

## MEDIA RELEASE

### Optometry Australia declares 2020 as the Year of Good Vision for Life

**Tuesday 18 December 2018.** Optometry Australia, the peak professional body for optometrists, is rallying the optometry and eye health sector to put their support behind the year 2020 to declare it the Year of Good Vision for Life.

Optometry Australia CEO Lyn Brodie said, “With 20/20 being a well-known term often attributed to perfect vision, and good vision a key factor for living a healthy, happy life, the year 2020 represents a significant one-off opportunity to focus attention on eye health.

“Our sector is very active in raising awareness of the various eye conditions and diseases and promoting the retail aspect of optometry,” she said.

“We would like to maximise the momentum of these campaigns to unite all aspects of optometry behind the Year of Good Vision for Life theme so that we can deliver a consistent, united and powerful message to all Australians about eye health management and the need to see an optometrist regularly throughout life.

“2020 offers the perfect catalyst to achieve this sector-wide positioning during what is a once-off, never-to-be-repeated, 12-month period,” Ms Brodie said.

She said that vision problems and eye disease can occur at any age which is why regular eye examinations with an optometrist are important.

“Almost half of Australia’s population suffers from vision or eye-related health issues with evidence highlighting that 90 per cent of these issues are preventable or avoidable if detected early enough”.

Ms Brodie said that Optometry Australia will use its learnings from the successful *Good vision for life* awareness campaign to help position the 2020 theme.

“Since its launch in September 2016, the campaign has motivated over 2.3 million Australians to visit an optometrist.

“We know that consumers respond well to the *Good vision for life* message and that it provides a solid foundation to launch a year-long optometry-wide awareness program in 2020”.

Optometry Australia believes it is important to leverage current aligned eye health campaigns led by other organisations in the sector – such as glaucoma, macular degeneration and diabetes – and develop new creative approaches to highlight awareness of other major eye conditions and vision problems not currently addressed by existing programs.

>ends<

**Contact:**

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

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.