strategy, and equipment accreditation.</li><li>• Managed contracts, expansion planning, and built governance frameworks for scalable operations.</li><li>• Enhanced documentation, organisational processes, and quality assurance, resulting in significant referral growth.</li></ul> <p><b><i>Vice President, Australasian Sonographers Association (November 2022–Current)</i></b></p> <ul style="list-style-type: none"><li>• Guide the association’s strategic direction as a board member and leader.</li><li>• Oversee key initiatives advancing member development and professional standards.</li><li>• Prepare to transition into the role of ASA President, reflecting high peer trust and executive capability.</li></ul> <p><b><i>Head of Ultrasound, SA Medical Imaging (2013–May 2024)</i></b></p> <ul style="list-style-type: none"><li>• Led operational improvements, resource planning, and advanced departmental growth.</li><li>• Fostered team collaboration and implemented workflow and patient experience innovations.</li></ul> <p><b><i>Specialist Sonographer/Radiographer, Repat Radiology (2005–2013)</i></b></p> <ul style="list-style-type: none"><li>• Delivered multidisciplinary imaging services and clinical education.</li></ul>

	<ul style="list-style-type: none"> <li>Initiated process and digital workflow improvements to boost efficiency and service quality.</li> </ul>
<b>Home City</b>	Adelaide
<b>Reasons for Nominating to become a General Director</b>	<p>The past 3 years on the board have been greatly rewarding. I wish to continue helping to provide support to the ASA team and the profession to drive change and progression of the profession.</p> <p>I believe Ultrasound is a continually growing profession and is at a critical time in pursuing registration and greater professional recognition.</p> <p>Maintaining a consistent board through re-election of current directors will maintain the knowledge base that is there helping any newly appointed directors to grow into their roles also.</p>
<b>Previous Experience as a Director, Board Member or Committee Member</b>	<p><b><i>Australasian Sonographer Association</i></b></p> <p>Board Director 2022 – current</p> <ul style="list-style-type: none"> <li>Elected Vice president – Current</li> <li>People and Governance committee - Current</li> <li>Finance and Risk committee - Current</li> <li>Sonographer Policy Advisory Committee (SPAC) - 2023 – 2024</li> </ul> <p>External representing ASA</p> <ul style="list-style-type: none"> <li>Diagnostic Imaging Stakeholders Committee (DISC) Observer</li> <li>Allied Health and Digital adoption program round table</li> </ul> <p><b><i>University of South Australia - Medical Sonography Postgraduate Program Advisory Group</i></b></p> <ul style="list-style-type: none"> <li>Chairperson 2020 – 2024</li> <li>Member 2017 - 2024</li> </ul>
<b>Other Information</b>	<p>In my current and previous roles, I support strong stewardship, and continuous improvement for ASA this means I can ensure we align with the ASA mission and regulatory standards.</p> <p>I have a broad range of Clinical and business skills which are key to being on the board for the ASA, ensuring we continue to build a strong association to not only achieve current goals but also for future generations of Sonographers.</p> <p>On state and national clinical advisory committees, and as Vice President of the Australasian Sonographers Association, I have demonstrated a consistent commitment to advancing</p>

	<p>sector best practice, inclusive decision-making, and high standard governance. At board level for ASA, I contribute a pragmatic strategic perspective, and foster engagement across all members of the board.</p> <p>Holding an MBA, and a Master of Medical Sonography I offer balanced clinical insight and business acumen to support ASA's strategic direction.</p> <p>I am dedicated to strengthening governance, ensuring sustainable growth, and championing high-quality, member-focused outcomes for the sonography profession.</p>
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