

# Annual Report 2016–2017



**The influential and united  
voice for optometry**



**Leading, engaging and promoting  
optometry, optometrists and community  
eye health and vision care**



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## Who we are

As the profession's peak body, Optometry Australia represents the largest community of optometrists in Australia. Because we are 100 per cent 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.

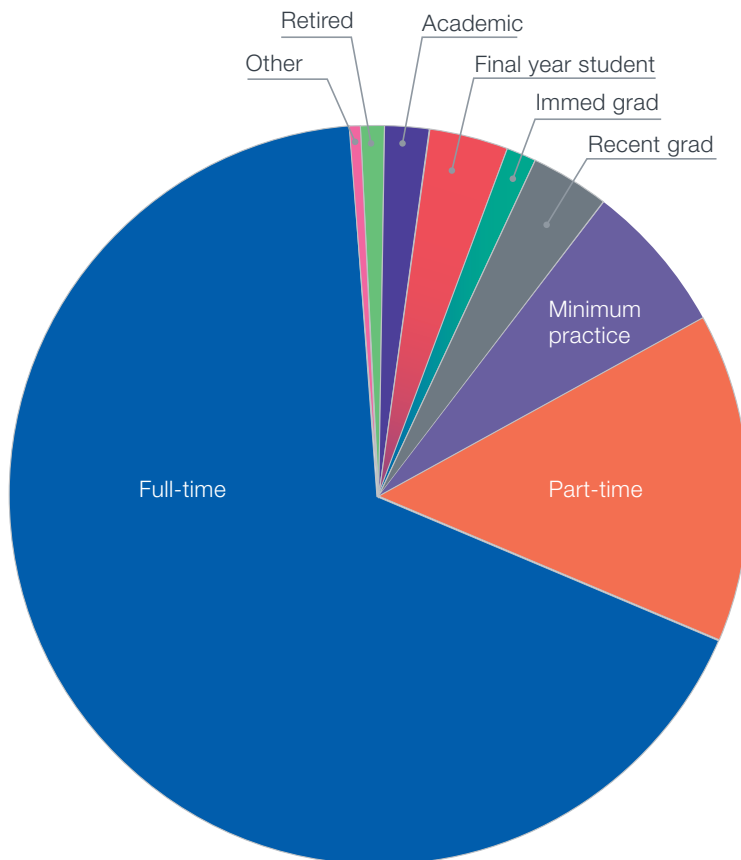


## Benefits of membership

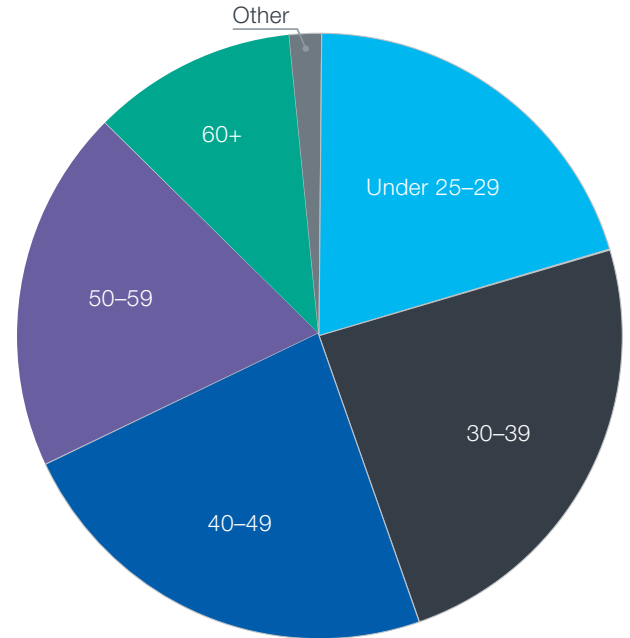
Membership means you are part of Australia's largest community of optometry professionals and because of this, you are never alone.

We can provide the networks, support and guidance to help you succeed.

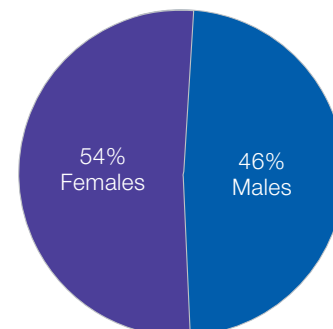
### Membership split



### Age group



### Gender



# Your membership at work

## Major achievements



- **2019**, the year the freeze on rebates will be lifted, one year ahead of schedule

- **1.07 million, optometry appointments** influenced by the *Good vision for life* campaign since launch



- **266,500** average circulation of our messages to GPs and health professionals during five month campaign aiming to increase referral pathways



## lead

- **8.89** million Medicare rebatable optometry services delivered
- **\$408 million** Medicare benefits paid
- **56** members elected to our boards/ councils throughout Australia
- **49** members participated in committees and working groups
- **14** submissions made to regulatory bodies, standards committees and other government agencies
- **2** campaigns delivered to advocate changes to Medicare and Medicare rebates to benefit members

## engage

- **31** members, and **10** national and state staff members, collaborating to guide the delivery of the new optometry.org.au
- **7,588** members engaged on Facebook, LinkedIn and Twitter
- **762** member emails and phone calls responded to a month
- **39** member emails and phone calls managed a month specifically on CPD
- **7** state conferences delivered
- **1,130** CPD courses accredited
- **31,650** CPD points attained by members through *Pharma* online CPD modules
- **420** participants joined 2 live webinars to hear and comment on a range of clinical and non-clinical content
- **31,365** educational aids, books and brochures dispatched
- **150** peer-reviewed articles delivered in *Clinical and Experimental Optometry*
- **300,000** *Clinical and Experimental Optometry* articles downloaded
- **4** *Pharma* issues produced highlighting the latest clinical topics including contact lenses, dry eye, diabetes, age-related macular degeneration and glaucoma
- **505,307** news pages viewed online
- **56** *News Alert* and *Clinical and Experimental Optometry* e-newsletters distributed
- **4,845** *Find an optometrist* page views delivered on average per month on optometry.org.au and goodvisionforlife.com.au
- **1,508** classifieds uploaded
- **11** organisations supporting members through a range of products and services via the Advantage Program including 2 that have developed an alliance to provide financial and legal advice to members wishing to purchase a practice or equipment

- **6 new online portals** launched during the year – 4 to simplify member access to personal and professional information, membership renewal, CDP points, conference and events registration, posting of classifieds and online store purchases; 1 to automate processes for CPD providers; and 1 to communicate directly with consumers



- **2 successful trademark applications** – one for the Optometry Australia trademark and one for *Good vision for life*



- **3 websites** now supporting our *Find an optometrist* search functionality



## promote



- **7** consumer channels selected to deliver eye health and vision care messaging – web, television, radio, cinema, Facebook, print publications and tailored e-newsletters
- **1.97 million** consumers exposed to our eye health messaging each month
- **4,222** consumers engaged on Facebook with an extended reach of 285,000 fans of fans
- **41** eye health stories uploaded onto goodvisionforlife.com.au shared 1,480 times on reader's own Facebook pages
- **21** media releases dispatched
- **297** pieces of editorial generated in print, online and broadcast channels of which 89% focused on key eye health angles
- **4** digital and print channels selected to deliver messaging aimed at improving referral pathways among general medical practitioners
- **2** educational videos produced aimed specifically at GPs on the role of optometry in diabetes and red eye management
- **957** optometry and vision science academics worldwide receive information about *Clinical and Experimental Optometry* every two months

