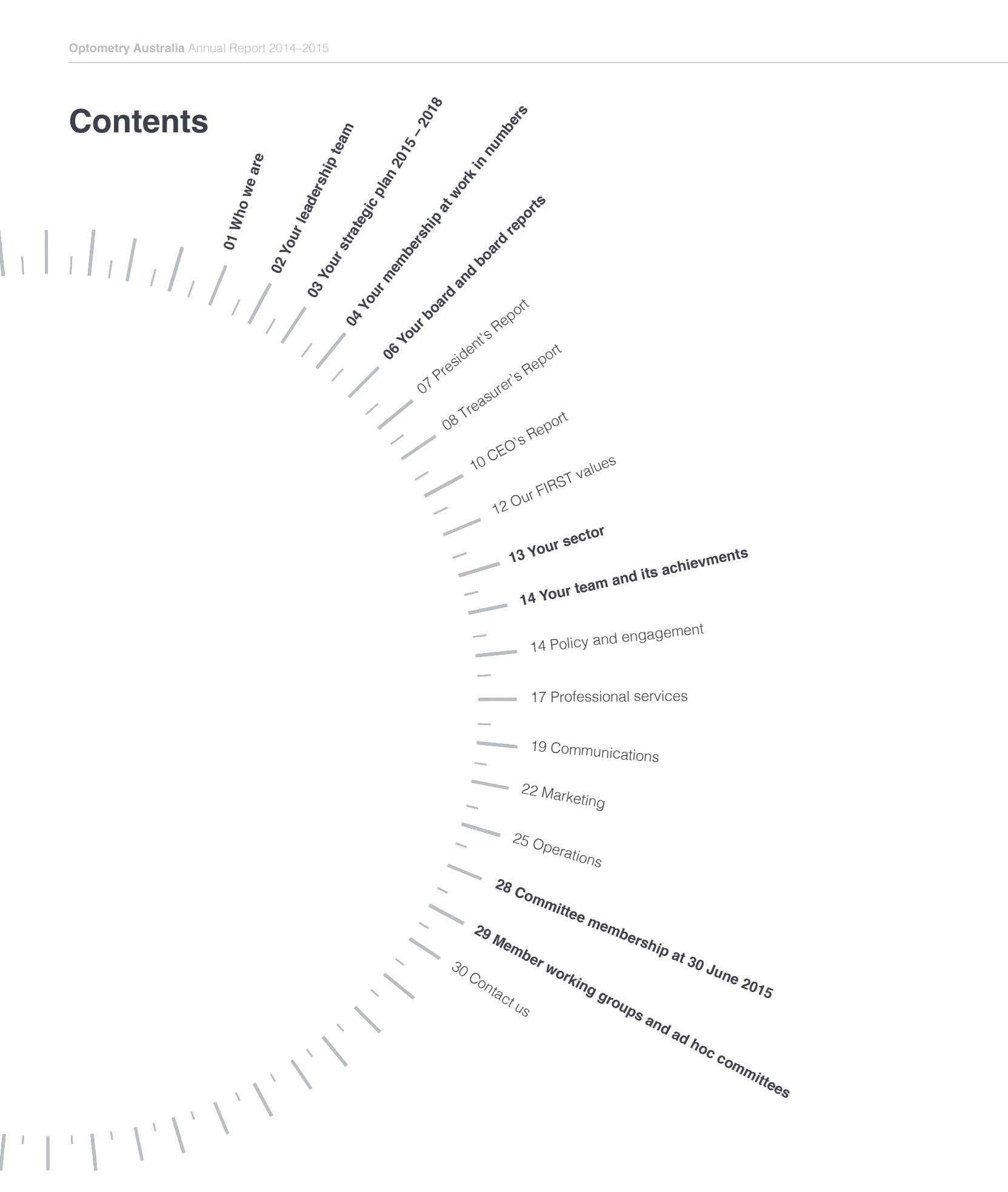




**Your membership at work**  
Annual Report 2014–2015



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## Who we are

Optometry Australia has a powerful reputation as the influential voice for optometry. As the peak professional body for optometrists, we have been helping to shape the Australian optometry profession since 1918. Together with our members, our profession's leaders and stakeholders, we are committed to making Australia a world leader in the delivery of vision and eye health services and patient care.

A background image of a retinoscope, a medical instrument used by optometrists to measure the refractive error of a patient's eye. The device features a large circular eyepiece with a scale around it, and a smaller circular component at the bottom. Two white circular callouts are overlaid on the image. The top callout is a thick white ring containing the text 'Our vision'. To its right is a white arrow pointing to the text 'Excellence in eye and vision care'. The bottom callout is a thick white ring containing the text 'Our mission'. To its right is a white arrow pointing to the text 'To lead, engage and promote optometry, optometrists and community eye health'.

### Our vision

▶ Excellence in eye and vision care

### Our mission

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

## Your leadership team

Your 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 2014–2015 and is supported by a group of committed, experienced and enthusiastic staff.

### Optometry Australia



**Genevieve Quilty**  
CEO



**Matthew Monaghan**  
National Chief Operations Officer



**Skye Cappuccio**  
National Policy Manager



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



**Sandra Shaw**  
National Communications  
Manager



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

### State CEOs



**Tony Martella**  
CEO Optometry Western Australia



**Cathryn Baker**  
CEO Optometry Queensland  
Northern Territory



**Libby Boschen**  
CEO Optometry South Australia



**Geoff Squibb**  
CEO Optometry Tasmania



**Pete Haydon**  
CEO Optometry Victoria



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

# Your strategic plan 2015 – 2018

## 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

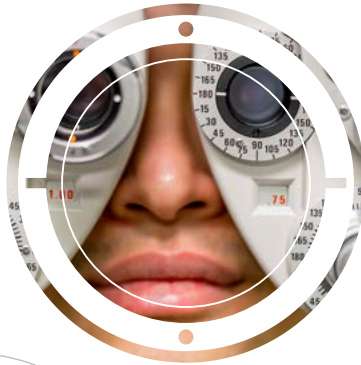
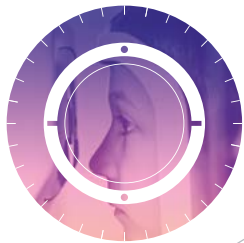
### Enduring organisation

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

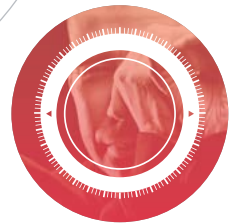


# Your membership at work in numbers



**\$381 million:**  
the value of Medicare  
benefits paid

**18,000:** the number  
of signatures secured to  
support our petition to  
reverse the Medicare rebate  
cut and to reinstate annual  
indexation of the MBS



## Lead

- **8.27 million** – the number of Medicare rebateable optometry services delivered
- **\$381 million** – the value of Medicare benefits paid
- **90** – the percentage of Australia's 4,951 optometrists who are members of Optometry Australia
- **56** – the number of members who have been elected to our Boards of Directors/ Councils throughout Australia
- **48** – the number of members who have participated in our committees

## Advocate

- **18,000** – the number of signatures secured to support our petition to reverse the Medicare rebate cut and to reinstate annual indexation of the MBS
- **19** – the date in October when the petition was presented to government
- **5** – the number of new Medicare items listed supporting greater access to timely, quality eye care.
- **1** – the necessary change secured for optometrists to be able to prescribe anti-glaucoma medications under the Pharmaceutical Benefits Scheme

## Educate

- **70,210** – how many educational aids, books and brochures we dispatched
- **503** – the number of CPD courses accredited
- **7** – the number of state conferences delivered
- **211,843** – how many CPD points attained by members
- **120** – the number of peer reviewed articles delivered in *Clinical and Experimental Optometry*
- **190,000** – the number of *Clinical and Experimental Optometry* page downloads



