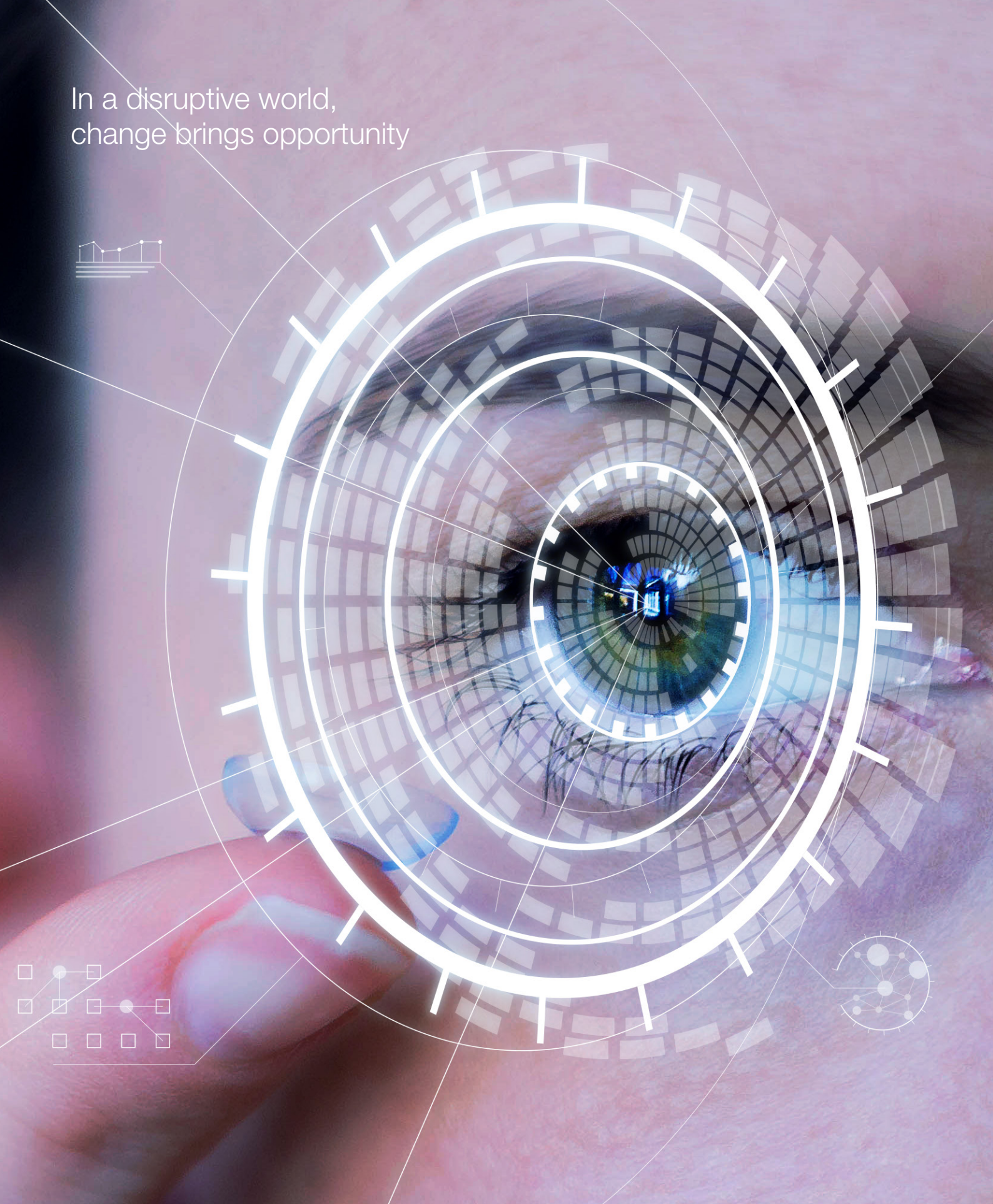


In a disruptive world,  
change brings opportunity



# Optometry Australia Annual Report

## 2018-2019

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## Optometry Australia believes that all Australians deserve the best in primary eye health and vision care.

Increasingly rapid change, associated with technological, economic, political and demographic influences however, is disrupting optometry practice models, working conditions, patient eye care, and clinical training requirements and communications.

Change isn't always positive, yet it brings opportunities that we can embrace, channel and control.

In the year under review, through the Optometry 2040 project, we worked with members and key eye health sector stakeholders to jointly identify how the future for optometry and community eye health needs to be shaped over the next 20 years to sustain, evolve and secure optometry's role as a vital primary health profession.

Our sector's future presents an interesting and exciting evolutionary journey and it is in our combined hands to create our forward path.

Our 2018/2019 Annual Report documents the steps that we have taken to commence this transformation.

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## Membership breakdown

# 100

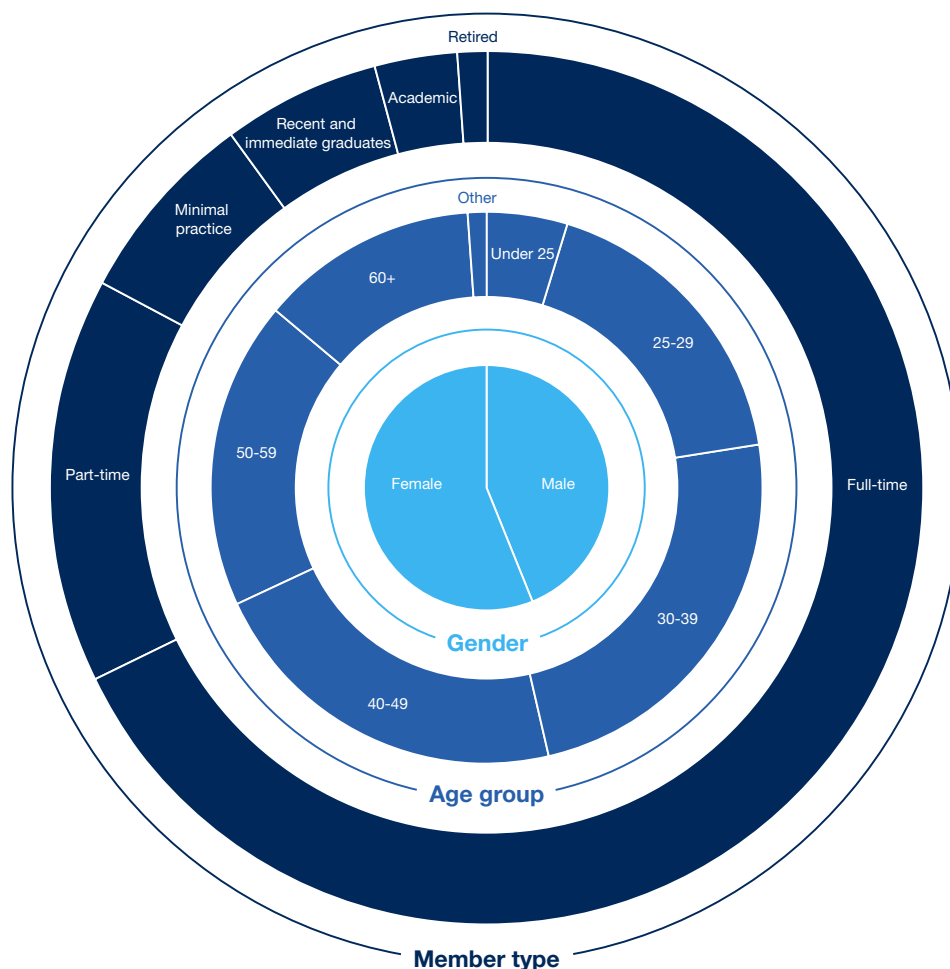
years of making  
a difference

# >80%

of all optometrists  
are members of  
our community

# 100%

owned by members



## Who we are

Optometry Australia represents the largest community of optometrists in Australia. Because we are 100% owned by our members, no other organisation understands optometry like us or has a more influential voice. Since 1918 we have united the sector to make Australia a world leader in the delivery of vision and eye health services and patient care.

## Benefits of membership

Membership means you are part of Australia's largest community of optometry professionals and because of this, you are never alone. We can provide the networks, support and guidance to help you succeed.



**\$460m**

Medicare benefits paid to patients for optometry care

**9.85m**

Medicare rebateable optometry services delivered

**7%**

increase in optometric services for 0-4-year-olds

**>4,000**

communications sent by members to politicians about the importance of optometry

**20**

our two-decade transformation agenda for optometry

**4.12m**

appointments influenced

- Medicare freeze on rebates lifted and fees indexed
- Encouraging initial recommendations from MBS Taskforce Review
- Optometry 2040, a 20-year transformational agenda for optometry, launched
- \$2 million investment into subsidised spectacles scheme announced by the Australian government
- Over 4,000 pieces of communications about the importance of optometry sent by members during federal election campaign
- 1.73 million optometry appointments influenced by the *Good vision for life* campaign bringing the total to 4.12 million since campaign launch
- New website launched to make it easier for members to find relevant information fast
- Institute of Excellence opens to provide members with quality online CPD anytime, anywhere
- Student Leadership Program commences to support next generation of optometry leaders
- 100 years of sector leadership celebrated by peak body
- *Clinical & Experimental Optometry* celebrates its centenary
- Leading ocular therapeutics magazine *Pharma* celebrates its 10th anniversary



## Your national board



**Darrell Baker**  
President



**Kylie Harris**  
Deputy President



**Gavin O'Callaghan**  
Treasurer



**David Bradley**  
Director



**Karen Garner-Hamilton**  
Director



**John Palassis**  
Director



**Murray Smith**  
Director



**Steve Zantos**  
Director

The national board ensures that Optometry Australia is delivering member value by meeting its strategic planning commitments and uniting the federation of state divisions to collectively lead, engage and promote optometry, optometrists and community eye health.



