



Optometry Australia 2024-27 Strategic Plan

Optometry Australia Strategic Plan

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.



Pillar 1:

Engage optometrists, provide valued member services

Engage optometrist members and potential members by delivering an essential suite of member services, tailored to ensure a strong value proposition for different cohorts of members.

Pillar 1 Strategies

- 1.1 Provide comprehensive, quality professional indemnity insurance for members.
- 1.2 Ensure the Association remains the pre-eminent provider of quality CPD, and continuously improve the CPD experience for members.
- 1.3 Ensure ready-access to accurate and timely professional and career development information, guidance and support, including one-to-one support and specialised HR assistance.
- 1.4 Continue to evolve the membership model and fee structure to align with the needs of optometrists at different stages of their careers and professional journey.



Pillar 2:

Lead the profession, realise the preferred future

Lead the profession to realise the preferred future for optometry where optometrists' role in eye health is forefront as they work to their maximal and expanded scope in integrated, collaborative care models, effectively meeting community eye health needs.

Pillar 2 Strategies

- 2.1 Continue to lead the evolution of optometrists' clinical scope, including by pursuing regulatory change to support in-scope oral therapeutic prescribing by therapeutically endorsed optometrists.
- 2.2 Facilitate the development of optometry funding systems and models of care that enable the profession to realise its preferred future, including by enabling relevant research in these domains.
- 2.3 Provide clinical guidance and education to facilitate best practice and assist optometrists to work to full scope, including with regard to the management of myopia, dry eye and glaucoma and in emerging 'next practice' areas.
- 2.4 Introduce an approach for recognising advanced practice in specific clinical domains to Australian Optometry.
- 2.5 Support timely patient access to culturally safe care across the country and the development of a culturally safe profession, including for Aboriginal and/or Torres Strait Islander peoples and refugee communities.



Pillar 3:

Promote eye health, embed optometry

Promote optometry to ensure optometrists are the first port of call for eye health and vision.

Pillar 3 Strategies

- 3.1 Increase public awareness, knowledge and understanding of eye health and the essential role of optometry through targeted community awareness and media campaigns.
- 3.2 Embed optometry as an integral part of the Australian health care system, including by optimising patient referral pathways and entrenching collaborative models of care that maximise the value and benefits of optometrist's clinical scope.
- 3.3 Enhance the understanding of government decision makers about the current role of optometry in the eye health system and the opportunities to more effectively utilise optometry across the health system to increase system efficiency and patient's access to care.
- 3.4 Shape coordinated and concerted national and state advocacy efforts – as practicable and required.



Pillar 4:

Strengthen the organisation, ensure organisational sustainability

Strengthen the organisation to ensure sustainable provision of high-value services for optometry members.

Pillar 4 Strategies

- 4.1 Increase efficiency and effectiveness across all organisational domains by utilising accurate and timely data and information to make evidence-based decisions.
- 4.2 Review and enhance the leadership development opportunities for existing and potential Association leaders.
- 4.3 Optimise existing non-membership revenue streams, whilst exploring alternate revenue ideas and opportunities.
- 4.4 Advance and promote our continuing focus and achievements in reducing our organisational, and the optometry sector's, environmental footprint.
- 4.5 Proactively work to minimise growth in Professional Indemnity Insurance costs, by minimising number and size of claims made.