## Communicate

- **865** – the number of articles featuring sector news and information delivered
- **22** – the number of print and online news publications delivered
- **76** – the number of electronic newsletters delivered
- **Continuous** – the delivery of news and information via our digital channels
- **43,000** – the average number of visits optometry.org.au supports each month
- **2,262** – the average number of Find an Optometrists searches each month

## Promote

- **20** – the number of media releases dispatched
- **481** – how many pieces of editorial we delivered in print, online and broadcast channels
- **230** – how many articles focusing on community eye health issues delivered
- **250** – the number of pieces of editorial on the optometry sector achieved
- **Millions** – how many people read, saw or heard our editorial

## Engage

- **5,355** – the volume of phone calls from members we managed
- **1,210** – the number of member emails we responded to
- **2** – how many new information hubs we launched – one for students and one for early career optometrists
- **9,000** – the number of fans and followers engaged on our five social media platforms
- **10** – the number of categories available to advertise within our online classifieds
- **Continuous** – our commitment to upgrade your members' portal

# Your board and board reports

## Optometry Australia Board Members



**Kate Gifford**  
President and Director, Queensland



**Michael Jones**  
Deputy Chair and Director, New South Wales



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



**Darrell Baker**  
Director, Western Australia



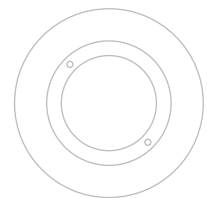
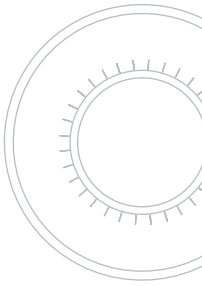
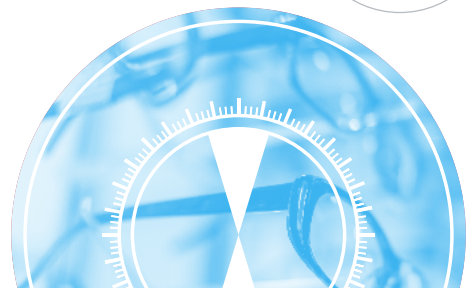
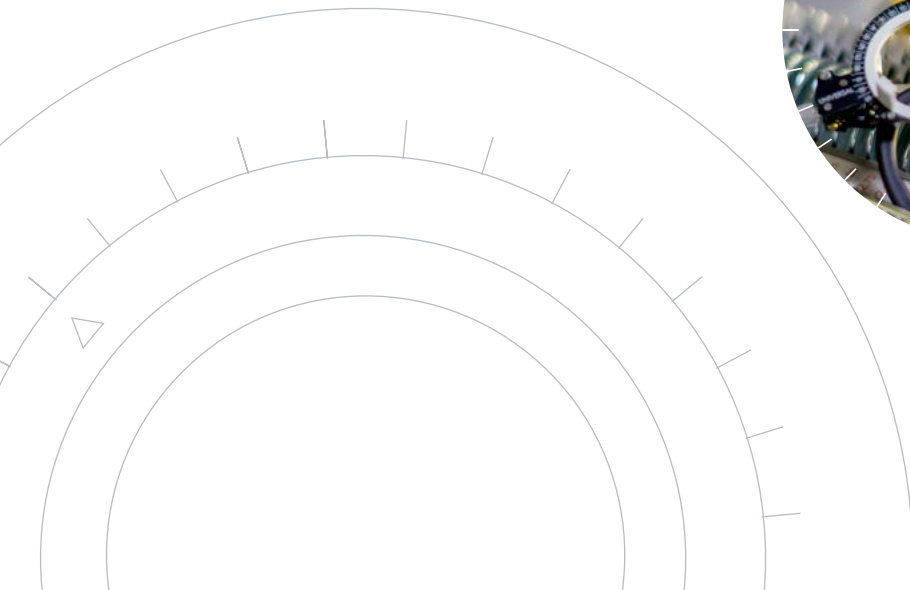
**Associate Professor Allison McKendrick**  
Director, Victoria



**Andrew Hogan**  
Director, Tasmania



**Jason Holland**  
Director, Queensland







## President's Report

It was a pleasure to be elected President of Optometry Australia in November 2014 and I am honoured to take on this role and its responsibilities. I follow in the footsteps of Andrew Harris and thank him sincerely for his leadership of the national board.

As the annual report sets out, this year has been a busy one for the staff and the board of Optometry Australia. Key to this was the delivery of the final year of our 2012–2015 strategic plan; the planning, collaborating and finalisation of a single shared strategic plan for 2015–2018; and establishing our new strategic direction to lead, engage and promote optometry, optometrists and community eye health.

Our bold new brand position and shared strategic direction is a strong and positive evolution from the twin goals enshrined in the 2012–2015 strategic plan which we successfully finalised this year. These were to advance the practice of optometry and the profession and secondly, to provide members with professional support and services.

During this reporting period Optometry Australia secured a major win for our profession with the removal of the fee cap imposed on the profession for 40 years. We also made significant advancements

in assisting patients with glaucoma. This stemmed from a disruptive court case involving our regulatory board being sued by RANZCO and ASO which was settled out of court and which paved the way for adjustments in regulatory settings to provide greater choice for patients with glaucoma. Our subsequent advocacy to government saw important adjustments in the PBS to support patients of optometrists becoming eligible for PBS subsidy of key glaucoma medications.

### Your national board

In addition to the president, our national board is a highly experienced group of six individuals nominated by our members, the state organisations who in turn represent member optometrists. Each director is a registered optometrist and together they bring to the table a powerful combination of experiences gained within various employment conditions and from years of governance at their own state boards. I personally bring over 10 years of experience as a past-president and director of Optometry Queensland Northern Territory, an owner of a Brisbane-based optometry practice, a lecturer, PhD candidate and graduate of the Australian Institute of Company Directors.

The national board is entrusted with the future of the profession in relation to matters of national significance. Topics that we provide governance on are wide in nature. Key consultation is undertaken through the state organisations and Optometry Australia's management team who are invited to table matters of significance at each meeting. We also engage external consultants as required. To round off our formal collaboration program, we bring the seven presidents of our federated organisation together annually while our CEOs meet formally three times a year.

### The board and our profession

As the professional body for around 90% of all Australian-based registered optometrists, we represent a united and

influential voice. We have a clear view of the role that of our profession must deliver and in achieving this we lead, engage and promote the profession by:

1. Establishing, reviewing and evolving a profession that is well trained, distributed and positioned to tackle head on the challenges of an ageing population.
2. Delivering the necessary regulatory and policy improvements to empower individual optometrists to work in the best possible environment.
3. Guiding optometrists through the adoption of key clinical guidelines and encouraging the maintenance and improvement of clinical skills.
4. Empowering Optometry Australia to deliver our strategic plan, to build key relationships and to ensure optimal regulatory and policy settings.

Leading this amazing profession is exciting, challenging and brings with it many opportunities.

I would sincerely like to thank my fellow board members who selflessly juggle their board responsibilities with their other professional and personal commitments. I would also like to thank our CEO, Genevieve Quilty, who took the lion's share of responsibility for successfully delivering the 2012–2015 strategic plan and who has charter for conveying the new plan. The successes of the last year are owed to Genevieve and team.

In concluding, I encourage you to interact and communicate with me, our board and staff. We find your feedback invaluable in ensuring that we are truly leading, engaging and promoting our profession. Thank you for your support throughout.

**Kate Gifford**  
President, Optometry Australia



## Treasurer's Report

Optometry Australia was highly productive in a challenging financial year, with a deficit reported in the profit and loss. Our portfolio returned 6.79 per cent net of fees, outperforming the ASX200 return of 1.19 per cent. Although the rate of growth has eased this reporting period due to the Greek/Euro crisis, it was a solid result given the level of economic uncertainty. Operating results were negative, however through stringent management of operational expenses, Optometry Australia exceeded budgeted expectations.

