



# Influencing optometry

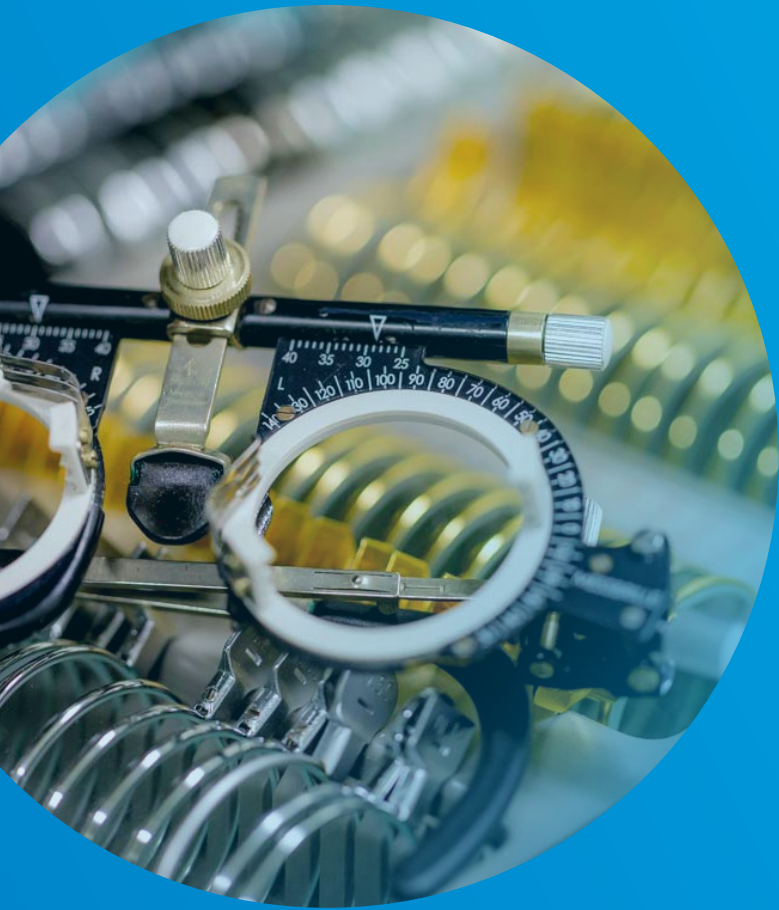
Annual Report 2017–2018



100 years  
1918–2018

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## Who we are

**For 100 years we have represented the largest community of optometrists in Australia. Because we are 100 per cent owned by members, no one understands optometry like us, or has a more influential voice.**

Since 1918 we have committed to leading, engaging and promoting optometrists, optometry and community eye health. We recognise that our past was, and our future remains, a mutual collaboration involving us, our members and sector partners.

While we can look back on our achievements in fostering optometry as a vibrant and vital Australian primary health care profession, we must continue to work together to develop and evolve so that we can take charge of, and remove uncertainty about, the future of optometry. This means collaborating to foster understanding at all levels of government, enhancing optometry's credentials within primary health care and increasing community understanding of eye health.

# Key milestones of our contribution to optometry

## 1918

First national conference to form Australasian Optometrical Association

## 1954

First optometry course established at University of NSW

## 1970

Optometrists win the right to make direct referrals to ophthalmologists

## 1975

Optometrist consultations become eligible for government subsidy under Medibank, now Medicare

## 1986

ACT optometrists join colleagues in NSW and Victoria in being legally allowed to administer diagnostic drugs. They are followed in 1987 by Queensland optometrists and in 1992 by WA optometrists

## 1993

Government decision to remove the Medicare rebate for optometric consultations successfully overturned

## 1996

Victoria becomes first state to legislate to let optometrists use and prescribe S4 drugs

## 1998

Victoria approves list of 41 therapeutic drugs for use by optometrists

## 2006

Increase in rebate for DVA consults from 85 to 100 per cent of the scheduled fee

## 2007

The first optometrists granted authority to prescribe therapeutic drugs in NSW

## 2008

Prescriptions for medications written by optometrists become eligible for government subsidy under the PBS

## 2009

Topical glaucoma medications prescribed by optometrists included in PBS

## 2010

Profession's move to a national registration system supported

## 2015

'Cap' on fees optometrists could charge under Medicare removed

## 2018

Recommendations submitted on amending the Optometrical Schedule of Services under the MBS

## 2018

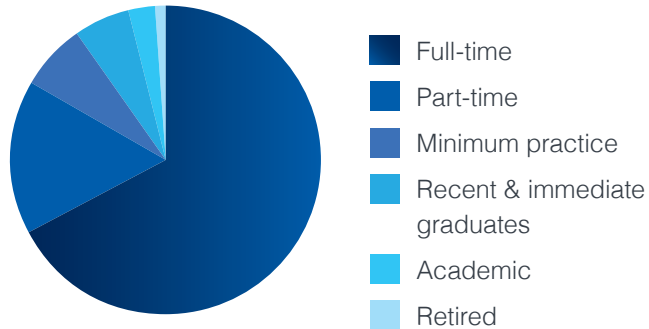
Optometry 2040 launched to provide the sector with a 20 year vision and strategy to create a plausible, sustainable future for optometry, optometrists and community eye health care.



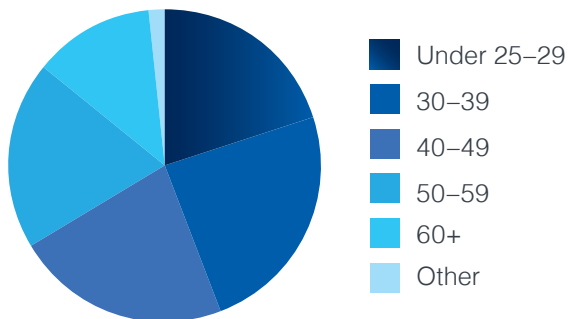


# Membership snapshot

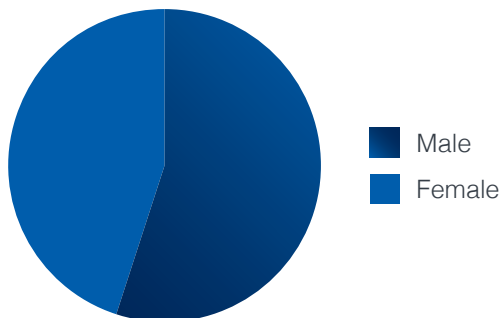
Membership split



Age group




Gender



Five most valuable member services\*

  
Professional indemnity insurance

  
Representation to government

  
Access to CPD

  
Community awareness programs

  
Professional advice & information (member hotline)

\*Source: Optometry Australia Biennial Member Survey 2018



# Your membership at work

## Major achievements 2017-2018

**\$438.5 million**  
Medicare benefits paid to patients for optometry care

**9.4 million** Medicare rebatable optometry services delivered

**20 years,**  
our vision for creating a plausible, sustainable future for optometry

### Lead

- **58 members** elected to our boards/councils throughout Australia
- **51 members** participated in committees and working groups (including staff who are also members)
- **13 submissions** made to consultations undertaken by regulatory bodies, government committees and agencies
- **2019**, the year the freeze on rebates will be lifted, one year ahead of schedule

