

Optometry Australia Annual Report FY2020-2021

Evolving scope of
practice to meet
community needs



Contents

Who we are	2
Key achievements	3
Membership snapshot	4
Your board and board reports	5
Your board	5
President's report	6
CEO's report	7
Treasurer's report	8
Your sector in numbers	10
Your strategic plan and report	11
Your strategic plan	11
Lead	12
Engage	14
Promote	17
Enduring organisation	19
Committees & working groups	22
Committees 2020/2021	22
Working & advisory groups 2020/2021	23
Contact us	24



Optometry Australia represents the largest community of optometrists in Australia.

Since 1918 we have united the optometry sector to make Australia a world leader in the delivery of vision and eye health services and patient care. With a 100+ year history servicing optometrists and evolving optometry, no other organisation understands our profession like us or has a more influential voice.

Benefits of membership

Membership means you are part of Australia's largest community of optometrists and because of this, you are never alone.

With 85% of all registered optometrists members of our organisation, we can provide the networks, support and guidance to help you succeed.



Key achievements

Optometry Australia
now represents

85%

of all registered optometrists,
up 3%

Rebateable Medicare
services increase 13.5% with

\$507m

Medicare benefits paid

Members spend more than

53,700

hours participating in our
education programs

Member Advisory team receives

98%

satisfaction rating from members
using this personalised service

Optometry Virtually Connected
attracts

2,480

registrations from 15 different
countries

*Make this your year of good
vision for life* campaign activities
potentially motivate

3.45m

Australians to book an eye
examination

Working Together for Better Eye Care
policy platform calls for maximisation of
optometry workforce within community
health

MBS Review Taskforce advocate for
optometrists to administer intravitreal
injections

Optometrists endorsed to administer
COVID-19 vaccinations as part of the
national COVID-19 surge workforce

Supplementary revenue sources enable
increased spend on member services

CPD quality assurance program launched

Significant support and tools provided to
members to assist them transferring to
the new mandatory CPD system

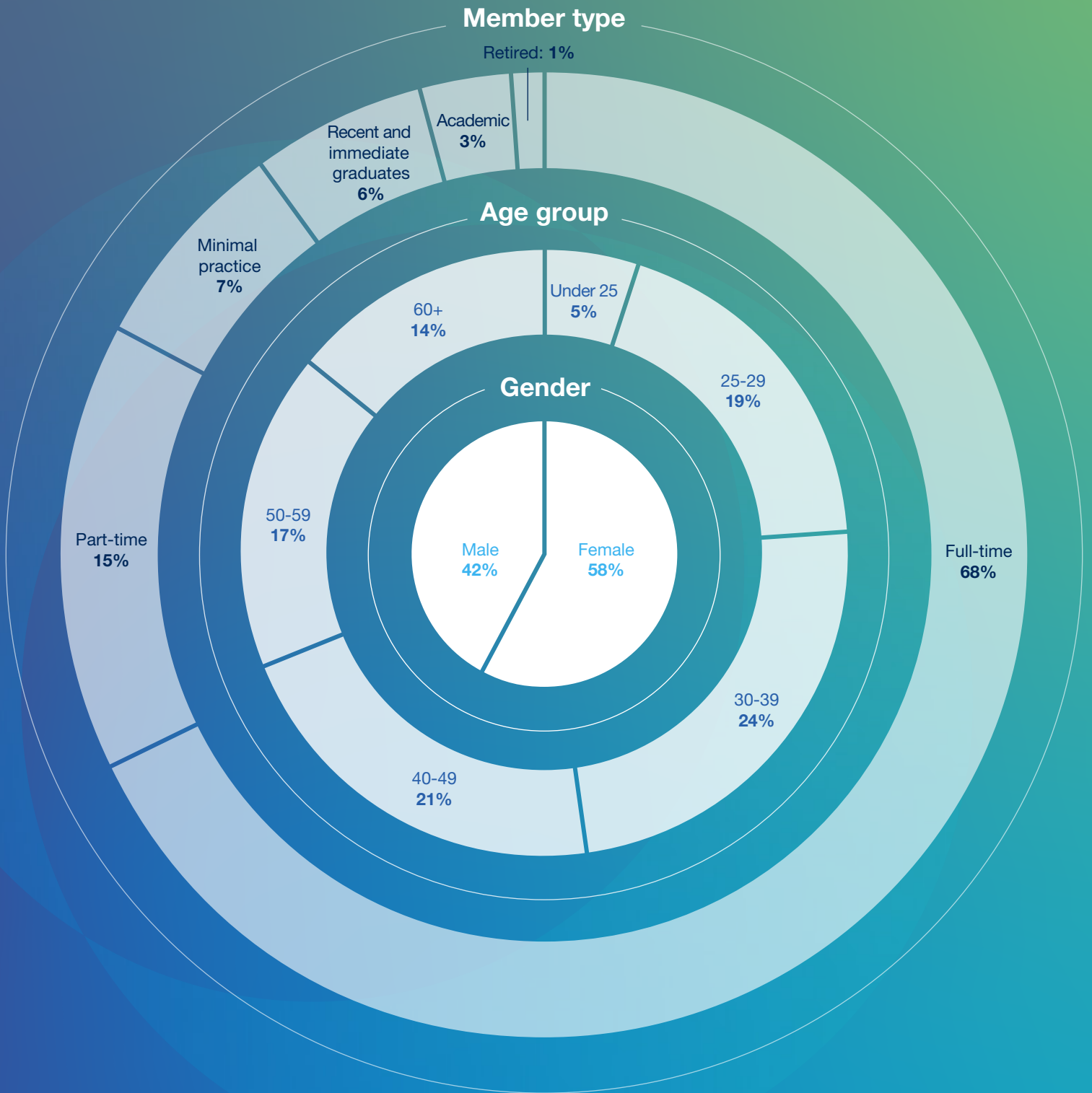
Ongoing proactive COVID-19 support
and advice provided to members and
stakeholders

Above benchmark results from staff
survey enhances our reputation as an
employer of choice

New Shared Strategic Plan FY2021-2024
developed by cross-federated team



Membership snapshot



Note: percentages have been rounded up or down to whole numbers



Your board



Darrell Baker
President



Murray Smith
Deputy President



Tori Halsey
Treasurer



Sarah Coudrey
Director



Sarah Byrne
Director



Rob Howie
Director



Margaret Lam
Director



Neil Wesley
Director



President's Report

It has once again been a privilege to serve you, our members, and to be able to stand together as we traverse another challenging year. I am incredibly proud that Optometry Australia has continued to provide exceptional services and support, and trust that this has in some way lightened your burden.

While assisting members to navigate into the second year of COVID, we also managed to create exceptional value through the successful completion of the three year Shared Strategic Plan FY2018-2021. The recently published score card and key achievements noted in this 2020/2021 annual report highlight how we have delivered on the plan and, in doing so, secured a sustainable future for optometry.

A key measure of our success is the number of members we are able to retain and attract. Over the past three years we have seen steady increases in our membership, over and above the increase in OBA registrants and I'm pleased to advise that we now represent 85% of all registered optometrists in Australia.

The Optometry Australia Board has certainly evolved over the past few years, with an unwavering focus on quality governance. We are in the honoured position of representing the membership and using your funds to operate. We therefore take our fiduciary responsibilities very seriously. I am delighted to advise that every director on the Optometry Australia Board has either completed or is nearing completion of the Australian Institute of Company Directors' Company Directors Course which is the gold standard in governance training and education. We hope this gives you assurance of the high level of performance to which we aspire.

At our last annual general meeting (AGM) in November 2020, we welcomed two non-optometrists as co-opted independent directors. Sarah Byrne has a background in law, and Neil Wesley has experience in finance and investments. Both have extensive business and governance experience and bring diverse skills and knowledge to our strategic thinking and decision making.