Our forecast negative budget position for 2014–2015 was not fully realized. 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 as well as the steady growth of the equities market boosting the value of the organisation's investment portfolio.

### Operating results

With membership fees from state organisations accounting for 84 per cent of Optometry Australia's income, efforts continued to secure revenue from other sources such as from advertising on our website, in our publications as well as via the continued support of Member Advantage partners.

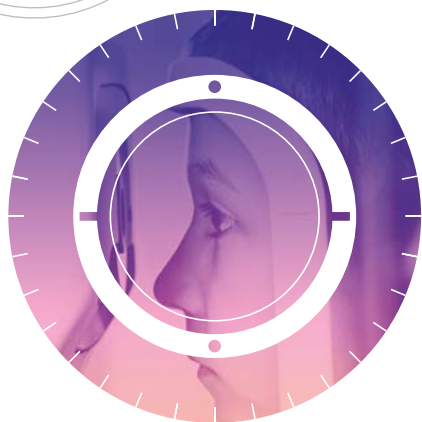
Despite active pursuit of advertisers and potential financial partners, our organisation was not able to secure significant additional external revenue this year. This situation reflects the market we are operating in where marketing from our key stakeholders is plateauing, reducing or being diverted to other channels such as state CPD conferences. Nonetheless we will continue to pursue external income so that we can maintain and improve the services from which members benefit.

Overall expenses for the year were contained at 3.6 per cent below budget. Examples of cost containment included overall reductions in meeting and travel expenses which have been achieved by implementing tight controls over the amount of travel undertaken, the most economical fare and accommodation selection, along with an increase in the use of internet and telephone conferencing.

The IT database and website projects in their second phase of project implementation, resulted in increases in intangible assets to reflect the costs incurred this year. These projects have meant that members can now have a modern and effective website experience through [optometry.org.au](http://optometry.org.au) as well as enjoying significant enhancements to CPD points' collation. Online access to our publications and key industry information through Twitter, Facebook and our *Australian Optometry* news feed has also improved significantly.

Total expenditure on salaries was 2.3 per cent lower than budget due to the over provision of annual leave.

The organisation's budget also contributed \$255,145 to assisting our smaller state organisations deliver services to members in line with the organisation's state 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 2014–2015, there was an increase in total equity for the year of 0.82 per cent. This figure is reflective of the increase in the organisation's investment portfolio value combined with the operating loss generated.

The asset allocation policy, modified by the national board in May 2012, establishes the investment parameters for the organisation's investment portfolio as managed by First Financial (formerly known as WHK). Optometry Australia maintains a balanced portfolio; allocating 27 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.

Our cash holdings are down 16.74 per cent from last year as a result of investing surplus cash from the 2013–2014 year in additional member services during 2014–2015.

### Financial management and the future

As noted above, the organisation 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 management's assessment of the investment portfolio's performance. The finance committee comprises the Treasurer, President of the board, our 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. We also must remain within our financial means. To achieve these outcomes we continue to manage our finances conservatively. Although the new financial year will see us invest further in member services and the board has forecast a deficit budget for 2015–2016, our overall financial position is forecast to remain positive.

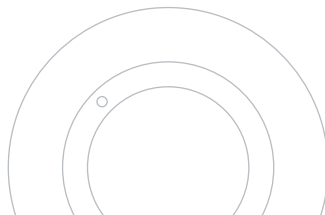
During 2015-2016, our financial focus will be on:

- Further expanding on the implementation of national brand
- Extending our member engagement services and benefits
- Continuing to identify additional external revenue sources
- Embarking on the second year of a new strategic plan to take the organisation to 2018.

At the same time we will continue to enhance our national operations with finance and member database systems, as well as continuing to enhance member services with more dynamic CPD monitoring and a continuing website presence.



**Gavin O'Callaghan**  
National Treasurer  
Optometry Australia





**Genevieve Quilty**  
CEO Optometry Australia



**Maria Wallis**  
Executive Assistant

## CEO's Report

With 98 years of experience behind us, Optometry Australia continues to provide around 90 per cent of optometrists with vital advocacy, clinical leadership, support and services aimed at leading, engaging and promoting the profession. We understand that in order to meet the needs of an ever evolving profession and the eye health and vision needs of Australians, we too must continually change through innovation.

The 2014–2015 period marked an important milestone in our evolution firstly due to the embedding of a single corporate brand under the Optometry Australia banner and secondly, with the development of a shared strategic plan (2015–2018). This progress was driven by Optometry Australia in close collaboration with our members – the six state organisations who represent member optometrists. For the first time we have a unified brand structure, a single shared strategic plan and a truly united voice.

During the year we finalised the final layer of our brand framework. Together with our aspiration statement, brand book and style guide our staff developed a set of simple, yet powerful values to underpin our behaviour, principles and beliefs. These FIRST values have also been adopted across the federated organisation and are outlined on page 12 of this report.

While we are excited about delivering our 2015–2018 plan this report primarily focuses on the final year of our 2012–2015 strategic plan – a period framed by two themes and some great outcomes.

### 1. Advancing the practice of optometry and its standing

#### a) Sustainable flexible remuneration

- The removal of the fee cap from our profession from 1 January 2015 marks the end of 40 years of fixed professional fees imposed by the Australian Government. Optometrists now join other professions in being able to set their own clinical fees.

#### b) Balanced, well trained and well distributed workforce

- Evidence that the optometry workforce is now relatively well distributed was recently highlighted in an Australian Government report – *Australia's Health Workforce Series – Optometrists in Focus*.
- The retention of the Visiting Optometrists Scheme as a separate primary health care program with additional funds for Aboriginal and Torres Strait Islander communities to support care in the most remote communities as well as in urban indigenous communities represents significant battles fought and won.



*c) Increasing the number of optometrists with therapeutic training*

- Excellent growth in the number of optometrists with therapeutic prescribing rights is being evidenced. In June 2015 2,000 optometrists (40.69 per cent of all registered optometrists) had prescribing rights up from 1,753 in June 2014 (37.67 per cent).

*d) Communications aimed at increasing awareness in the community for regular eye health care and to strengthen referral pathways from other professions to optometry practices:*

- Hundreds of articles about our profession, delivered in media channels nationally, have directly influenced millions of consumers to think and act on their eye health.
- Our grassroots advocacy campaign – Eye Care for All – commenced. It is directed at patients and government representatives to raise awareness about the need for sustainable investment in eye care by government. Key to this campaign was the collection of 18,000 signatures on a petition presented to the Australian Parliament on 19 October this year.

**2. The provision to optometrist members with professional support and services to empower the practice of world class optometry services**

- We carefully constructed programs and services accessible via our website, tailored articles, our skilled staff advice and external Member Assist service.

- In renegotiating our contract with AVANT we locked in even better professional indemnity insurance cover for our members to include nil excess, coverage for all telehealth consultations and practice cover (in certain conditions) and importantly, continuation of 24/7 access to medico legal advisers.
- We published six issues of our academic journal, *Clinical and Experimental Optometry* and four issues of *Pharma* placing emphasis on topics aligned to our member optometrists' clinical needs.
- Through our flagship publication *Australian Optometry*, we published hundreds of articles and stories designed to keep the profession updated on key optometry news and information.
- With a focus on timeliness and cost efficiencies, we increased our emphasis on digital news, social media and information services.

I am pleased to advise that this year we finalised our shared IT infrastructure inclusive of a common website platform and member database. This significant milestone means that we now support a combination of national and state websites and hubs through [optometry.org.au](http://optometry.org.au). It also means that we can now assist our members whenever and wherever they are.

