

MEDIA RELEASE

Digital revolution: Optometry Australia launches its new website with major tech advancements

- Following an extensive review of Optometry Australia's digital footprint and ongoing evolution of its platforms, Australia's peak professional body for optometry, today launched the final piece of its digital strategy with the launch of its new website
- [Optometry Australia's new website](#) development includes:
 - Use of HTML5, CSS3, SCSS in development
 - Utilising open source technology
 - Mobile responsive/enabled website using the latest visual and functional code libraries
 - Inter-connectivity of multiple and dissimilar systems via APIs and incorporating SSO (single sign on) throughout these systems
- For Optometry Australia's website users, these major tech advancements mean:
 - Members no longer need to login multiple times to traverse between the organisation's various digital platforms
 - Modelling Google, advanced search will deliver information that matters to individual members quickly
 - Intuitive content delivery that will serve tailored content to meet individual member needs
 - User tracking to offer the organisation a 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.

A key component of the project involved knitting together a diverse set of standalone platforms that made up the organisation's digital footprint through SSO technology. It also needed to meet the challenges of a federated structure to meet the needs of members located throughout Australia.

"This means that South Australian members will likely want to consume content related to their state and they may not be interested in New South Wales content, for example. We needed to accommodate these needs and have done so through various search tools in certain sections of the site that enable members to sort information that they wish to see", Mr Baker said.

The site will also start to recognise each user, and their browsing history will provide clues as to the content that is of most interest to them. Within allocated areas of the site it will then start to serve up content aligned to their interests each time they return.

"As time progresses, no two members will see the same content within these allocated areas", Mr Baker said.

He added that being a member-centric website, more than 80 per cent of the content is restricted access.

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:

Natanael Bloch, Acting Communications Manager Optometry Australia.
n.bloch@optometry.org.au. Tel: (03) 9668 8504

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.