### Engage

- **5 days a week** human resources assistance available to members
- **\$0 excess** members pay on a PII insurance claim and unlimited retroactivity for peace of mind
- **24/7** Avant's in-house medico-legal advice line available to members with confidential support also through national office
- **5 part and full-time optometrists** now employed in-house to provide member support five days a week
- **31 members**, and **10** national and state staff members, collaborating to guide the delivery of the new [optometry.org.au](http://optometry.org.au)
- **16,700 people** engaged on our Facebook, LinkedIn and Twitter pages (including **6,000** on the *Good vision for life* Facebook page)
- **18 videos** produced to inform members of Optometry Australia, member or key sector initiatives
- **7** state conferences delivered
- **880** CPD courses accredited
- **22,350** CPD points attained by members through *Pharma* online CPD modules
- **2,230** participants joined **5** live webcasts to hear and comment on a range of clinical and non-clinical content
- **8,000** educational aids, **200** books and **83,000** brochures dispatched
- **153** peer-reviewed articles delivered in *Clinical and Experimental Optometry*
- **403,961** *Clinical and Experimental Optometry* articles downloaded (an increase on 34% from previous year)
- **4 Pharma issues** delivered to highlight the latest clinical topics such as OCT-angiography, corneal diseases, glaucoma and visual fields tests, ocular effects of hypertension and diabetic retinopathy.
- **45%**, the average open rate of the new *Pharma* electronic newsletter, created from March 2018 to highlight issue content.
- **1 issue** of *Equipment* delivered featuring an OCT buyer's guide

**9,800** – member calls and emails responded to

**90% of members** would likely or highly recommend membership of Optometry Australia

**100% of members** receive automatic, retrospective professional indemnity insurance

**1.3 million** optometry appointments influenced by the *Good vision for life* campaign this year

## Promote

- **790,600** news pages viewed online of which **250,461** were unique
- **58 e-newsletters** distributed under the banners: *Focus*, *Pharma*, *Clinical and Experimental Optometry* and *Your Advantage*
- **4,100** *Find an optometrist* page views delivered on average per month on [optometry.org.au](http://optometry.org.au) and [goodvisionforlife.com.au](http://goodvisionforlife.com.au)
- **2,440** classifieds uploaded
- **10 organisations** supporting members through a range of products and services via the Advantage Program including new provider energy-discount service provider, Make it Cheaper
- **100% of members** now able to access complimentary human resource and workplace relations advice from Industrial Legal Group

- **7 consumer channels** selected to deliver eye health and vision care messaging – web, television, radio, cinema, Facebook, Instagram and monthly e-newsletter
- **6.86 million** consumers exposed to our eye health messaging through metro radio advertising<sup>1</sup>
- **6,000** consumers engaged on Facebook with an extended reach of **635,455** (page engagements: 124,167, impressions: 1,774,832)
- **56 eye health stories** uploaded onto [goodvisionforlife.com.au](http://goodvisionforlife.com.au) shared **1,300** times on readers' own Facebook pages
- **25** media releases dispatched
- **435 pieces** of editorial generated in print, online and broadcast channels of which 82% addressed key eye health angles

- **6 pharmacy digital platforms** accompanied by two pharmacy-based print magazines selected to deliver messaging aimed at improving referral pathways among pharmacists
- **903** optometry and vision science academics worldwide receive information about *Clinical and Experimental Optometry* every two months

## Endure

- **100 years** as optometry's peak professional body
- **22 staff employed** by Optometry Australia to provide members with year-round support

1. based on all people, Syd, Mel, Bris, Adel & Perth  
– Source: eRAM Metro Survey 7:2018

# Your board & board reports

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



**Andrew Hogan**  
President



**Darrell Baker**  
Deputy President and  
Optometry Western  
Australia representative



**Gavin O'Callaghan**  
Treasurer and Optometry  
South Australia  
representative



**David Bradley**  
Director and Optometry  
Queensland Northern  
Territory representative



**Karen Garner-Hamilton**  
Director and Optometry  
Tasmania representative



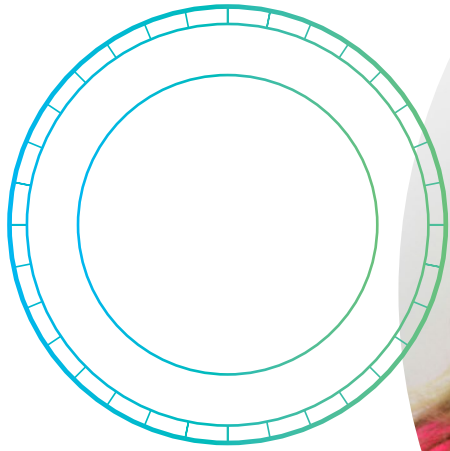
**Kylie Harris**  
Director and Optometry  
Victoria representative



**Steve Zantos**  
Director and Optometry  
New South Wales  
Australian Capital Territory  
representative







# President & CEO reports

**The optometry sector continues to evolve and face disruption and in the past year the national board has embraced change and looked to the opportunities that these changes uncover.**

We were pleased that the goals of the three-year shared strategic plan were achieved by the organisation, allowing us to meet our mission to unite, lead, engage and promote optometry, optometrist and community eye health. Importantly, achieving the goals we had set ensured that we supported members to successfully meet their own professional goals.

In conjunction with the presidents from all our state organisations, the national board developed a new shared strategic plan to guide us through the next three years until 2021. Critically, we embarked on an ambitious project to lead the sector well into the future with Optometry 2040.





## President's report

### Lead

The national board endorsed an innovative project to lead the sector, our members and the organisation to meet the challenges of a rapidly changing world.

This project, Optometry 2040, is taking us on a journey into the future and will, when complete, provide us with plausible scenarios for optometry in the decades to come. It will then offer us the opportunity to work towards the future that our members want as health professionals, and the best organisational and service model for Optometry Australia to support you to meet your preferred future.

The findings of Optometry 2040 will provide a guide for regulation, education, research and policy to be proactive in systems, processes and learnings to meet the sector requirements and true fulfilment of the plausible future.

We believe this project will be a blueprint for broader health sector reform, and look forward to other disciplines taking their lead from optometry.

Another key focus for us has been the MBS Review Task Force which continues to consider every item in the system. Optometry item review will be complete by the end of 2018 with recommendations hopefully implemented in the first half of 2019. We convened an advisory group to prepare a comprehensive submission to the Task Force process and we are confident that these will be considered favourably.

Our work in eye health care for Aboriginal and Torres Strait Islander communities continues to assist in closing the gap in vision. Our advocacy efforts resulted in Commonwealth funds being committed to the Subsidised Spectacle Schemes. This is particularly noteworthy as the Commonwealth has been reluctant to get involved in schemes as they are managed and are the responsibility of the state and territory governments. Our persistence, in collaboration with the National Aboriginal Community Controlled Health Organisation (NACCHO), was successful and it will do much to support efforts to close the gap.

### Engage

Over the past year, the national board held meetings outside of the organisation's Melbourne-based head office with meetings kindly hosted by our state counterparts in Brisbane and Sydney.

This positive initiative has given us the opportunity to meet with state boards leading us to make the decision to continue this practice into the future.

Of course, the most important focus for the national board is our members.

We continually seek to provide all members with the very best services to meet your needs and support you in your professional life. Professional indemnity insurance is a much-valued benefit that we constantly evaluate to make sure you have the best policy. As an organisation we strive to

provide the best support services to our members with our Professional Services team and wider staff cohort.

The OBA is reviewing the continuing professional development program and we have been diligent in evaluating and preparing a submission in response to the proposed changes, taking on board the views of members and providing you a strong voice in the review.

We are pleased to note that the most recent renewal period has resulted in an increase in the ratio of members versus registered optometrists. This indicates that members see value in the services we provide. However, we are always looking to innovate and meet the ever-changing needs of the profession.

### Promote

*Good Vision for Life* entered its second year in September 2017 and we remain delighted with the increased awareness in the community of the role of optometry and how we can best serve their eye health needs.

We are also pleased that members rate the campaign highly as a benefit of their membership.

Forging strong relationships with ophthalmology has been a focus for the national team and a number of collaborative projects with RANZCO are underway. RANZCO also ensured that ophthalmologists attended every Optometry 2040 workshop and the participation and feedback was extremely positive.

## CEO's report

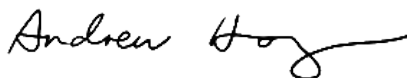
### Enduring organisation

Long term sustainability and diligent financial oversight is always top of mind.

We are acutely aware that the funds are from members and we work hard to ensure good value. The board appreciates the efforts of our Treasurer, Gavin O'Callaghan, in this area.