We could not have delivered these wonderful achievements without the support of the profession, our state organisations and our national board, led by Andrew Harris until end November 2014 and now Kate Gifford. Our board is committed to guiding, supporting and empowering our staff to fulfil our strategic objectives.

As the National CEO, I would like to thank Optometry Australia's staff members who are based in Melbourne and a small office in Canberra. This talented team of professionals demonstrates dedication and excellence to meeting the needs of our member optometrists and to advancing the optometry profession. This report showcases their hard work during 2014–2015.

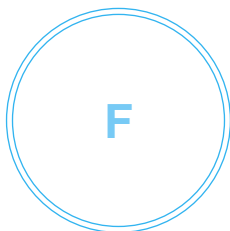
*Genevieve Quilty*

**Genevieve Quilty**  
CEO  
Optometry Australia



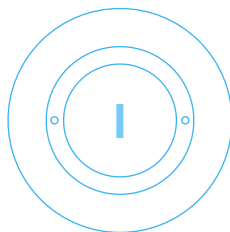


## Our FIRST values



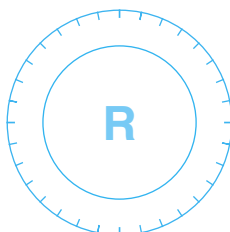
### Forward thinking

- We are at the forefront of change and we accept that change never stops
- We are excited about the future and the role we play in growing the optometry sector and advancing eye health care
- Our approach means that we are always learning and adapting as we find new ways to collaborate, listen and communicate



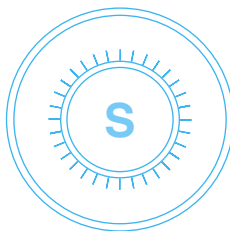
### Integrity and respect

- We conduct our business according to the highest professional and ethical standards and practices
- Fairness, honesty, openness and trustworthiness are at the heart of all we do
- As industry leaders, we do not take our role for granted and understand that we are judged by how we act



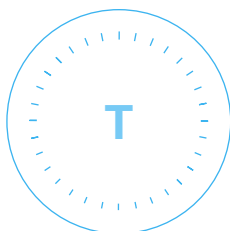
### Responsive and accountable

- We are committed to engaging with our stakeholders in a timely, proactive and accurate manner
- We recognise that positive, long-term relationships result from being responsive, relevant and accountable



### Strategic vision

- Our plans are visionary, designed to achieve our individual and sector goals
- We work with intent and build on our strengths to realise our strategic vision
- We do not work alone; respecting the opinions of others and the power of a united voice



### Teamwork

- We value, support and listen to each other
- Our positive energy creates a dynamic workplace that inspires innovation, friendship and mutual respect

# Your sector

During the year under review, 8.27 million Medicare rebatable optometry services were delivered by 4,951 optometrists. Medicare benefits paid totaled \$381 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		71	1,617	28	968	259	80	1,222	395	118	4,758
Limited	Postgraduate training or supervised practice										
	Teaching or research		2								2
Non-practising		2	44	1	17			29	8	54	155
<b>Total</b>		<b>73</b>	<b>1,663</b>	<b>29</b>	<b>985</b>	<b>259</b>	<b>80</b>	<b>1,251</b>	<b>403</b>	<b>172</b>	<b>4,915</b>

## Optometry practitioners – endorsement by principal place of practice\*

Optometry practitioner		Principal place of practice									
Endorsement type		ACT	NSW	NT	QLD	SA	TAS	VIC	WA	No PPP**	Total
Scheduled Medicines		26	453	16	396	135	54	729	170	21	2,000
% of general registrants who are endorsed		36.62%	28.01%	57.14%	40.91%	52.12%	67.50%	59.66%	43.04%	17.80%	40.69%

## Optometry practitioners\* – endorsement by age group\*

Optometry practitioner	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
Practitioners who hold Scheduled Medicines endorsement	General registration	216	581	330	230	187	156	124	101	55	18	2			2,000

\* Source: AHPRA, June 2015 data

\*\*NPP – No principal place of practice

# Your team and its achievements

## Policy & engagement

Optometry Australia's advocacy programs focus on providing a united and authoritative voice on behalf of the sector. Due to our negotiations, campaigns and promotions we have been instrumental in contributing to, and often shifting, decision-making for the benefit of optometry. Your contributions make such outcomes possible and we were delighted with progress in the year under review with some significant wins for our sector.

### Medicare fee cap lifted

Following an extensive united advocacy program led by Optometry Australia and well supported by members to remove the cap on fees optometrists can charge under Medicare, the government announced its intent to remove the fee cap in May 2014. We worked closely with the government to ensure that this decision was effected by the targeted date of 1 January 2015. We produced a suite of resources aimed at empowering members to charge fair fees for clinical services.

### Five new Medicare items

Five new Medicare items – which are expected to support greater access to timely, quality eye care – were listed on the Optometrical Benefits Schedule effective 1 September 2015.

Following a lengthy submission process by Optometry Australia to the Medicare Services Advisory Committee, we were pleased with the listing of an item for the removal of an embedded corneal foreign body by an optometrist.

We worked with the Lions Eye Institute to effect changes to support optometry participation in telehealth. Four new Medicare items are now listed that support an optometrist to assist a patient to participate in a video consultation with an ophthalmologist.

### PBS aligns anti-glaucoma prescribing requirements to those of the OBA

As a result of a comprehensive submission from Optometry Australia, the Pharmaceutical Benefits Advisory Committee recommended changes be made to the PBS listings of anti-glaucoma medications to enable optometrists to prescribe these medications in accordance with the Optometry Board of Australia (OBA) guidelines, and without the previous requirement for prescribing optometrists to be working in formalised shared care arrangements with an ophthalmologist. These changes were made effective from July 2015.

### Eye Care for All campaign

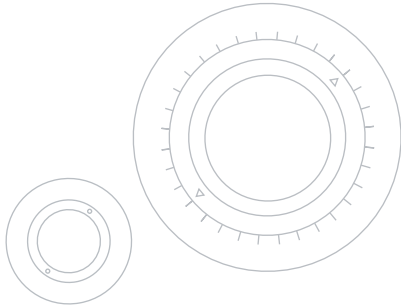
In response to the reduction of the Medicare rebate for optometry consultations that came into effect from 1 January 2015, and the extended freeze on indexation of Medicare fees, Optometry Australia has been co-ordinating an ongoing advocacy campaign – Eye Care for All – focused on securing ready access to primary eye care for all Australians. Our motivation has been twofold:

1. Securing fairer patient rebates for optometry consultations under Medicare so that patients can continue to access the eye care that they need.
2. Ensuring optometrists can continue to provide services in a sustainable way.

We have been gathering evidence to support our efforts and highlight gaps in eye care access across Australia. This has included surveying members about the impact on practices and their patients, and developing the National Eye Health Heat Map, an interactive tool that provides a visual representation of eye care needs across the country based on various epidemiological, demographic and workforce factors associated with population eye health. We have used this research to raise awareness of the need for the government to do more to support eye care access. This is helping to build a groundswell of support and has complemented meetings with relevant ministers, ministerial advisors and government departments.

The tabling of a petition in mid-October 2015 to the House of Representatives calling for a reversal of the Medicare rebate cut and a reinstatement of annual indexation of the MBS, supported by over 18,000 optometrists, patients and consumers across Australia, sent a signal of our intention to keep fighting until our resolutions are successful.





“Policy and advocacy activity continues to be shaped and supported by our members.”

### Review of the National Registration and Accreditation Scheme

We participated in the consultation phase of a review of the National Registration and Accreditation Scheme and in response to mooted suggestions to amalgamate nine professional boards, including the Optometry Board of Australia, into one super board, Optometry Australia initiated nation-wide advocacy to ensure decision-makers were aware of the need to maintain a profession-specific body for optometry. While the review supported a super board, we have now joined with other health professions to recommend to decision-makers, the COAG Health Council, alternative efficient approaches that would enable retention of profession-specific boards.

