

MEDIA RELEASE

Digital evolution: Optometry Australia launches its new website

- Optometry Australia's website is the main source of information for members, as well as stakeholders and the general health sector, on the optometry sector
- The new [optometry.org.au](https://www.optometry.org.au) includes major tech advancements:
 - Single sign on – which means that members no longer need to login multiple times to traverse between the organisation's various digital platforms
 - Advanced search – modelling Google, information that matters to individual members will now be easy and quick to find
 - Intuitive content delivery – the website will serve tailored content to meet individual member needs
 - User tracking – which will give deeper understanding of the information that our members find most relevant

Monday, 27 May 2019, Melbourne: Optometry Australia's President Darrell Baker said that Optometry Australia has embraced the most advanced technology available to meet member demands for fast and easy to access information, education programs, networking and community building.

"The new [Optometry Australia website](https://www.optometry.org.au) is perfectly aligned with the organisation's strategic goal of leading, engaging and promoting optometry, optometrists and community eye health", he said.

This digital evolution is the result of a true collaborative process involving members, Optometry Australia and state organisations.

CEO, Lyn Brodie said, "we were determined to build a site that added significant value to our members and likewise, that provided us with an advanced member engagement platform.

"Our goal is to ensure that our site is information rich with content that supports members in their practise of optometry.

"Extensive feedback from members, an exhaustive search for the right technology and web developer, and a thorough development plan have assisted us to meet our goal."

Optometry Australia has introduced single sign on capabilities which eliminates the need for members to have multiple passwords and usernames to traverse across the organisation's multi-digital footprint incorporating the member database, CPD platform and several external education portals.

"This aspect of the development was probably the most complex and challenging for our developers", Ms Brodie said.

Additional major tech advancements integrated within the site include:

- Advanced search – modelling Google, information that matters to individual members will now be easy and quick to find
- Intuitive content delivery – as the website starts to understand individual user behaviour, it will recognise what content is of most interest to them and it will serve up tailored content each time the user/member returns
- User tracking which will give us a deeper understanding of the information that our members find most relevant

These major advancements will enable the organisation to continually refine, promote and adapt content.

Following today's launch of phase one, the new Optometry Australia website will continue to evolve with additional features to be added over time.

“Digital evolution is an ongoing challenge. The launch of our new website is a major achievement for Optometry Australia and our members, and represents our strong commitment to the provision of high-quality member services as well as advocating community eye health to Australians.”

For more information:

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Optometry Australia is the peak professional body for optometrists. Representing eight out of every 10 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.