**Darrell Baker**  
President

I was particularly honoured to start my role as President during our 100-year anniversary, in December 2018. Our 100-year celebrations were certainly a time to reflect on organisation and sector achievements of the past century. Importantly we looked to build on our success and look to the future through Optometry 2040. This innovative project provided us the opportunity to work collaboratively with all our members to identify our plausible, preferred future. We will now support members to take control of their future and lead the sector in realising our ambitious plans.

We were delighted to receive a response to the Optometry 2040 report from the Minister for Health, the Honourable Greg Hunt, who noted 'Optometry Australia's commitment to working with the optometry profession and key stakeholders to ensure the professions' competency standards enable optometrists to undertake a broader scope of practice. This will be an important step in ensuring the optometry profession is able to respond flexibly to the challenges faced by the Australian medical system'. We believe this is a sound endorsement for evolving scope of practice and we have already begun a process to progress this key initiative.

We have also begun the journey with roundtable discussions on big data and applied research.

We understand that continuing professional development is critical and we have launched Optometry Australia's Institute of Excellence, an initiative that will provide the most comprehensive calendar of CPD events in the country. The Institute is designed to meet all members' needs, providing online learning opportunities and details of face-to-face events around the country. Importantly, it will ensure that members can access all their face-to-face and online education through the

one digital destination, regardless of where they are geographically, while also providing learning in a range of different modalities to suit members' lifestyles and preferred learning methods. Points will be automatically recorded for members, and as we move towards the OBA's revised CPD requirements, we will lead members on the journey to ensure an easy transition. The Institute will continue to evolve with innovative learning tools added over time.

**"The Optometry Australia team continues to strive to support the membership with high quality services and a mind to innovation"**

The Optometry Australia National Board has a strong focus on quality governance and we continue to assess our performance, pursue professional development and revise systems, policies and protocols to ensure we oversee the organisation utilising best practices. We also spend a great deal of time on strategy to ensure we are continually assessing rapid change and ensuring we can grasp the opportunities that come with change. This includes working collaboratively with the divisional organisations to ensure our business models and practices are serving the membership to the maximum.

I would like to congratulate Optometry Victoria and Optometry South Australia for employing this same strategic thinking that led them to take the concept of amalgamation to their members. The boards of these organisations placed the interests of their members at the forefront in determining the best operational model for their organisations, resulting in members in both states overwhelmingly supporting the vote for amalgamation.

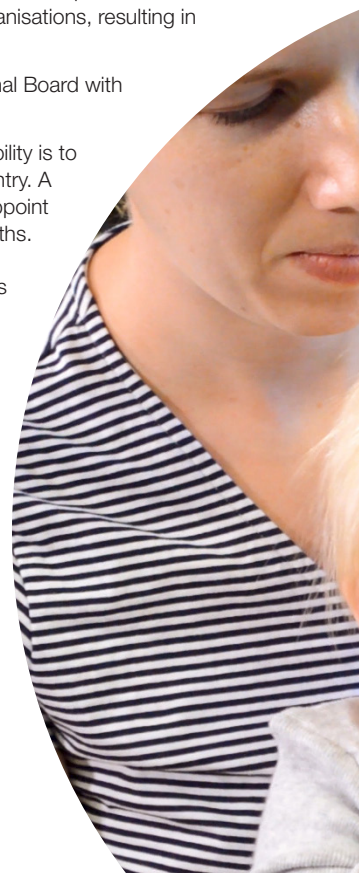
The advent of the new division, Optometry Victoria/South Australia, led to changes on the National Board with Murray Smith elected to be their nominee to the National Board.

Divisions nominate an individual to be director on the National Board, and their primary responsibility is to represent Optometry Australia, and in turn look after the interests of all members across the country. A lesser number of divisions and the need for retention of corporate knowledge led the board to appoint Kylie Harris and Gavin O'Callaghan as interim independent directors for a fixed period of 18 months.

I would like to thank them both and fellow directors Steve Zantos, David Bradley, Karen Garner-Hamilton and John Palassis for their contribution and dedication over the year. John Palassis was nominated by Optometry Western Australia in December, after I assumed the Presidency, and has fitted well on the board. I would also like to pay tribute to my predecessor Andrew Hogan who retired at the AGM in 2018. I was honoured to serve as Andrew's Vice-President and then assume this very important position.

I would like to acknowledge all our divisional Presidents and organisations for their commitment to members. Likewise, the Optometry Australia team continue to strive to support the membership with high quality services and a mind to innovation to truly lead, engage and promote. My biggest thanks go to you our members, for your unwavering support and commitment to this wonderful profession of optometry.

**Darrell Baker**  
President





**Lyn Brodie**  
CEO

We started afresh this year with the new shared strategic plan. This three-year plan combines the knowledge, understanding and expertise of the entire federation with the national and divisional Presidents, CEOs and organisational teams collaborating to ensure we create value for our membership. The plan provides a comprehensive framework to ensure we are meeting member needs with mechanisms to evaluate initiatives. This allows us to work effectively and efficiently while being nimble and responsive to the rapidly changing environment.

Throughout this report, we have documented our many achievements in leading, engaging and promoting optometry, optometrists and community eye health. There has been some significant success and major steps forward in key areas that matter to members on the ground.

The MBS Task Force established the Optometry Committee and subsequently consulted widely to form recommendations that will ultimately go to the Minister for Health for approval. We understand how critical MBS funding is to our members, and our efforts reflected its importance. We are hopeful that when final recommendations are implemented we will have an improved schedule that works more effectively to subsidise patients for the primary eye care they need.

The digital world provides opportunities to engage and serve members and we were delighted to launch our new website. Greater functionality and ease of use is just part of the story. We now have a wonderful platform to continue to innovate and to be responsive to members' requirements. The new platform has already realised the launch of Optometry Australia's Institute of Excellence. The development of the Institute and its launch is well ahead of the OBA's planned changes to CPD requirements at the end of 2020, and we look forward to supporting members through this transition.

We know that professional indemnity insurance is a much-valued component of membership and we were pleased to announce late in 2018 that we would provide an enhanced product. As with everything we do, we will continue to consider new and exciting models into the future, so members have access to the best the market can offer, while enjoying confidence and surety in the product.

More consumers are now aware of the *Good vision for life* campaign and that brings a wider understanding of the value of optometry to the community. This important consumer initiative is exceeding expectations with our team continuing to develop extremely efficient tactics to keep spreading the word.

To raise the profile of optometry beyond the consumer to the medical and wider health profession is critical. We collaborate widely through our participation in Vision 2020, and relationships with RANZCO and other eye health stakeholders. We have managed to achieve a great deal throughout the year.

I have noted a handful of achievements and am enormously proud of these and many more that are due to the amazing efforts of the national office. I am grateful to have such a highly skilled, professional and committed staff.

It's been a great pleasure to work with newly elected President Darrell Baker. Darrell has been enormously generous with his time, whether it be working with the Optometry Australia team, travelling the country to engage with the divisional organisations and members or treading the halls of Parliament House in Canberra ensuring politicians clearly know who we are and the value of our sector.

I would also like to note my appreciation for the support I receive from the national Directors. The federation thrives on collaboration and it's been wonderful to work with divisional Presidents, their boards and CEOs.

Each year we build a stronger foundation so as to be responsive in the ever-changing world and ensure our members are in control of their own success.

**Lyn Brodie**  
CEO







**Gavin O'Callaghan**  
Treasurer

Optometry Australia was highly productive in a challenging financial year, with a budgeted loss reported in the profit and loss. This was expected as per our budget included special projects funded from excess reserve funds.

The portfolio, managed by First Financial, returned 10.69% net of fees, outperforming the ASX200 return of 6.86%.

The organisation's forecast negative budget position for 2018–2019 was not fully realised. This positive result to budget was due to a combination of tight budget constraints; sensible financial management and monitoring through monthly reporting to the organisation's Finance Committee, Audit and Risk Committee and the National Board.

## Operating results

Our recent biennial member survey cited that the top benefits of membership are professional indemnity insurance, representation to government, and community awareness programs. These benefits are the sole responsibility of the national office. This is a pleasing outcome given that 83% of Optometry Australia's income comes from membership fees contributed from members via the state divisions.

Our efforts continued to secure revenue from other sources, including financial support of our programs and activities. These included sponsorships of our webinars, advertising on our website and in our publications, and the continued support of our Advantage partners.

Through active pursuit of advertisers and potential financial partners this year, our organisation was able to secure additional external revenue with the aim of maintaining and improving the services from which members benefit.