### Ensuring the optometry voice is heard

Throughout the year we have contributed to numerous government or parliamentary consultations and inquiries. These have included consultations regarding:

1. National Diabetes Strategy (Department of Health).
2. Proposed changes to shared electronic health records systems (Australian Government).
3. Chronic disease management in primary care (The House of Representatives' Standing Committee on Health and government-appointed Primary Health Care Advisory Group).

We further contributed to OBA and Optometry Council of Australia and New Zealand discussions on proposed amendments to standards and guidelines.



Above: Our 18,000 signature petition was presented to Labor MP Anna Burke, member for the Victorian seat of Chisholm who tabled it to Parliament on Monday 19 October. With Ms Burke (centre) are (L to R): Christopher Poulter, Tricia Keys, Kylie Harris, Brett Jenkinson, Helen Summers, Michael Jones, Kate Gifford, Rowan Churchill, Gary Crierie, Mitchell Anjou, Skye Cappuccio and David Foresto.



Left: President Kate Gifford (left) and CEO Genevieve Quilty (right) meet with the Minister for Health, The Hon Sussan Ley MP in Canberra.

Right: Our Eye Care for All campaign was highly successful with widespread support from our members and 18,000 people nationally signing our petition.

#eyecareforall

## STOP THE CUTS TO MEDICARE FOR OPTOMETRY

The Government has reduced its investment in eye care. This is impacting how much you can claim back for your consultation.

If your optometrist is asking you to pay higher out-of-pocket expenses, this is the reason why. If your optometrist has not asked you to pay any additional fees or charges, they are covering these costs themselves.

This isn't fair.

Help us call on the Australian Government to bring back fair Medicare rebates for your eye care.

**SIGN OUR PETITION TODAY**

Ask your optometrist or optometry staff member how.

For further details visit: [www.optometry.org.au](http://www.optometry.org.au)





Left: Wyong optometrist Carl Emerton with Liberal MP for the electorate of Dobell, Karen McNamara, and the local Heat Map for this electorate.

## Strategic partnerships

Our involvement in peak body partnerships continues with an emphasis on working with fellow organisations that share our goal to further the sector and to advance community eye health and with those that are strongly aligned with our strategic priorities.

This has seen us collaborate with:

1. Vision 2020 Australia through a combined proposal to government calling for a more systematic approach to support Australians with diabetes to have regular access to an eye examination. We also joined forces with Vision 2020 to successfully lobby for greater investment in Indigenous eye health – a combined effort which resulted in an additional \$4.6 million government commitment over four years.
2. National Primary Health Care Partnership, a powerful body of over 20 professional associations of which the chief interest is primary care.

During the year we provided advice on key issues impacting optometry, optometry practices and patient access to optometric care to a range of government and affiliated committees including the Optometric Benefits Consultative Committee convened by the Department of Health, the Australian Competition and Consumer's Small Business Consultative Committee and the Australian Health Practitioner Regulation Agency's Reference Group.

We continue to work with those groups that enable Optometry Australia to engender greater awareness of the role of optometrists among other professional groups and appropriate referral practices. This has seen us develop a good working relationship with the Australian Diabetes Educators Association, through which we have delivered online continuing professional development on eye health.

## Support and guidance for the profession

Throughout the year we developed an extensive suite of resources aimed at assisting our members to understand and adapt to the changes to optometry services under Medicare that have come into effect this year.

We also released two new resources – guidelines for paediatric eye health and vision care, and revised clinical guidelines for the examination and management of patients with diabetes.

## Member engagement

Policy and advocacy activity continues to be shaped and supported by our members, including through advice from our standing committees: the Aboriginal and Torres Strait Islander Eye Health Working Group, Rural Optometry Group, Low Vision Working group, and the Position Statement Advisory Group.

## Policy team



**Skye Cappuccio**  
National Policy Manager



**Dr Patricia Kiely**  
Standards & Research Adviser



**Simon Hanna**  
Clinical Policy Adviser



**Christopher Poulter**  
Policy and Advocacy Adviser  
until September 2015



## Professional Services

Optometry Australia's Professional Services team is one the most visible to our profession, offering a combination of problem solving, advice to members and the application of clinical knowledge. Our small, highly experienced team also provides optometric input to submissions developed by the Policy team, presents a clinical voice within the media on behalf of the profession, manages accreditation for the sector's continuing professional development on behalf of the OBA and negotiates key contracts.

### Professional Indemnity Insurance (PII)

Optometry Australia renewed its PII contract with Australia's largest medico-legal insurer AVANT in November 2014. This decision was made following an extensive review of the market and a significant number of improvements were secured in the contract renegotiations on behalf of members. The policy now includes nil excess, practice entity, practice staff and final year student cover. To assist members with PII queries and claims, our Professional Services team continued to provide risk management advice to members during the year and has now implemented a partnership with AVANT to bring practical workshops to each major state conference over the next two years.

Below: We have maintained our long-term arrangement with AVANT to provide automatic professional indemnity insurance to our members



### Medicare compliance

Throughout the year the Professional Services team regularly responded to members' requests to assist in their understanding of Medicare and in particular, the use of the optometry MBS schedule. Significant changes were introduced to the MBS in January 2015 with the removal of the fee cap and introduction of two new MBS items. A further five new MBS items were introduced on 1 September 2015 and on-going assistance has been provided to members in utilising these new items, with workshops, lectures, webinars and practice notes developed in conjunction with the Policy team. We have provided specific advice to members involved in Medicare audits and to the Department of 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. We were pleased to negotiate a new item number with the health insurance sector for disposable multifocal contact lenses and to provide assistance to members affected by the Medibank Private audit investigations.

### Regulatory bodies

During the year, we remained very active in the regulatory arena through our involvement in:

1. Revision of the National Transport Commission Assessing Fitness to Drive guide with RANZCO and government bodies.
2. Supporting Professor Stephen Dain and Annette Hoskin in their representation of the optometry sector on a number of Australian Standards committees.
3. The delivery of a range of Optometry Board of Australia (OBA) activities including:
  - Assisting 350 members who were routinely audited by the profession's registration board along with members facing disciplinary action by OBA.
  - Participating on OBA's continuing professional development sub-committee.
4. The development and delivery of a Civil Aviation Safety Authority credentialed aviation course in February 2015 to upskill members interested in the delivery of aviation ocular examinations.



“A large number of enquiries from television, print, broadcast and online media were fielded during the year on a range of topics.”

## Eye On CPD

We remain responsible for administering the OBA's accreditation of continuing professional development (CPD) and the collation of CPD points for all members. This administration is undertaken by our Eye on CPD business which was formed in November 2014 specifically for this purpose. A tri-level model of accreditation has been introduced to ensure CPD remains at a very high standard and an independent CPD review panel has been formed to provide a second level of oversight and to assist Eye On CPD to monitor delivery of events on the ground. The Optometry Council of Australia and New Zealand (OCANZ) provides the third level in this model by independently auditing accredited CPD activities to ensure compliance to OBA standards.

## Media

The head of our Professional Services team assumes the role of Senior Resident Optometrist when responding to media enquiries. Our media relations activities resulted in a large number of enquiries from television, print, broadcast and online media during the year on a range of topics with myopia, eye safety, novelty contact lenses, UV protection and children's vision being discussed. Of the 481 articles delivered in 2014–2015, 192 quoted our Senior Resident Optometrist. We also call on media support from our members with 11 optometrists providing media commentary.

