



# Optometry Victoria South Australia (OV/SA) Strategic Plan 2021-24

Updated July 2022



LEAD



ENGAGE



PROMOTE



ENDURING ORGANISATION



## (OV/SA) Strategic Plan 2021-24

### **Vision**

Driving excellence in eye and vision care – realising better eye care for everyone

### **Mission**

To lead, engage and promote optometry, optometrists and community eye health

### **We are:**

- the member-based professional organisation that strengthens, supports and promotes the profession of optometry and eye health, on behalf of all optometrists
- the influential voice that unites and advances the profession
- an independent voice for optometry

### **We value:**

- integrity and trust
- responsibility and accountability
- being forward-thinking and aspirational
- teamwork and collegiality

We will support the delivery of better eye health and vision outcomes for the Victorian and South Australia communities through the delivery of this strategic plan which links strongly to the Optometry Australia (OA) strategic plan, making a real difference in strengthening, supporting and promoting the profession.



# Strategic Pillar 1

## LEAD

### Priority Actions

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|---|
| <b>Lead membership through market and sector changes</b>  |
| <b>Improve community eye health and vision care with a particular emphasis on underserved populations</b>                       |
| <b>Uphold and promote professional standards</b>  |
| <b>Drive positive outcomes for optometry and improved patient outcomes through the development of innovative models of care</b> |



## Strategic Pillar 2

# ENGAGE

### Priority Actions

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|--|
| <p><b>Inspire collegiality within the membership</b></p> |
| <p><b>Provide outstanding member value</b></p>           |
| <p><b>Engage with optometry students</b></p>             |



## Strategic Pillar 3

# PROMOTE

### Priority Actions

**Increase public awareness, knowledge and understanding of the role of optometry in Victoria and South Australia**

**Work with other healthcare professionals to promote optometry**



## Strategic Pillar 4

# ENDURING ORGANISATION

### Priority Actions

Ensure long-term financial stability

Ensure organisational capability

Continue to be a collegial member of the optometry federation