The national board has had a major focus on governance this year, with an assessment of all documentation, an extensive review of the constitution and our annual performance evaluation. We also participated in a governance workshop, where all state presidents and the national and all state CEOs attended.

I would like to conclude by thanking my fellow directors for their untiring commitment to Optometry Australia, as well as our CEO Lyn Brodie and the motivated national team. I also greatly appreciate the efforts of our state presidents, boards and CEOs and their collaborative and member focused culture.



**Andrew Hogan**  
President  
Optometry Australia

### **It is now over a year since I started at Optometry Australia, and I cannot stress enough the wonderful support I have had from the national board and the committed team at the national office.**

They have embraced and encouraged change to ensure we are serving members at the highest level so that you meet your professional aspirations. Our state organisations have been welcoming, supportive and a great source of information to assist me in my role.

The conclusion of the 2015–2018 three-year shared strategic plan and the development of the new plan, required a new structure to ensure we achieve our goals. Combining key teams has resulted in enhanced cross functional initiatives.

Vibrant and robust interactions have driven a great deal of innovation this year and our plans for FY2018–2019 are 100 per cent focused on supporting members in a rapidly changing environment. We now have three key teams; Marketing & Communications, Member Support & Optometry Advancement and Operations. The new position of Business Development Manager is providing the organisation with increased revenue, so as not to burden members.

Optometry 2040 has been a wonderfully collaborative project and we are keen to operationalise the findings over the coming year. In this way we will be able to take control of our future and assist members to do likewise.

I want to send a big thank you to all of you, our members. I have been privileged to travel the country meeting with you and engaging in enlightening conversations. Hearing your concerns and concepts to meet challenges has been invaluable. I look forward to serving you in the next year and bringing more benefits and value to ensure you achieve your aims.



**Lyn Brodie**  
CEO  
Optometry Australia

## Treasurer's report



**Optometry Australia was highly productive in a challenging financial year with a small loss reported in the profit and loss. This loss was significantly lower than the budgeted deficit.**

The portfolio, managed by First Financial, returned 8.49 per cent net of fees, outperforming the ASX200 return of 8.27 per cent. Operating results were negative (as a budgeted loss was expected) and through stringent management of operational expenses Optometry Australia exceeded budgeted expectations.

The organisation's forecast negative budget position for FY2017–2018 was not fully realised. This positive result to budget was due to a combination of tight budget constraints, sensible financial management and monitored 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 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. Access to continuing professional development and professional advice were also cited as top benefits of membership and the national and state offices pool their efforts in these areas. This is a pleasing outcome given that 83 per cent of Optometry Australia's income comes from membership fees contributed from members via the state organisations.

Efforts continued to secure revenue from other sources, including financial support of our programs and activities. These included sponsorship of our *Good vision for life* campaign, advertising on our website and in our publications, and the continued support of our Advantage program partners.

Through active pursuit of advertisers and potential financial partners this year, our organisation was able to secure additional external revenue from advertisers and sponsors. This was however, not at the level we had expected. This challenging situation reflects the overall market where sponsorship and advertising allocation by key stakeholders continues to plateau, reduce or be diverted. Despite this scenario, we are committed to pursuing external income 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 and travel expenses. This has been achieved by implementing tight controls over the amount of travel and also ensuring that the most economical fare and accommodation option is chosen, along with our commitment to use of video and telephone conferencing wherever feasible. Computer software costs were also contained by seeking out cost effective yet similar alternatives, such as the membership database implemented in conjunction with the state organisations.

Total expenditure on salaries came in under budget. The organisation's budget also contributed \$205,000 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.

Both the purchase of professional indemnity insurance and financial assistance for our smaller state organisations represent substantial outlays however, both demonstrate the significant support and empowerment of the profession.



## Statement of financial position

This statement reflects the financial position of the organisation. For the financial year 2017–2018, there was an increase in total equity for the year of 3.4 per cent. 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 per cent 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 10 per cent from last year. The decrease in the cash position is as a result of spending funds accumulated in previous years on the *Good vision for life* campaign, whilst continuing with careful spending and investing surplus funds in high yielding cash investments.

## Financial management and the future

As noted earlier, 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.

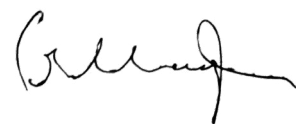
The Finance Committee comprises the Treasurer, President of the Board, Deputy President of the Board, the National Chief Executive Officer and National Chief Financial Officer, as well as an external independent business adviser, Terry Wakefield.

As a member-based organisation, the national board is acutely aware of the need to support the state organisations 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.

We continue to manage our finances conservatively, with this financial year seeing further investment in member services, including additional stimulation of the *Good vision for life* awareness campaign. Although the board has forecast a deficit budget for FY2017–2018, our overall financial position is forecast to remain positive.

## During the year ahead - FY2018–2019, the organisation will be:

- continuing the delivery of the awareness campaign, *Good vision for life*;
- delivering key member engagement services and benefits, including professional indemnity insurance;
- continuing to identify additional external revenue sources;
- completing a futures study and engaging members in the process that looks towards optometry in 2040;
- celebrating 100 years since the creation of the membership body to represent all optometrists and the profession;
- implementing a new member facing website;
- focusing on enhancing its continuing professional development offerings;
- embarking on a new strategic plan to take the organisation to 2021; and
- continuing to enhance human resources legal support to include all members.



**Gavin O'Callaghan**  
Treasurer  
Optometry Australia



# Your sector in numbers

During the year under review 9.4 million Medicare rebatable optometry services were delivered by 5,595 optometrists. Medicare benefits paid totaled \$438.5 million.

Optometry practitioners – registration type and sub-type by state or territory*											
Optometry practitioner		Principal place of practice									
Registration type	Registration sub-type	ACT	NSW	NT	Qld	SA	Tas	Vic	WA	No PPP**	Total
General		83	1,819	33	1,081	318	100	1,462	419	98	5,413
Limited	Postgraduate training or supervised practice	1	3		1	1		1	4	1	12
	Teaching or research		2								2
Non-practising		3	45		18	1	1	33	4	63	168
<b>TOTAL</b>		<b>87</b>	<b>1,869</b>	<b>33</b>	<b>1,100</b>	<b>320</b>	<b>101</b>	<b>1,496</b>	<b>427</b>	<b>162</b>	<b>5,595</b>
At September 2017		<b>76</b>	<b>1,807</b>	<b>29</b>	<b>1,061</b>	<b>294</b>	<b>93</b>	<b>1,396</b>	<b>422</b>	<b>165</b>	<b>5,343</b>

Optometry practitioners – endorsement by principal place of practice*										
Optometry practitioners	Principal place of practice									
Endorsement type	ACT	NSW	NT	Qld	SA	Tas	Vic	WA	No PPP**	Total
Scheduled Medicines	47	845	25	607	216	77	1,085	222	27	3,151
% of general registrants who are endorsed	56.6%	46.5%	75.8%	56.2%	67.9%	77.0%	74.2%	53.0%	27.6%	58.2%

Optometry practitioners by age group*										
Principal place of practice	ACT	NSW	NT	Qld	SA	Tas	Vic	WA	No PPP**	Total
Female	47	1,032	18	570	167	44	817	201	47	2943
Male	37	792	15	512	152	56	646	222	52	2484

\* Source: AHPRA, September 2018 data

\*\* No PPP – No principle place of practice

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

Optometry practitioners* – endorsement by age group		
Optometry practitioner age group	Scheduled medicines ***	% of general registrants
U - 25	301	100%
25 - 29	925	97.2%
30 - 34	562	79.5%
35 - 39	383	57.6%
40 - 44	281	48.7%
45 - 49	234	39.1%
50 - 54	166	32.5%
55 - 59	164	32.9%
60 - 64	93	23.4%
65 - 69	35	24.6%
70 - 74	6	15.0%
75 - 79	1	4.3%
<b>Total</b>	<b>3,151</b>	<b>58.2%</b>
At September 2017	<b>2,717</b>	<b>52.6%</b>

# Your federated leadership team

Our leaders met at Parliament House, Canberra for meetings and to celebrate the 100th anniversary of Optometry Australia's foundation.