## Professional Services team



**Luke Arundel**

National Professional Services Manager  
& Senior Resident Optometrist



**Andrew Kotsos**

Professional Development Officer



**Natasha Pasquier**

Professional Development  
& Projects Officer



## Communications

Optometry Australia continues to deliver excellent value through up-to-date communications designed to keep members informed of news and information with the potential to influence their career and profession. We proactively promote the activities and successes of optometrists and sector stakeholders and provide two-way engagement channels enabling live conversations, debates and comment on issues that matter. This is achieved through a range of digital and print communication channels and delivered by a highly experienced team of professional health journalists and editors.

### Digital

Our digital communications reinforce our commitment to members to deliver timely news and information. Our channels include:

#### **Australian Optometry online**

Since its launch in 2013, this web-based portal has enabled us to keep our promise of delivering news that is relevant, accessible and available 24/7. It also incorporates the online magazines *Pharma*, *Equipment*, *Contact Lenses* and *Practice*.

During the year under review, we continued to use this portal to deliver breaking news and feature articles pertinent to the optometry sector.

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

Acclaimed as one of the world's top three optometry journals, *Clinical and Experimental Optometry* continued to provide exceptional online access to literature. The Wiley Online Library website offers the options of viewing a PDF or the enhanced article in HTML that adapts to any desktop, tablet or smartphone device. We are delighted to report that more than 190,000 (human usage, not web crawler) articles were downloaded in 2014, of which 88 per cent were downloaded offshore, reinforcing the journal's international reputation. Our remarkable online archive provides issues dating back to 1919.

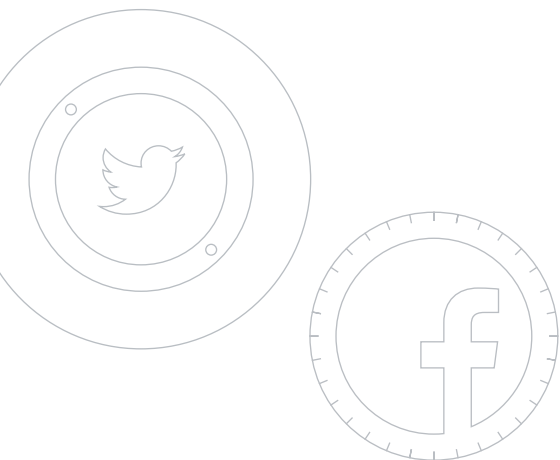
#### **Clinical and Experimental Optometry app for iPad**

Fresh from the newsstand, the journal's app for iPad provided a rich browsing and reading experience with immediate access to breaking research. The app allows users to download and save articles for quick and easy perusal offline, and users are notified when a new issue is available. An android app is in development.



Right: We continue to provide the most up-to-date news and information on our sector and profession via a range of quality digital news channels.





“Our social media presence continued to grow during the year and Optometry Australia is now active on five social platforms.”

## Digital continued

### Early career hub

The latest addition to our online resources is the early career hub, which was launched in August 2015 following close consultation and collaboration with groups of optometrists in their first 10 years of practice. The hub, available only to members, provides information on business and clinical matters, legal issues and professional development. Personal profiles of early career members' experiences are a popular feature.

### Student hub

Our student hub, which was launched in November 2014, continues to be a trusted resource for optometry students. Here students can find information and advice on work, practice, support and legal matters as well as professional development opportunities. It remains one of our most popular website pages.



## Digital newsletters

Optometry Australia's e-newsletters achieved exceptional engagement with members, scoring higher than average benchmark open rates. The average open rate for messages from the President or CEO was 47 per cent and for *Australian Optometry* contents alert it was 43 per cent, *eNews* 39 per cent, and *Clinical and Experimental Optometry* contents alert, 38 per cent.

## Social media

Our social media presence continued to grow during the year and Optometry Australia is now active on five social platforms. Our member and consumer Facebook platforms provide channels for excellent two-way engagement around pertinent sector and eye health issues while Twitter enabled us to distribute sector and advocacy news quickly to our growing follower base. We are now also active on LinkedIn as another way to extend our conversations and our YouTube channel is steadily growing in viewership. Altogether, we have more than 9,000 people liking, watching, following and engaging with Optometry Australia in the social media environment.

## Australian Optometry app

Development began on a new digital channel, the *Australian Optometry* app, which will provide a live news feed from *Australian Optometry* online. The app will be free to download and share and will provide open access on any tablet or smartphone. It is to be launched in late 2015.

**9,000** people  
liking, watching,  
following and  
engaging with  
Optometry Australia  
on social media  
platforms





Left: Our print publications deliver news, information and peer-reviewed articles to the sector. Each has a digital version

## Print

### *Australian Optometry*

Positioned at the hub of the optometry profession, *Australian Optometry* remained a trusted and authoritative source of news and information. This well-read and highly regarded newspaper is published 11 times a year.

### *Clinical and Experimental Optometry*

Wiley continued to publish the journal on behalf of Optometry Australia in partnership with the New Zealand Association of Optometrists, the Hong Kong Society of Professional Optometrists and the Singapore Optometric Association. Under the guidance of the Editor in Chief Professor Barry Collin and the Chairman of the editorial board Professor Barry Cole, the six issues of the journal delivered a high-impact mixture of review articles, original research, practical clinical articles and themed issues.

The journal was available by subscription in 4,574 institutions worldwide, and with the benefit of philanthropic support, it was also available in 3,801 institutions in the developing nations.

## Pharma

Our quarterly magazine *Pharma* continued to explore clinical aspects of optometric practice in themed issues that included diabetic eye disease, dry eye and contact lenses, glaucoma and macular degeneration. The magazine's highly-relevant content was produced with the assistance of the clinical editor, Associate Professor Mark Roth.

## Equipment

Case reports, complementing popular product reviews, again made *Equipment* a one of a kind publication. In this, our annual magazine, we focused on providing an avenue for practitioners to share their objective evaluations of ophthalmic instruments.

## Communications team



**Sandra Shaw**  
National  
Communications  
Manager



**Jeff Megahan**  
Features Editor



**Rhiannon Riches**  
Assistant Editor



**Nicholas Walker**  
Journal Administrator



**Helen Carter**  
Journalist



**Patrick Hutchens**  
Journalist until  
September 2015



## Marketing

The Marketing team focused on delivering member value through the roll-out of our national communications agenda and the development of a comprehensive marketing strategy aimed at promoting optometry.

During the year under review we also worked across the federated organisation to deliver a range of collateral for members and placed emphasis on consolidating the organisation's brand.

### National communications agenda

We progressed positively with our plans to elevate the profile and reputation of the optometry profession within the community as part of a broader strategy to raise awareness and discussion around the nation's eye care needs. Our focus has been on the following priority areas which align with and support each other:

1. Public policy leadership and advocacy that supports our Policy agenda and focuses on enhancing Optometry Australia's reputation as the influential voice for optometry.
2. Early detection and prevention program aimed at raising awareness of core community eye health issues.

The following outcomes were achieved:

1. Public policy leadership and advocacy – throughout the year Marketing developed communications plans, marketing and media materials to support Optometry Australia's initiatives around the Medicare rebates, subsequent petition campaigns and the launch of the National Eye Health Heat Map.

Of the 481 pieces of editorial coverage delivered in print and broadcast channels over the year, 52 per cent was aligned to corporate and policy messaging and in particular, the sector's call for the Government to reverse its decision to reduce its investment in optometric care. We achieved excellent radio coverage and also supported the Hon. Andrew Wilkie's press conference on this topic.

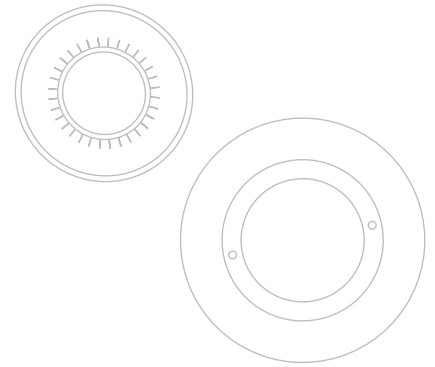
Additional corporate publicity was achieved for the launch of Optometry Australia's National Eye Health Heat Map and the appointment of our new Chair, Kate Gifford.