Apart from myself as President, each of our divisions appoint a director to the Optometry Australia Board. As company directors their role is to act in the best interests of Optometry Australia and the federation as a whole. At our 2020 AGM, we welcomed Sarah Coudrey and Rob Howie to the board with Tori Halsey appointed Treasurer and Murray Smith, my Deputy. These directors, along with Margaret Lam, have quickly become a cohesive and high performing group. The diversity of skills that all directors bring ensures robust discussion that leads to quality decision making and a commitment to a collective voice.

The board and Optometry Australia team, as with everyone, have endured life in the shadow of COVID-19. There has been little opportunity for in person meetings with the board holding all meetings virtually and one hybrid where a few directors managed to gather in Melbourne.

National staff are spread across a number of states and territories and in the past 18 months have only managed one day to get together in person which has no doubt, been difficult for them. The team's commitment to members and respect and regard for one another however, has resulted in an extraordinary level of productivity and achievement. I pay tribute to the team and CEO, Lyn Brodie.

This is my third and final year as President and I have taken the opportunity to reflect on my first report and consider my aspirations for the association and our members from when I first assumed this role.

In my FY2018/2019 report I was clear that in a rapidly changing environment we needed to lead the profession to adapt and evolve, and I was keen to ensure that the association was likewise 'fit-for-purpose' to truly serve our membership. I also noted the amalgamation of Optometry South Australia and Optometry Victoria and three years on, the success of Optometry Victoria South Australia is reflected in the continued increase in the percentage of registered optometrists they represent.

The Optometry Australia Board has subsequently engaged with the divisional Presidents to discuss structural reform and I am pleased that it is a key plank in the Shared Strategic Plan FY2021-2024. I appreciate divisions' consideration of this critical and challenging issue and I urge the Presidents and the divisional boards to keep this firmly on the agenda as we owe it to our members, and the profession, to ensure we have the best possible structure to serve them now and into the future.

We are leading the profession to evolve scope and challenge the business norms, in order to ensure optometry's sustainability and value as a critical component of the health sector. We need an association that adapts its structure to deliver on the strategy, achieve its vision and thereby best serve our membership.

I thank you all for the opportunity to be your representative as President of Optometry Australia. It has been an absolute privilege.



Darrell Baker

President



CEO's Report

At the time of writing my report for last year's annual report, we were hopeful of entering the phase of 'COVID normal'. Unfortunately, this was not what transpired over the year, with all parts of the country moving in and out of lockdowns, some seemingly never-ending, and an ever-changing landscape of restrictions specific to each state and territory that often included regional nuances.

Optometry Australia, in collaboration with our state divisions, has continued to ensure that we support members through these challenging times. Simultaneously we have been able to drive the profession forward, taking advantage of opportunities presented by the pandemic and its impact on the health system that have enabled some initiatives to be accelerated.

The successful completion of the Shared Strategic Plan FY2018-2021 was a clear indication of high productivity and the creation of value for members. Understanding that 18 months of this plan was during the pandemic, the achievements highlight the team's ability to be responsive to the rapidly changing environment whilst never losing sight of the beneficiaries of the services we provide, our grassroots members.

We, of course, have released our new Shared Strategic Plan FY2021-2024 which will build on the progress made to date on many initiatives, including evolving scope of practice and ensuring optometrists are working to full scope to support patient access and quality eye care. We have made excellent progress on initiatives such as our data project and sincerely thank members who volunteered their time and practices to support this work.

Optometry Connection evolved from *Pharma* and remains highly valued by members. Our second *Optometry Virtually Connected* conference and tradeshow attracted almost 2,500 registrants and was a great international collaboration between Optometry Australia, the Asia Pacific Council of Optometry and our colleagues from New Zealand Association of Optometry and the Optometrists and Dispensing Opticians Board.

Our CPD offering through the Optometry Australia Institute of Excellence continues to progress and include innovative modules to ensure relevancy and enhance member practice. We introduced *Clinical & Experimental Optometry* CPD opportunities in a move welcomed by members, and this world-leading journal continues to achieve an ever-increasing Impact Factor in the international academic sector.

All of these initiatives are indicative of the constant evolution of member services that are a result of Optometry Australia monitoring internal and external conditions and changing accordingly. We strive to anticipate change, ensuring we can take the lead and always be in forward motion.

I would like to pay tribute to the Optometry Australia team whose professionalism equals success for members. We have always had a flexible working-from-home framework, with staff spread across a number of states and territories. This perhaps prepared us for ongoing lockdowns, however there is no doubt that the extended time without in person interaction has been unwelcomed and the team is very much looking forward to being able to gather together and be out and about meeting with members at some point in the near future.

We have once again restructured to ensure our staffing is aligned to delivering on the new Shared Strategic Plan FY2021-2024, and the team as always has embraced the change.

Each year we independently survey the staff to understand their perspectives and organisational satisfaction and once again the results were extraordinary. A workforce that is committed, loyal and enjoys and understands its purpose will always translate to achieving for our members.

It has been a pleasure to serve and work with the Optometry Australia Board. The directors' strong focus on governance and strategy supports the organisation to deliver a high performance. I would like to pay special thanks to Darrell Baker, our President, with whom I have enjoyed a great working relationship. Being completely aligned on who we are here to serve, we have successfully navigated some substantial challenges.

I look forward to continuing to serve our members, supported by the Optometry Australia Board and team.



Lyn Brodie

CEO



Treasurer's Report

The financial year 2020/2021 coincided with the final period of the Shared Strategic Plan FY2018-2021. The plan had key goals to drive the maximisation of expenditure on direct member services and support. This included reducing the income that we receive from the state divisions, enabling them to enhance the local services they provide directly to members. Importantly, we were able to do this without impacting the comprehensive services and support that we, as the national organisation, provide directly to the membership.

Astute management and a focus on raising revenue from alternative sources allowed Optometry Australia to enhance services to members considerably. We were also able to financially support the state divisions to offer 50% off their FY2020/2021 member fees which although accrued in the previous financial year, was remitted in the 2020/2021 financial year.

Optometry Australia expended in excess of 26% more funds than received from the portion of member fees the state divisions contribute to the national organisation to support member initiatives. The philosophy that drives the state divisions contributing to Optometry Australia recognises the efficiencies gained by delivering services to scale. That is, the national organisation can provide a service that is accessible to the entire membership of approximately 5,000 optometrists, often for a similar amount that would need to be expended in delivering the same service to a smaller portion of members. This also ensures that we can provide a consistent level of service to members, regardless of where they live and work. Importantly this system recognises the need for local services and connections, delivered by state divisions, to best serve the membership.

A key goal in the Shared Strategic Plan FY2018-2021 was to work with the state divisions to explore efficiencies, member services that are best delivered at scale and reduce duplication of operational activities. The new Shared Strategic Plan for the period FY2021-2024 will continue to focus on this theme, to ensure we have an organisation that best meets members' needs and is sustainable well into the future.

Despite the reduction in income from state divisions during this financial year, and the ongoing challenges of the pandemic, Optometry Australia created exceptional member value. A budgeted loss was reported in the profit and loss. This loss was planned and funded by excess reserves, as has been our process over the past few years. It ensures that excess funds gained through investments is reinvested in our member services. The budgeted expenditure supported many COVID-19 assistance initiatives as well as other visionary projects all funded from excess reserves.

Optometry Australia holds two portfolios both managed by First Financial, one of which returned 26% and the other 18%, net of fees, compared to the ASX200 return of 24%.

The organisation's forecast negative budget position for FY2020/2021 was not fully realised. This result was under budget due to a combination of operational fiscal diligence and discipline, sensible financial management and monitoring through monthly reporting to the organisation's Finance Committee and the Optometry Australia Board.

Operating results

Our most recent member survey cited that the top benefits of membership are:

- Professional indemnity insurance;
- Representation to government;
- Access to continuing professional development (CPD);
- Consumer and health sector awareness programs; and
- Professional advice.

These national services and support are the responsibility of Optometry Australia. The organisation has maximised benefit for grassroots members through diligent financial management, exceeding its strategic plan goal of 20% of revenue coming from non-member revenue, achieving 25% from alternative sources. This is not including the income from investments that make up our excess reserves, and additional expenditure directed to member services.