## endure

- **99** years as optometry's peak professional body
- **68–72 York St** our new address in South Melbourne
- **24** staff employed by Optometry Australia to provide members with year-round support
- **17** years of continuous partnership with Australia's largest medico-legal insurer Avant
- **\$0** excess members pay on an insurance claim and unlimited retroactivity for peace of mind
- **5** days a week HR Assist available to members
- **24/7** Avant's in-house medico-legal advice line available to members with confidential support also through national office
- **1** new accounting package – Xero – implemented to streamline our accounts functionality
- **3** cross-Federation project teams established to oversee the evolution of our digital member engagement assets

## Your strategic plan



Strong leadership  
of your profession,  
for your profession



Expert clinical and  
practice management  
assistance and advice



Campaigns designed to raise  
awareness of the optometry  
sector, optometrists and  
community eye health





## 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

## Your CEO leadership team

Your CEO leadership team works with members across Australia, providing exceptional membership value through the delivery of services, support and guidance. This team has been instrumental in driving the federated organisation's achievements in 2016–2017 and is supported by a group of committed, experienced and enthusiastic staff.



**Lyn Brodie**  
CEO Optometry Australia



**Genevieve Quilty**  
CEO Optometry Australia  
(until February 2017)



**Cathryn Baker**  
CEO Optometry Queensland  
Northern Territory



**Libby Boschen**  
CEO Optometry South Australia



**Jonathan Jones**  
General Manager Optometry Tasmania



**Geoff Squibb**  
Former CEO Optometry Tasmania



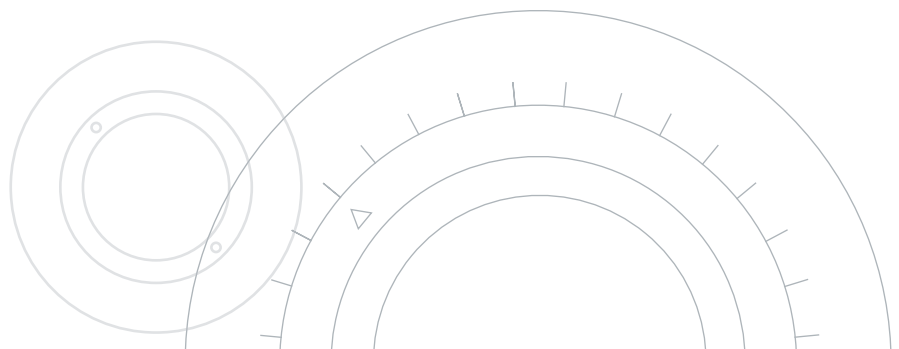
**Pete Haydon**  
CEO Optometry Victoria



**Tony Martella**  
CEO Optometry Western Australia



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



# Your board and board reports

## Optometry Australia board members

Back row (l-r):

**Karen Garner-Hamilton**, Director Tasmania

**Jason Holland**, Director Queensland

**Darrell Baker**, Deputy President and Director Western Australia

**Andrew Hogan**, President and Director Tasmania

Front row (l-r):

**Steve Zantos**, Director New South Wales

**Gavin O'Callaghan**, Treasurer and Director South Australia

**Kylie Harris**, Director Victoria





**Andrew Hogan,**  
National President

## President's Report

In encapsulating the key events of the past year I would like to start by paying tribute to Genevieve Quilty who left the organisation in February 2017. During Genevieve's five year term as CEO she generated significant change which has benefited the organisation's overall performance. On behalf of the board I thank her for her commitment and professionalism and wish her every success for her future.

As a board our core responsibility is to not only influence optometry now but to identify the challenges and opportunities our sector faces in the years ahead and to put in place strategies to meet them for the benefit of our members. This is what our new CEO, Lyn Brodie, has been charged with delivering. She has the extensive experience needed to create the strategic blueprint for how we will lead, engage, unite and promote optometry, optometrists and community eye health and vision care into the next decade and beyond.

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### Lead

Our advocacy work continues to be highly valued by members and we were delighted to achieve a positive gain in lifting the freeze on rebates in 2019, one year ahead of schedule. Ideally we would like to see this brought forward and we are persisting in discussions with the Minister for Health, key politicians and policy advisors for a 2018 reinstatement.

Optometry Australia is also actively engaged in working with the MBS Review Taskforce to help ensure that optometry services are appropriately compensated and the full value of primary eye care provided by optometrists is recognised. We of course, also play a key role in ensuring that our members understand the MBS and the complex private health insurance area.

In shaping optometry's future, it is critical that we are talking to, and working with, the right people responsible for optometry regulation, those who influence eye health and vision care policies, and primary health

care stakeholders more broadly. Hence we work closely with the Optometry Board of Australia, maintain relationships with government decision-makers, and are active members of the National Rural Health Alliance, Vision 2020 Australia, and Allied Health Professions Australia, amongst others.

In protecting our future, we need to ensure a sustainable primary eye care sector and a workforce well matched, in size and scope of practice, to community need. It is our philosophy that all Australians deserve access to optometric services irrelevant of where they live, their cultural or economic circumstances. As a result, we work closely with a range of stakeholders with the goal to remove the barriers preventing or discouraging rural and remote communities, Indigenous communities and those in aged care, from accessing optometric services.





‘In protecting our future, we need to ensure a sustainable primary eye care sector’

### Engage

Ensuring that we continue to deliver value to our members drives everything we do. This means listening to our members, identifying our gaps in service and responding accordingly. The 2016 Member Survey provided excellent insight into our membership proposition and our new three year strategic plan, which we will launch in early 2018, will identify those actions that we will take in response to this feedback.

This survey is only one mechanism we use to garner member feedback. The participation of our CEO, and key staff, at state conferences, provides an excellent forum for engagement as do our various and increasingly popular social media platforms which facilitate dialogue, opinion sharing and networking.

Of course any industry – and professional association – will only remain viable if it is attractive to new generations. We are highly supportive of the emergence of a dynamic group of younger members – our Early Career Optometrists – and delighted with the work we are doing together around Australia. It is pleasing to note that early career optometrists are now well represented on many state boards.

### Promote

In September 2016 we launched the *Good vision for life* consumer campaign aimed at encouraging Australians to make their eye health a priority. I was pleased to learn that it had already motivated more than one million Australians to make an appointment to see an optometrist.

A second campaign, aimed at general practitioners, commenced with the aim of strengthening referral pathways. Results have been encouraging and we are now looking to extend the campaign to support further engagement with pharmacists.

This year our academic journal *Clinical and Experimental Optometry* celebrated its 100th volume and next year Optometry Australia will celebrate its own significant milestone with 100 years of service to optometrists.

### Enduring organisation

During the year, Optometry Australia moved into new, modern premises in South Melbourne. The open plan office has been welcomed by the team enabling a greater cross-fertilisation of initiatives. The funds from the sale of our former Carlton headquarters have now been invested wisely in a structure that will enable the returns to cover our rent.

