

MEDIA RELEASE

Lyn Brodie appointed CEO of Optometry Australia

Melbourne 7 June 2017. Experienced executive, Ms Lyn Brodie, has been appointed CEO of Australia's peak professional body for optometrists, Optometry Australia.

Optometry Australia's President Andrew Hogan said that the Board was delighted that Ms Brodie was joining the organisation.

"Her career has spanned both the corporate and not-for-profit sectors. She brings to optometry a background in health, policy, stakeholder engagement and philanthropy.

"Ms Brodie has extensive experience in business strategy development and funding diversification as well as first-hand insights into government liaison and legislation planning," Mr Hogan said.



Ms Brodie said that she was excited about leading Optometry Australia and working within optometry.

"The organisation has a great reputation. I am impressed with Optometry Australia's record of achievement and for its fresh, forward thinking approach to leading, engaging and promoting the sector.

"I am committed to ensuring that our organisation continues to deliver exceptional member value and that we do everything in our power to protect, enhance and grow optometry as a core health service within Australia", Ms Brodie said.

Ms Brodie has worked as a Ministerial Advisor within the Australian Government and was previously CEO of The Lowitja Institute, a health research institute with a sole focus on Aboriginal and Torres Strait Islander peoples. She was also CEO of The Gandel Charitable Trust, one of Australia's largest philanthropic foundations.

She has been a non-executive director and worked on a number of committees in the not-for-profit and philanthropic sectors.

Ms Brodie holds a Master of Business Administration and is a Fellow of the Australian Institute of Company Directors.

Ms Brodie commences at Optometry Australia on Thursday 8 June.

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Contact:

Kerry l'Anson, 0419 004 920; k.ianson@optometry.org.au

Optometry Australia is the peak professional body for optometrists. Representing around 83% 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.