Overall expenses for the year were contained to budget. Examples of cost containment include the organisation's meeting expenses. This has been achieved with an increase in the use of video and telephone conferencing.

Total expenditure on salaries came in close to budget. The organisation's budget also contributed \$145,400 to assisting our smaller state organisations in South Australia and Tasmania deliver services to members in line with the organisation's State Support Funding Policy.

## Statement of financial position

This statement reflects the financial position of the organisation. For the financial year 2018-2019, there was an increase in total equity for the year of 1.4%. This figure is reflective of the increase in the organisation's investment portfolio value offset by the operating loss generated.

The asset allocation policy establishes the investment parameters for the organisation's investment portfolio as managed by First Financial. The organisation maintains a balanced portfolio, allocating 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 are expended on special projects that provide direct member benefit.

The organisation's cash holdings are down 13% from last year. The decrease in the cash position is as a result of spending funds on special projects whilst continuing with 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 national board meeting and by the board's Finance Committee.

We supplement this advice with regular reports from an independent business adviser who supports the organisation's assessment of the investment portfolio's performance. The Finance Committee comprises the Treasurer, President of the National Board, Vice-President of the National Board, the National Chief Executive Officer and National Chief Financial Officer, as well as an external independent business adviser, Terry Wakefield.

As a member-based organisation, the National Board is acutely aware of the need to support the state divisions so they can provide the services members require to meet the growing primary eye health and vision care needs of patients while remaining within our financial means.



## The year ahead

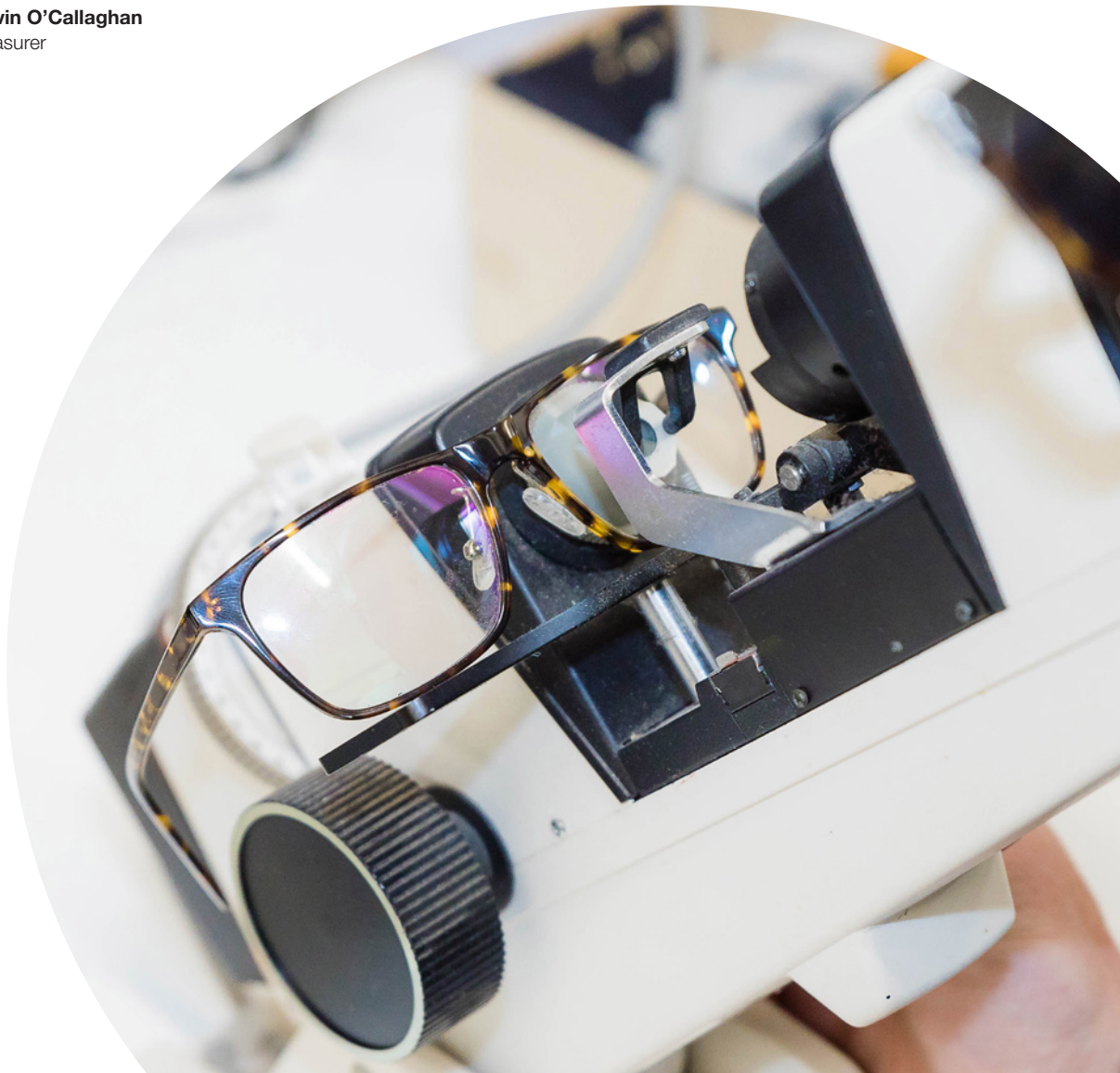
We continue to manage our finances conservatively, with this financial year seeing further investment in member services, including the marketing campaign 2020: The year of good vision for life.

During the year ahead – FY2019–2020, the organisation will:

- continue the delivery of the awareness campaign, *Good vision for life*, with a focus on the year 2020: The year of good vision for life;
- deliver key member engagement services and benefits, including professional indemnity insurance;
- continue to identify additional external revenue sources;
- continue to deliver CPD through Optometry Australia's Institute of Excellence;
- deliver the Student Leadership Program;
- deliver the early career optometrists' Think Tank;
- continue to deliver webinars on topics of interest to members;
- continue to enhance human resources legal support to include all members;
- deliver key projects to the benefit of all members, ensuring we grasp the opportunities identified in Optometry 2040.



**Gavin O'Callaghan**  
Treasurer

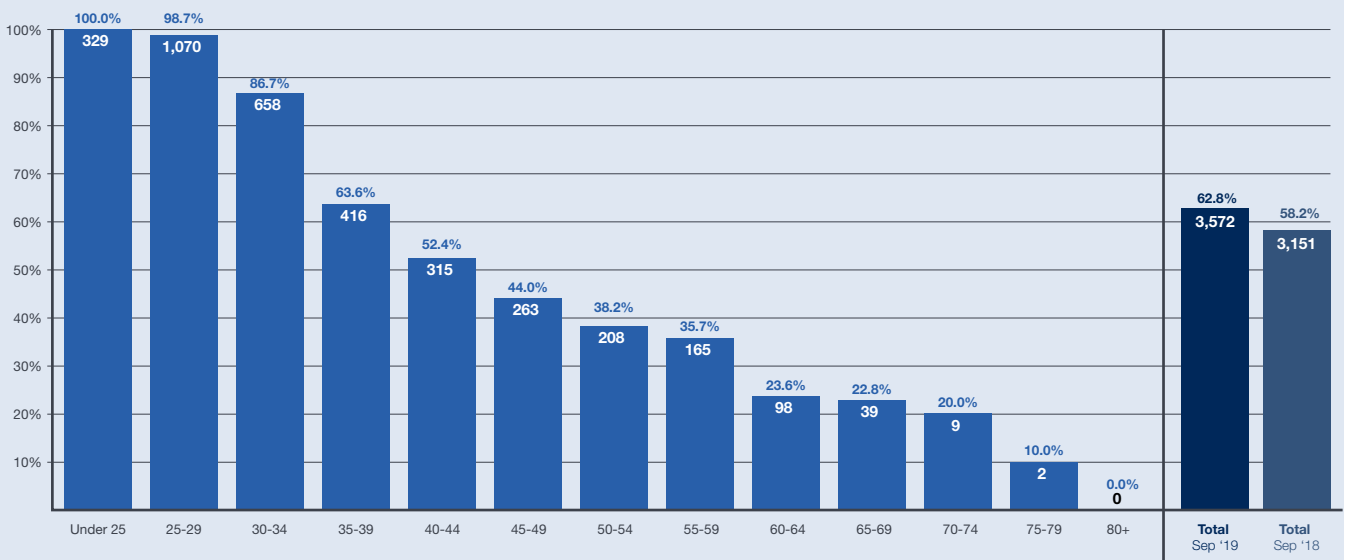


During the year under review 9.85 million Medicare rebatable optometry services were delivered by up to 5,781 registered optometrists. Medicare benefits paid totalled \$460 million.