In wrapping up, I would like to take this opportunity to thank my predecessor Kate Gifford as well as Professor Allison McKendrick who resigned their board positions during the year. I welcome Kylie Harris and Karen Garner-Hamilton to the National Board.

I look forward to the year ahead and working with my fellow directors in leading not only Optometry Australia but the sector. I also greatly appreciate the support and input of all the state presidents and boards who work tirelessly for you, our members.

**Andrew Hogan**  
President  
Optometry Australia



**Lyn Brodie**  
CEO

## CEO's Report

I was delighted to join Optometry Australia in June and was warmly welcomed by the national team. I would like to sincerely thank my predecessor, Genevieve Quilty, for overseeing an outstanding organisation. It is rare to walk into a new CEO role and find such a highly professional and functioning staff. Importantly they are passionate about supporting members and committed to contributing to the future of optometry in Australia. I would like to thank the team for their commitment and dedication to our members.

### Executive Support team



**Maria Wallis**  
Executive Assistant

I would also like to acknowledge our President, Andrew Hogan, and all members of the national board. Their focus on quality governance is to be admired, as is the collegiate and collaborative culture they have created. In conjunction with our Treasurer, Gavin O'Callaghan, they are diligent in overseeing the finances of the organisation, understanding the obligations they have with membership funds and the trust that has been imparted on them by the members.

They have also been quick to provide support to me and provide great insight into specific issues.

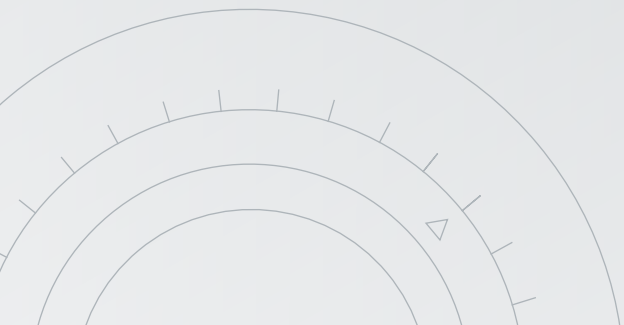
Optometry Australia has achieved a great deal over the year, including the launch of six new digital platforms, four of which have been created to simplify member access to their personal and professional information, conference and events registrations, online purchases and classifieds postings. We have significantly streamlined the support we provide members undergoing AHPRA audits with the launch of our new CPD portal and automated accreditation of CPD providers. Our final digital platform, launched during the year, is enabling us to engage with consumers via the successful *Good vision for life* campaign.

### Business Development



**Leanne Dawson**  
Business Development Manager

Through the federation's shared strategic plan, we have been focused on creating and enhancing member value. Our state colleagues and their teams work tirelessly to support members and collaborate with us in the national office to ensure we are meeting our goals that benefit members.





‘Through the federation’s shared strategic plan, we have been focused on creating and enhancing member value.’

We are now pleased to offer three digital channels where consumers can find a member optometrist with many members also taking advantage of online booking solutions provided by our partner, MyHealth1st. In 2018 we will launch a new member-centric [optometry.org.au](http://optometry.org.au) and we thank our panel of members, and state colleagues, who have joined us in helping to shaping this important website.

We were pleased with the 2017 Federal Budget announcement that the Medicare rebate freeze would be lifted in 2019, one year ahead of schedule. This recognises the consistent work that we, in collaboration with our members, have undertaken to ensure fairer patient rebates. We recognise the need for this freeze to be lifted in 2018 and I am working with our Policy team to ensure that we are speaking with the right people to try to influence this decision. In accord with evidence around best practice in preventative health we are also focused on advocating for a return of two-yearly Medicare rebates for initial comprehensive consultations for all middle-aged (40–64 years) patients.

In joining Optometry Australia I was buoyed to learn that we have energetic groups of early career young optometrists working closely with each state office. I was able to meet with 12 of our young leaders in early September when they joined us in Canberra for a parliamentary engagement event. This proved a great networking opportunity for me, with this event attracting politicians, political advisers, experienced advocates as well as representatives from other key eye health and vision organisations, who partnered with us as hosts.

I have been kept busy since June with numerous meetings with key sector stakeholders such as the Federal Minister for Health, the Minister for Indigenous Health, senior bureaucrats and executives within the Department of Health, OBA, AHPRA, OGANZ, ACCC and DVA to name a few. I’ve also attended council meetings in Queensland and New South Wales as well as WAVE and TLC.

The forthcoming year will see us complete the final year of our strategic plan and we are well progressed with developing our new blueprint to 2021. With its transparent goals,

this new plan will focus on our organisation being nimble and responsive to the sector and in so doing, we can maximise opportunities and enjoy a rewarding profession.

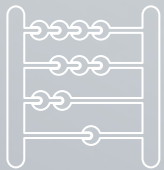
Our sector is going through significant change resulting from a range of external political, economic, technology and demographic factors. In light of these external influences, it is clear to me that we must do everything we can to shape where optometry is heading. I am pleased that Optometry Australia has committed to launching a project that will help us to better understand and take control of our future and define the path of the profession.

I have very much enjoyed joining the optometry sector and I look forward to a productive, results-filled year ahead.

**Lyn Brodie**  
CEO  
Optometry Australia



**Gavin O'Callaghan**  
National Treasurer



## Treasurer's Report

Optometry Australia was highly productive in a challenging financial year, with a loss reported in the profit and loss. The portfolio, managed by First Financial, returned 10.29 per cent net of fees, outperforming the ASX200 return of 9.33 per cent. A term deposit managed by Optometry Australia forming part of the investment portfolio, returned 2.75 per cent for the year. Overall, the total portfolio returned 9.93 per cent for the year. 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 2016–17 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

With membership fees, contributed from state organisations' members, accounting for 87 per cent of Optometry Australia's income, 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 continued support of Member Advantage partners.

Despite active pursuit of advertisers and potential financial partners this year, our organisation was not able to secure significant additional external revenue from advertisers and sponsors, although a partnership with MyHealth1st secured some additional funding to support the *Good vision for life* campaign. 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 at 2.3 per cent below 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 an increase in the use of Skype, video and telephone conferencing. Computer software costs were also contained by seeking out cost effective yet similar alternatives, such as the new membership database implemented in conjunction with the state organisations.

Total expenditure on salaries came in on budget. The organisation's budget also contributed \$209,855 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 2016–2017, there was a decrease in total equity for the year of 1.0 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, modified by the national board in May 2017, 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.

The organisation's cash holdings are down 15 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 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.

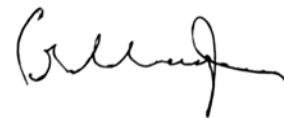
We supplement this advice with regular reports from an independent business adviser who supports the organisation's assessment of the investment portfolio's performance. The Finance Committee comprises the Treasurer, President of the Board, Vice-President of the Board, the National Chief Executive Officer and National Chief Operating 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 FY2016–2017, our overall financial position is forecast to remain positive.

