2017–18 Optometry Victoria Annual Report



THE 2017-18 YEAR HAS BEEN ONE WHERE THE OPTOMETRY VICTORIA (OV) BOARD AND SECRETARIAT HAVE COMPLETED ALL OF THE SIGNIFICANT ITEMS ASSOCIATED WITH THE 2015-18 STRATEGIC PLAN. DURING THE YEAR WE HAVE BUILT ON THE STRONG WORK OF PREVIOUS YEARS TO ENSURE THAT MEMBERS ARE UTILISING THE SIGNIFICANT EXPANSION IN SERVICES WE HAVE DELIVERED. AS THIS ANNUAL REPORT WILL ILLUSTRATE, THE 2017-18 FINANCIAL YEAR HAS BEEN THE MOST SUCCESSFUL IN OUR HISTORY IN TERMS OF DIRECT MEMBER ENGAGEMENT.



Murray Smith



Pete Haydon

The resetting and consolidation of the association's key strategic drivers over recent years has been successful, and this has allowed us to focus considerable energy over the reporting period on four significant 'legacy' projects for our members which we hope will continue to strengthen the organisation for years to come.

The year began with the completion and launch of our new Board Room and Library, a beautiful space that, through the use of an operable wall opens into a purpose-built meeting and CPD space for up to 60. This space has been extremely well-utilised in its first year by members, industry, and a variety of other stakeholders. In line with this we have secured tenants for the ground and mezzanine floors of the building on a long-term agreement which adds an additional revenue stream to our membership, conference, and investment income.

Throughout the year we have continued to work on the project which aims to amalgamate the Victorian and South Australian divisions of Optometry Australia. We believe that joining together will ensure a stronger organisation that works harder for members and guarantees services remain strong and fairly priced into the future. We have established that running a single office, instead of one in each state, can save up to \$300,000 a year in office costs and subsidies – savings that can be used to expand training, events and services to members. The costs saved can also help keep membership fees lower into the future.

We have promised that there will be nothing to lose in joining our two organisations – no reductions in any services members expect of us. Looking to the future, by joining Victoria and South Australia together, we can fight harder for the issues that affect members, with a stronger voice at the national table and combined expertise to represent members to make their careers secure and successful.

We look forward to the outcome of the member vote on the amalgamation in October 2018.

As the year closed we put the final pieces in place for the launch of the most significant change to the optometric conferences and events landscape in Australia for many years. The two market leaders in optics education and events joined forces to launch O=MEGA19, a biennial event which will be the largest education, eye care and eyewear event ever seen in Australia. O=MEGA19 will be held in the new expansion at MCEC in July 2019.

We think O=MEGA19 will be extraordinary. Replacing SRC and ODMA19, O=MEGA19 combines the most credentialed and largest annual optometry conference in the Southern Hemisphere with the largest eye care and eyewear show in Australia. We think optometrists and others involved in the optics industry will really love this opportunity to come together and learn, network, and work with suppliers to help us all do our jobs better.

We are very proud of SRC and the legacy it has built, but the way continuing education is being delivered is changing, and we need to be at the forefront of that conversation. O=MEGA19 makes that happen. It's really exciting and we thank ODMA for their work with us on this project throughout the 2017-18 year.

The final significant new project we undertook in the reporting period was, in partnership with the Melbourne Convention Bureau, to submit a bid to host the fourth biennial World Congress of Optometry (WCO) in 2021. We believe that this bid is in harmony with our new 2018-21 Strategic Plan, the O=MEGA19 product, and the amalgamation with South Australia, should it proceed.

Many members will know that the Optometry Victoria Board has long held that SRC could be something bigger. We want to turn it into a truly international event, so when we were invited to submit a bid for the WCO we were really excited. We spent six months assessing the viability of hosting the congress. We know that Optometry Victoria has the required experience and expertise in event management, and that our education committee has demonstrated its ability to develop educational themes and source international speakers that address the professional development needs of optometry practitioners. The decision on the winning bid will be taken in early 2019.