2. Early detection and prevention – the remainder of media coverage achieved was aligned to consumer eye health topics, with particular emphasis on children's eye health issues. Good coverage was also delivered around the need for regular eye examinations, the dangers of fake contact lenses, issues relating to eyelash extensions, the use of 3D glasses, myopia and macular degeneration. Extensive radio interviews were organised on these topics and our Senior Resident optometrist, Luke Arundel, appeared on ABC television. We further supported Channel 9's Today program in Western Australia which featured a segment on the effects of UV.

We launched a consumer Facebook fan page, Good Vision for Life, which has steadily gathered followers over the year. We are now starting to gain traction with our followers through regular posts about eye health. Marketing also plays a key role in our member-facing social media programs.

To support our publicity, we brokered a deal for our "Are they missing out" children's short video to screen in over 500 practices around the country from January to April 2015.

**481** pieces of  
editorial coverage  
delivered in print and  
broadcast channels



## Marketing strategy

A comprehensive marketing strategy was developed during the year. The strategy focuses on the community with the goal of raising awareness of preventative and avoidable eye health issues and the need to have regular eye examinations throughout life. We have engaged an advertising agency and media buying house to work with us to develop a national multi-year eye health awareness campaign that brings our messaging to life.

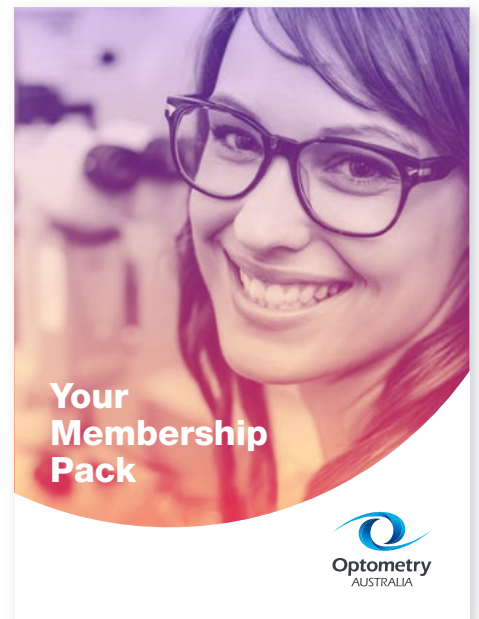
We are seeking financial backing for the campaign's delivery through third-party partnerships, grants and innovative fund raising initiatives.

## Member collateral

We are continuing to build a bank of generic media releases available for members to tailor and then dispatch to their own media contacts. This approach has been working well for us with some pleasing results recorded.

To welcome new members to our organisation, a new 'welcome pack' was developed containing essential information on the benefits and services membership to Optometry Australia provides. A set of complementary videos was also completed and is now available for viewing on our YouTube channel.

Additional member collateral was developed to support Optometry Australia's Medicare petition and fairer Medicare rebates campaigns.



Above right: A pack containing relevant information on membership value, services and benefits has been created to welcome new members to our organisation.

Right: Just over 480 pieces of print, online and broadcast editorial were achieved during the year delivering messages about optometry and community eye health issues to millions of Australians.

Far right: A consumer marketing strategy has been developed to position eye health within the community. Funding is currently being sourced to launch the campaign.





“Optometry Australia is now guided by four essential interwoven brand frameworks.”

### Brand development

Optometry Australia celebrated its first anniversary in 2015. In marking this milestone, a range of new tools was introduced to help to guide consistency in bringing the brand to life across the federated organisation. Optometry Australia is now guided by four essential, interwoven brand frameworks:

1. An aspiration statement that defines the organisation's mission.
2. A brand book that expresses our brand's essence and brings our aspiration statement to life.
3. A style guide that drives our visual identity and provides the “nuts and bolts” framework for the look and feel of our brand.
4. Our new FIRST values

Together, they are core to guiding the way we look, act and communicate, this is, they define our brand – Optometry Australia.

### Marketing team



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



**Trinity Scarf**  
National Campaigns Manager

Right: To support and enhance Optometry Australia's brand, a brand book was produced to provide an understanding of the intangible triggers associated with our brand while our new style guide provides the “nuts and bolts” framework for the tangible elements of our brand





## Operations

Our Operations team supports the day-to-day activities of Optometry Australia. Working across the organisation we deliver projects involving human resources, website and business systems, as well as membership services. During the year the Operations team has been instrumental in bringing about significant workplace efficiencies and a stable working environment that has attracted high calibre personnel to the organisation.

### People

It is our aim to attract and retain high calibre staff that complement the values and culture of the organisation. To enable Optometry Australia to be the influential voice for optometry we recognise that our people are our greatest asset. The National Office comprises 21 committed staff members – or around 18 FTE staff – who deliver a suite of activities and programs that support the interests of our federated organisation and all members. We operate from two offices – one in Drummond Street, Carlton (Victoria) where the majority of our team is located, and a second office in Canberra which supports our Chief Executive Officer and National Policy Manager.

During the year we farewelled several valued staff members including our National Chief Operations Officer Kirsten McMahon-Cook, Journalist Patrick Hutchens and Policy and Advocacy Adviser, Christopher Poulter. We welcomed Matthew Monaghan, National Chief Operating Officer and Natasha Pasquier, Professional Development & Projects Officer to the Optometry Australia team. We are equally proud that we have a number of staff members with over 10 years' service and some exceeding 30 years of service.

### Values

This year we introduced a set of values that align with our brand foundation and that define our beliefs and what drive our staff, member and stakeholder commitments. Our FIRST values underpin our behaviour and include the following principles (summarised):

- Forward thinking – supporting learning, innovation, collaboration and flexibility
- Integrity and respect – emphasising fairness, honesty, trustworthiness and ethical practices
- Responsive and accountable – defining timeliness, responsiveness, relevancy and accountability
- Strategic vision – meeting individual and sector goals through the power of the united voice
- Teamwork – inspiring innovation, friendship and mutual respect

### Culture

This year an inaugural staff survey allowed us to better understand how we are performing as an employer of choice. We had a 100 per cent response rate indicating a high level of staff engagement. Overall, the results were very pleasing with the organisation's strengths being our team culture, respectful behaviours and supporting environment. Staff tell us that they are well led by managers who are caring and consultative and who acknowledge good work. The downside is workload and the need to see more innovation in some areas of the organisation which we are working on improving.

We are creating a collaborative work environment that challenges and rewards and where our staff can achieve their full potential. We also support staff through a professional development/skills training program.

Our annual performance appraisals and periodic management feedback sessions, combined with bi-monthly staff meetings, provide regular and further opportunities for staff members and managers to celebrate successes and to focus on developmental opportunities.

### Workplace health and safety

Optometry Australia is committed to providing a safe and healthy work environment as guided by our policies and procedures. We continue to commit to a safe working environment with equipment and tools that enable staff members to perform productively and with minimum disruption.

We continue to offer an Employee Assistance Program for staff members and their immediate family through an external, independent health and wellbeing counselling service. This program further promotes wellbeing in the workplace and especially through times of change.

Our Social Club again offered a variety of individual and group activities throughout the year promoting wellbeing, fun, networking and friendship.



“We continue to support members nationally with easily accessible resources.”