**Lyn Brodie**  
CEO, Optometry Australia



**Andrew Hogan**  
President, Optometry Australia



**Luke Cahill**  
President, Optometry New South Wales Australian Capital Territory



**Andrew McKinnon**  
CEO, Optometry New South Wales Australian Capital Territory



**Melinda Toomey**  
President, Optometry Queensland Northern Territory



**Cathryn Baker,**  
CEO, Optometry Queensland Northern Territory



**Kurt Larsen**  
President, Optometry South Australia



**Libby Boschen**  
CEO, Optometry South Australia



**Lee Baumwol**  
President, Optometry Tasmania



**Jonathan Jones**  
State Manager, Optometry Tasmania



**Murray Smith**  
President, Optometry Victoria



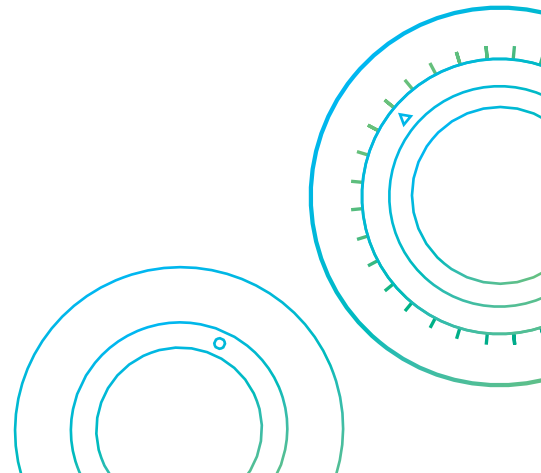
**Pete Haydon**  
CEO, Optometry Victoria



**Robert Howie**  
President, Optometry Western Australia



**Evan MacRae**  
Executive Officer, Optometry Western Australia



# Your strategic plan

## Strategy

## Core measurable activities

### Lead

By 2018 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 2018 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 2018 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 2018 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

**To lead the profession toward a positive future, this year we launched the Optometry 2040 project and engaged extensively with members and stakeholders across the country about preferred and plausible futures for eye health and optometry.**

To help ensure we can maintain ready patient access to primary eye care and a strong primary eye care sector we have proactively contributed to the MBS review, and advocated for subsidised access to more frequent comprehensive assessments for middle-aged Australians and fairer Medicare rebates. In support of members, we have expanded the number of quality educational webcasts and the breadth of member resources we offer and employed more experienced optometrists to increase the range of services and supports we are able to provide to members.

*Early Career Optometrists attended a joint Optometry 2040 workshop with the state presidents in Melbourne in May.*



### Optometry 2040

More than 400 people from across the sector, including a strong member contingent, attended a series of workshops across Australia in 2018 to identify likely and preferred futures for optometry, optometrists and community eye health over the next 20 years.

The workshops were held as part of our Optometry 2040 project. This project responds to concerns that the future is looking more uncertain for many in the sector, with ongoing technological, economic, political and demographic change disrupting long-standing practice models, working conditions, patient care, training requirements and communications.

Optometry 2040 uses proven techniques to enable the optometry sector to identify potential futures and what is needed to ensure that preferred futures become a reality.

Optometry 2040 will culminate in December 2018 with the launch of Optometry Australia's long-term strategy for the future of optometry and primary eye care.



MBS Review Advisory Group (L-R): Michelle Waugh, Garry Fitzpatrick, Jason Holland, Mario Basso, William Trinh, Peter Murphy, Christine Nguyen, Stuart Aitchison, Simon Hanna, Isabelle Jalbert and Paula Katalinic. Not pictured: Paul Graveson.



## MBS review

A review of the full Medicare Benefits Schedule has been underway since 2015 with a view to ensuring the schedule supports contemporary, evidence-backed practice.

In response to notice from the Commonwealth that the optometry items on the schedule would be reviewed in 2018, we convened an advisory group to facilitate the development of a sector position on changes necessary to contemporise and clarify the optometrical schedule of services. The 12-member advisory group represented a wide cross section of optometrists with extensive experience in clinical practice and application.

The group analysed the current 32 item optometry schedule item by item to form a comprehensive series of recommendations that was put to the government for consideration by the optometry review committee.

## Member resources

During the period, we updated and extended the clinical and practice support resources that we provide to members including the release of a new Clinical Practice Guide on the diagnosis, treatment and management of anterior eye conditions, and revision and update of the guide on the examination and management of patients with diabetes.

### Private health insurance

To ensure members can engage with private health insurers on an 'even playing field' with clear and consistent rules, we negotiated on your behalf with the eight private health insurers who, collectively, provide the vast majority of policies to Australians, and published their interpretation of key optical insurance rules in a member-only guide.

Set the record straight: Private Health Insurance Rebate Rules				
Private Health Insurer	Can a rebate be used as partial payment on items of categories 1 or 2?	Can a product be purchased under a rebate (category 1 or 2) if the rebate is not available?	Can a rebate be provided on a rebate (category 1 or 2) if the rebate is not available?	Do plans have to be released if a patient purchases a complete pair of prescription sunglasses?
<b>medibank</b>	Yes, a rebate can be used as partial payment on items of categories 1 or 2.	Yes, a rebate can be used as partial payment on items of categories 1 or 2.	Yes, a rebate can be provided on a rebate (category 1 or 2) if the rebate is not available.	Yes, a rebate can be provided on a rebate (category 1 or 2) if the rebate is not available.
<b>nib</b>	Yes, a rebate can be used as partial payment on items of categories 1 or 2.	Yes, a rebate can be used as partial payment on items of categories 1 or 2.	Yes, a rebate can be provided on a rebate (category 1 or 2) if the rebate is not available.	Yes, a rebate can be provided on a rebate (category 1 or 2) if the rebate is not available.
<b>Bupa</b>	Yes, a rebate can be used as partial payment on items of categories 1 or 2.	Yes, a rebate can be used as partial payment on items of categories 1 or 2.	Yes, a rebate can be provided on a rebate (category 1 or 2) if the rebate is not available.	Yes, a rebate can be provided on a rebate (category 1 or 2) if the rebate is not available.
<b>HCF</b>	Yes, a rebate can be used as partial payment on items of categories 1 or 2.	Yes, a rebate can be used as partial payment on items of categories 1 or 2.	Yes, a rebate can be provided on a rebate (category 1 or 2) if the rebate is not available.	Yes, a rebate can be provided on a rebate (category 1 or 2) if the rebate is not available.

To ensure members can engage with private health insurers on an 'even playing field' we negotiated with eight private health insurers to publish their interpretation of key optical insurance rules.



## Closing the gap

Following a sustained advocacy campaign, including in partnership with Vision 2020 Australia and the National Aboriginal Community Controlled Health Organisation, we were delighted with the August 2018 announcement that the federal government was making a \$2 million investment to support access to subsidised spectacles for Aboriginal and Torres Strait Islander people. This acknowledges that addressing uncorrected refractive error is fundamental to 'closing the gap' in eye health. The additional funding is being provided to support improved access to needed glasses for Aboriginal and Torres Strait Islander people, and advocacy to facilitate long-term improvements in how state and territory subsidised spectacle schemes address the needs of Aboriginal and Torres Strait Islander people.

We have also undertaken broad consultation with members involved in providing outreach optometry services to support the development of advice to the Commonwealth to help ensure the Visiting Optometrists Scheme continues to effectively support outreach services where needed.



*A \$2 million investment in subsidised spectacle schemes is a big win for optometry and Aboriginal and Torres Strait Islander people. Image by Dean Saffron; courtesy of Brien Holden Vision Institute.*

## Representation

We have continued to represent the optometry voice on numerous advisory bodies shaping eye health policy, including the Australian Commission on Safety and Quality in Health Care: Cataract Clinical Care Standard and two Department of Veterans' Affairs bodies, one the Health Consultative Forum and the other, the Optical Aids Schedule Review Sub-committee. We are also supporting the development of the national plan to improve outcomes for people who develop macular degeneration.

