



Strategic Plan

2021-2024

Optometry Australia Strategic Plan 2021-2024

Our vision



Driving excellence in eye and vision care –
realising better eye care for everyone

Our mission



Our mission is to lead, unite, engage and promote
optometry, optometrists and community eye health

Who we are



We are the member-based professional
organisation that actively advances, strengthens,
supports and promotes the profession of optometry
and eye health on behalf of all optometrists.



Our shared commitment

Optometry Australia and all state divisions including Optometry New South Wales Australian Capital Territory; Optometry Queensland Northern Territory; Optometry Tasmania; Optometry Victoria South Australia and Optometry Western Australia have jointly collaborated in creating this FY2021-2024 Shared Strategic Plan.

A Strategy in Action framework will be implemented to ensure that we can understand, plan and react quickly to changing conditions that are likely to cause significant disruption to our profession. This framework will ensure that we can be nimble and flexible to protect the best interest of our members, our profession and community eye health.

Our key focus areas

During the FY2021-2024 strategic period, we will maintain our focus on the pillars of leading, uniting, engaging and promoting optometry, optometrists and community eye health. We have set ambitious goals to achieve within these pillars – as outlined in this strategy document. We have four goals in particular, that we believe are critical to meet for the sustainability of the profession, and for us, as your membership organisation.

These include:

1. **Evolving scope of practice:** Optometry must evolve to meet the rapidly changing demographic, technology, societal and economic conditions. We will strongly advocate for our highly-skilled optometry workforce to be utilised at their maximum scope across the health system, and for the profession's scope of practice to evolve to meet community need. This is vital to ease the pressure on public health management of eye disease and is key to remaining competitive within a world where digital technology does not recognise borders. Likewise, we must ensure that those within public health are aware of the role and the experience that optometrists bring to supporting community eye health. We need to achieve this overarching goal in order to fulfil our lead and promote pillars.
2. **Continuing professional education:** Ongoing education is the driver of change and supports optometrists' ability to meet community eye health expectations, emergent eye health conditions and evolving scope of practice. This means we must provide the right education and tools in increasingly flexible learning environments to all members. Tools such as webcasts, podcasts, on-demand courses, virtual and hybrid conferences and publications will play a strong role in our commitment to our members' education needs. We will continue to expand our offerings and particularly, the provision of courses that members can access anytime, anywhere. We will also seek to take our quality education offshore and to share our knowledge with regions where optometry is less advanced and through this, contribute to our social responsibility obligations. By taking our education programs internationally, we can profile the strong contribution that our optometrists make in leading vision and community eye health services in Australia and through this, we can open up new and interesting opportunities for our members and profession.
3. **Structure optimisation:** As a federated organisation, we must continue to challenge ourselves to find synergies in the way that we operate. This needs to ensure that we are generating greater efficiencies and more consistency in our member services in order to deliver exceptional member value in line with our engagement and enduring organisation pillars. By proactively looking at how we can reduce duplication nationally and better share services, resources and infrastructure, we will be more proficient at meeting the challenges of the rapidly changing demographic, technology, societal and economic conditions. We can also represent our members more fully if we are consistent on a state and national level in how we evolve and sustain the profession.
4. **Sustainability:** To endure we must remain relevant not only as a profession but as an organisation. Collectively this means having a thorough understanding of the conditions that are moulding our future and having the foresight to innovate through the adoption of new services, new technologies, new skills and new ways of doing business. We must be mindful of risks, embrace opportunity and be brave in our decision making – whether this means investing more in digital technologies and applications, embracing data to drive decisions or seeking ways to reduce our environmental footprint.



lead

Lead Pillar

We will lead members and the profession through market and sector evolution and change to achieve the preferred future identified in Optometry 2040.

To achieve this, we will:

1. Ensure all optometrists are able to work to their full and evolving scope and that they are recognised for their expert skills within that scope.
2. Ensure members have access to evidence-based advice on immediate 'best practice' and emerging 'next practice' optometry.
3. Embrace a culture of innovation that leads both optometry and the health sector and that supports the development, testing and scaling of new business and operating models so that the profession can realise its preferred future.
4. Support the profession in our region and actively participate in the international sector for the betterment of the Australian profession.
5. Support timely access to culturally safe care across the country, including for Aboriginal and Torres Strait Islander peoples.
6. Explore and develop initiatives as appropriate on emerging evidence on the impact of climate change specifically on eye health.



Engage Pillar

We will efficiently and effectively deliver an essential suite of member services that are tailored to meet the specific needs of specific groups within the membership.

To achieve this, we will:

1. Reshape our membership model so that it aligns to reflect optometrists at different stages of their careers and professional journey.
2. Be the pre-eminent provider of quality continuing professional development.
3. Implement a coordinated continuing professional development strategy that embraces and reflects the needs of members irrelevant of where they live within Australia.
4. Develop and deliver flexible and responsive service offerings that can be tested, scaled, re-invented and retired based on changing conditions.



engage

Promote Pillar

We will ensure that Optometry Australia is the 'go to' organisation in eye health and that optometrists are the first port of call for eyes.

To achieve this, we will:

1. Increase public awareness, knowledge and understanding of the role of optometry in eye health in Australia and, through this, generate more optometry appointments.
2. Embed optometry as an integral profession in the broad health and medical sector.
3. Shape coordinated and concerted national and state advocacy and lobbying efforts as practicable and required to realise our evolving scope of practice efforts.



promote



endure

Enduring Organisation Pillar

We will collaborate, work effectively, share resources and capabilities to ensure consistency of services for all members through efficient and effective models that uplift the profession.

To achieve this, we will:

1. Identify, cultivate and support current and future association leadership and through the development of high performing teams.
2. Be innovative in sourcing new revenue streams and identifying funds that can be reinvested for the benefit of members.
3. Optimise structure and reform the federation as required, to ensure capability to deliver on this plan.
4. Use continual data, evidence and conditions monitoring to improve organisational practices.
5. Introduce initiatives and programs to reduce our environmental footprint.



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

Instagram: @goodvisionforlife

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

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