The non-member revenue has come from the active pursuit of advertisers, sponsors, financial partnerships and grants, with the aim of improving the services from which the membership benefits, without them being subjected to further impost.

Overall expenses for the year were contained to budget. Cost containment has been achieved by ongoing consideration and review of expenditure associated with all initiatives before they are instigated.

Total expenditure on salaries came in close to budget. This is particularly pleasing, in consideration of a major staffing restructuring to ensure the team is 'fit for purpose' to deliver on the new Shared Strategic Plan FY2021-2024. The organisation's budget also contributed to assisting the smaller state division in Tasmania to deliver a level of service to their members that is consistent to those delivered in larger states and in line with Optometry Australia's State Support Funding Policy.

Statement of financial position

This statement reflects the financial position of Optometry Australia. For FY2020/2021, there was an increase in total equity for the year of 3%. This figure is reflective of the decrease in the organisation's trade payables offset by the operating loss generated.

The asset allocation policy establishes the investment parameters for the organisation's investment portfolio managed in cooperation with First Financial.



Treasurer's report

The organisation maintains a balanced portfolio, allocating around 23% to defensive assets and the remainder in equities and managed investment funds. This diversification provides a risk-based approach to the portfolio while still allowing opportunity for the realisation of increased investment returns. Over the investment cycle these returns have historically been higher than investing these funds in standard bank accounts or term deposits.

Optometry Australia maintains a set level of reserve funds that ensures sustainability and surety for the future. Excess funds were expended on visionary initiatives that provide direct member benefit.

The organisation's cash holdings are up 21% from last year. The increase in the cash position is a result of careful spending and investing surplus funds in high yielding cash investments.

Financial management and the future

As noted above, Optometry Australia has a significant portion of its assets in shares and managed funds. This position is monitored closely at each Optometry Australia Board meeting and by the board's Finance Committee.

During the FY2020/2021 the Finance Committee and the Audit and Risk Committee compromised the Treasurer, President, Vice-President of the board and Chief Executive Officer. An independent consultant and additional director were members for part of the year. The principal representative of Optometry Australia's portfolio manager, First Financial, was an advisor to the Finance Committee. The Chief Financial Officer has served as a member and advisor to these committees as appropriate.

As a member-based organisation, the Optometry Australia Board is acutely aware of the need to provide services and support directly to grassroots members, on behalf of and in conjunction with state divisions while remaining within our financial means.

We continue to manage our finances conservatively, with this financial year seeing further investment in member services, including the Federal Government sponsored marketing campaign *Make this your year of good vision for life*, which encourages consumers to visit their optometrist.

The year ahead

During the year ahead, FY2021/2022, Optometry Australia will:

- Continue to support members through the COVID-19 pandemic;
- Continue to focus on evolving the scope of practice for optometrists;
- Continue to enhance tools and CPD offerings through the Optometry Australia Institute of Excellence and other initiatives to help members meet the Optometry Board of Australia's CPD requirements, while driving the profession forward;
- Continue the delivery of the awareness campaign, *Good vision for life*;
- Deliver key member engagement services and benefits including professional indemnity insurance;
- Continue to focus on mid-and long-term sustainability through identifying additional external revenue sources and creating efficient and effective systems and processes across the federation;
- Deliver *Optometry Virtually Connected* and our new *Optometry Connection* publication;
- Deliver initiatives to develop leadership capability throughout the professions, such as the Student Leadership Program and broader member programs;
- Deliver the Early Career Optometrists' Think Tank;
- Continue to enhance human resources legal support for all members; and
- Deliver key projects to the benefit of all members, ensuring we grasp the opportunities identified in the Optometry 2040 transformational strategy for optometry.



Tori Halsey

Treasurer

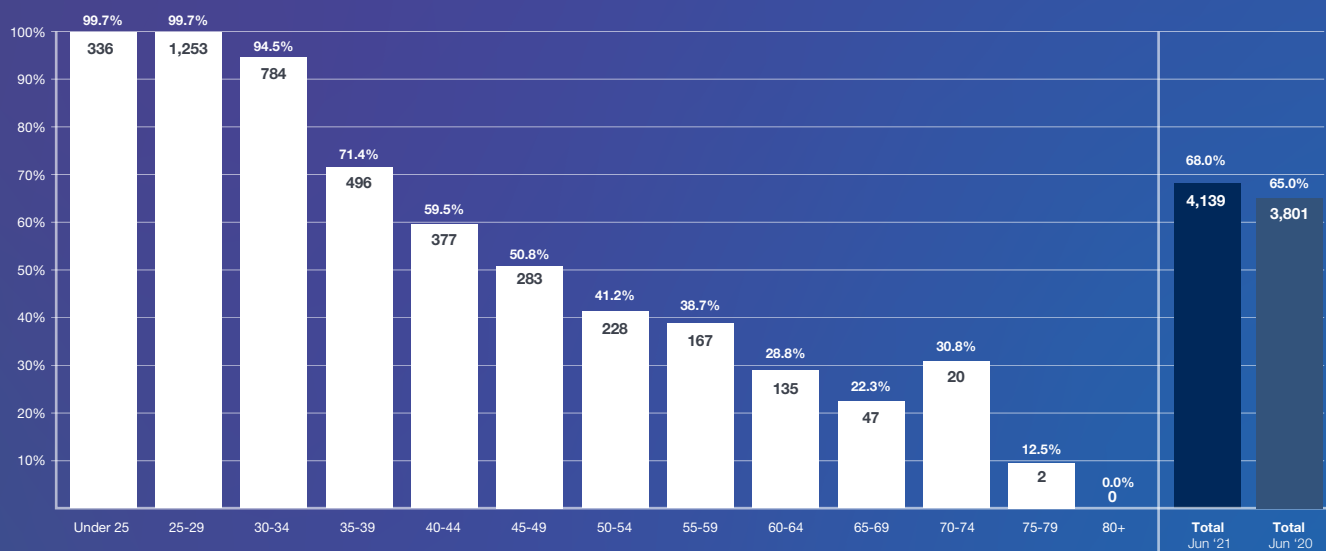




During FY2020/2021 10.46 million Medicare rebateable optometry services were delivered by 6,105 practising optometrists. Rebateable services increased by 13.5% compared to the previous financial year where numbers were impacted by the nationwide COVID-19 lockdown. Medicare benefits paid totaled \$507 million, up 16.4%.

Optometry practitioners	Principal place of practice									Total
	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	No PPP†	
Registration type										
General	106	2,020	33	1,233	396	114	1,627	469	86	6,084
Limited: Postgraduate training or supervised practice	1	3		4	1		7	3	2	21
Limited: Teaching or research					1					1
Non-practising	3	41		27	2	1	37	5	67	183
Total	110	2,064	33	1,264	399	115	1,671	477	155	6,288
Total as at June 2021	98	2,001	39	1,209	371	111	1,604	457	153	6,043
Endorsement										
Scheduled medicines***	72	1,195	26	827	302	93	1,301	294	29	4,139
% of general registrants endorsed for scheduled medicines	67.9	59.2	78.8	67.1	76.3	81.6	80.0	62.7	33.7	68.0
Gender split										
% Female	58.2	58.8	54.5	55.8	57.9	49.6	58.3	47.4	54.8	56.9
% Male	41.8	41.2	45.5	44.2	42.1	50.4	41.7	52.6	45.2	43.1

Optometry practitioners - scheduled medicines endorsement[§] by age group*



* Source: Ahpra, June 2021 data

† No principal place of practice

§ Only optometrists holding general registration are eligible to hold the scheduled medicines endorsement



Your strategic plan FY2018-2021

Lead

By 2021, sustained effort by Optometry Australia and optometrists will position the profession to meet the growing eye health needs of the Australian community

- Lead membership through market and sector evolution change
- Facilitate greater access to optometry services by segments of the Australian community not accessing, or under-accessing, optometry services
- Develop, support and promote professional standards
- Facilitate members of the profession to work to their full scope within systems that acknowledge their role, to better meet community need