Optometry Australia has proactively sought to influence decision-makers to support a sustainable primary eye care system for Australia, through meetings with, and representation to, federal politicians and decision-makers, including through a pre-budget submission to the Commonwealth.

Our organisation has also been active participants in government consultations, including the Senate Committee on My Health Records, the value of private health insurance, the Council of Australian Government's Closing the Gap Refresh inquiry and a number of consultations regarding key aspects of the National Registration and Accreditation Scheme. The latter has included consultation regarding proposals to markedly alter the CPD system for registered optometrists, through a greater emphasis on self-directed learning. On behalf of our members we have supported the general move toward a greater focus on self-directed professional learning. Whilst subsequent changes have not been announced, given the likelihood of alterations to the CPD guidelines we have commenced developing resources to assist members in adapting to likely changes.

## Engage

**As the professional body for the largest community of optometrists in Australia, Optometry Australia concentrates on providing a wide range of support to our members, ranging from programs that offer individual advice and assistance, that inspire collegiately and networking to those that provide continuing professional education essentials.**

Our goal is to make available to members the necessary support as they advance through the different stages of their careers by ensuring that they know we are always by their side.

*Optometry Australia now employs five in-house optometrists to support members. L-R: Sophie Koh, Kerryn Hart, Andrew Kotsos, Simon Hanna, Luke Arundel.*

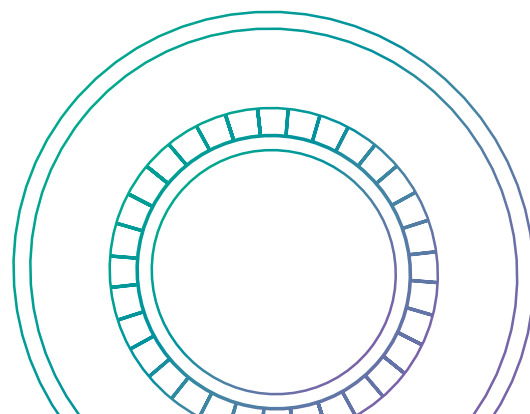


### Tailored member support

During the year we maintained our strong commitment to supporting members with services that benefit the broad membership, as well as handling almost 10,000 emails and calls from individual members, giving quality feedback and advice.

To ensure our services are in line with member requirements, we now employ five in-house optometrists in part and full-time positions.

Two of these optometrists are responsible for providing a wide range of support to members such as audit, professional indemnity insurance, regulatory, clinical, practice management and human resources. Another three optometrists deliver a wide variety of member education, CPD assessment, policy and advocacy support.





Dr Maria Markoulli and Emeritus Professor Nathan Efron have settled into their roles of Deputy Editor and Editor, respectively of *Clinical and Experimental Optometry (CXO)*.



As Clinical Editor, Associate Professor Mark Roth played an integral role in the enduring success of *Pharma* over a 10-year period.



## Member education and resources

Through our business unit, Eye on CPD, the organisation independently accredited 880 courses during the year from CPD providers as per the OBA's CPD Registration Standard and Guidelines. Our own clinical staff members also delivered numerous face-to-face educational programs to students, early career optometrists and members on a variety of topics at conferences, workshops and universities.

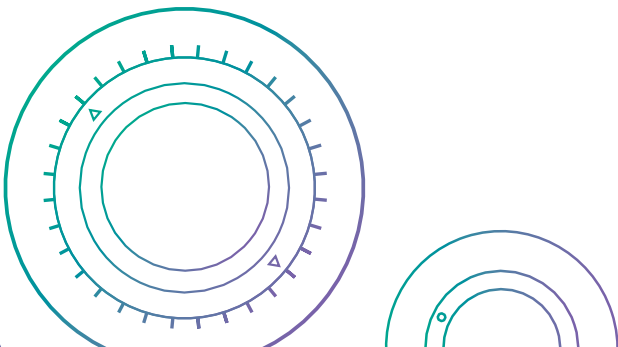
In response to strong indications from members, Optometry Australia expanded our suite of webcasts during the period, delivering five and attracting up to 1,000 participants per session. As all webcasts are available online, members unable to attend the live broadcast have been able to take advantage of viewing them and completing the CPD at a time more convenient to them.

Our webcast on diabetic retinopathy aligned with the September issue of *Pharma* enabling members to achieve a combined 9 CPD points if they undertook both forms of assessment.

Each issue of *Pharma* delivers 6 CPD points comprising of a combination of therapeutic and clinical education with over 22,300 points attained by members during the period. The publication continues to be issued quarterly with topics this year including OCT-angiography, corneal diseases, glaucoma and ocular effects on hypertension.

*Pharma's* inaugural Clinical Editor, Associate Professor Mark Roth resigned this year and Optometry Australia thanks him for 10 years of service and for assisting the publication's enduring success as one of the sector's most respected ocular therapeutics magazines. We welcome his replacement, Kerry Hart to the position.

The last 12 months saw Emeritus Professor Nathan Efron and Dr Maria Markoulli settle into their roles of Editor and Deputy Editor, respectively of *Clinical and Experimental Optometry (CXO)*. Published every second month for almost 100 years, CXO continued to strengthen its position as a leading global peer reviewed journal. It has maintained a respectable impact factor over the past decade of 1.335 and this year, 153 peer-reviewed articles were delivered and over 400,000 articles were downloaded worldwide.



## Communications re-focus

The amalgamation of the communications, marketing and digital teams at the start of calendar 2018 provided the opportunity to reshape how the organisation approaches its communications.

We maintain our strong commitment to delivering timely news and information on activities and events influencing our sector which is why we entered into a content sharing partnership with *Mivision* whilst also proactively supporting *Insight*. Rather than compete, we felt we could deliver better value by working proactively with these leading sector publications and, in the case of *Mivision*, having the opportunity to access their stories to share with members in real-time.

We continue to produce original, quality news stories which are uploaded regularly to the news section of [optometry.org.au](http://optometry.org.au). Many of these stories are geared to communicating Optometry Australia initiatives with emphasis on those activities that we are undertaking to shape the sector and to enhance the role of optometrists in community health. We also have increased our focus on member news, events, achievements and initiatives.

Major announcements are now supported by regular video content which are used to provide further context to the organisation's position or subject-matter explanation. Since this initiative was launched in January 2018, our videos have been viewed over 3,740 times.

Our popular member-focused social media platforms are widely used by our 10,700 followers to engage with Optometry Australia, or to commence dialogue with other cohorts on particular subjects and posts.

We now produce four electronic, tailored newsletters – *Focus*, *Pharma*, *Clinical and Experimental Optometry* and *Your Advantage* – which are generating an average open rate well above industry average, highlighting their popularity.



Optometry Australia CEO Lyn Brodie and Mivision Managing Director Todd Tai announced a content partnership which allows each organisation to share each other's original news stories on their respective websites.

## Digital presence

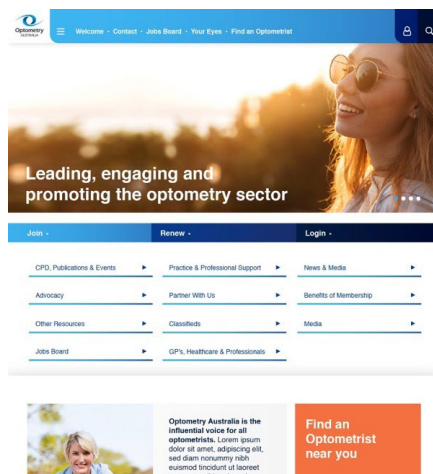
We are redeveloping our website with a planned launch due in early 2019. This project represents another major milestone in the organisation's digital evolution. Once completed the new site will be the organisation's main destination for members to find the information that they need easily and quickly.

The site will have advanced search functionality, engagement and information serving technology. It will replace the current website that was launched in 2012.

