

Strategic Plan
2018-2021



Optometry Australia 2018-2021 Strategic Plan

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

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

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

Lead pillar

Eye health is vital to individual and community health; a strong voice leading the profession will create an ideal environment for the profession to meet community eye health and vision care needs.

Our lead aspiration

By 2021, sustained effort by Optometry Australia and optometrists will position the profession to meet the growing eye health needs of the Australian community.

2021 lead goals

- (1) Optometric services will be remunerated appropriately as measured by increased Medicare patient rebates and member feedback highlighting increases in non-Medicare examination income.
- (2) Private Health Insurers will implement rules relating to rebate systems and process consistently across providers and in ways that supports billing ease for optometrists.
- (3) The optometry service market will have expanded for the benefit of the community as measured by increases in the provision of optometric services; expanded scope of practice; and enhanced collaboration between optometrists and hospitals that is resulting in better access for patients and more sustainable systems for managing progressive eye disease.
- (4) There is an appropriate workforce strategy operating nationally as measured by the removal of optometry from the skilled occupation list; evidence that universities are considering community need in relation to student intake; the implementation of more flexible work arrangements within optometry practices; and collaboration across the sector to take control of the future of optometry within Australia.
- (5) Our members will be maintaining their high professional standards with static-year-on-year AHPRA/OBA notifications and professional indemnity claims; and the introduction of new methodology to capture continuous quality improvement clinical data from members will enable professional standards tracking.

lead



Engage pillar

Optometrists working in all modes of practice are vital in delivering better eye health outcomes for the Australian community.

Our engage aspiration

By 2021, optometrists are equipped and supported to meet the growing eye health needs of the Australian community.

2021 engage goals

- (1) The work that we do, and the benefits that we deliver, will be highly valued by optometrists as measured by increased membership engagement and growth in membership numbers, particularly amongst younger cohorts.
- (2) We will be engaging with, and be working with both independent and corporate optometry to consider and deliver collaborative strategies and projects that benefit all members and sector growth including enhanced employment opportunities, work life balance and job satisfaction.
- (3) We will be delivering quality CPD aligned to what our members want.



engage

Promote pillar

We are an active force for promoting and delivering better eye health outcomes for the whole community.

Our promote aspiration

By 2021, Optometry Australia will be the authoritative voice driving and facilitating the improvement of community eye health and vision care.

2021 promote goals

- (1) We will deliver initiatives that build a comprehensive understanding of the role of optometrists amongst the health sector and broad community as measured by:
 - a. The delivery of annual education opportunities amongst relevant health disciplines, resulting in increased referrals from such sectors as general practitioners and pharmacists;
 - b. Our collaboration with RANZCO;
 - c. The number of optometry appointments being generated annually by the *Good vision for life* campaign; and
 - d. Optometry being embedded within relevant referral pathways and guides across primary and state health networks.



promote



endure

Enduring organisation pillar

Our independent and influential organisation makes a real difference in strengthening, supporting and promoting the profession.

Our enduring organisation aspiration

By 2021, Optometry Australia is a nation-wide team working cohesively to support the delivery of better eye health and vision outcomes for the Australian community.

2021 enduring organisation goals

Optometry Australia, in collaboration with the state organisations, will ensure that member fees directly benefit members through the range of services delivered and the advancement of the optometry sector. This will be measured by rigorous financial management, strong governance processes, information sharing, on-going feedback, cross-federated duplication reduction, resource efficiencies and staff satisfaction.

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