During the year ahead - FY2017–2018, the organisation will be:

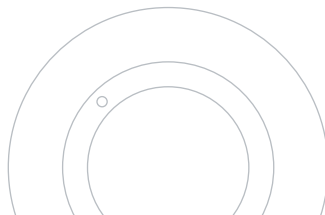
- continuing the delivery of the awareness campaign, *Good vision for life*;
- delivering key member engagement services and benefits, including professional indemnity insurance;
- continuing to identify additional external revenue sources;
- embarking on a new strategic plan to take the organisation to 2021; and

At the same time, we will continue to enhance our national operations via our new CPD provider portal, as well as enhancing member services with more dynamic CPD monitoring and the beginning of the year, a new member-centric website presence.



**Gavin O'Callaghan**

Treasurer  
Optometry Australia



## Your sector

During the year under review, 8.89 million Medicare rebatable optometry services were delivered by 5,343 optometrists. Medicare benefits paid totalled \$408 million.



Optometry practitioner *		Principal place of practice									
Registration type	Registration subtype	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	No PPP**	Total
General		74	1,764	29	1,040	292	92	1,359	415	102	<b>5,167</b>
Limited	Postgraduate training or supervised practice				1				1		<b>2</b>
	Teaching or research		2								<b>2</b>
Non-practising		2	41		20	2	1	37	6	63	<b>172</b>
<b>Total</b>		<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>
At June 2016		74	1,744	30	1,027	279	84	1,314	416	162	5,130

Optometry practitioner *		Principal place of practice									
Endorsement type		ACT	NSW	NT	QLD	SA	TAS	VIC	WA	No PPP**	Total
Scheduled medicines		38	707	21	522	182	68	952	202	25	2,717
% of general registrants who are endorsed		51.4%	40.1%	72.4%	50.2%	62.3%	73.9%	70.1%	48.7%	24.5%	52.6%

Optometry practitioners*	Age group	U-25	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80+	Total	At June 2016
Practitioners who hold scheduled medicines endorsement***	General registration	296	791	446	333	248	208	137	151	70	31	5	1		<b>2,717</b>	2,370
	% of general registrants	99.3%	94.7%	65.0%	51.7%	42.5%	34.4%	29.0%	29.4%	20.1%	26.5%	10.6%	5.6%		<b>52.6%</b>	48%

\* Source: AHPRA, June 2017 data

\*\* NPPP – No principal place of practice

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

# Your team and its achievements

## Policy and advocacy

Optometry Australia was delighted with the 2017 Federal Budget announcement that the Medicare rebate freeze would be lifted in 2019, one year ahead of schedule and we have now stepped up our efforts to try and bring this forward to 2018. Optometry Australia was further pleased to join with other eye health and vision organisations to host a group of early career optometrists at Parliament House.



Optometry Australia's Stop the Freeze campaign contributed to the announcement in the May 2017 budget that the Medicare rebate on optometric services would be lifted one year ahead of schedule.

## Fair patient rebates

In the lead up to this year's Federal Budget we focused our advocacy efforts on the need to reinstate annual and fair indexation of rebates. Through the 2017–2018 Federal Budget the Australian Government announced a staged reintroduction of annual indexation for Medicare rebates, with optometry items being introduced from 1 July 2019, a year earlier than previously indicated. Whilst welcoming the earlier return of indexation, we have turned our efforts to advocating, through meetings with the Minister for Health and other parliamentarians, for indexation to be reinstated for optometry items from 1 July 2018, when many general practice items will be indexed.

In informing our advocacy campaign, we have sought to ensure that the impact of stagnant patient rebate on patients, and the sustainability of practices, are fully understood, through responses received from our survey of practice owners .

We are also focused on the reinstatement of Medicare rebates for two yearly eye exams for all people aged 40–64 years. To complement advocacy on this issue from Optometry Australia's leadership to the Minister for Health and to influential parliamentarians, we have co-ordinated a member letter writing campaign targeting federal members of parliament. We are further working with state organisations to support members in key targeted electorates to meet with their federal representatives to highlight the need for fairer rebates and more frequent examinations for middle-aged Australians.



Optometry Australia's former CEO Genevieve Quilty (right), joined optometrist Giuliana Baggoley and MP Don Farrell at the 2016 World Diabetes Day "Eyes on Diabetes" event at Parliament House, Canberra.

## Guidelines and Standards

To support optometrists practising at a high level of professional standard, Optometry Australia's Dr Patricia Kiely coordinated the development of 'Infection control guidelines for optometrists 2016', now published in *Clinical and Experimental Optometry*. We have also updated a number of 'Advice for optometrists' guides including those on referral, release of prescriptions, ocular therapeutics prescriptions, and ocular photography. We were pleased to also release new advice on achieving efficiency in practice and to be invited to participate in the development

of relevant standards by the Australian Commission on Safety and Quality in Health Care's *Primary Care Safety and Quality Framework*.

Optometry Australia has also supported members' practice through the provision of two educational webinars which attracted a combined audience of approximately 400 members, and through work we have undertaken with state member organisations to provide face-to-face professional development.

## Working groups

The national policy and advocacy team continues to be supported by working groups addressing Aboriginal and Torres Strait Islander eye health, rural optometry and low vision. In an important development in a key space advised on by the first two of these groups, the Federal Government committed a further three year funding to maintain the Visiting Optometrists Scheme. During this period the low vision working group completed their work plan and disbanded, however, a short term project group, comprised of a number of members of this group, is advising on a project Optometry Australia commissioned to identify practical ways for optometry to play a greater role in supporting low vision care.



## Representing the profession's voice

It is a goal of Optometry Australia to ensure the profession's perspectives are acknowledged in many relevant forums, inquiries and consultation processes. Notably, over the last 12 months, we have represented the profession through written submissions and face-to-face consultations aimed at responding to reviews being undertaken of the National Registration and Accreditation Scheme for health professions. We have also made a number of submissions regarding private health insurance and concerns associated with the accuracy and transparency of information for consumers. To ensure our voice was heard at a community level, we released a practice poster to help consumers better understand if the optical cover in their health policy best meets their needs. We are also actively involved in advisory bodies to the Department of Veterans' Affairs regarding revision of Medicare payment systems.

## Partnerships across the health sector

During the year, we continued to take a partnership approach to the development and advocacy of policy solutions through our active membership of the high profile national peak health organisations, Vision 2020 Australia, National Rural Health Alliance and Allied Health Professions Australia. We also expanded our formalised partnerships with peak health bodies by becoming corporate members of Indigenous Allied Health Australia.

In the pursuit of solutions to key issues concerning members, Optometry Australia initiated discussions with private health insurers regarding clarity and equity in the application of health fund billing rules.

An important element of our partnership work in this period has been on supporting Aboriginal and Torres Strait Islander access to eye care. This has seen us participate in a consortia that has received Commonwealth funding to provide eye health equipment and associated training to Indigenous Health Services.

## Supporting emerging leaders

In recognition of the need to support the development and understanding of advocacy amongst the emerging leaders of our profession, Optometry Australia hosted a workshop for 12 early career optometrists from across the country. This event provided them with the opportunity to talk directly with, and to gain tips from, politicians, political advisers and experienced advocates. This workshop was followed by a parliamentary engagement event focused on showcasing 'Rising Stars in Eye Health and Vision Care' that Optometry Australia hosted in partnership with other key bodies in eye health and vision.