To ensure that the needs of members are at the forefront of decision making, cross-organisation teams and member focus groups have been working on the site's development and the ongoing evolution of Optometry Australia's digital footprint.

It is of utmost importance to these teams that the new [optometry.org.au](http://optometry.org.au) maintains its status as the number one website in Australia when searching on key words such as optometrists or optometry. It is closely rivalled by our consumer site, [goodvisionforlife.com.au](http://goodvisionforlife.com.au). Both sites continue to be central to Optometry Australia being able to distribute information not only to members, but also consumers, whilst also supporting our *Find an optometrist* search function. During the period under review, 4,100 *Find an optometrist* page views were delivered on average each month on both sites.

As part of our digital evolution, members now have the opportunity to create individual profile pages which can be displayed as part of consumer searches on [goodvisionforlife.com.au](http://goodvisionforlife.com.au).



Work is well advanced on the redevelopment of [optometry.org.au](http://optometry.org.au) with a new website due to be launched in the first quarter of 2019.



## Promote

### A core objective of Optometry Australia is to be the authoritative voice driving and facilitating the improvement of community eye health and vision care.

We strive to do this via various activities which position our organisation as a recognised authority in relation to eye health, through increased public awareness, knowledge and understanding of the role of optometry in eye health in Australia and via influencing the wider eye care and health care sectors to support and promote the role of optometry.



Good vision for life campaign videos have been viewed over 625,500 times.



A campaign to increase understanding of the role of optometry amongst Australia's 30,000 pharmacists was delivered during the year.

### Good vision for life awareness campaign

The *Good vision for life* flagship consumer awareness campaign has now been in the marketplace since September 2016. Its foundation year was focused on making a splash and raising awareness among Australians around the value of good eye health, the need to have regular eye examinations throughout life and the role optometrists play as primary health care providers.

In this, its second year, we focused on consolidating and building on the awareness established in the launch year through concerted messaging encouraging people to book regular eye examinations and to book their appointment via the *Find an optometrist* function on the campaign's website.

Our annual consumer survey conducted in June revealed that the campaign influenced 1.3 million Australians to make an appointment with an optometrist compared to 1.07 million in 2017. This indicates the cumulative effect of campaign messaging over the 24 months since launch.

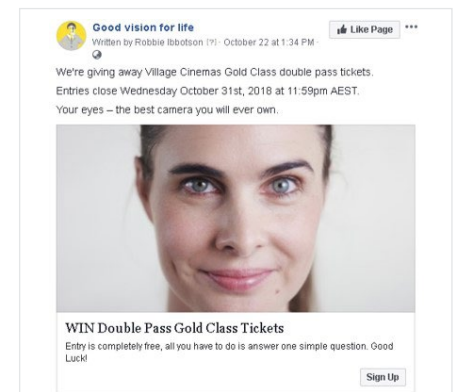
Free-to-air radio remained a core channel for the campaign, and spreading our message across two national networks, via our full 30 second advertisement as well as repeated air checks, allowed us to deliver a huge increase in reach compared with the launch year. We also expanded into audio streaming via Spotify and iHeart Radio to reach an additional audience.

This year we continued to harness great results with our existing videos around children's vision and likening the eye to an amazing camera, via

YouTube, digital display, cinema and in-home catch-up TV. To date, these campaign videos have been viewed over 625,500 times. In turn our stories uploaded to our website, have been shared 1,300 times by readers in this year alone.

The campaign's Facebook page has now attracted 6,000 followers and generated over 124,000 engagements. We have used a series of competitions delivered via this page to drive subscribers to the *Good vision for life* consumer newsletter. This has enabled us to strongly grow our subscriber database and interact directly with consumers through the delivery of our monthly newsletter straight to their inbox.

Our 2018 biennial member survey results highlighted that members value the work we do in promoting community awareness. Almost 84.5 per cent of members said that it was very important that Optometry Australia educates consumers about the role of optometrists and the need for regular eye exams. When asked about whether the campaign was having an impact on their business, 70 per cent responded positively.



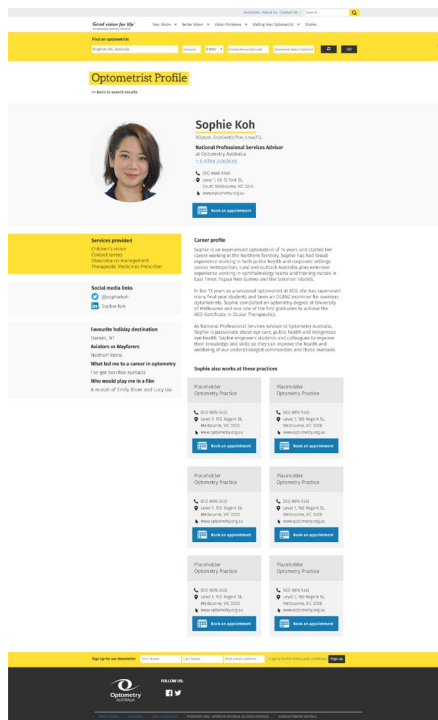
We've continued to build our subscriber list for the *Good vision for life* newsletter through popular Facebook competitions.



## Member profile pages

Optometry Australia delivered a valuable new service to members during the year, giving them the opportunity to create their own individual profile page for display in *Find an optometrist* search results on [goodvisionforlife.com.au](http://goodvisionforlife.com.au). This search function is found on every page of the website and all members are listed and searchable by consumers.

The profile pages give members additional real estate on the site, enabling them to display a profile picture, practice details and to elaborate on the services they offer. The initiative to build their own profile page, was designed to provide members with direct and individual exposure via the campaign, allowing them to directly benefit from national marketing efforts.



## Media relations & publicity

In the 2017–2018 financial year, 436 pieces of editorial were delivered in media channels nationally and internationally, with the vast majority focused on consumers around general eye health topics.

Editorial topics included children's eye health, the myopia epidemic, UV protection and contact lens safety.

Optometry Australia drives proactive media relations via the regular distribution of media releases, and also receives a halo effect from the *Good vision for life* blog, which is released with fresh stories monthly to an ever-growing database.

Video is increasing in prominence within our content, with the recent addition and circulation of short consumer-facing interviews around general eye health topics – such as contact lens care and presbyopia – which, like our written content, is regularly being shared via our audiences' social channels.

## Pharmacy awareness campaign

We launched a new advertising and awareness campaign during the year aimed at making pharmacists and pharmacy assistants more aware of eye symptoms which require referral to an optometrist.

The campaign aimed to increase understanding among Australia's 30,000 pharmacists of the role of optometry and highlighted the top five symptoms a pharmacist might be presented with which would best be referred to an optometrist for specific diagnosis.

The highly targeted campaign aimed to build deeper understanding among pharmacists of referral pathways to optometrists and how the health practitioners can work more closely to give a complete picture of their patients' eye health.

All members have the opportunity to create their own profile page to promote their services on [goodvisionforlife.com.au](http://goodvisionforlife.com.au).