In this report members will read about the work of our Management Committees (the Optometric Sector Advisory Group, and Early Career Optometrists Victoria) who continue to support the secretariat and provide services to members. These two groups have been critically important in assisting with the direction of management and the Board in meeting member needs.

Our member events program has expanded considerably over the last year, and this is also outlined later in the Annual Report. We're delighted that around 580 members attended an Optometry Victoria event throughout the year (excluding SRC) – an unprecedented number for the association and 30 per cent up on the 2016-17 period. Of the around 800 people who attended SRC this year, approximately 580 were Victorian members. This means that the number of members who attended one of our events outside of SRC is around the same as the number that attended our flagship event. This is a particularly gratifying statistic when members consider that only four short years ago the number of Optometry Victoria members attending an event outside of SRC was negligible. This is an outcome of which the Board is enormously proud and we thank all of the members who took time out of their busy schedules to attend.

Meanwhile, we continue to liaise strongly with local and state government departments and stakeholders to ensure we maintain visibility. We've had some successes in this regard across the year, which are outlined later in this report.

The Optometry Victoria Board continues to provide leadership for Optometry Victoria, supported by a secretariat team dedicated to representing our members.

The association continues to be in a solid financial position despite some of the headwinds we face in terms of member retention. More information on the state of Optometry Victoria's finances is contained in the Treasurer's Report later in this document.

We continue to support the important work of Optometry Australia and take a collegial leadership role within the broader federation. We continue to believe that it is through a deep relationship with individual members that we have maintained around 90 per cent of registered, practising optometrists as members of the association – the highest level of representation on the mainland.

In this Annual Report you will see a summary of our activities throughout the financial year, which we hope you enjoy.

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Murray Smith President

Pete Havdon Chief Executive Officer

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THE BOARD

OPTOMETRY VICTORIA IS MANAGED BY A BOARD OF DIRECTORS ELECTED FROM THE MEMBERSHIP. THE KEY FUNCTION OF THE BOARD IS TO ENSURE THE GOOD GOVERNANCE OF THE ORGANISATION. WHILE UNDERTAKING THIS IMPORTANT WORK THE BOARD CONSIDERS THE BROAD TRENDS AFFECTING THE MEMBERSHIP AND THE PROFESSION.



Back row L-R: Timothy Lo, Kylie Harris, Rowan Prendergast, Jayson Ward, Allison McKendrick, Steve Dinh. Front row L-R: Genevieve Napper, Murray Smith, Anne Weymouth. Not pictured Jason Tan. The Board must contain a minimum of three and a maximum of ten Directors. Up to two external Directors can be appointed who will bring specific skills and experience to the Board that it feels it lacks, while the Board can also appoint a member to be an Associate. Associates can participate in Board meetings and discussions and view Board papers, however the Associate is not a full Director and carries no liability or responsibility for any Board decisions, and can't be counted in quorum or vote.

Optometry Victoria appreciates the time and consideration given to the association by all our Directors and Associates. The names of those who held office during the year were:

- Murray Smith (President since November 2016), who attended eight meetings of eight meetings, which includes the AGM.
- Rowan Prendergast (Vice President since November 2016) who attended eight meetings.
- Kylie Harris (National Director since November 2016, stepped down from OV Directorship in June 2018), who attended eight meetings.
- Steve Dinh (Treasurer since November 2014), who attended eight meetings.
- Allison McKendrick, who attended five meetings.
- Genevieve Napper, who attended seven meetings.
- Jayson Ward, who attended six meetings.
- Timothy Lo, who attended seven meetings
- Anne Weymouth (appointed as Associate in November 2016 until June 2018, Director from June 2018), who attended six meetings.
- Jason Tan (appointed as Associate in June 2018), who attended one meeting.

