



Optometry Victoria South Australia (OV/SA) Strategic Plan 2021-24

Updated June 2023



LEAD



ENGAGE



PROMOTE



ENDURING ORGANISATION



(OV/SA) Strategic Plan 2021-24

Vision

Driving excellence in eye and vision care – realising better eye care for everyone

Mission

To lead, engage and promote optometry, optometrists and community eye health

We are:

- the member-based professional organisation that strengthens, supports and promotes the profession of optometry and eye health, on behalf of all optometrists
- the influential voice that unites and advances the profession
- an independent voice for optometry

We value:

- integrity and trust
- responsibility and accountability
- being forward-thinking and aspirational
- teamwork and collegiality

We will support the delivery of better eye health and vision outcomes for the Victorian and South Australia communities through the delivery of this strategic plan which links strongly to the Optometry Australia (OA) strategic plan, making a real difference in strengthening, supporting and promoting the profession.



Strategic Pillar 1

LEAD

Priority Actions

Implement a model for integration between OA and State Divisions

Lead membership through market and sector changes

Improve community eye health and vision care with a particular emphasis on underserved populations

Uphold and promote professional standards

Drive positive outcomes for optometry and improved patient outcomes through the development of innovative models of care



Strategic Pillar 2

ENGAGE

Priority Actions

Inspire collegiality within the membership

Provide outstanding member value

Engage with optometry students



Strategic Pillar 3

PROMOTE

Priority Actions

Increase public awareness, knowledge and understanding of the role of optometry in Victoria and South Australia

Work with other healthcare professionals to promote optometry



Strategic Pillar 4

ENDURING ORGANISATION

Priority Actions

Ensure long-term financial stability

Ensure organisational capability

Continue to be a collegial member of the optometry federation