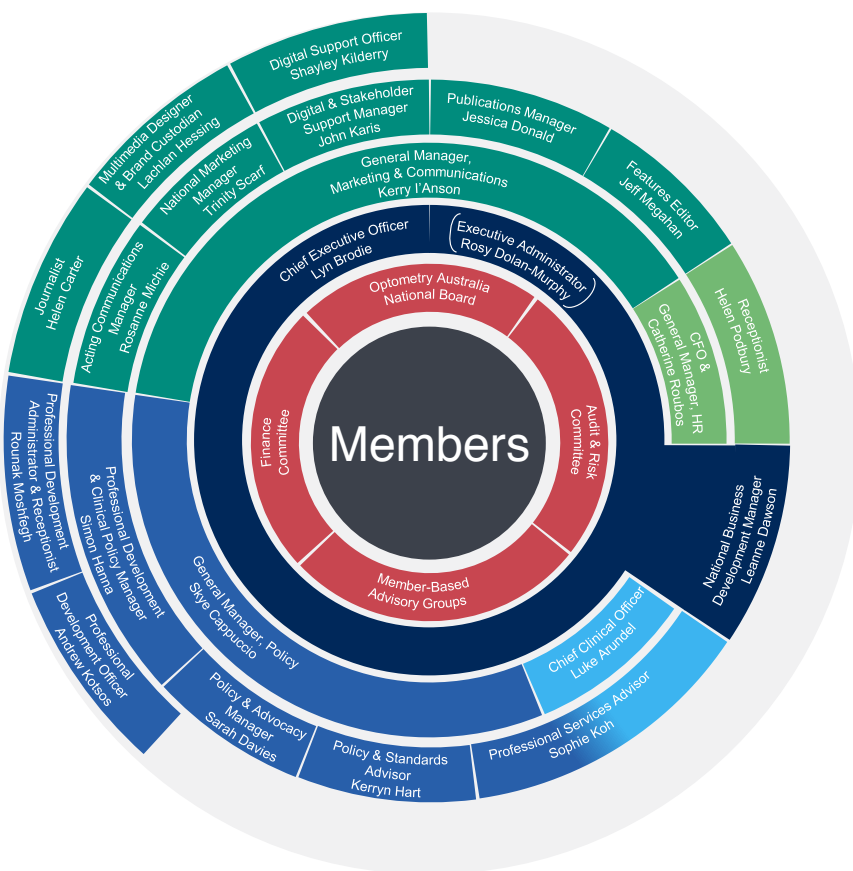
## Enduring organisation

**We were delighted that 90 per cent of members told us in our 2018 biennial member survey that they would be likely to recommend membership of Optometry Australia.**

This is a strong endorsement that we are meeting member expectations, particularly in the delivery of professional indemnity insurance, representation to government, access to CPD and community awareness programs which were cited as the most valuable services delivered.

We are committed to honing and evolving our services in line with member feedback as well as aligning our priorities to ensure that the organisation is 100 per cent focused on delivering member benefits as efficiently and effectively as possible.

### Our organisational chart



## Our people

### Staff engagement survey

Our biennial staff engagement survey highlighted a high level of satisfaction amongst staff. Of note were strong positive responses to staff having the confidence in their co-workers and managers as well as the values, focus and mission of the organisation. They also believe the organisation has the right level of resources, information and equipment needed to perform their work. Areas of improvement included the need to introduce ways for staff to voice their ideas, create clearer communications channels, and clarity around roles and responsibilities. Staff also felt that career progression opportunities were limited, as we are a small organisation.

A Staff Engagement Working Group was established to consider the type of programs and systems that could be introduced to meet some of the improvement gaps. This has seen the introduction of an ideas box and quarterly staff values awards. There has been quite a bit of change introduced into the organisation over the past 18 months with the office move to South Melbourne, the finalisation of, and introduction of, old and new strategic planning periods and a new CEO who has refocused the organisation's priorities and resources in line with member expectations.



Of note was the appointment of two new optometrists to the team, bringing our total in-house optometrists to five. Working a combination of full and part-time, they are engaged in delivering a range of member services with two assigned specifically to manage our popular, and busy, member hotline and email service. During the year our optometrists, and other support staff, responded to almost 10,000-member calls and emails on a wide variety of topics. The *Good vision for life* campaign has also resulted in a flurry of consumer calls.

### **Business unit amalgamations**

All five optometrists are now employed in the one business unit as a result of the Professional Services and Advocacy and Policy business units amalgamating during the year and reforming to become the Member Support & Optometry Advancement unit. The new unit ensures the people responsible for delivering the organisation's primary member support services – such as development of practice and clinical guides, education programs, CPD assessment, MBS advocacy, and our member hotline – are now consolidated within the one team.

Another multi-team amalgamation occurred during the year when the Communications, Marketing and Digital business units joined forces. This has enabled the organisation to reshape the way it approaches its communications with more emphasis now placed on advising members of key Optometry Australia activities aimed at leading, engaging and promoting optometry, optometrists and community eye health. It is also allowing further utilisation of content delivered across multiple, rather than single, channels.

### **Staff promotions**

To support staff's career progression, the organisation has moved to a multi-layered structure. This has provided an opportunity for current staff to increase their skills and responsibilities in order to provide excellent member services.

### **Staff departures and arrivals**

Four long-serving staff members left the organisation. Former National Communications Manager Sandra Shaw departed after 30 years, Bookshop and Brochures Manager, Natalina Bortone, after 33 years, Standards and Research Advisor, Dr Patricia Kiely after 18 years and Executive Assistant, Maria Wallis after 21 years. Laura Gulbin, Graphic Designer, Ashleigh McMillan, Journalist and Tin Nguyen, Policy & Advocacy Advisor also left the organisation. We warmly thank them for their service to our organisation and we have enjoyed the continued connection with many.

Not all staff who left the organisation have been replaced in a concerted effort to reduce overheads and to re-direct finances back into member services.

New appointments included optometrists Sophie Koh, National Professional Services Advisor and Kerry Hart, Standards & Policy Advisor. Kerry has subsequently been appointed Clinical Editor of *Pharma* whilst maintaining her policy role. Shayley Kilderry, Digital Support Officer, Sarah Davies, Policy & Advocacy Manager and Lachlan Hessing, Brand Custodian & Multimedia Designer, also joined the team.

## Occupational health & safety

No major incidents were reported during the year involving staff, visitors or contractors being impacted by occupational health and safety incidents.

We engaged a specialist agency to assess all staff working environments to ensure that they are meeting regulations and any gaps were immediately addressed.

Regular fire drills ensure staff are aware of emergency evacuation processes and front-line staff have received instructions on other situations that may require urgent action to protect staff and visitors.

An Occupational Health & Safety Working Group, made up of staff and management representatives, meet regularly and refer any concerns to the senior management team for action.

## Reconciliation action plan

Optometry Australia is developing a Reconciliation Action Plan in order to provide us with a framework to improve our engagement with the Aboriginal and Torres Strait Islander community and support the national reconciliation movement. The plan includes practical actions that we will be able to deliver in line with Reconciliation Australia and to the communities in which we operate.

## Financial management

Prudent financial management remains a priority for the organisation as highlighted in the Treasurer's Report.

At the close of the FY2017–2018 financial year, the organisation closed its online store, which saw the end of an era for the sale of books, brochures and optometry merchandise by our organisation. The decision to close the store came from an assessment of member demand, the growth of online patient communications combined with a highly competitive retail environment and increasing distribution costs. With expenses starting to out-strip revenue, we believed that it was no longer possible to divert member's funds into keeping the store open and we were not in a position to provide as good a service as other online avenues.

To support members, popular patient brochures are now available to download for free from our website.

Income has been bolstered via the appointment of a Business Development Manager. The organisation has previously not had a dedicated resource to fulfil these responsibilities. This appointment has resulted in increased income through sponsorships, advertising and partnership sales.

## Cross-federation communications

The presidents of all state organisations continue to meet twice a year and the state CEOs meet on a quarterly basis to discuss progress against the strategic plan and to maximise member value through shared learnings. More specifically the two leadership groups aim to pool their expertise to resolve issues and problem-share to future-proof the federation.

Optometry Australia introduced a new internal electronic newsletter that is distributed to all federation staff, outlining the projects that we have underway with the aim of preventing duplication of services and learning from each other.

Cross-federation working groups have been established, particularly within the digital space, to oversee the ongoing evolution of the member portal and learning platforms, and the new [optometry.org.au](http://optometry.org.au) which is due for launch in early 2019.