Principal place of practice										
Optometry practitioners	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	No PPP **	Total
<b>Registration type</b>										
General	90	1,901	39	1,128	350	105	1,534	440	100	5,687
Limited: Postgraduate training or supervised practice	1	5		4	1		5	5	1	22
Limited: Teaching or research					1					1
Non-practising	2	39		20	1	1	32	3	63	161
<b>Total, Sep '19</b>	<b>93</b>	<b>1,945</b>	<b>39</b>	<b>1,152</b>	<b>353</b>	<b>106</b>	<b>1,571</b>	<b>448</b>	<b>164</b>	<b>5,871</b>
Total, Sep '18	87	1,869	33	1,100	320	101	1,496	427	162	5,595
<b>Endorsement</b>										
Scheduled medicines	56	1,101	31	676	250	82	1,182	248	36	3,572
% of general registrants endorsed for scheduled medicines	62.2	53.2	79.5	59.9	71.4	78.1	77.1	56.4	36	62.8
<b>Gender split</b>										
% Female	55.9	57.6	53.8	52.9	55.0	46.2	57.0	47.8	52.4	55.2
% Male	44.1	42.4	46.2	47.1	45.0	53.8	43.0	52.2	47.6	44.8

#### Percentage and number of general registrants holding scheduled medicines endorsement by age group

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



## Strategy

## Core measurable activities

### 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

## 1.6%

rebate increase to optometry items on  
MBS

## 2040

our 20-year look into the future

## 4,000

communications to politicians

## 12

students mentored in optometry  
leadership

- 100 years sector leadership celebrated
- Optometry 2040, a 20-year transformational agenda for optometry, launched
- MBS taskforce review encouraging
- Medicare freeze on rebates lifted and fees indexed
- \$2 million Commonwealth investment to support subsidised access to spectacles for Aboriginal and Torres Strait Islander people announced
- Over 4,000 pieces of communications about the importance of optometry sent by members to political representatives during the federal pre-election campaign
- Student Leadership Program launched to support next generation of leaders
- Fourth early career optometrist Think Tank hosted



During the year under review, Optometry Australia started to put the foundations in place to fortify the sector in meeting identified rapid change associated with technological, economic, political and demographic influences. These multiple and simultaneous impacts, which are predicted to quicken in pace, are changing the contexts of eye health and, if embraced, present opportunities for optometrists and their patients.

While change can be daunting, Optometry Australia is committing to collaborating with optometrists, stakeholders and advocates, to harness these influences to benefit the sector. This has seen the launch of several new initiatives during the year which, combined with our regular advocacy activities, made FY2018-2019 a busy, exciting and productive year and a fitting way to mark the organisation's centenary.

## Optometry 2040

Supporting optometry to evolve in Australia to meet community need, has been the cornerstone of Optometry Australia's mission since the organisation was founded in 1918. Whilst optometry has progressed significantly in the past 100 years, current influences are changing our sector at an unrelenting speed.

During 2018 the organisation hosted a series of workshops throughout Australia, to invite members and the broader optometry sector, to help shape the future of the profession. Over 200 participants attended the workshops to discuss and debate what they believed to be the key levers of change impacting the sector now and into the future. Practice models, working conditions, education and training, patient care, and communications were put under the microscope and assessed against ongoing transformation associated with constant technological, economic, political and demographic change.

The six-month program of consultation identified that the way optometry will be practised in the future will be very different than it is today, leading to the release of Optometry 2040, a long-term transformational agenda for Australian optometry. This agenda aims to deliver a progressive framework to advance our sector, and its capacity to serve the community, over the next 20 years.

This agenda has given rise to a number of new initiatives launched by our organisation during the year. These are the start of a wide range of programs that we will develop to support the sector take charge of its future.

## Evolving scope of practice

We have established a working group, chaired by Professor Sharon Bentley of Queensland University of Technology, to provide advice to the organisation on how optometry can evolve to meet changing community needs. They met for the first time in September 2019.

The Medicare Benefits Schedule Review Taskforce (MBSRT) is currently undertaking a significant review of the Medical Benefits Schedule (MBS) with the optometry schedule being assessed by the Optometry Services Clinical Committee (OSCC). We were pleased with the OSCC's initial recommendations, tabled in early 2019, as they reflected many of our suggestions to reform the MBS to benefit optometrists and community eye health care. Final adoption of MBS optometry changes is expected in late 2019 or early 2020.

## Competency standards

To ensure optometry is evolving to meet patient need, we recognise that the entry-level competency standards for the professions must remain contemporary and forward-thinking. The Competency Standards Working Group – established during the year and made up of representatives from OCANZ, NZAO, the Optometrists and Dispensing Opticians Board (New Zealand), heads of schools of optometry, and consumers along with Optometry Australia – will guide the comprehensive revision of the standards for entry level optometrists to ensure they define the competencies expected of our graduates as we move into the future.

“Whilst optometry has progressed significantly in the past 100 years, current influences are changing our sector at an unrelenting speed”

## Workplace change

With cultural awareness a growing, important responsibility within workforces, we have commenced a project to develop a Cultural Responsiveness Framework for optometry that is intended to highlight the importance of providing culturally responsive care and guidance. Simultaneously we invited members who provide eye care for people from culturally and linguistically diverse backgrounds to share their insights during a national teleconference.

Workplace flexibility is becoming an increasingly important requirement to attract and retain high-quality employees, enable professionals to pursue lives of personal and professional fulfilment, as well as fulfil an employer's legal obligations. To assist practice owners and employers, we have developed three practice notes to explain opportunities and obligations as well as tips for negotiating and managing flexible work arrangements, and hosted a webcast to explore these issues in greater depth.

## Dataset

Central to our Optometry 2040 agenda is the need for a national dataset to provide a deep and consistent understanding of optometric patient care and trends in care from which opportunities to enhance how the eye care system operates can be identified. This is an important piece of research that is currently missing in Australia. Optometry Australia has engaged key sector stakeholders in discussions around opportunities for a national dataset and begun work on a 'proof of concept' for an optometry dataset.

## Developing our next generation of leaders

The sector's future is in the hands of our young colleagues which is why we are engaging with students and early career optometrists to help shape the leaders of tomorrow.

Last year we announced the introduction of the Student Leadership Program aimed at developing our next cohort of young leaders. The program, open to 12 university students undertaking study directed towards obtaining entry-level qualifications in optometry, gives participants a foundation in leadership skills. The inaugural program was held in January 2019 and we were delighted by the volume and quality of applicants for the 2020 program, which highlighted the popularity of this initiative.

In August 2019 we supported Optometry Tasmania's Early Career Optometry group in hosting the fourth early career optometrist Think Tank attended by two young leaders of each jurisdiction. This year, on request, the 12 Think Tank delegates participated in a full day governance session to enhance their governance and leadership skills.

## Optometry matters

The 2019 federal election provided the opportunity to rally the sector in lobbying their local members of parliament and jurisdictional senators, about the need to support a sustainable and effective eye care system accessible to all Australians. The Optometry Matters campaign prompted several hundred members to send over 4,000 pieces of communications on eye health to sitting federal parliamentarians. Their efforts prompted bi-partisan recommitment to community eye health from the Coalition and Australian Labor Party as well as support from the Australian Greens who noted support for ensuring all children can access comprehensive eye examinations.

Our 2019 Federal Budget Submission also called for government consideration for readier access to primary eye care for middle-aged Australians, people in rural and remote areas, and investment in applied research for new models of care.





## Rebate lifts

On 1 July 2019, a 1.6% rebate increase to optometry items on the MBS marked the end of a long seven-year freeze on rebate indexation for these items, one year ahead of the original schedule. Whilst reinstatement of annual indexation is a positive step, patient rebates for optometry services remain well below the true cost of providing clinical care. As a result, we will continue to advocate for a comprehensive reassessment of the scheduled fee for all optometry items on the MBS to ensure primary eye care services can be provided in a sustainable way and be readily accessed across the community.

## Aboriginal and Torres Strait Islander eye health

Two important initiatives to support Aboriginal and Torres Strait Islander eye health programs were announced this year.

We were delighted when the Australian government announced a \$2 million investment in subsidised spectacle schemes to support improved access for Aboriginal and Torres Strait Islander people to prescription glasses through state and territory schemes. Optometry Australia, alongside the National Aboriginal Community Controlled Health Organisation (NACCHO), has been leading advocacy since 2013 for jurisdictional schemes to be enhanced to meet principles of good practice. The investment will contribute to the government's 'Closing the Gap' commitments.

A further \$2.5m government investment is supporting the roll-out of retinal cameras, training and support for Indigenous health services in 155 sites by June 2020. This means more communities across all states and territories can provide basic screening for diabetic retinopathy in primary care settings. Optometry Australia is a member of the consortia which implements the project.

To learn from others working in Indigenous eye health, Optometry Australia convened a meeting of like-minded optometrists during the year with the aim of facilitating engagement, information exchange and community, and continues to value the advice from its Aboriginal and Torres Strait Islander eye health working group.

“Two important initiatives to support Aboriginal and Torres Strait Islander eye health programs were announced this year”

## Workplace awards

We have continued to meet with the Fair Work Ombudsman (FWO) to discuss their announcement earlier this year that practice staff now fall under the Health Professionals and Support Staff (HPSS) Award 2010. While we monitor the situation, we have recommended that practice owners and managers consider a risk minimisation approach of benchmarking their support staff against the HPSS Award to determine whether they are better off overall compared to General Retail Award (GRA). This is particularly pertinent given the rise in high profile 'wage theft' cases of employers receiving significant fines from the FWO for underpaying staff.