Engage

By 2021, optometrists are equipped and supported to meet the growing eye health needs of the Australian community

- Inspire collegiality in membership
- Deliver and promote an essential suite of member services delivered efficiently and effectively
- Demonstrate the importance of membership of Optometry Australia

Promote

By 2021, Optometry Australia will be the authoritative voice driving and facilitating the improvement of community eye health and vision care

- Position Optometry Australia as a recognised authority in relation to eye health
- Increase public awareness, knowledge and understanding of the role of optometry in eye health in Australia
- Influence the wider eye care and health care sectors to support and promote the role of optometry

Enduring organisation

By 2021, Optometry Australia is a nation-wide team working cohesively to support the delivery of better eye health and vision outcomes for the Australian community

- Drive performance and efficiencies, and reduce duplication
- Listen, collaborate and speak as a united voice



Lead

Key achievements

- Rebateable Medicare services increase 13.5% in the year under review to 30 June 2021
- \$507 million Medicare benefits paid (+16.4% on previous year)
- Optometrists administering intravitreal injections advocated by MBS Review Taskforce
- Optometrists become part of the national COVID-19 surge workforce with endorsement to administer COVID-19 vaccinations
- New [policy platform](#) launched with recommendations on how our highly-skilled optometry workforce can be maximised within community health
- Ongoing COVID-19 support and advice provided to members in response to government direction, patient and clinical care, vaccinations and PPE

The details

During the year under review, we made good progress in leading the sector forward via our ongoing advocacy work not only at a government level, but across health disciplines. Advocating optometry as critical to the health and wellbeing of all Australians, and maximising use of the expertise of our optometry workforce in order to support better community access, continued to be our key focus.



Evolving scope of practice

Policy platform

Identifying and recommending six readily achievable solutions to maximise the potential of our highly-skilled optometry workforce within community health, forms the basis of our new policy platform *Working Together for Better Eye Care* released in August 2021.

These recommendations included the extension of optometrists' clinical scope to enable them to prescribe oral medications, and the more effective utilisation of optometrists to support the provision of intravitreal injections for AMD and DMO. The further uptake of integrated collaborative care models between ophthalmologists and optometrists, the establishment of consistent referral guidelines between the two professions and the introduction of telehealth for brief optometry consults, rounded out our recommendations.

When launching *Working Together for Better Eye Care*, the organisation also initiated a campaign aimed at motivating members to write to their local federal member of parliament asking them to put eye care on the political agenda as an urgent policy matter. We again used our online advocacy tool allowing members to contact their local federal MP with a couple of mouse clicks.

MBS review

In December 2020, the Medical Benefits Schedule Review Taskforce (MBSRT) concluded its review of more than 5,700 Medicare items, including optometry and ophthalmology items. The MBSRT's recommendations have now been tabled with the Federal Government and we anticipate the government's final decision on optometry items in 2023.

In contributing to this review, our goal was to ensure favourable outcomes for optometrists and their patients by reducing unnecessary administration, ensuring affordable patient access to best practice care and facilitating the evolution of optometry's scope of practice in a manner that supports better patient access to needed clinical care.

We have also strongly supported a recommendation from the taskforce that consideration be given to utilising optometrists to support better patient access to intravitreal injections, which currently can only be administered by ophthalmologists.

Optometry 2040

- **Advisory group**
In October 2019, we formed an Evolving Scope of Practice Advisory Group comprising of 12 optometrists under the stewardship of Chair, Professor Sharon Bentley. This group has continued to provide vital assistance to Optometry Australia. This is being achieved through the identification of priority areas for evolving optometry to provide better community care, including through an expanded scope of practice, and more effective use of optometrists in public health care pathways.
- **Optometry and public ophthalmology integration**
In our *Working Together for Better Eye Care* policy platform, we have outlined six readily achievable actions to increase the efficiency of Australia's eye-health system. One of these platforms is to integrate successful collaborative care models between ophthalmologists and optometrists into the mainstream health system and a second, to implement consistent ophthalmology referral guidelines, templates and pathways for common eye health conditions. We are already working closely with a number of our state divisions to support this type of greater integration between optometry and public ophthalmology and we will continue to pursue similar opportunities in other jurisdictions.

Lead

- **Big data**

The development of a concept for a national optometry dataset is progressing and we have successfully undertaken a proof of concept demonstrating that meaningful de-identified clinical data can be obtained from community practices. Our goal is to provide greater insights into the role of optometry in population eye health and eye health journeys.

COVID-19

Rebateable services

Rebateable Medicare services increased 13.5% in the year under review to 30 June 2021 and Medicare benefits paid were also up 16.4% to \$507 million.

Nationally, this is a good outcome for optometrists with many caught up in ongoing lockdowns which have prevented them being able to practice at full capacity during the period under review.

Surge workforce

In September 2021, the Victorian Government announced that optometrists were eligible to administer COVID-19 vaccinations. The Australian Health Practitioner Regulation Agency subsequently recognised optometrists as part of the approved national surge workforce to support clinical and non-clinical roles directly related to the COVID-19 response, including the administration of COVID-19 vaccinations.

These announcements were major developments for the profession as they firmly recognise the clinical skills, experience and training of optometrists as primary health care workers and major contributors to community health. Optometry Australia sees this as vital in helping to unlock further scope of practice advancements that could otherwise take years to come to fruition.

Member support

We have continued to work with our state divisions on a needs basis, to keep their members informed of government directions in relation to lockdowns, patient and clinical care, vaccinations and PPE. When requested, we have contributed to their efforts to advocate for optometry to remain operational during lockdowns in order to provide ongoing patient care.

Our COVID-19 hub on optometry.org.au is continually updated with national and state-by-state information and it remains a highly visited section of our website.

Industry support

As part of our commitment to leading the sector, a new communications channel direct to stakeholders and industry leaders was developed to minimise confusion around lockdowns, government directives and public health orders.

Advisory group participation

We continued to represent the optometry voice on numerous advisory bodies shaping eye health policy such as the Australian Institute of Health and Welfare's Indigenous Eye Health Data Report Advisory Group. We are also active members of the advocacy groups National Regional Health Alliance, Allied Health Professional Australia and Vision 2020 Australia.



Engage

Key achievements

- Member Advisory team receives 98% satisfaction rating from members who have used this personalised service
- Revised Infection Control Guidelines, including updated advice on pandemics and COVID-19, released
- Ongoing support and advice provided to members continuing to be adversely impacted by COVID-19 lockdowns
- More than 53,700 combined hours spent by members participating in our education programs
- New digital Learning Plan created to support members to meet their CPD obligations
- Courses and events search function over-hauled to bring it into line with the new hours-based CPD system
- CPD quality assurance program launched
- Interactive CPD sessions introduced to support members meet their mandatory education requirements
- *Optometry Virtually Connected* attracts 2,480 registrations from 15 different countries
- Next generation of optometry leaders and graduates supported via think tanks, training and networking
- Three new patient and clinical management and care guidelines released
- Member communications revamped resulting in increased engagement

The details

The communication of vital information enabling members to make informed decisions in relation to clinical and patient management and their professional development, is central to our member engagement activities. We use a wide variety of channels and tools to communicate with our national membership base and we constantly assess and evolve these based on member feedback and interaction. All our activities are monitored for their effectiveness through a range of engagement metrics, enabling us to evolve and shape our communications based on ongoing feedback from our members.



COVID-19 response

Maintaining on-going advice in relation to COVID-19 remained an integral part of our member engagement activities throughout the year under review.

Whilst not all members have been continually impacted since the emergence of the pandemic, many have been caught up in ongoing lockdowns preventing them from being able to practice to full capacity since March 2020.

To ensure that members received the most accurate information available, we liaised directly with our government contacts to quickly distribute advice from state and territory governments relating to lockdown restrictions and their impact on patient and clinical care. We achieved this via the distribution of national and state-specific communications and the constant updating of our popular COVID-19 hub on our website. Advocacy for optometry being able to continue to provide much needed eye care during lockdowns was also undertaken.