## Professional partnerships

To complement our professional partnerships program, we launched a campaign in September 2016 aimed at general practitioners and focused on increasing understanding of the role and scope of practice of optometrists to improve referral pathways. This included substantial print and web advertising in targeted forums, as well as two educational videos hosted on the online ThinkGP platform that have been viewed over 660 times. A lecture was also delivered at the Royal Australian College of General Practitioners, national conference and we developed and promoted a referral tool to support GPs' use of a new Medicare item for use of digital retinal photography.

Optometry Australia also worked with both the Pharmacy Guild of Australia and the Pharmaceutical Society of Australia to develop and deliver relevant education to pharmacists.



Sydney optometrist Paula Katalinic filmed an educational video on diabetic retinopathy as part of an Optometry Australia campaign. The video is available for viewing on [thinkgp.com.au](http://thinkgp.com.au)



Optometry Australia's Rural Optometry Group convenor Dr Philip Anderton (right rear) met with federal politicians in Canberra in November 2016 to discuss problems in rural health and how they can be solved. With Dr Anderton are: MP Rebekha Sharkie (second from left) and NRHA council delegates (l-r) Tanya Lehmann, Anne Bousefield, Dr Jenny May, Amanda O'Keefe and Jo McCubbin.

## Policy and advocacy team



**Skye Cappuccio**  
National Policy Manager



**Patricia Kiely**  
Standards & Research Advisor



**Simon Hanna**  
National Clinical Policy Advisor



**Tin Nguyen**  
Policy & Advocacy Advisor

## Professional services

With more than 760 member emails and phone calls responded to each month, and another 39 specifically on CPD, professional services, and our front-office support team, have most visibility to our members. Members seek advice from us on a combination of subjects and issues including insurance, CPD, practice management and the application of clinical knowledge. Our team also provides optometric input to submissions developed by the policy and advocacy team presents a clinical voice within the media on behalf of the profession and negotiates key contracts.

Key achievements in this financial year include the development and implementation of two new CPD portals for members and providers. These portals now support an enhanced user interface and instant printing of CPD certificates to streamline AHPRA audits. The provider CPD portal has been developed to make the CPD accreditation process more efficient and reduce staff time in processing an increasing volume of applications.

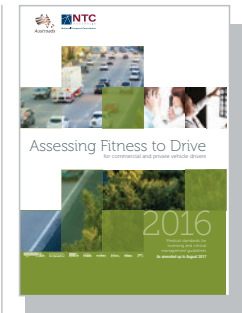
A second key achievement has been in the private health insurance sector with negotiations with key stakeholders progressing well and we are confident of achieving our goal to develop an industry standard and clarity and consistency in claiming practices.

### Eye on CPD

Our team is responsible for administering OBA's accreditation of CPD as well as providing the platform to collate member CPD points. As part of our three year contract to perform this function for the OBA, Eye on CPD was formed by Optometry Australia to deliver this program. A tri level model of accreditation is used to ensure CPD remains at a very high standard and an independent CPD review panel was formed to provide a second level of oversight and to assist Eye on CPD monitor delivery of events on the ground. The Optometry Council of Australia and New Zealand (OCANZ) provide the third level in this model by independently auditing accredited CPD activities to ensure compliance to OBA standards. An increase in accreditation activity of 15% was noted in 2017 and OCANZ has completed five independent audits with quality improvement suggestions being passed on to CPD providers.



Members can now access their points and view up-coming CPD opportunities online through one simple login via [optometry.org.au](http://optometry.org.au). CPD providers are now using this portal to upload courses and to nominate points to course attendees.



We participated in the review of the National Transport Commission's Assessing Fitness to Drive guide.



Optometry Australia provided comment to the Optometry Board of Australia's review of Scheduled Medicines listing.



The professional services team supported members during compliance audits from health insurers.

## Professional Indemnity Insurance (PII)

Optometry Australia partnered with Australia's largest medico-legal insurer AVANT to bring practical workshops on risk management to five of the major state conferences in FY2016/17. Risk management, and assistance with medico-legal issues, remain two of the key issues raised by members when speaking with our National Professional Services Manager, Luke Arundel. To support members, additional resources in this area were added to the national website this year.

## Medicare compliance

The professional services team regularly responds to members' requests to assist in their understanding of Medicare and in particular, the use of the optometry MBS schedule. The team further provide specific advice to members involved in Medicare audits as well as to the Department of Health and Human Services on Medicare compliance.

## Private health insurance

Optometry Australia is the main interface between the profession and private health insurance companies and we are very active in ensuring the optometry sector remains high on their agenda for rebates and improvements. Ongoing assistance continues to be provided to members in the third and fourth rounds of Medibank Private audits and in compliance audits from other insurers.

## Regulatory bodies

We were active in the regulatory arena through our involvement in:

1. Submissions to the Optometry Board of Australia (OBA) for its review of the Scheduled Medicines listing. We also continue to assist a very large number of members who are routinely audited by the profession's registration board along with members facing disciplinary action by OBA.
2. The revision of the National Transport Commission Assessing Fitness to Drive guide in collaboration with RANZCO and government authorities. We were pleased to release the updated guidelines in October 2016.
3. The development and delivery of the second CASA aviation refresher course in April 2017. This popular course is aimed at up-skilling members interested in the delivery of aviation ocular examinations.

## Media

Luke assumes the role of Senior Resident Optometrist when responding to media enquiries. This year saw a large number of interviews and enquiries fielded from television, print, broadcast and online media on a wide range of topics such as myopia, eyeball tattooing, novelty contact lenses, UV protection and children's vision.

## Professional services team



**Luke Arundel**  
National Professional Services Manager & Senior Resident Optometrist



**Andrew Kotsos**  
Professional Development Officer



**Rounak Moshfegh**  
CPD & Projects Officer



## Communications

Optometry Australia produces a range of digital and print publications aimed at keeping members informed of sector and member news, CPD, policy changes, optometric and clinical advancements and practice and business advice.

### DIGITAL COMMUNICATIONS CHANNELS

#### **Australian Optometry News**

The Optometry Australia News portal on our website is updated daily and attracts about 50,000 page views a month with breaking news and information essential for practice. Key stories are highlighted in the *Australian Optometry News* Alert which scored highly in the members survey, with 77 per cent of respondents valuing it highly for keeping them informed. The weekly News Alert engages its readers with easily accessible links to the Optometry Australia News portal and website.

#### **Apps**

The *Australian Optometry* App works on all smartphones and tablets, and provides a live open-access direct feed from *Australian Optometry* news online, with fresh posts every day. The app is free to download and use.

The *Clinical and Experimental Optometry* apps for iOS and Android provide alternative access options for articles that can be downloaded for viewing later.

#### **Clinical and Experimental Optometry**

We are proud that *Clinical and Experimental Optometry* celebrates the publication of its 100th Volume in 2017. In another major achievement, the journal archive is now complete and contains every issue dating back to 1919.

The Wiley Online Library website offers the options of viewing journal articles as a PDF or in HTML, optimised for any device. The downloading of 300,000 articles in our journal in 2016 reinforced its standing as one of the world's top three optometry journals.

As Editor in Chief, Professor Emeritus Barry Collin continued his outstanding service of 24 years leading the journal. Professor Emeritus Nathan Efron became chairman of the journal's Editorial Board and was appointed Editor during the year.