### Integrated IT platform

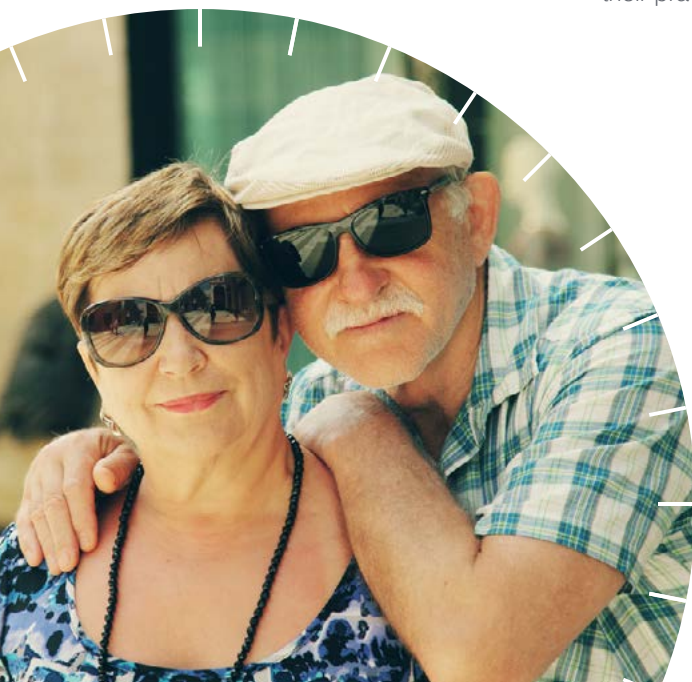
Our IT project team continues to work collaboratively with the state organisations to support and enhance a nation-wide IT platform. This platform comprises four unique yet integrated elements and is built on a SAPB1 foundation. The back-end includes finance, member data and customised elements that provide a comprehensive database of members' professional development and accreditation.

The implementation of this platform has been a phased approach with all member data now held centrally. With synchronicity back to the member hub, members are now serviced through one convenient login via [optometry.org.au](http://optometry.org.au). Here all members can update their personal details including addresses and email contacts through to their practice/expertise areas of interest.

Our website – which is the leading site in Australia for searches for optometry (Google rankings) attracting almost 43,000 visits each month – also supports a Find an Optometrist search option along with a Google map locator. These options have been designed for the community to easily find an optometrist within a specific location, who speaks a specific language or one who provides a particular service such as home visits or children's vision. Only members are listed on this service.

A comprehensive online database supporting member CPD records and a new nation-wide CPD events calendar are member-focused additions to our IT platform this year. A popular component of the website is the classifieds section, which offers the ability to list across 10 categories and saw more than 1,536 positions vacant published over the past 12 months.

**43,000** visits  
to Optometry  
Australia's website  
each month





## Member services

We continue to support members nationally with easily accessible resources such as books, brochures and accessories that can be used in practices. We launched a new Online Store during the year with more advanced search and purchasing functionality. The store now offers insights into best sellers in books, brochures and accessories. During the year we dispatched over 70,210 products to members – the majority of items were patient brochures. This year has also seen an increase in sales to members located in regional Australia.

Our team provided telephone and email support to almost 550 members each month. Queries related to a range of subjects such as advice on CPD accreditation, professional indemnity insurance, marketing materials and member website login and general use.



## Member Advantage program

This year our Advantage program continued to provide maximum benefit to members through nine national program partners in areas including business and finance, travel and lifestyle and information technology products via deals and services that may not be otherwise available to independent optometrists and students. This year we have focused on streamlining our promotional communications with members, as well as reviewing and identifying further opportunities for enhancing member benefits and value.

## Operations team



**Matthew Monaghan**  
National Chief  
Operations Officer



**Catherine Roubos**  
Financial Accountant



**Rosy Dolan-Murphy**  
Operations Co-ordinator



**Natalina Bortone**  
Bookshop Manager



**John Karis**  
Member Benefits  
& Website Manager

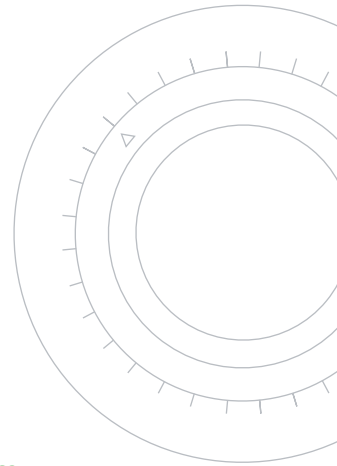


**Helen Podbury**  
Receptionist



**Kirsten McMahon-Cook**  
Chief Operating Officer until July 2015

Left: We dispatched just over 70,210 items this year including brochures, books and accessories



## Committee memberships at 30 June 2015

Committee	Purpose	Representation lead
Optometry Board of Australia's Regulatory Reference Committee	Peak group of the sector providing views to Optometry Board of Australia	Kate Gifford and Genevieve Quilty
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
OCANZ member	To appoint the OCANZ Board and other governance matters	Genevieve Quilty
National Primary Health Care Partnership	Promote collaboration across the primary health care sector, including between professional associations in pursuit of shared advocacy objectives	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	Genevieve Quilty, Chair of Prevention and Early Intervention committee
<b>Government appointed</b>		
Optometric Benefits Consultative Committee (OBCC)	Advisory committee which assesses the Optometric MBS	Kate Gifford, Genevieve Quilty and Simon Hanna
ACCC's Small Business Consultative Committee	An ACCC convened forum through which competition and consumer law concerns related to the small business sector can be considered and addressed collaboratively	Genevieve Quilty

# Member working groups and ad hoc committees

## Aboriginal and Torres Strait Islander Eye Health Working Group

Mitchell Anjou OA  
Stephanie Bahler  
Rowan Churchill  
Gary Crierie  
Daryl Guest  
Prof Brian Layland OAM  
Anna Morse  
Dr Genevieve Napper  
Emily Procopis  
Helen Summers  
David Welch

## Rural Optometry Group

Dr Philip Anderton  
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

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

## Position Statement Advisory Group

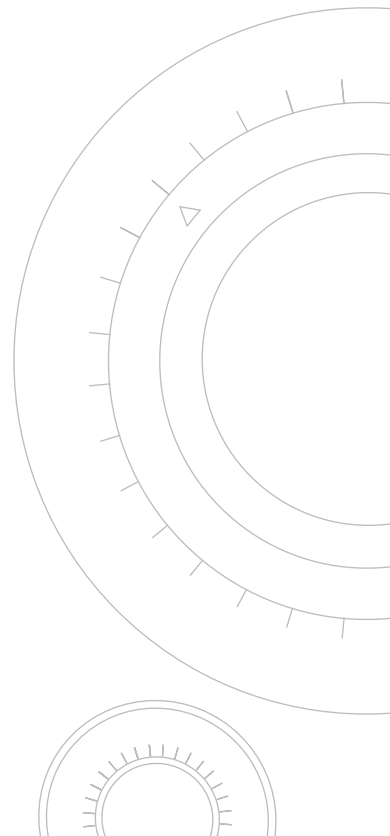
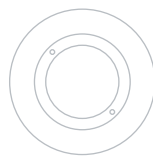
Giuliana Baggoley  
Janelle Coates  
Andrew Hogan  
Kurt Larsen  
Dr Stephen Vincent  
John Warren

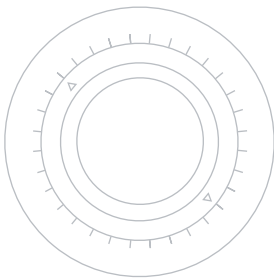
## Adult Eye Examination Position Statement

Roman Serebrianik  
Dr Philip Anderton  
Ben Hamlyn  
Jim Kokkinakis  
Dr Diane Webster  
Hui-Lin Chan  
Heidi Hunter

## Contact Lens Examination Protocol Position Statement

Jessica Chi  
Dr Laura Downie  
David O'Brien  
Heath Davis





## Contact us

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Canberra ACT 2601

T: 02 6247 3682

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

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

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

Facebook Consumers: [facebook.com/UareVulnerable](https://facebook.com/UareVulnerable)

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

Optometry Australia ABN 17 004 622 431