The FWO has agreed with an interim submission by Optometry Australia that optometry practices can be considered 'private medical practices' for the purposes of applying the Span of Hours clause in the HPSS Award. Advocacy continues in this space.

## Contact lens sales and regulation

We have renewed focus on the concerning issue of online sales of contact lenses where a valid prescription is not required, as a result of member feedback and the growth in these online retail outlets. In several states it is illegal to sell contact lenses without a valid prescription and we have liaised with some state governments about our concerns that these laws may not be being upheld in their jurisdiction. A submission to close the legal loophole allowing sale of plano contact lenses without prescription has also been submitted to the Therapeutic Goods Administration (TGA).

# Engage

## 10,000

one-on-one member queries fielded per annum

## 13

quality webcasts delivered

## 100

years *Clinical & Experimental Optometry* published

## 6

clinical and practice guidelines released

## 2

digital platforms launched

## 10

years *Pharma* published

- Staff respond to around 833 communications from members per month on a range of subjects
- Optometry Australia confirms its intention of becoming optometry's primary source of quality continuing professional education with the launch of the Institute of Excellence
- Delivery of our live webcasts ramped up, attracting thousands of participants
- A series of new guidelines produced to assist members' clinical and patient management
- Members give new member-centric, content-rich website, the 'thumbs up'
- Our three social media platforms have attracted almost 15,000 members and sector stakeholders
- Top three articles uploaded to our news feed, viewed almost 72,000 times
- Our journal *Clinical & Experimental Optometry* celebrates its 100th anniversary
- Leading ocular therapeutics magazine *Pharma* celebrates its 10th anniversary



We had a very busy year creating and delivering initiatives and services that enable us to engage with members more efficiently and to support members more effectively. Providing member value is central to our thinking and we constantly challenge everything we do to ensure that we are meeting our engagement goals.

The appointment of an additional optometrist during the year to service our member support hotline, enhanced Optometry Australia's capacity to provide confidential, one-on-one, professional advice to members by phone and email.

## Member support

The appointment of an additional optometrist during the year to service our member support hotline, enhanced Optometry Australia's capacity to provide confidential, one-on-one, professional advice to members by phone and email.

Our member support team, along with other staff, fielded around 400 telephone queries and another 125 emails from members per month on a wide range of topics. The vast majority of support provided pertained to professional and clinical advice such as Medicare, private health insurance and medico-legal issues. A dedicated human resources legal assistance line has also assisted members with contracts, workplace disputes and other human resources matters.

We further supported more than 40 members who were impacted by Woolworths Group's decision to close its Big W Optical stores. In addition to providing legal and human resources assistance, Optometry Australia provided all impacted Big W optometrists with access to the organisation's Employee Assistance Program.

## CPD development

This year the Optometry Board of Australia announced changes to optometrists' continuing professional development (CPD) to align our sector's standards with other health professionals. The changes, which will come into effect from 1 December 2020, will see CPD convert from a rolling, two-year points-based system to an annual, time-based system. To support members, we have provided detailed communications regarding these changes and what they will mean for registered optometrists.

In anticipation of these regulatory changes Optometry Australia invested in creating what we anticipate will become optometry's number one digital destination for CPD as well as a growing suite of quality face-to-face and online learning resources.

## Institute of Excellence

Optometry Australia's new Institute of Excellence is our new digital destination created to meet members' learning needs. It takes a prominent place within the organisation's new website and supports our commitment to continue to evolve our digital footprint to encourage more online educational opportunities, planning and audit tools.

“Optometry Australia invested in creating what we anticipate will become optometry's number one digital destination for CPD”

The Institute of Excellence, launched in mid-2019, already rich in quality online learning resources, has a constantly growing catalogue of courses which can be accessed

by members anytime, anywhere and on any device. It currently features Optometry Australia's expanding webcast series, partner courses from *mivision* and the Centre for Eye Health, as well as current *Pharma* modules, and other associated CPD programs. Members, and the greater optometrist community, can also access Australia's most comprehensive calendar of accredited CPD programs delivered by leading providers, and register for our state divisions' conferences and events.

CPD points earned by members accessing the Institute of Excellence's online courses are automatically recorded, following Optometry Australia's tradition of providing this service to members to support them in ensuring they are meeting regulatory requirements. Members can continue to check their CPD points balance and print out their CPD certificates via the My CPD Record portal which is attached to the Institute of Excellence.

As time progresses, more and more features will be added to the Institute of Excellence in readiness for the 2020 changes.







### Webcasts

During the year we significantly ramped up the delivery of our popular webcast series. Members can now access 13 Optometry Australia led webcasts, plus a range of other partner recordings, via the Institute of Excellence.

Thousands of members attended our series of live webcasts held at regular intervals throughout the year. 'Diabetes and your role in eye care' proved the most popular, with over 610 members attending the live broadcast, just nudging out 'Complex Contact Lens Fittings' and 'Dry eye' in terms of participation numbers. Attending the live broadcasts and completing the CPD questions earns participants face-to-face points while those members who later access the recordings and then complete the CPD component, are eligible for independent learning CPD points.

We would like to thank all presenters who joined us during the year to deliver various webcasts and we're also thankful to our sponsors for supporting our series.

### Presentations

Our in-house optometrists are often called upon to provide education and professional development on behalf of our state divisions or on behalf of other organisations, particularly in relation to professional aspects of optometry such as appropriate Medicare billing and regulatory requirements. Luke Arundel, for instance, presented at Optometry Tasmania's TLC, ICCLC and for Deakin and Melbourne Universities while Simon Hanna presented at state division conferences Super Sunday (NSW) and WAVE (WA) and also a separate standalone CPD event for our Queensland division. Sophie Koh presented to student bodies while Ben Hamlyn provided a number of presentations to stakeholder groups in South Australia and Western Australia. Educative presentations have also been provided to other primary care professionals including diabetes educators and pharmacists.

This year we also held our popular CASA course attended by 48 optometrists.

### Guidelines

New and updated guidelines, created to assist our members in their practice, are progressively being released.

To support clinical and patient management, and supported by a group of members with relevant expertise, in 2019 we released a clinical practice guide on the diagnosis, treatment and management of age-related macular disease. We have also released advice on undertaking visual fields to support blepharoplasty procedures undertaken by surgeons. All these new guidelines, and existing ones, are available to download on our website.

A comprehensive Contact Lens Resources Guide was distributed with the September issue of *Pharma*. This is an update on a similar guide released around six years ago and provides a handy reference point for current contact lens products available on the market today.

Guidelines under development, or review and due for release in the next 12 months, include the diagnosis, treatment and management of glaucoma. A child myopia standard of care, binocular visual field, blue light and occupational optometry guides are also slated for release in FY2019/2020.

To support employers, Optometry Australia produced a set of three guides to support members better understand workplace flexibility obligations and opportunities along with resources to assist with changes in awards classification.

## Digital communications

### Website

In late May 2019, we launched our new member-centric website created to make it easier and quicker to find information and resources to aid clinical, practice and patient management as well as career and professional development. The majority of content is restricted to members and the site is fully optimised for all devices with an emphasis on mobile screens.

Members have welcomed the website, spending over 1,000 hours on the site since launch with the 'Practice and professional support' section and 'Institute of Excellence' attracting the majority of member visits and time spent.

The website enables us to conduct snap polls of visitors and since its launch, we have conducted three such polls to ascertain feedback on such topics such as ease of accessing CPD programs, members' opinion of the site and its usability in general, and search functionality. To date responses to our polls have been positive with any identifiable gaps addressed as needed.

A range of new functionality continues to be added to the site to aid member interaction.

## Social media

Each year our social media community continues to grow not only in numbers, but also engagement. This is a pleasing result highlighting that the content that we are sharing on our three corporate social media sites is resonating with our combined 14,740 followers. Our top three posts on Facebook recorded a 'lifetime post total impressions' of 38,000 which is the total number of times these three posts 'entered' a person's screen.

Optometry Australia's LinkedIn page experienced the highest growth, up 131% over a 12-month period, reflecting the nature of this platform to deliver deeper content to followers than Facebook and Twitter allow.

## Electronic newsletters

During the year we revised our electronic newsletters to generate a more consistent look across our portfolio of mastheads. In addition to our fortnightly Focus, which is a summary of news and information for members, we added Your Advantage to our regular newsletter dispatch to draw attention to deals and discounts offered by our Advantage partners for member access. Your Conferences and Your Webcasts round out our regular communications with Special Announcements used occasionally to highlight new initiatives and insights that we believe to be of utmost importance to our membership.

We also distribute a quarterly Pharma and a bi-monthly Clinical & Experimental Optometry newsletter to highlight each issue's content.

Our electronic newsletters – the majority distributed only to members – receive an excellent open rate, with the majority sitting in excess of 46%, well above industry standards of 14.9%.

## News generation

Keeping members informed of the news that matters to them, is an important goal of Optometry Australia. To meet this, we create a range of quality stories that are posted to our website on a regular basis with an emphasis on highlighting the work that we do to enhance optometry and community eye health, major member news and important sector and practice management changes.