We also participated in the development and implementation of Infection Control Guidelines with Allied Health Professionals Australia. A full review of our own optometry-specific guidelines was also performed and released in the April 2021 issue of our journal, *Clinical & Experimental Optometry (CXO)*. These are now CXO's most popular downloaded paper amongst members. It is the fourth iteration of these guidelines with this version featuring an improved section on pandemics and the latest COVID recommendations, plus a COVID-19 factsheet.

Personalised member support

Our teams responded to around 900 calls and emails a month from members. Of these, around 60% more complex communications were managed by our Optometry Advisor Help Desk service which is serviced by six employees including three optometrists. Advice extended to members was on a range of queries from Medicare support, public indemnity insurance, patient complaints, human resources, CPD, clinical management and infection control through to legal issues. This service consistently received a 98% approval rating from members.

Members continued to be provided with complimentary access to specialised external legal and human resources services.

Engage

Continuing Professional Development

Institute of Excellence

Since its launch in August 2019, Optometry Australia's Institute of Excellence has continued to strengthen its position as the primary digital destination for quality professional education. It is one of the most popular sections of our website attracting an average 15,500 page views a month. On average, members each spend around 7.5 hours per month accessing courses via the Institute and 700 members spend an additional 7,700 hours attending our monthly live webcast series.

The Institute also supports the sector's most comprehensive nationwide calendar of events and CPD courses searchable by date, location, topic, cost and provider.

Time-based CPD

In December 2020, professional development requirements for optometrists to maintain registration with the Optometry Board of Australia (OBA), moved from a points-based to a time-based system. With this move came the requirement for optometrists to maintain a learning portfolio where, if audited, they can demonstrate to the OBA how they met their annual CPD obligations.

To support this change, we created a digital Learning Plan to make it easy for members to identify their learning needs, plan CPD to meet these needs and reflect on their learnings. This Learning Plan now provides them with a central, easily accessible record of all CPD they have undertaken during the year.

To support CPD changes, we also overhauled the design of our digital course and events calendar, embedded within optometry.org.au, to bring it into alignment with the time-based CPD standards.

Quality assurance

The introduction of the new time-based CPD regime eliminated the need for course accreditation, leaving optometrists exposed to a lack of consistent standards in relation to education delivery and assessment. To fill this void, Optometry Australia launched its Institute of Excellence Quality Assurance program to provide optometrists with peace-of-mind that any course carrying our quality assurance badge has been validated by optometry's peak professional body.

To provide an even higher level of protection to members, only Optometry Australia quality assured courses can now be promoted on our calendar of CPD courses and events.

Webcasts and interactive discussions

Optometry Australia provided members with access to a live monthly program of webcasts and in September 2021, we introduced live interactive workshops created to support members to meet their CPD requirements. Each webcast attracted on average more than 700 participants with interactive sessions limited to 800 attendees to ensure that they received a quality interactive experience.

Our webcasts and interactive workshops are delivered by leading researchers, subject experts and optometry luminaries. Held after hours, the popularity of these live online learning sessions highlights strong appetite amongst members for this type of convenient learning.

Optometry Virtually Connected

Optometry Virtually Connected has become the largest virtual optometric conference and product showcase in the Southern Hemisphere. Introduced in 2020, this year's event attracted 2,480 registrations from 15 different countries. The 2021 conference was held in conjunction with the Asia Pacific Council of Optometry (APCO) and the New Zealand Association of Optometrists and the Optometrists and Dispensing Opticians Board of New Zealand joined us for the second year.

The 2021 program included 22 guest speakers who were either involved in delivering the live presentations on behalf of Optometry Australia or optometric suppliers. Each of Optometry Australia's 10 live lectures, and those presented by optometric suppliers, attracted on average 712 delegates. Delegates were also given the option of completing an assessment program comprised of a combined 170 multiple-choice questions.

A further 10 educators presented at the APCO Educator's Forum which ran in conjunction with *Optometry Virtually Connected* on Friday 18 June.

Optometry Connection

We launched the inaugural issue of our new flagship CPD publication, *Optometry Connection* in December 2020 to coincide with the introduction of the new hours-based CPD system. Replacing *Pharma and Equipment*, *Optometry Connection* was created to support members in their day-to-day patient and clinical care decision making. Distributed every second month, the publication provides a combination of therapeutic and clinical content written by leading subject matter experts. The September 2021 issue was dedicated to contact lens, updating the popular Contact Lens Resource Guide.

Peer-reviewed journal

In a popular move, this year we introduced assessment to our peer-reviewed journal *Clinical & Experimental Optometry* (CXO), providing members with access to additional CPD hours.

During the period, CXO further consolidated its reputation as one of the world's leading optometric journals by achieving an impressive impact factor of 2.741, a 43% increase over the 2019 figure. This enabled CXO to increase its global ranking to 30 (from 34) out of 62 ophthalmology journals with JCI impact factors.

The quality of papers motivated 6,800 institutions globally to subscribe to the journal. Downloads of articles increased to around 750,000, an increase of 36% on the year before. The total number of submissions from authors increased to almost 600, up 45% compared to the year before.

Optometrist Professor Joanne Wood was named the 2021 recipient of the prestigious H Barry Collin Research Medal for her outstanding contributions in vision, ageing and driving research over three decades. She is one of only three female recipients in the medal's 44-year history.

Career and personal development

Coaching and mentoring

In 2020 we introduced our mentor program to connect member mentors and mentees. It was developed to enable members to access support from their peers so that they can grow their professional careers, and extend their network and experience within optometry.

Engage

Travel scholarships

This year the COVID-19 pandemic impacted our ability to deliver our Looking Outward on Optometric Knowledge (LOOK) scholarship program which we launched in early 2020.

LOOK was created to offer members the opportunity to investigate advancements in overseas markets of optometric clinical and patient management and/or eye health disease. While our 2020 award recipients completing their scholarships via important desk research, we decided to place the program on hold until we can be assured that domestic and international travel can safely resume.

Leadership development

Optometry Australia is actively involved in the support and the development the sector's next generation of optometrists.

• Early career optometrists

With COVID-19 continuing to play havoc with travel, our Early Career Optometrists (ECOs) 2021 annual Think Tank converted to an online forum held over two sessions in September and October. This forum, attended by representatives from each of our state division's ECO committees, is important to facilitating discussion, experience sharing and skills development amongst our sector's young leaders. This year's think tank focused on the sector's evolving scope, diversity, workforce supply and distribution.

• Student leadership

Usually held in a face-to-face environment over one weekend, Optometry Australia's third Student Leadership Program (SLP), transformed to an online event in 2021. Fourteen students completing their qualifications at Australia's optometry schools attended this year's program held across multiple virtual sessions throughout July and August 2021. The SLP not only gives students the skills needed to become future leaders and to navigate anticipated opportunities and challenges of a changing optometry landscape, it also offers opportunities to network with established leaders within the sector.

• NOSC support

Optometry Australia supported the second annual National Optometry Student Conference (NOSC) with this year's program held online over two days in August 2021. NOSC, the initiative of the Optometry Student Society of Australia (OSSA), includes representatives from the seven university's optometry student societies. This year we provided OSSA with access to our virtual meeting platform and we participated in the program itself through the delivery of several presentations.

Mental health and wellbeing

All members have complimentary access to the Resilience Box, an online comprehensive mental health resource that provides a range of tools and resources designed to strengthen a person's mental resilience and wellbeing. They can also access a range of information, webcasts, podcasts and articles via our 'Supporting your mental health' webpage. We further distribute information to support mental health initiatives such as RU Okay Day as well as provide phone numbers to a range of mental health and wellbeing services through our newsletters and website.

Guidelines and new framework

Optometry Australia released several new guidelines during the year. This included the Clinical Practice Guide for the Diagnosis and Management of Open Angle Glaucoma 2020, which updated the 2016 guideline on this topic. Optometry Australia's Infection Control Guidelines 2020 were also updated to incorporate a section on pandemics and the latest COVID recommendations.