Professor Leo Carney was appointed chairman of a Review Committee charged with reviewing the journal's performance and future directions. When Professor Carney stepped down from that role, Professor Efron chaired the committee to completion of the review. The committee's recommendations to restructure the Editorial Board were adopted, and implemented in 2017.

The professional associations in New Zealand, Hong Kong and Singapore are partners with Optometry Australia in the journal.

#### **ECO Hub and Student Hub**

The Early Career Optometrists Hub provides information and advice on clinical and business practice, employment, CPD, and legal and regulatory matters, as well as news articles on ECO members' personal stories. The content is tailored to the interests and needs of optometrists in their first few years in practice.

The Student Hub offers guidance on transitioning from university to the workforce. It allows for students to write about their personal experiences, for ECO practitioners to share their tips and hints, and provides useful information on how, when and where to register with the OBA and Medicare.

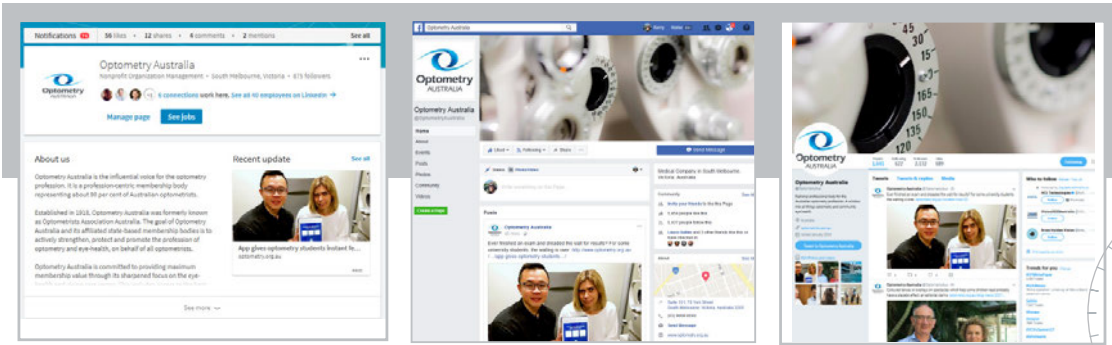
#### **Publications archive**

Members enjoy the added flexibility of being able to download PDFs of their favourite publications from the Optometry Australia website Archive. Issues of *Clinical and Experimental Optometry*, *Pharma* and *Equipment* are available on the Archive.

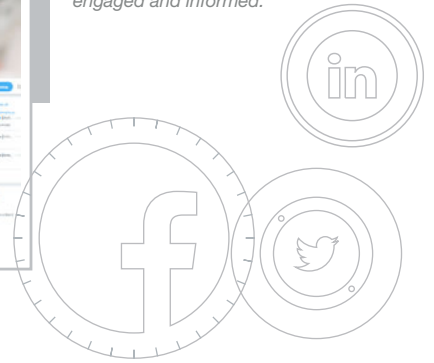
#### **Social media**

The Communications team drives the member-facing posts on our increasingly popular Facebook, LinkedIn and Twitter pages. Regular posts on a range of sector and optometric news keep our 7,600 followers engaged across these platforms.





Through our member-facing posts, we keep our 7,600 followers on Facebook, LinkedIn and Twitter engaged and informed.



## HYBRID PUBLICATIONS

### Pharma

*Pharma* came out a strong favourite in our 2016 bi-annual members survey with 83 per cent of respondents saying they value it for keeping them informed. The high-quality clinical content is especially relevant to everyday practice and is exclusive to members.

Complementary online CPD modules offer accredited, clinical, therapeutic CPD points based on the content of *Pharma*. When a member correctly answers the multiple-choice questions on the *Pharma* online CPD module, their CPD points are conveniently logged into their MyCPD account.

Under the direction of clinical editor Associate Professor Mark Roth, *Pharma* is published quarterly in print and digitally, and is also distributed to all members of the New Zealand Association of Optometrists.

### Equipment

*Equipment* magazine has gained the high ground with clinical case reports illustrating the use of ophthalmic equipment in detection, diagnosis and treatment. With its objective product reviews, *Equipment* continues to be the benchmark buyers' guide to state of the art ophthalmic instruments. It is published annually in print and digitally.

### Communications team



**Sandra Shaw**  
National Communications Manager



**Rhiannon Riches**  
Assistant Editor



**Jeff Megahan**  
Features Editor



**Helen Carter**  
Journalist



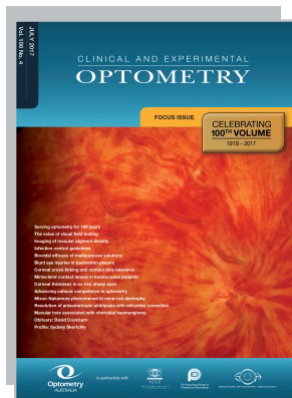
**Ashleigh McMillan**  
Journalist



**Jess Donald**  
Journal Administrator



**Nicholas Walker**  
Former Journal Administrator



Optometry Australia continues to produce a range of quality online and print publications aimed at keeping members informed of sector and member news.

## Marketing

Optometry Australia motivated over one million appointments to see an optometrist in the last 12 months as a result of the success of the *Good vision for life* campaign. This campaign was one of two the organisation launched in the year under review with the second tailored to reach GPs. In addition, the organisation continued to deliver substantial media coverage on core eye health issues across multi-channel media outlets, and supported a solid social media presence.

### AWARENESS CAMPAIGNS

#### *Good vision for life*

The *Good vision for life* consumer campaign was launched in September 2016. It is aimed at promoting optometry and community eye health with the ultimate goal of encouraging Australians to better understand the health of their eyes and to make visiting an optometrist regularly throughout life part of their normal health regime.

As a result of the campaign, 1.07 million Australian booked optometry appointments according to a consumer survey conducted by leading social researcher I-View on behalf of Optometry Australia. The survey was conducted among Australians aged 18 years and older. The results further highlighted that nine million Australians said that they had booked an appointment with an optometrist in the 12 months to June 2017. Of these appointments, 11.6 per cent were influenced by the *Good vision for life* campaign.

The survey also revealed that 3.15 million Australians are now aware of the campaign and critically of these, 34.2 per cent booked an eye examination.

When consumers were asked to nominate who they would see first, a doctor, an optometrist, a pharmacist, an ophthalmologist or a hospital, the survey revealed:

- a **26.85 per cent increase** in the number of Australians who now say that they would see an optometrist for excessive watering, redness, pain or discharge associated with their eyes compared to the year before
- a **7.34 per cent increase** in the number of Australians who now say that they would see an optometrist for loss of vision, sensitivity to light, blurriness and double vision.

The survey highlights the success of the campaign and its ability to deliver eye health messages that consumers not only understand but react to positively.

On average, *Good vision for life* campaign messaging has reached 2.9 million people per month since September 2016 through television, radio and digital channels and more recently, through cinema advertising.

#### GP referral campaign

In October 2016, we launched a campaign aimed at heightening awareness of the role of optometrists amongst general medical practitioners aimed at improving referral pathways. This campaign was aligned to the *Good vision for life* campaign but supported very different messaging tailored specifically to the medical fraternity.

