



## Candidate Profile Form

<b>Full Name</b>	Julie Archbold
<b>Summary of Professional Experience</b>	<p>I am a Senior Sonographer and education leader/consultant based in Victoria with more than 25 years of experience in ultrasound clinical practice. I have a strong interest in clinical training and in 2017 completed a Certificate IV in Training and Assessment.</p> <p>In 2019, I was privileged to be the recipient of the Sonographer of the Year – Victoria award at the ASA National Conference in Brisbane. My experience in clinical practice includes all areas of ultrasound general imaging with previous experience in tertiary obstetrics and gynaecology. During my employment as General Imaging Lead Applications Specialist in Australia and New Zealand for GE HealthCare, I presented at National ultrasound meetings as well as contributing clinical training resources to the Global GE LOGIQClub website. My experience has provided insight to the support needs of GI, POCUS and Women's Health imaging. I developed a keen interest in advocating for the clinical needs of our region in relation to system development as well as advancing clinical education through the advantages of the ultrasound systems. More recently, I have gained experience as the National Ultrasound Leader for the Capitol Health network over VIC, TAS, SA and WA. As part of this role I oversaw and administrated Sonographer development and education processes, ultrasound training and quality standards throughout the network. As a result of these roles, I have a strong work ethic and leadership style that works collaboratively as part of a team as well as independently.</p> <p>I am active in the ultrasound community as part of the ASA SIG Clinical Supervision Committee and was invited to the Clinical Supervision working group in February to assist with the formation of the now released Clinical Supervision Framework. I presented a Masterclass at the ASA National Conference in June 2025.</p>
<b>Home City</b>	Castlemaine, Victoria

<b>Reasons for Nominating to become a General Director</b>	<p>As the peak body for sonographers in Australia and New Zealand, the ASA is uniquely placed to support quality processes in clinical practice and training. I am passionate about the next generation of sonographers growing to support patients, particularly in clinical excellence, communication processes and quality management. My experience across a large area of clinical exposure in multiple regions of Australia as well as supporting New Zealand as an applications specialist, has provided me with a strong understanding of the clinical environment across public and private practice, as well as sonographer practitioners in our community. I believe my understanding of sonographer needs in our region gives a strong basis to represent the needs of sonographers as well as helping to drive education and quality standards and recommendations. I am also passionate about recognition and growing our profession with positivity, care, professionalism and integrity and believe that my experience and both my personal and professional attributes will be an asset to the ASA board. My experience in leadership roles in large corporations has given me an understanding of management processes, always with an emphasis on how management can better drive clinical outcomes, advocating for the rights of sonographers and patients. I believe that this focus and my experience has led to a continued growth in my passion for the sonography profession and my desire to help advance our strategic growth. I consider it a privilege to serve our ultrasound community, and this is the driving force behind my nomination.</p>
<b>Previous Experience as a Director, Board Member or Committee Member</b>	<p>SIG Clinical Supervision Committee 2024-current</p>
<b>Other Information</b>	<p>I thrive on collaborative and respectful discussions and believe that personal professional integrity is at the heart of my interactions with colleagues, patients and trainees.</p>