The development of a clinical practice guide for optometrists regarding the diagnosis, management and pre-and post-operative care for cataracts is underway, as is the development of comprehensive guidelines for telehealth provision and consultation.

In 2021 we launched a Cultural Responsiveness Framework for Optometrists in the context of health services and optometry. It includes a toolkit and self-reflection checklist for optometrists and practice staff.

Member communications

During the year we kept members informed via our multi-channel communications program incorporating regular electronic newsletters (eDMs), news stories, videos, our website and social media posts. Through these channels we distribute a wide range of information, practical tips and tools on such topics as major Optometry Australia initiatives, practice and clinical management guidelines, advocacy outcomes, major member and sector news, education programs and member services and benefits.

Our eDMs receive a high open rate, highlighting their importance to members as a source of quality information. In response, in 2021 we introduced a range of new eDMs designed specifically to distribute tailored subject-specific content to members. These have proven popular with open rates of 50% or more. One of these newsletters specifically targets final year students, immediate and new graduates and is designed to assist their transition into the profession.

Our website continues to be a major content sharing channel that we support, attracting just over 202,000 page views monthly.

We have 22,000 followers on our three corporate social media pages including Facebook, Twitter and LinkedIn and another 7,000 on our Facebook and Instagram consumer pages.





Promote

Key achievements

- Campaign activities potentially motivate 3.45 million Australians to book an eye examination
- Major government grant supports consumer campaign development and delivery across national media networks
- Nine Network Television and Tonic Media Network media partnerships established
- 2020 Vision Index research report helps to generate record 545 pieces of editorial in national media outlets
- 'Engaging with your patients' toolkit delivered to members

The details

In the year under review, Optometry Australia maintained ongoing promotion of optometrists and community eye health in a range of media channels nationally. We were able to leverage funding from the Federal Government to generate record publicity, deliver an integrated commercial television campaign and create a profile in general practitioners waiting rooms nationally. We further supported members, delivering a marketing kit and resources for their own practice and patient marketing activities.



Consumer response

Consumer response to our promotional activities has been strong with over 3.45 million Australians aged 18 and over citing that our campaign activities had potentially motivated them to book an eye examination during the year. This represents a 62% increase since July 2017 when we set this particular benchmark.

In 2021, 9.56 million Australians now consider it important to see an optometrist annually. This is a 32% increase over the original benchmark set in 2016.

Consumer campaign

Our aim to capitalise on the year 2020 as the '*Year of good vision for life*', was supported by the Federal Government through the provision of a grant exceeding \$400,000. With the onset of COVID-19 however, and with approval from the government, we needed to pivot the campaign theme to '*Make this your year of good vision for life*' and delay its delivery to the second half of 2020.

We were able to make good use of this delay, developing a new range of creative campaign elements to bring to life four key themes of: prevention and early detection; children's vision; make your optometrist a part of your general health regime; and screen time versus green time. We underpinned all campaign activities with the key message to make an appointment with your local optometrist for an eye examination.

Simultaneously, we developed a range of COVID-19-specific materials – such as social media graphics and posters – accessible to members for their use within their own marketing programs.

Likewise, we continued to produce a variety of content related to eye health which we published on the *Good vision for life* consumer website and promoted via our consumer electronic newsletter and the campaign's Facebook and Instagram pages. This content, relating to eye health under the lens of COVID-19, also provided general tips aimed at good eye health maintenance.

By October 2020, as Australia got back to business, we were finally able to focus on the delivery of strategic paid media activities including the placement of campaign assets within nationwide consumer-facing channels including metropolitan radio and Facebook, Instagram and YouTube digital channels.

This initial campaign was supplemented in early 2021 with a national television commercial promotion aimed at 35–54-year-old Australians to encourage them to prioritise their eye health and make an appointment with an optometrist for an eye examination.

Optometry Australia negotiated with Nine Network to air the advertisements across high-rating shows 60 Minutes, The Today Show and Today Extra. Nine Network also agreed to air a series of interviews with Optometry Australia's Chief Clinical Officer, Luke Arundel, discussing children's vision and myopia.

A second partnership saw our commercial delivered every 30 minutes between March and May 2021 across Tonic Health Media's national network of televisions located in more than 1,600 general practitioner waiting rooms. The commercials were also supported by digital posters in the same waiting rooms.



Promote

Media coverage

In January 2020, we launched the 2020 Vision Index Report to summarise Australians' attitudes and lifestyle behaviours towards eye health. This important report continued to provide Optometry Australia with invaluable research results to support an ongoing and robust publicity campaign throughout the year under review.

Through proactive media engagement, Optometry Australia generated a record 545 pieces of editorial coverage in a variety of consumer outlets nationally in FY2020/2021. This is an increase of 47% over the year before with coverage relating to children's vision making up the bulk of this publicity.

Publicity generated potentially reached 52 million people, meaning that adult Australians would have been exposed to our messages multiple times.

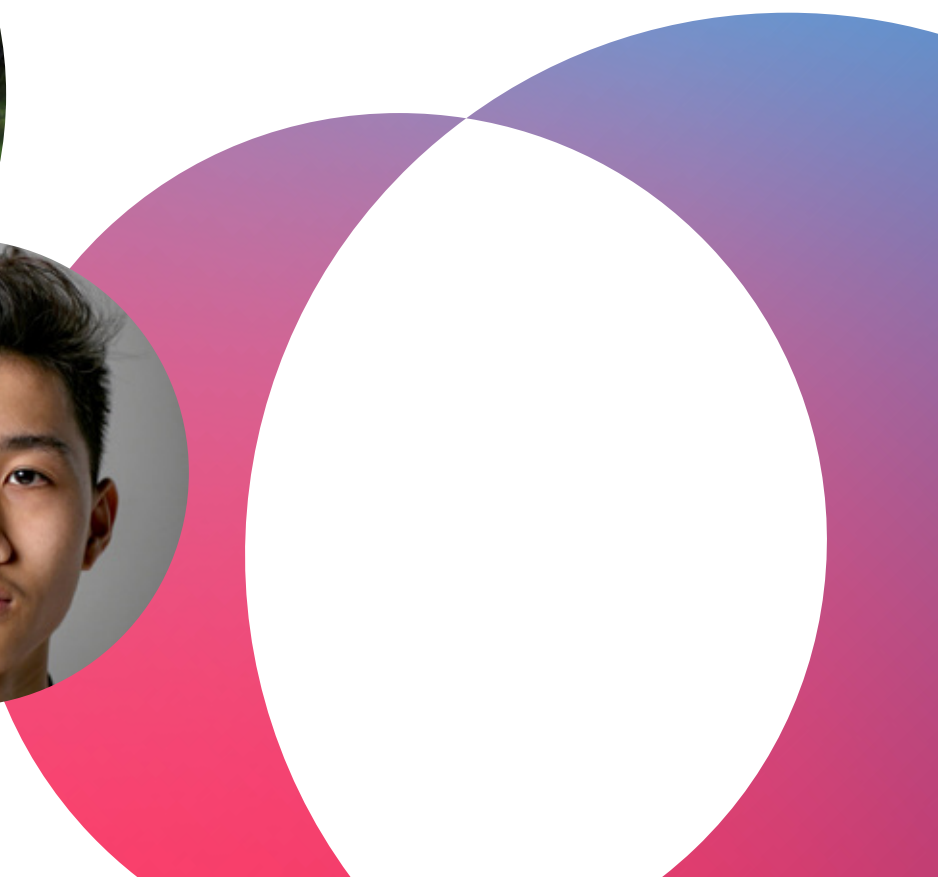
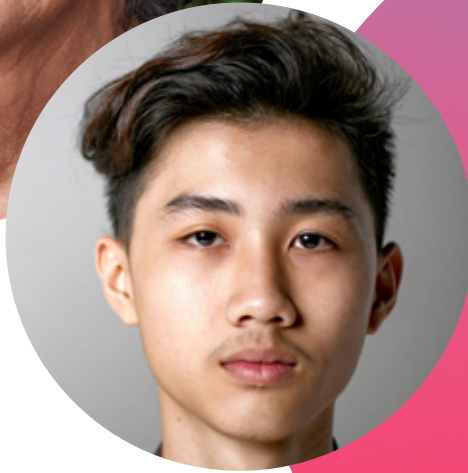
Media savvy members have also embraced the research to use in their own media efforts as evidenced by publicity generated by Bupa Optical, Eyecare Plus, WA Opticians, Augie Eyewear and EyeQ, to name a few.