Much of our news content is highly viewed by members with the top three articles in the period on diabetic retinopathy guidelines, glaucoma therapeutics advancement and ocular herpes treatment, being viewed almost 40,000 times. Out of the top 10 articles produced, therapeutic advancements and the release of, or news on guidelines, received 79% of all page views highlighting members keenness to receive this type of information.

## Publications

### Pharma

During 2018/2019 *Pharma* celebrated its 10th anniversary and with that, a decade of providing quality editorial and case studies on therapeutic optometry research and application. Produced quarterly, *Pharma* is eagerly received by members for its interesting content and for its aligned CPD program with 24 points available over a 12-month period. Each issue of *Pharma* is housed online within the Institute of Excellence with CPD accessible year-round.

We were pleased to announce the appointment of Kerryn Hart as Clinical Editor of *Pharma*. Kerryn is the magazine's second Clinical Editor in its history, replacing inaugural Clinical Editor, Associate Professor Mark Roth OAM who resigned in 2018.

This year we also embraced member participation in *Pharma* with members invited to submit relevant case studies for publication.

### Clinical & Experimental Optometry

Our world-class journal, *Clinical & Experimental Optometry* (CXO) celebrated its 100th anniversary in March 2019. It continues to be ranked one of the top three optometry journals in the world and is circulated to a global audience of almost 8,900 including Optometry Australia members, members of affiliated associations and consortia libraries.

Lead by Editor, Professor Emeritus Nathan Efron AC, and Deputy Editor, Dr Maria Markoulli, CXO publishes papers from leading academics and researchers from around the world. In the year under review, almost 500,000 CXO papers were downloaded by a global audience. Noting the quality of papers published, its impact factor, representative of a journal's standing by the frequency in which articles are being cited, increased to 1.559 in 2018, rising from 1.335 the previous year.

Optometry Australia was delighted to award the prestigious 2019 H Barry Collin Medal to leading academic, Professor Erica Fletcher from the University of Melbourne. Professor Fletcher is only the second female to receive this medal with Professor Fiona Stapleton, Scientia Professor School of Optometry and Vision Science at UNSW Sydney, announced as the 2018 winner.

# Promote

## 1.73m

new appointments influenced

## 4,355

stories shared

## 2020

the year of good vision for life

## 279

pieces of editorial generated

- 1.73m additional appointments potentially influenced by *Good vision for life* campaign
- *Good vision for life* stories shared 4,355 times
- Videos introduced to highlight eye awareness messages
- Members can now create promotional profiles for display on the 'Find an optometrist' search platform
- Good media coverage in all major channels including national television
- Proclaimed 2020 as 'The year of good vision for life'
- KeepSight national diabetes eye health program supported





The organisation continued to promote eye health to the broader Australian community via our well established and successful *Good vision for life* media campaign and supporting editorial through media relations efforts. Our messages reached millions of consumers nationally to urge them to consider their vision care and eye health whilst motivating them to make a regular appointment with an optometrist.

We also supported Diabetes Australia's KeepSight initiative.

## Consumer campaign

The *Good vision for life* campaign entered its third year since its September 2016 launch, again achieving strong results highlighting the effectiveness of a consistent longer-term awareness campaign aimed at embedding understanding amongst a target audience in order to create habits.

The results of the campaign in FY2018/2019 highlight the success of this strategy as, despite a reduced campaign budget, awareness increased amongst our target audience of 35-59-year-old Australians. This is likely due to the consistency of campaign delivery and a more constant opportunity for them to see marketing elements – particularly within a digital environment – cumulatively over the past three years since the campaign has been running.

In FY2018/2019, 4.95 million Australians claimed to be aware of the campaign, this is a 17% increase over the year before and a 57% increase since 2016. Of those who say they are aware of the campaign 41% cited that they already see an optometrist regularly. Of the remaining cohort, 60%, or 1.73 million, said that the campaign motivated them to make an appointment to see an optometrist. This is a cumulative impact of 4.12 million appointments potentially resulting from the campaign since 2016.

“The *Good vision for life* campaign entered its third year since its September 2016 launch, again achieving strong results”

In addition, the number of Australians who say that they would now see an optometrist for excessive watering, redness, pain and discharge associated with their eyes has increased from 2.33

million in 2016 to 3.39 million (+45%). Likewise, the number of Australians who say they would now see an optometrist for loss of vision, sensitivity to light, blurriness and double vision, has increased over the three years from 4.98 million to 5.90 million (+18%).

We have also seen a strong result when asking consumers how often they believe they should see an optometrist, with 7.51 million nominating annually in 2016 rising to 9.03 million this year (+20%).

## Marketing program

The strong results this financial year are underpinned by a marketing program involving social media promotions, national radio exposure, video delivery within YouTube and catch-up television as well as on-going digital advertising and placement in a variety of channels frequented by our target audience.

Key results from the campaign to date, and that have contributed to overall consumer awareness and omnibus results include:

- Social media – our campaign Facebook page now supports 6,160 followers.
- Consumer promotion – via Facebook, we have delivered various campaigns aimed at encouraging consumers to sign up for our newsletters, resulting in almost 3,000 people receiving monthly updates about their eyes direct to their inbox.
- Stories – shares of our consumer-friendly stories via consumers' own social media platforms has generated excellent traction with 49 stories being shared 4,355 times. This represents a 321% growth from last financial year, indicating strong and growing engagement with our content.
- Website – the campaign website attracts around 55,000 users annually, 68,700 sessions and 100,400 pageviews.



### Member involvement

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Members are able to participate in the campaign through sharing our consumer stories and social media posts within their own marketing platforms. Posts on our Facebook page, for instance, are widely shared amongst our membership community.

Members are further invited to create individual profile pages to provide patients, or prospective patients with more information on them, their experience and eye health expertise. These profiles are subsequently displayed on the 'Find an optometrist' search results.

### Year 2020

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The year 2020 offers an unprecedented, never to be repeated opportunity for optometry, and in December 2018 Optometry Australia seized the opportunity to announce this as '2020: The year of good vision for life'. With 20/20 being a well-known term attributed to perfect vision, and good vision a key factor for living a healthy, happy life, the year 2020 represents an important opportunity to focus attention on eye health.

Optometry Australia is aiming to maximise the momentum of this opportunity to unite all aspects of optometry behind '2020: 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.

A positive response has been generated amongst major eye health organisations for a year-long program of eye health activities linked together by consistent messaging. Optometry Australia is conscious that such activities and branding must fit in with, and complement, existing branding across the sector.

### KeepSight

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Optometry Australia welcomed the launch of KeepSight, a program targeting Australia's diabetes community and in particular, those 1.27 million people with diabetes registered on the National Diabetes Services Scheme (NDSS).

KeepSight utilises a systematic, wide-scale recall and reminder system to notify those registered on the NDSS that they are due for a comprehensive eye examination. The program is supported by a wide scale consumer awareness campaign delivered by Diabetes Australia.

We have supported the program through a comprehensive marketing program aimed at member participation.

### Media coverage

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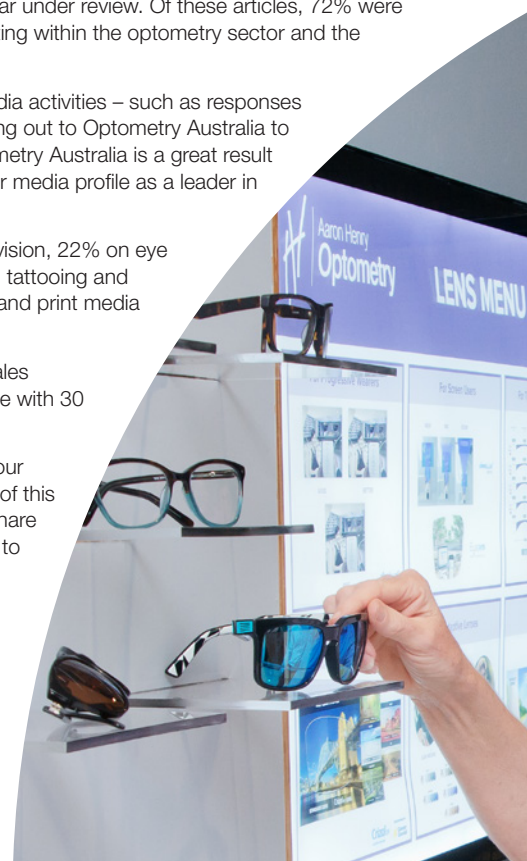
Almost 280 stories were generated in Australian media channels during the year under review. Of these articles, 72% were published in consumer-facing channels, 26% in corporate publications circulating within the optometry sector and the remaining had both consumer and corporate circulations.

The majority of coverage (72%) was generated as a result of our proactive media activities – such as responses to our 17 media releases with 23% of coverage achieved due to media reaching out to Optometry Australia to comment on a range of topics. The propensity of media reaching out to Optometry Australia is a great result and highlights the work that we have done over the past few years building our media profile as a leader in optometry commentary.

Of the coverage published in consumer channels, 39% focused on children's vision, 22% on eye health in general and 10% on eye health dangers such as fake contact lenses, tattooing and lasers. Online channels carried 60% of our coverage, followed by radio (20%) and print media channels (15%).

National publications carried 35% of our coverage, followed by New South Wales mastheads (28%) and Victoria (12%). We also generated international coverage with 30 stories picked up by offshore publications.