The GP campaign was delivered in key medical publications - *Australian Family Physician*, *Australian Medicine* and *Medicine Today* – and their online channels, [racgp.com.au](http://racgp.com.au) and [ama.org.au](http://ama.org.au). We further collaborated with ThinkGP, a leading online portal to deliver two educational videos on the role of optometry in diabetes and red eye management. These will remain online until February and June 2018 respectively.



Marketing coordinated the launch of a campaign aimed at heightening awareness of the role of optometrists amongst general practitioners by creating a range of advertisements and editorial.



Former National President Kate Gifford fielded questions from Jamie Malcolm to promote eye health messages on Channel 7's *The Morning Show* and *The Daily Edition*.



## Early Career Optometrists

The *Early Career Optometrists* brand was developed to provide young optometrist groups with a national identity.

### Publicity

In the 2016-2017 financial year, there was also a noticeable shift in media coverage with eye health angles now making up 89 per cent of all editorial generated by Optometry Australia compared to 82 per cent the year before.

Topics such as children's eye health, UV protection and women's and men's eye health proved to be popular. Of the 297 articles delivered, 43 per cent were published online, 27 per cent via radio, 25 per cent in print and 14 per cent via television coverage.

To support our media push, Optometry Australia distributed 21 media releases in the year under review, up from 16 the year before. In addition, 41 stories posted on [goodvisionforlife.com.au](http://goodvisionforlife.com.au) have been shared 1,480 times on readers' own Facebook pages.

### Social media

Optometry Australia continued to engage both members and consumers during the year on four social media platforms. These platforms are important to the distribution of corporate and community eye health messages.

### Branding

A new brand framework has been created to drive the visual identity of Early Career Optometrists groups nationally. This framework will assist ECOs to build recognition and goodwill through a visible and consistent logo, positioning statement, typography and colour palette. It has been adopted by ECOs in Victoria, Tasmania, South Australia and Western Australia.

### Marketing team



**Kerry I'Anson**  
National Brand & Corporate Relations Manager



**Trinity Scarf**  
National Campaigns Manager



**Laura Gulbin**  
Graphic Designer



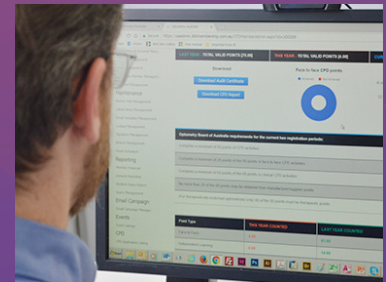
Cinemas across Australia are screening 15 second *Good vision for life* short films that promote eye health and aimed at encouraging audiences to have their eyes examined.



## Operations

The year under review saw Optometry Australia launch a range of new online platforms tailored specifically to support member needs, appoint a new Board Chair and a new Chief Executive Officer and move into new modern headquarters in South Melbourne. Each of these significant changes signals a new era for the organisation which, in 2018 will celebrate its 100th anniversary.

A new member portal was launched in January 2017. It is one of six online enhancements introduced during the year to support members.



## PEOPLE

In October 2016 Chief Executive Officer, Genevieve Quilty, announced her resignation for personal reasons, kick-starting a recruitment process led by the newly elected Board Chair, Andrew Hogan. The Board was committed to finding an exceptional CEO to continue the change management program that was so pivotal under Genevieve's five years at the helm of Optometry Australia. Of importance was ensuring that a new CEO would continue to evolve the organisation to meet challenges brought about by a changing membership, optometric and economic environment.

In June 2017, Lyn Brodie was appointed CEO. She is charged with delivering the final year of the 2015–2018 strategic plan and the development of the new plan. Lyn's career has spanned both the corporate and not-for-profit sectors within health, policy, stakeholder engagement and philanthropy.

Following the departure of Genevieve and prior to the appointment of Lyn, Kirsty Machon was appointed acting CEO and Kerry I'Anson, acting Chief Operating Officer. Kirsty had been working with the organisation for almost 12 months heading the Policy team in a contract maternity leave

role before stepping into the CEO role. Kirsty left the organisation in August 2017. Kerry continues in the role of acting COO whilst also heading the Marketing business unit.

Leanne Dawson was appointed Business Development Manager, a new role for the organisation that will focus on securing partnerships within and outside the optometry sector. Jessica Donald joined us as Journal Administrator following the departure of Nicholas Walker. Other staff moves saw Jill Young depart Optometry Australia following the successful project management and contract negotiations, of the selection of new corporate premises. Journalist Ashleigh McMillan also left the company during the year.

Optometry Australia maintains a staff of 24 who are committed to supporting the interests of the federated organisation in delivering a diverse range of member services.

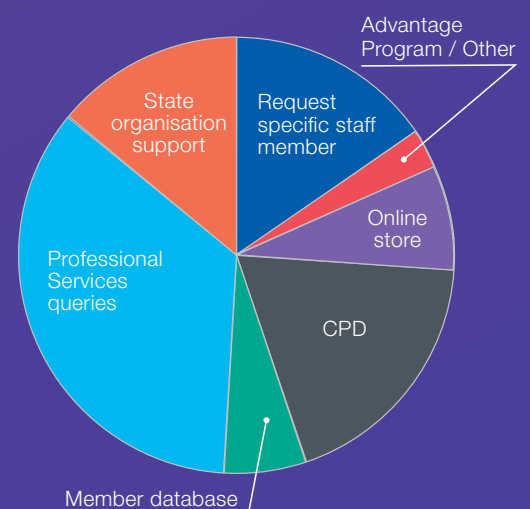
We continue to offer an Employee Assistance Program for staff and their immediate family through an external, independent health and well-being counselling service. The program further promotes well-being in the workplace.

## Organisation headquarters

In February 2017, Optometry Australia moved into new headquarters located at 68–72 York Street, South Melbourne. The new office has been instrumental in building a more cohesive, collaborative and collegial work environment than could be achieved in the old Carlton premises due to building restrictions. In direct feedback from staff, the South Melbourne office is open-plan, clean, light-filled and landscaped with plants. The organisation rents this space.

A thorough occupational health and safety assessment of the overall work environment and individual workstations, was completed of York Street by EVA Associates with main areas of concern addressed by the organisation's internal OH&S Committee.

## Breakdown of the type of enquiries from member calls to our national office



LEFT: Optometry Australia's new headquarters in South Melbourne is open-plan, clean, light-filled and landscaped with plants.



## DIGITAL PLATFORMS

The year under review has been a busy one with the organisation progressively evolving its digital footprint.

Of significance was the launch of a new membership database in January, followed by a new CPD management portal. These platforms allow for more efficient administration from both a member and organisation point of view. Importantly they provide a one-stop log-in for members to review their membership status, update personal details, manage their CPD points and certification, and to view and book events and state-based CPD training courses.

A further portal was launched to streamline CPD provider accreditation through our Eye on CPD business. During the year 1,130 courses were accredited by the Eye on CPD team.

A new classifieds service has enhanced the way that we manage a range of listings under classifications such as jobs, equipment and practice sales and leasing. More than 1,510 classifieds were listed during the year on behalf of members and non-members.