Member marketing support

Members were encouraged to participate in our consumer campaigns and in the year under review, to support these efforts we created and launched a new marketing toolkit, 'Engaging with your patients' accessible exclusively to them. This toolkit contains a suite of customisable materials to bolster members' existing marketing and communications efforts, including tools for public outreach, social media posts, media releases and more.

Social media

Our consumer Facebook page experienced a small growth of 3% during the period, with more than 3,600 followers at the end of July 2021. To further support our engagement with consumers, and to leverage our advertising program, in September 2021 we launched a campaign page on Instagram with a steady growth in followers over the period.



Enduring organisation

Key achievements

- Representation of registered optometrists increases to 85%
- Continued and proactive support of members during COVID lockdowns including personalised and tailored assistance and distribution of timely information
- New Shared Strategic Plan for FY2021-2024 period developed by cross-federated team
- Strong results from our annual staff survey enhances Optometry Australia's reputation as an employer of choice
- Expanded revenue sources supplement membership fees resulting in opportunity to increase member services spend

The details

The COVID-19 pandemic has continued to prevent Optometry Australia's staff from coming together in person since 18 March 2020, with the exception of one brief opportunity in December 2020 when all staff members, located across Australia, came together in Melbourne to celebrate the end of year. This inability to spend time together in-person did not preclude the team from delivering high calibre member services, as reflected in achieving 85% representation of registered optometrists, a 3% increase over the year, nor from being able to support each other and to engage in proactive dialogue, decision making and problem solving.



COVID-19

Member support

Throughout FY2020/2021 we provided personalised assistance and relevant and timely information to members who have continued to be impacted by ongoing lockdowns and restrictions, resulting from the COVID-19 pandemic.

This saw our teams respond to numerous member calls and emails as well as the distribution of tailored electronic communications to impacted members that explained state and territory government mandates as they related to optometry. We have further provided support to our state divisions as needed, assisting them to clarify these mandates. To further assist members in making the right clinical and patient management decisions, including PPE and infection control, we ensured that our COVID-19 hub on our website was constantly updated, usually within a short time following the release of any new state-based information.

Positive staff response

The impact of COVID-19, ongoing lockdowns and the requirement for remote working over an extensive period has definitely been felt by team members. With many of our staff proud parents, they have been required to juggle home schooling and their work commitments for most of the last 18 months. We have ensured that all team members have been able to work flexibly and access leave to support their home commitments, and have access to mental health and wellbeing resources.

Despite these trying conditions, our annual employee survey, which we conducted in the first half of 2021, confirmed that Optometry Australia is seen as an employer of choice amongst staff. Results achieved this year again exceeded comparable association, professional and peak body benchmarks in relation to engagement, wellbeing and progress benchmarks.

In relation to overall job satisfaction, 80% of staff said they felt engaged (10% above benchmarks); 78% cited they felt well at work and able to manage job stress (6% above benchmarks); and 94% of staff indicated they are satisfied with the organisation's progress and success in delivering outcomes (30% above benchmarks).

Survey results also highlighted that 100% of staff believe in Optometry Australia's purpose, in our values and in our health and safety priorities. All staff further indicated that they have confidence in their colleagues to perform their work.

As with previous years and given the organisation is small with a relatively flat structure, career progression was the main area of concern for staff. To help offset this, all staff are offered training and development through professional courses, mentorships, and networking opportunities.

We also implemented and supported a range of programs to help any staff member mitigate feeling isolated or overwhelmed by the pandemic through initiatives such as our employer assistance program, training in wellbeing and maintaining productivity as well as via virtual games nights. A weekly all-staff meeting and a daily, voluntary virtual staff meeting also helped team members to maintain strong relationships.

Enduring organisation

Being able to get the full team together in Melbourne in December 2020 provided staff with a much-needed opportunity to spend time with their work colleagues in a social and relaxing environment.

Strategic planning

This year marked the end of our FY2018-2021 strategic plan period and we were delighted when reflecting back over the last three years with the vast range of achievements that we delivered. From launching a 20-year roadmap, Optometry 2040, that will deliver a sustainable and robust optometry sector, the launch of a highly regarded education program incorporating webcasts, interactive discussions, publications, podcasts and a virtual conference through to motivating potentially millions of Australians to book an eye examination as a result of our consumer campaigns, our staff have every right to feel proud.

A 3% increase in membership during a particularly trying last 12 months, highlighted members are responding positively to our ever-increasing range of services and initiatives. This means we now represent 85% of all registered optometrists – a level of representation that few professional associations can claim.

With this strategic period winding down, we put effort into developing the Shared Strategic Plan FY2021-2024 which is the blueprint that sets our priorities and goals during this period. This plan was delivered in conjunction with the state divisions. Importantly, it is designed to be flexible so that we continually respond to the changing environment.

Our people

To ensure that Optometry Australia was supported with the right structure to meet the goals outlined in the Shared Strategic Plan FY2021-2024, and in particular, our engagement goal of delivering segmented communications tailored to specific membership cohorts, we restructured the Marketing & Communications team.

This team is now called Member & Community Engagement to better reflect team members roles and responsibilities. Kerry l'Anson retains the role of General Manager of this new business unit.

This restructure resulted in the transfer of our education publications, *Optometry Connection* and *Clinical & Experimental Optometry* to the Member Services & Optometry Advancement (MSOA) team which has overarching accountability for the organisation's education program. Skye Cappuccio heads this business unit as General Manager.

It further resulted in three positions being made redundant: National Communications Manager, Journalist and Supplements Editor/Editor, *Optometry Connection*, resulting in the departure of Natanael Bloch, Helen Carter and Jeff Megahan from the organisation. This was followed by the resignation of our Digital & Publications Manager, Jessica Donald who has moved to Taylor & Francis to further her career in journal publishing.

Shayley Kilderry was subsequently promoted to Head of Digital with overarching responsibilities for managing our digital footprint including our website and member database evolution. We also welcomed Sam Bonwick as our new Education Publications and Content Strategy Manager. His role focuses on the delivery of *Optometry Connection* and *Clinical & Experimental Optometry* and investigating content extensions and gaps in CPD education publishing.

Trinity Scarf was also promoted during the year to the role of National Manager, Member & Consumer Engagement with overarching responsibility for the developing member and consumer communications strategies and tactics. She is supported in her role by Trixie Do and Jenna McGowan who both joined the organisation this year in member, consumer and community engagement roles.

Nicole Ostrognay, who was formerly with Optometry South Australia, and who has been supporting us in a contract role to assist in the delivery of our CPD events, was made a permanent employee and now reports to our Chief Financial Officer and General Manager, Human Resources, Catherine Roubos.

Ben Hamlyn, who has been working in a dual role capacity as Member Support and Policy Advisor, was promoted to Optometry Development Manager to concentrate on advocacy and policy projects and we have commenced recruitment for a new Professional Services Advisor.

John Karis, who headed our Advantage Program and played an instrumental role in our digital development, retired leaving the organisation in December 2020.

Flexible work environment

Our 2021 staff survey highlighted that 100% of staff said that they believed that the organisation offered a level of flexibility to meet their needs.

Our workplace embraces good work/life balance protocols and that allows for full-time, part-time and shared-role positions. While the majority of our staff are based in Melbourne, as a national organisation we have a commitment to employ the best person for a role irrelevant of where they live – hence we have permanent or seconded team members in the ACT, South Australia, New South Wales and Western Australia.

Prior to the pandemic, we offered flexible working to all staff as part of their employment. Following on from the need to work from home throughout the majority of 2020 and 2021, we will continue to offer flexible working arrangements with the South Melbourne office remaining available to staff that prefer to work from this location.