We were pleased to see *mivision* carrying a range of our stories as a result of our content sharing partnership which we entered into during the year. As a result of this partnership, *mivision* is able to access Optometry Australia's news stories to share within their own online channels and we too can access *mivision* news stories to share on [optometry.org.au](http://optometry.org.au).



## Good vision for life campaign impact

Good vision for life specific questions	2017	2018	2019	3-year trend
Australians who are aware of the campaign	3.15m	4.23m	4.95m	+45%
Australians who are now more aware of the health of their eyes	1.79m	1.29m	1.57m	-12%
Australians who have been motivated to make an appointment with an optometrist as a result of the campaign	1.07m	1.32m	1.73m	+62%
Australians aged 18+ who say they have booked an appointment with an optometrist in the last 12 months	9.30m	9.14m	9.86m	+6%

Good vision for life campaign impact	2016	2017	2018	2019	4-year trend
Australians who would see an optometrist for excessive watering, redness, pain or discharge associated with their eyes	2.33m	2.96m	2.97m	3.39m	+45%
Australians who would see an optometrist for loss of vision, sensitivity to light, blurriness and double vision	4.98m	5.34m	5.59m	5.90m	+18%
Number of Australians who think they should see an optometrist annually	7.51m	7.47m	8.36m	9.03m	+20%



# Enduring organisation

**6**

optometrists assisting members

**100%**

of staff have completed professional development activities throughout the year

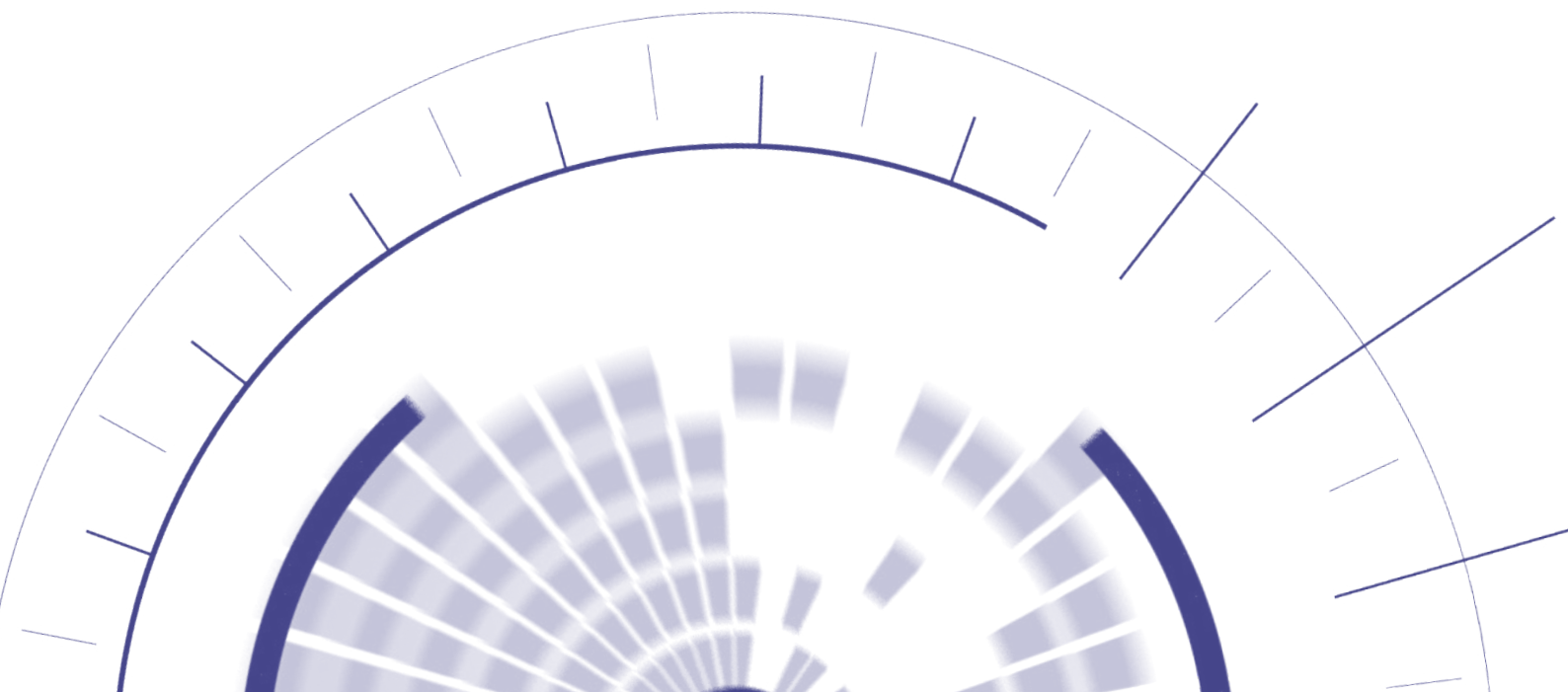
**100%**

of staff communicate with members

**0**

OH&S issues reported

- Strong collaboration with aligned eye health organisations established
- Federation reviews reducing duplication
- High level of engagement and satisfaction amongst staff
- Low staff turnover
- No occupational health & safety incidents
- Staff values award introduced
- Prudent financial management
- Reconciliation Action Plan under development
- Cross-federation communications actioned





With members being at the forefront of all we do, national staff had a busy, productive year delivering a range of services and projects to support members in their practice, clinical and patient management.

Each month we respond to almost 833 communications from members providing a wide range of advice from contract advice to medico-legal assistance. We deliver news, clinical guidelines, webcasts, publications and consumer campaigns designed to inform and educate, and we bring members and sector leaders together in networking forums and working groups. We lobby federal government to ensure they understand optometry matters, and reach out to like-minded eye health organisations such as RANZCO and Vision 2020 as well as numerous others who we collaborate with on initiatives to benefit our sector.

## Our people

Staff take immense pride in working for Optometry Australia and the work that they do to lead, engage and promote optometry, optometrists and community eye health – a commitment started in 1918 when a group of inspirational leaders founded our organisation dedicated to optometry and optometrists.

### Staff survey

The 2019 staff survey showed a high level of staff engagement and satisfaction. Comparisons with previous results from 2018 highlight that staff understand the organisation's purpose; they embrace our leadership and are respectful of their co-workers. Staff also feel that they have a voice and are able to participate in the organisation's direction.

The main areas cited for improvement were technology and enhanced reward and recognition programs and our Staff Engagement Working Group are developing ways to remedy these areas.

### Staff training

All staff are afforded the opportunity to participate in training programs to further their career development and to provide the skills Optometry Australia needs to perform to its optimum. This saw a wide range of courses undertaken during the year – from basic Microsoft packages through to more complex search engine optimisation, minute taking and board governance training.

### Staff movements

Optometry Australia has a low staff turnover with only one resignation during the year with the departure of Leanne Dawson, our Business Development Manager. She has been replaced by Michael Schiller who joined us in early 2019.

Claire Livingstone joined us, who with Helen Podbury, supports the busy job-share position to manage our member liaison, office administration and coordination, and classifieds administration services.

This year we made a commitment to appoint the right staff to our team irrelevant of where they are located. This saw the appointment of two South Australian-based optometrists with Cassie Haines, Acting Clinical Policy & Standards Advisor, filling in for Kerryn Hart who is on parental leave, and Ben Hamlyn joining in a permanent role within our busy member support team.

Natanael Bloch joined our Melbourne-based Marketing & Communications team as Acting Communications Manager, filling in for Rhiannon Riches who is also on parental leave.

John Karis is now focused on managing the Advantage Program with all digital and IT responsibilities passing to Jessica Donald who has been appointed Publications & Digital Manager.

### Staff values program

This year we introduced a new staff-nominated recognition program. Each quarter staff are encouraged to nominate a colleague who they believe best demonstrate the organisation's FIRST values – forward thinking; integrity and respect; responsive and accountable; strategic vision; teamwork. To date, five staff members have been recognised for their values' behaviour.

### Occupational health and safety

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Optometry Australia takes its commitment to providing a safe and healthy workplace seriously. No major incidents were reported during the year involving staff, visitors or contractors. We commit to providing a flexible workplace to engender good work/life balance but ensure that all staff come together every Tuesday to inform and share updates on their projects and commitments.

We also work with a professional agency to ergonomically assess staff workstations and our OH&S Committee are diligent about assessing building conditions to ensure staff's welfare is not impeded.

### Reconciliation Action Plan

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This year we continued our development of our Reconciliation Action Plan and worked to ensure that it aligned with the three core pillars of relationships, respect and opportunities. This plan was developed by an internal working group to support the national reconciliation movement. To ensure that all staff are more aware of Aboriginal and Torres Strait Islander culture, Optometry Australia is planning a cultural workshop for all staff to attend and in turn, will communicate the positive impact of optometry within Aboriginal and Torres Strait Islander communities.

### Financial management

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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.

### Advantage Program

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The Advantage Program was established a number of years ago for the dual purpose of providing a great range of products and services to members at discounted prices, as well as to generate income through commission on sales or advertising packages. We are aligned with organisations providing energy, finance, legal, human resources and workplace relations, insurance, finance, marketing and IT and lifestyle products and services.