Our Online Store also underwent an evolution during the year with the launch of a new portal featuring a range of enhancements designed to make online purchasing and order management more efficient. Importantly it too integrates with the new membership database platform, thereby supporting a single, once only log-in for members.

During the year the site supported the sale and dispatch of 31,365 educational aids, books and brochures.

### Find an optometrist

Considerable effort was expended to integrate our database with the search service supported and managed by leading online booking engine, myhealth1st.com.au. The end result means that consumers can now book an appointment online with more than 400 member practices via either goodvisionforlife.com.au or myhealth1st.com.au and they can search for a member optometrist on optometry.org.au, goodvisionforlife.com.au and myhealth1st.com.au.

On average, optometry.org.au and goodvisionforlife.com.au deliver 4,845 *Find an optometrist* page views per month.

## optometry.org.au

Following significant delivery of new member-servicing platforms, the organisation is now focused on evolving our main digital platform optometry.org.au and a cross-federation working group has been established to deliver this project.

This website continues to be the leading site in Australia for searches for optometry (Google rankings) attracting almost 9,200 sessions per month from 7,800 monthly users.

## MEMBER SERVICES

Our team was kept busy during the year supporting almost 9,610 member phone calls and emails on a wide range of topics including clinical advice, patient management, Medicare, fee setting, assistance with audits, CPD and contract management.

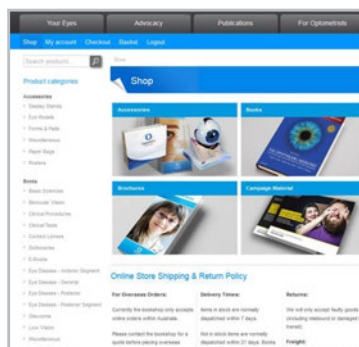
### Member Advantage program

Eleven organisations participate in Optometry Australia's Member Advantage Program. Together, they provide a range of business, legal and financial services to members as well as a variety of lifestyle products and services at discounted or corporate rates that would normally not be available to individuals.

Within the corporate space, a major new offer was extended to members during the year when Optometry Finance Australia and Partners Legal launched a fully integrated service to support members who are purchasing or leasing equipment and those who may be establishing a new practice.

While Guild Insurance provides business insurance options, members can also access Guild's significantly discounted contents and car insurance with evidence indicating savings of up to 30 per cent can be achieved off these premiums.

Within the popular lifestyle space members continue to take advantage of access to reduced rates on premium cars, technology, white goods, travel and travel insurance purchases.



*The Online Store was relaunched to support a simpler buying experience.*



## Operations team



**Catherine Roubos**  
Financial Controller



**Rosy Dolan-Murphy**  
Special Projects Officer



**Natalina Bortone**  
Bookshop & Brochures  
Manager



**John Karis**  
Member Benefits &  
Website Manager



**Helen Podbury**  
Receptionist

*Through the Advantage Program, Optometry Australia offers members a range of professional and personal services that they would not otherwise be able to access.*

## Committee memberships at 30 June 2017

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	Kate Gifford (until Nov 2016) and Genevieve Quilty (until Feb 2017). Andrew Hogan and Lyn Brodie (current)
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.	Genevieve Quilty (until Feb 2017); Kirsty Machon (Feb-Aug 2017)
OCANZ member	To appoint the OCANZ Board and other governance matters	Genevieve Quilty (until Feb 2017); Lyn Brodie (from Aug 2017)
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	Kirsty Machon (until Aug 2017)
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	Genevieve Quilty, Chair of Prevention and Early Intervention committee (until Dec 2017); Tin Nguyen/Skye Cappuccio member of the Prevention and Early Intervention committee; Optometrist Dr Sharon Bentley and then optometrist Anthea Cochrane, member of Independence and Participation committee; Skye Cappuccio/Tin Nguyen, member of Aboriginal and Torres Strait Islander Committee
Australian Commission on Safety and Quality in Health Care: General Practice (GP) Accreditation Coordinating Committee	Provides oversight to the co-ordination of GP accreditation including identification, through review and interpretation of data, into the accrediting agency approval process. Provides oversight to any appeals processes	Patricia Kiely
Australian Commission on Safety and Quality in Health Care: Cataract Care Standard	Advise the commission on the scope and key components of care  Advise on the formulation of quality statements and supporting indicators	Simon Hanna

Committee	Purpose	Representation lead
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 – Genevieve Quilty (until Feb 2017); Kirsty Machon (Feb-Jul 2017); Skye Cappuccio (from April 2017). Optometry Australia representatives are also engaged in other AHPA working and advisory groups, and represent AHPA on a number of Government-convened advisory bodies
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	Tin Nguyen
Optometry Giving Sight National Committee	Provides advice and support to the Global Board to ensure that Optometry Giving Sight achieves its mission and objectives including local governance as needed, key fundraising campaigns and partnerships guidance	Genevieve Quilty (until Feb 2017)

### Government appointed

Optometric Benefits Consultative Committee (OBCC)	Advisory committee which assesses the Optometric MBS	Kate Gifford, Genevieve Quilty and Simon Hanna (until Feb 2017); Andrew Hogan, Lyn Brodie and Simon Hanna (current)
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	Simon Hanna
Department of Veterans' Affairs Optical Aids Schedule Review sub-committee	Provide advice to the Department on contemporising the optical aids schedule to reflect technology and best practice	Paul Graveson (on behalf of Optometry Australia)

# Member participation in working groups and ad hoc committees

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## Aboriginal and Torres Strait Islander Eye Health Working Group

Mitchell D Anjou OA  
Stephanie Bahler  
Gary Cerie (Chair)  
Daryl Guest  
Prof Brian Layland OAM  
Anna Morse  
Dr Genevieve Napper  
Helen Summers  
David Bradley  
Cameron Graco  
Ben Hamlyn  
Shannon Davies

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## 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

---

## Low Vision Working Group (until April 2017)

Kevin Adams  
Dr Sharon Bentley  
Pelayia Berdoukas  
Mae Chong  
Anthea Cochrane  
Paul Graveson  
Dr May Ho  
Martin Hodgson  
Dr Alan Johnston  
Susan Kalf  
Rosemarie Kavanagh  
Robyn Main  
Andrew Maver  
Dr Genevieve Napper  
Sharon Oberstein  
Dr Grace Soong  
Dr Stephen Vincent

---

## Low Vision Project Reference Group

Dr Sharon Bentley (Chair)  
Mae Chong  
Anthea Cochrane  
Dr Genevieve Napper  
Sharon Oberstein  
Dr May Ho  
Dr Alan Johnston

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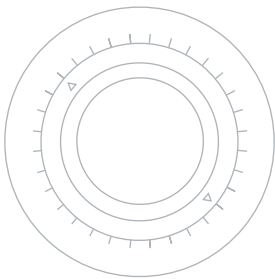
## Anterior Eye Clinical Practice Guide Working Group

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









## Contact us

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South Melbourne, VIC 3205

T: 03 9668 8500

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

### [optometry.org.au](http://optometry.org.au)

Facebook members: [facebook.com/OptometristsAssociationAustralia](https://www.facebook.com/OptometristsAssociationAustralia)

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

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

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

Optometry Australia ABN 17 004 622 431