Staff performance

Optometry Australia has a formal process for reviewing staff performance annually. This is conducted through an independent third-party performance review platform linking the strategic plan to each individual's performance. By setting goals aligned to the strategic plan, staff are provided with clear evidence as to how they are contributing to the organisation's performance in leading, engaging and promoting optometry, optometrists and community eye health.

Staff are also asked to demonstrate how their performance aligns with the organisation's FIRST values – forward thinking; integrity and respect; responsive and accountable; strategic vision; teamwork.

Occupational health and safety

Optometry Australia takes its commitment to providing a safe and healthy workplace seriously with no major incidents reported during the year. We have further ensured that the South Melbourne office is COVID-safe by abiding with all government guidelines.

Reconciliation Action Plan

Our Reconciliation Action Plan – Innovative RAP – submitted to Reconciliation Australia in August 2020, was developed by an internal working group. Its aim is to support the national reconciliation movement and we await feedback from Reconciliation Australia on the plan. All board and staff meetings now commence with an Acknowledgement to Country with staff encouraged to understand and acknowledge the Traditional Custodians and Owners of the land where they live.

Enduring organisation

To honour National Reconciliation Week 2021, we published a series of articles on optometrists working with First Nations communities, or committed to improving the eye health of Aboriginal and Torres Strait Islander Peoples.

Internally, staff contributed to these week-long celebrations by learning more about the indigenous heritage of where their homes are located.

Financial management

As highlighted in the Treasurer's Report, prudent financial management remains a priority for the organisation. It is our goal to expand our income stream through a range of initiatives with revenue generated through the following platforms.

Jobs Board & Classifieds

During the year, an average of 60 employment listings were placed on our dedicated Jobs Board each month. Of these 66% were advertising full-time positions and New South Wales supported the most vacancies at 32% followed by Queensland.

Listings waxed and waned during the year, reflecting periods of ongoing lockdowns in state jurisdiction with February 2021 providing the greatest flurry of recruitment activity.

Members can place a position wanted advertisement for free if they are seeking work for themselves while businesses can take advantage of very competitive rates starting at \$35 and rising to \$125 per listing.

Likewise, members can place an advertisement in our classifieds for free with non-members paying \$55 per listing. Listings range from those wanting to sell, lease or buy optometric equipment as well as those wanting to sell, lease or buy a practice or to lease or rent a room within a practice.

Advantage Program

Based on an analysis of the program, its ability to contribute strongly to the organisation's revenue stream, increased overheads due to rising CPI, and waning participation in program offers, Optometry Australia made the financially prudent decision to close its Advantage Program effective 20 December 2020. We continue to provide members with access to Advantage Program partners via the Business Directory listed on our website, but we are no longer pursuing new partnership opportunities or promoting offers.

Advertising and sponsorship

We provide several channels that carry advertising, sponsorship and promotions on behalf of organisations wanting to promote their products and services to the largest community of optometrists in Australia. Our website, range of electronic newsletters, publications, webcasts and virtual conference provide our main vehicles for carrying messages from sponsors and partners.

Cross-federation communications

We work collaboratively with our state divisions particularly in relation to future planning, CPD delivery and engagement activities. For instance, a cross-divisional working group made up of national and division board members and CEOs was instrumental in developing the organisation's FY2021-2024 strategic plan.

Likewise, a cross-divisional working group is responsible for the on-going evolution of our member management system to ensure that it is meeting not only the needs of members, but the federation in relation to data collection and evaluation.

A working group comprising of a representative from our Victorian/South Australia division and from our New South Wales/ACT division, is creating the communications framework to engage with our final year students, immediate and new graduate members. This saw the launch of Your Launching Pad monthly electronic newsletter in the first half of 2021. This group is now looking at effective ways to engage with early career optometrists and members who have taken a career break. These activities are core to our commitment to providing relevant information tailored to various member cohorts.



Committees 2020/2021

The following is the current list of committees that Optometry Australia is a representative on as at 30 June 2021.

Committee	Purpose	Representation lead
Optometry Board of Australia's (OBA) Regulatory Reference Committee	Peak group of the sector providing views to Optometry Board of Australia	Lyn Brodie
Australian Health Practitioner Regulation Agency's (Ahpra) Professions Reference Group	Provides feedback, information and advice on strategies for building better knowledge from within the professions about health practitioner regulation, and advising Ahpra on issues affecting the professions	Lyn Brodie
OANZ, member	To appoint the OANZ Board and other governance matters	Lyn Brodie
Indigenous Eye Health Data Report Advisory Group	Advice to the Australian Institute of Health and Welfare regarding development of a report on Aboriginal and Torres Strait Islander eye health	Skye Cappuccio
National Rural Health Alliance	Peak advisory and advocacy body for rural health matters	Sarah Davies
Vision 2020 Australia	Vision 2020 Australia represents the vision and eye care sector in Australia and draws together members to exchange views, share information and collaborates and develops policies, strategies and submissions to improve eye health and vision care for all Australians	Lyn Brodie, Prevention and Early Intervention committee; Anthea Cochrane, member of Independence and Participation committee; Skye Cappuccio, member of Aboriginal and Torres Strait Islander Committee. Optometry Australia representatives are also involved in a number of Vision 2020 Australia project and working groups.
Allied Health Professions Australia (AHPA)	AHPA is the peak national organisation for allied health professions in Australia, representing and advocating for the role of allied health professionals in our health system	Lyn Brodie; Skye Cappuccio
Government-appointed		
Department of Veterans' Affairs Health Consultative Forum	Provides principal global advice on areas impacting on optometry and issues consistent with other primary and allied health sectors	Skye Cappuccio; Kerryn Hart

Working & advisory groups 2020/2021

The following lists members who participate in our current advisory and working groups.

Working group name	Members	
Aboriginal and Torres Strait Islander Eye Health Working Group	Mitchell Anjou (Chair) Gary Cerie Anya Dashko Sinead Denny Jose Estevez Luke Higgins	Lauren Hutchinson Nilmini John Josiah Murphy Sarah Nicholls Kate Pecar
Evolving Scope of Practice Advisory Group	Prof Sharon Bentley (Chair) Assoc Prof Nicola Anstice Dr Lauren Ayton Luke Cahill Mark De Paola Jane Duffy	Garry Fitzpatrick Jason Holland Dr Christopher Law Dr Jack Phu Dr Amanda Sobbizadeh Robyn Weinberg
Glaucoma Clinical Practice Guide Working Group	Kerryn Hart (Chair) Ben Ashby Sandra Au Alan Burrow Cameron Dyson (Private Practitioner)	Cassandra Haines Graham Lakkis Leanne Nguyen Jack Phu Murray Smith
Infection Control Standards Working Group	Kerryn Hart (Chair) Luke Arundel Dr Nicole Carnt	Ka-Yee Lian Prof Fiona Stapleton
Medicare Schedule Advisory Group (MSAG)	Simon Hanna (Chair) Luke Arundel Skye Cappuccio Paul Graveson Daryl Guest	Peregrine Horton Heidi Hunter Margaret Lam Jason Tan
Standards Australia Working Group	Annette Hoskins David Stephensen Nicole Carnt	
Transport and Vision Standards Working Group	Amanda Douglass Tony Gibson Vanessa Honson Jennifer Long Josiah Murphy	Neil Murray Sharon Oberstein Ho Wah Ng Joanne Wood



Contact details

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Website: optometry.org.au

Consumer website: goodvisionforlife.com.au

Social media platforms

Facebook members: facebook.com/OptometryAustralia/

Facebook consumers: facebook.com/goodvisionforlife

Twitter: twitter.com/OptometryAus or [@OptometryAus](https://twitter.com/OptometryAus)

LinkedIn: linkedin.com/company/optometrists-association-australia/

Instagram: [@goodvisionforlife](https://instagram.com/goodvisionforlife)

Optometry Australia acknowledges the Traditional Custodians of the lands on which our organisation is located and where we conduct our business.

Optometry Australia ABN: 17 004 622 431

