



## MEDIA RELEASE

### ***Optometry Virtually Connected opens to registration***

**20 April 2021.** *Optometry Virtually Connected and Product Showcase (OVC)*, one of the region's leading optometry virtual conferences, is now open to registrations.

The 2.5-day [conference and product showcase](#) is being held entirely online from 18-20 June 2021.

Optometry Australia President, Darrell Baker, said that Optometry Australia was delighted to host its second virtual conference.

“We created OVC in 2020 to support members in meeting their education needs at the height of the COVID-19 pandemic. Whilst we understand that there is a keenness to return to in-person learning, we also know through our ongoing online CPD programs, and our inaugural conference, that there is strong demand from our members to access learning within a highly flexible virtual environment.

“Along with our program of quality webcasts, OVC fulfils this need as some of the best educators will deliver a program of quality live and on-demand education in a highly flexible online environment designed to ensure that delegates can maintain personal and work commitments, including patient appointments, throughout the conference”.

Mr Baker said that Optometry Australia was delighted that OVC 2021 would also be held in association with the Asia Pacific Council of Optometry (APCO), New Zealand Optometrists Association and New Zealand's Optometrists and Dispensing Opticians Board.

APCO President, Assoc Prof Peter Hendicott said that many countries throughout the Asia-Pacific region continue to have a high incidence of COVID-19 infections making it difficult for them travel to access education.

“OVC will provide optometrists from the APCO-based Asian countries as well as those from Fiji, Canada and the United States, with the opportunity to be part of a quality global conference without the need to leave the safety and comfort of their home or practice”.

OVC 2021 offers delegates up to [30 hours of education](#) with all live keynote presentations and on-demand courses supported by the latest peer-reviewed, evidence-based research, and quality assured by Optometry Australia's Institute of Excellence.

This year's conference will be opened by Professor Sohail Inayatullah an Australian academic and one of the world's leading future studies researchers.

The virtual event also enables delegates to visit the virtual product showcase to explore the latest patient management technology, products and services on the market from leading optometric suppliers.

..2

**Optometry Australia** The influential voice for Optometry

Level 1, 68-72 York Street, South Melbourne Victoria 3205 | PO Box 1037, South Melbourne Vic 3205  
Telephone: 03 9668 8500 | Fax: 03 9682 0928 | Email: [optometryaustralia@optometryaustralia.org.au](mailto:optometryaustralia@optometryaustralia.org.au)  
[www.optometry.org.au](http://www.optometry.org.au) | ABN 17 004 622 431



Mr Baker and Assoc Prof Peter Hendicott concurred that with goals to reduce the sector's impact on the planet, OVC helps the profession to lessen its collective environmental footprint.

Registration to attend OVC 2021 is complimentary to members of Optometry Australia as well as New Zealand-based optometrists. APCO delegates can attend for AUD\$165 per person and other delegates for AUD\$395. Delegates can register to attend at either [optometry.org.au](https://optometry.org.au) or <https://ovc.delegateconnect.co/>

>Ends<

**For more information:**

Kerry l'Anson, General Manager, Marketing & Communications, Optometry Australia.  
[k.lanson@optometry.org.au](mailto:k.lanson@optometry.org.au). Tel: 9668 8500

Optometry Australia is the peak professional body for optometrists. Representing almost 85% of all Australian-based optometrists, Optometry Australia's focus is to lead and advance the profession of optometry by putting eye-health front and centre of Australian health care.

Asia Pacific Council of Optometry is the regional representation body of the World Council of Optometry. APCO's mission is to facilitate the enhancement and development of primary eye and vision care by optometrists in the Asia and Pacific regions. APCO's membership is comprised of optometry associations from 15 countries, mainly from the Asia Pacific region but also Canada and the USA.