## Our staff



**Andrew Kotsos**  
Professional  
Development  
Officer



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



**Helen Carter**  
Journalist



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



**Jeff Megahan**  
Features Editor,  
*Pharma & Equipment*



**Jessica Donald**  
Publications  
Manager



**John Karis**  
Digital &  
Stakeholder  
Support Manager



**Kerry l'Anson**  
General Manager  
Marketing &  
Communications



**Kerryn Hart**  
Policy & Standards  
Advisor & Clinical  
Editor, *Pharma*



**Lachlan Hessian**  
Brand Custodian  
& Multimedia  
Designer



**Leanne Dawson**  
Business  
Development  
Manager



**Luke Arundel**  
Chief Clinical  
Officer



**Lyn Brodie**  
Chief Executive  
Officer



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



**Rosanne Michie**  
Acting  
Communications  
Manager



**Rosy Dolan-Murphy**  
Executive  
Administrator



**Rounak Moshfegh**  
Professional  
Development  
Administrator



**Sarah Davies**  
Policy & Advocacy  
Manager



**Shayley Kilderry**  
Digital Support  
Officer



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



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



**Sophie Koh**  
National  
Professional  
Services Advisor



**Trinity Scarf**  
National Marketing  
Manager



# Committee membership

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	Andrew Hogan; Lyn Brodie
OBA's CPD and Accreditation Committee	Assists the OBA in ensuring the CPD program remains effective, relevant and essential for the optometry profession	Luke Arundel
Australian Health Practitioner Regulation Agency's 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
OCANZ member	To appoint the OCANZ 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	Dr Philip Anderton, on behalf of the Rural Optometry Group
Vision 2020 Australia	Vision 2020 Australia represents the vision and eye care sector in Australia and draws together members to exchange views, share information, collaborate and develop 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 projects and working groups.
Australian Commission on Safety and Quality in Health Care: Cataract Care Standard	<ul style="list-style-type: none"> <li>Advise the commission on the scope and key components of care</li> <li>Advise on the formulation of quality statements and supporting indicators</li> </ul>	Simon Hanna
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	Management committee – Lyn Brodie; Skye Cappuccio. Optometry Australia representatives are also engaged in other AHPA working and advisory groups.
Oculo Clinical Advisory Group	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

## Government appointed

Department of Veterans' Affairs Health Consultative Forum	Provide principal global advice on areas impacting on optometry and issues consistent with other primary and allied health sectors	Kerryn Hart
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# Member participation

## Member participation in advisory and working groups throughout the period

### MBS Review Advisory Group

Stuart Aitchison  
Mario Basso  
Garry Fitzpatrick  
Paul Graveson  
Simon Hanna  
Jason Holland  
Isabelle Jalbert  
Paula Katalinic  
Peter Murphy  
Christine Nguyen  
William Trinh  
Michelle Waugh

### Aboriginal and Torres Strait Islander Eye Health Working Group

Gary Cerie (Chair)  
Mitchell D Anjou OA  
Daryl Guest  
Prof Brian Layland OAM  
Anna Morse  
Dr Genevieve Napper  
Lisa Penrose  
Helen Summers  
Ben Hamlyn

### Rural Optometry Group

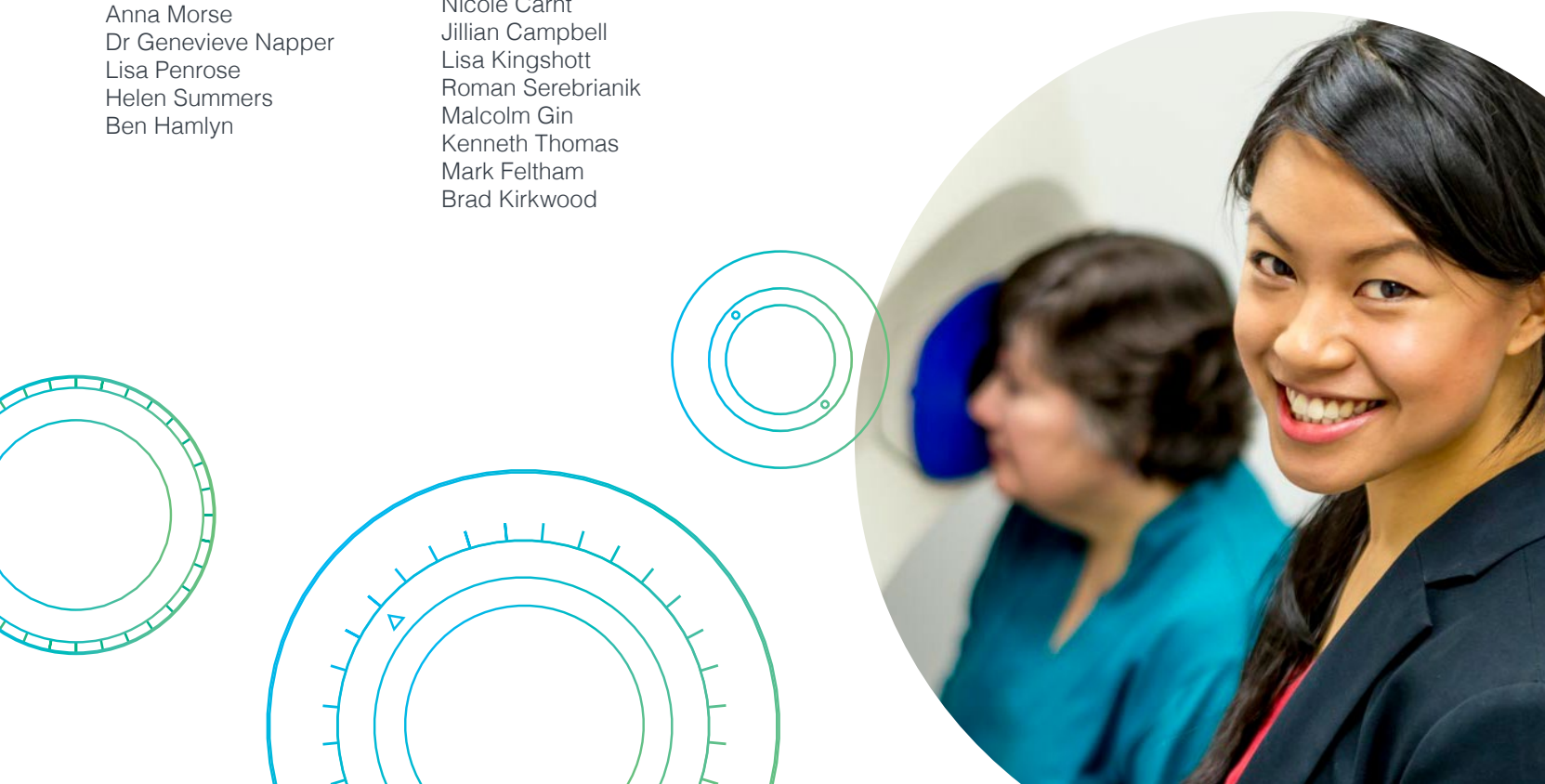
Dr Philip Anderton (Chair)  
Steven Davis  
Cameron Dyson  
Lara Foster  
Kelly Gibbon  
Mitch Hancock  
Katherine Jorgy  
Peter McClurg  
Alex Norris  
Gary Page  
Sally Quirke  
Bill Robertson

### Anterior Eye Clinical Practice Guide Working Group

Simon Hanna (Chair)  
Nicole Carnt  
Jillian Campbell  
Lisa Kingshott  
Roman Serebrianik  
Malcolm Gin  
Kenneth Thomas  
Mark Feltham  
Brad Kirkwood

### Age-Related Macular Degeneration Clinical Practice Guide Working Group

Kerryn Hart (Chair)  
Carla Abbott  
Lauren Ayton  
Sue Kalff  
Jia Jia Lek  
Angelica Ly  
Gary Page  
Bill Robertson  
Rebecca Tobias



## Contact us

### **Optometry Australia**

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South Melbourne Vic 3205

**T:** 03 9668 8500

**E:** [national@optometry.org.au](mailto:national@optometry.org.au)

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

### **Facebook members:**

[facebook.com/Optometrists  
AssociationAustralia](https://facebook.com/OptometristsAssociationAustralia)

### **Facebook consumers:**

[facebook.com/goodvisionforlife](https://facebook.com/goodvisionforlife)

### **Twitter:**

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

### **LinkedIn:**

[linkedin.com/company/1288810/](https://linkedin.com/company/1288810/)

*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