This year Make it Cheaper (energy), Entertainment (lifestyle), BMS (insurance) and OptomEdge (marketing) joined our Advantage Program and negotiations continue with a range of other service providers.

Members have responded well to the new Your Advantage monthly newsletter which highlights specific deals available just for them.

### Advertising

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The launch of the new website has opened up more opportunities to work with organisations wanting to promote their products and services to the largest community of optometrists in Australia. Our website, range of electronic newsletters and publications provide our main channels for carrying messages from sponsors and partners.

### Cross-federation communications

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In August 2019, a cross-federation meeting was held with all state organisation presidents, CEOs and representatives from the national and state boards. In line with the shared strategic plan, the agenda for this meeting focused on streamlining federation activities to amplify member value through reduced duplication of services. A number of initiatives were discussed and will continue to be considered across the federation in an effort to reduce costs.

This year we continued to keep our state divisions informed of national activities through our monthly LEAP newsletter which is distributed to all federation staff.



**Luke Arundel**  
Chief Clinical Officer



**Natanael Bloch**  
Acting Communications  
Manager



**Lyn Brodie**  
Chief Executive Officer



**Skye Cappuccio**  
General Manager, Member  
Support & Optometry  
Advancement



**Helen Carter**  
Journalist



**Sarah Davies**  
Policy & Advocacy Manager



**Rosy Dolan-Murphy**  
Executive Administrator



**Jessica Donald**  
Publications & Digital  
Manager



**Cassie Haines**  
Acting Policy & Standards  
Advisor



**Ben Hamlyn**  
Member Support &  
Policy Advisor



**Simon Hanna**  
Professional Development &  
Clinical Policy Manager



**Kerry Hart**  
Policy & Standards Advisor  
& Clinical Editor, *Pharma*  
(parental leave)



**Lachlan Hessing**  
Multimedia Designer &  
Brand Custodian



**Kerry I'Anson**  
General Manager, Marketing  
& Communications



**John Karis**  
Advantage Program  
& Privacy Manager



**Shayley Kilderry**  
Digital Support Officer



**Sophie Koh**  
National Professional  
Services Advisor



**Andrew Kotsos**  
Professional Development  
Officer



**Jeff Megahan**  
Features Editor



**Claire Livingston**  
Administration, Member  
Support & Classifieds  
Coordinator



**Rounak Moshfegh**  
Professional Development  
Administrator



**Helen Podbury**  
Administration, Member  
Support & Classifieds  
Coordinator



**Rhiannon Riches**  
Communications Manager  
(parental leave)



**Catherine Roubos**  
Chief Financial Officer &  
General Manager, Human  
Resources



**Trinity Scarf**  
National Campaigns  
Manager



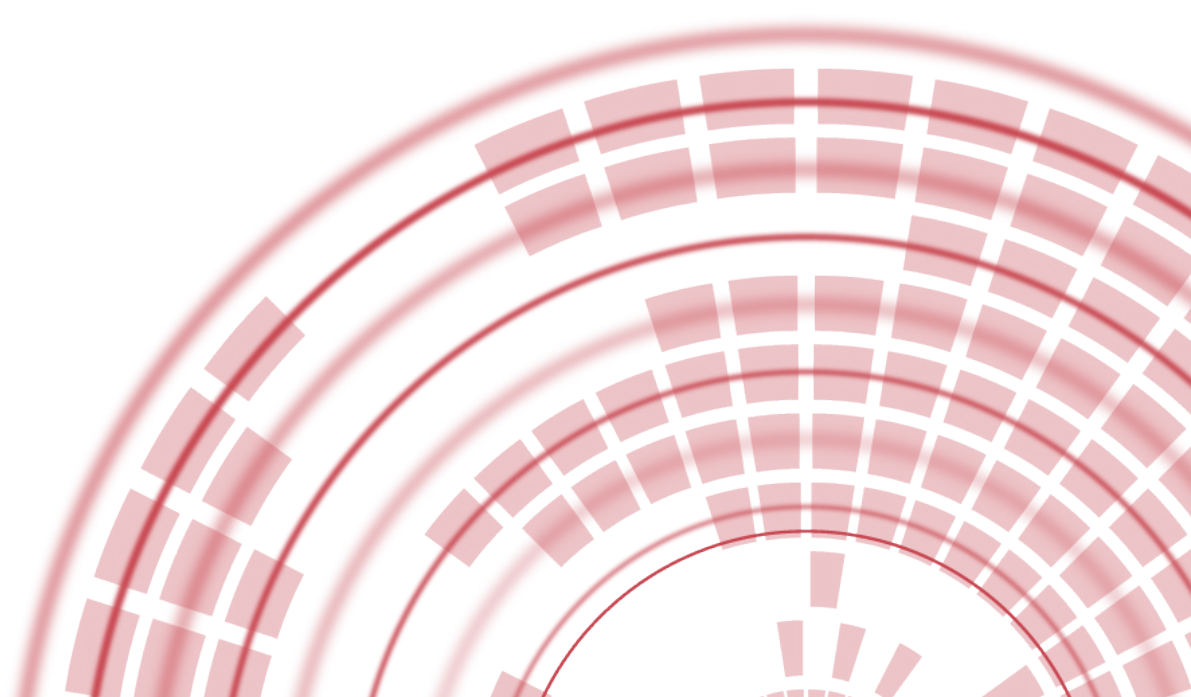
**Michael Schiller**  
Business Development  
Manager

## 28 Committee membership

Committee	Purpose	Representation lead
<b>Optometry Board of Australia's (OBA) Regulatory Reference Committee</b>	Peak group of the sector providing views to OBA	Lyn Brodie
<b>OBA's CPD and Accreditation Committee</b>	Assists the OBA in ensuring the CPD program remains effective, relevant and essential for the optometry profession	Luke Arundel
<b>Australian Health Practitioner Regulation Agency's Professions Reference Group</b>	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
<b>OCANZ member</b>	To appoint the OCANZ Board and other governance matters	Lyn Brodie
<b>Indigenous Eye Health Data Report Advisory Group</b>	Advice to the Australian Institute of Health and Welfare regarding development of a report on Aboriginal and Torres Strait Islander eye health	Skye Cappuccio
<b>National Rural Health Alliance</b>	Peak advisory and advocacy body for rural health matters	Dr Philip Anderton, on behalf of the Rural Optometry Group
<b>Vision 2020 Australia</b>	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.
<b>Allied Health Professions Australia (AHPA)</b>	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
<b>Oculo Clinical Advisory Group</b>	Advises the Oculo Board on issues relating to the design and use of Oculo. Key areas of focus will include issues relating to platform functionality, clinical governance, medico-legal issues, ethics, collaborative care pathways, research and future needs and scope	Sarah Davies
<b>Government-appointed</b>		
<b>Department of Veterans' Affairs Health Consultative Forum</b>	Provide principal global advice on areas impacting on optometry and issues consistent with other primary and allied health sectors	Skye Cappuccio; Kerry Hart



Working group name	Members	
<b>MBS Review Advisory Group</b>	Stuart Aitchison Mario Basso Garry Fitzpatrick Paul Graveson Simon Hanna Jason Holland	Isabelle Jalbert Paula Katalinic Peter Murphy Christine Nguyen William Trinh Michelle Waugh
<b>Aboriginal and Torres Strait Islander Eye Health Working Group</b>	Gary Cerie (Chair) Mitchell D Anjou OA Daryl Guest Prof Brian Layland OAM Anna Morse	Dr Genevieve Napper Lisa Penrose Helen Summers Ben Hamlyn
<b>Rural Optometry Group</b>	Dr Philip Anderton (Chair) Steven Davis Cameron Dyson Kellie Gibbon Mitch Hancock Katherine Jorgy	Peter McClurg Alex Norris Gary Page Sally Quirke Bill Robertson
<b>Age Related Macular Degeneration Clinical Practice Guide Working Group</b>	Kerryn Hart (Chair) Carla Abbott Lauren Ayton Susan Kalff Jia Jia Lek	Angelica Ly Gary Page Bill Robertson Rebecca Milston
<b>Glaucoma Clinical Practice Guide Working Group</b>	Kerryn Hart (Chair) Ben Ashby Sandra Au Alan Burrow Cameron Dyson Cassandra Haines	Graham Lakkis Leanne Nguyen Jack Phu Murray Smith
<b>Medicare Schedule Advisory Group (MSAG)</b>	Simon Hanna (Chair) Luke Arundel Skye Cappuccio Paul Graveson Daryl Guest	Peregrine Horton Heidi Hunter Margaret Lam Jason Tan





## Contact Us

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**Website:** [optometry.org.au](http://optometry.org.au)

**Consumer website:** [goodvisionforlife.com.au](http://goodvisionforlife.com.au)

## Social media

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**Facebook members:** [facebook.com/Optometry Australia/](https://facebook.com/OptometryAustralia/)

**Facebook consumers:** [facebook.com/goodvisionforlife](https://facebook.com/goodvisionforlife)

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

**LinkedIn:** [linkedin.com/company/optometrists-association-australia/](https://linkedin.com/company/optometrists-association-australia/)

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