

MEDIA RELEASE

Influential WA business leader joins Optometry Western Australia

Wednesday May 9, 2018, Perth: One of Western Australia's most respected business leaders has been appointed as the new executive officer of the state's peak optometry body.

President of Optometry Western Australia Rob Howie, announced that Evan MacRae has been appointed executive officer.

A former member of Nifnex's top 100 most influential business people in WA (2014), Mr MacRae's latest appointment follows a career spanning the mining, health care, business management and advocacy sectors.

Mr Howie said that as the organisation moves into its new strategic planning period, the Board was delighted that Optometry Western Australia will be able to leverage the strong business acumen and leadership credentials of Mr MacRae.

"Our mission is to lead, engage and promote optometry, optometrists and community eye health. To deliver this mission we have numerous key goals aimed at strengthening our membership value and proposition through enhanced engagement, community building and profiling activities.

"Evan definitely has the experience to help us achieve our goals and to strengthen Optometry Western Australia's future", Mr Howie said.

Mr MacRae said that he has joined an organisation with a strong history of supporting the growth of optometry in Western Australia.

"Optometry is a critical part of the Australian health care sector, yet I am aware that we must build stronger health referral pathways and increase our profile amongst consumers.

"I am looking forward to working with members in a collaborative effort to increase our sector's reputation and profile by embracing the sector's national *Good vision for life* campaign¹.

"There are also plenty of opportunities to work more closely with politicians and the business sector – particularly mining and resources – to raise awareness of eye health", Mr MacRae said.

Mr MacRae replaces Tony Martella who was in the role for 13 years. Mr Martella has taken a position with the Australian Medical Association.

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Optometry Western Australia is the peak professional body for optometrists in Western Australia. The organisation is part of a national body whose focus is to lead and advance the profession of optometry by putting eye-health front and centre of Australian health care.

¹ The *Good vision for life* campaign was launched in 2016 by Optometry Australia. Its goal is to raise awareness of eye health and preventable eye disease through regular eye examinations throughout life.