The Board is assisted in executing its duties through support from two subcommittees:

- the Governance Committee: Rowan Prendergast (Chair), Murray Smith, Genevieve Napper, Kylie Harris.
- the Audit Committee: Steve Dinh (Chair), Allison McKendrick, Jayson Ward, Timothy Lo.

The Board also wishes to thank the management committees who assist greatly in making sure Optometry Victoria's services are led by optometrists, for optometrists.

In particular, thanks to the SRC Program Committee Chaired by Genevieve Napper and supported by Anthea Cochrane as Education Consultant. This group helps design an SRC program to meet member's clinical learning needs. As well as Genevieve, thanks to Andrew Anderson, Bao Nguyen, May Ho and Timothy Lo.

In addition, the Board thanks:

- The Optometric Sector Advisory Group, which is Graham Lakkis, Malcolm Gin, Alice McLennan, Jessica Chi, James Armitage, Genevieve Napper, Mitchell Anjou, Ken Thomas, Kerryn Hart, Kon Zagoritis, Mark De Paola, Phillip Fent and Rod Baker, and
- The Early Career Optometrists Victoria Committee, which is Jillian Campbell, Laura Carson, Rowena Fuller (from June 2018), Lyn Hsieh (from June 2018), Zenia Jaitley (from June 2018), Rebecca Li (until April 2018), Patrick Mac, Jason Tan (until February 2018), and Katrina Yap.

MEMBER ENGAGEMENT AND SERVICES

OPTOMETRY VICTORIA PROVIDES MEMBER SERVICES AND SUPPORT TO A DIVERSE COMMUNITY OF OPTOMETRISTS AT EVERY STAGE OF THEIR CAREER. OPTOMETRY VICTORIA REMAINS THE ONLY INDEPENDENT VOICE FOR OPTOMETRY. WITH AROUND 90 PER CENT OF OPTOMETRISTS IN VICTORIA MEMBERS OF THE ASSOCIATION OUR MEMBERS AND THEIR PROFESSION ARE CLEARLY AT THE CENTRE OF ALL OF OUR WORK.

Member events

This year, 2017-18, has once again been one of strong and continued direct engagement between Optometry Victoria and our members. Around 580 members across the state attended an Optometry Victoria event, equalling for the first time, the number of Victorian members attending SRC. We are incredibly proud of this achievement as we believe it clearly signals that not only are we delivering services that our members want and need, but that the depth of engagement with members is robust and strong.

In 2017-18 we delivered a wide range of free member events. We held five glaucoma regional CPD seminars in the Mornington Peninsula (Sept), Mildura (Oct), Geelong (January), Warrnambool (Feb) and Ballarat (March). Guest speaker Murray Smith provided a practical update on effectively treating and supporting patients with glaucoma. Additional updates on the new visual driving standards and Optometry Australia's national advocacy were included. Participants received 4.5T CPD points for attending (with assessment).

The Geelong seminar was held at Deakin University, and provided an important opportunity for optometry students to experience a CPD seminar, with 64 students attending the event alongside the 28 local members.

We also delivered the glaucoma seminar in Melbourne in June, offering for the first time a matinee CPD seminar, as well as an evening event. Both sessions were very well attended, with participant numbers equal across the two seminars.

In November 2017 we hosted a very special CPD member event at the Melbourne Museum. Guest speaker Kate Gifford delivered a fascinating and timely presentation on myopia to over 150 members. 6T CPD points (with assessment) were provided.

In May we once again delivered the planning for success seminar in partnership with ProVision. The seminar was targeted to both early career and experienced members, and included an innovative networking session designed to provide participants with an opportunity to meet those who might be looking to either sell their practice, take on a business partner or buy into a practice. Participants received 1.5 non-clinical CPD points.

All events were very well attended and feedback from participants was extremely positive.

Early Career Optometrists Victoria

Early Career Optometrists Victoria (ECOV) have continued to develop their support and services to early career members throughout 2017-18.

Committee members represent the diversity of Optometry Victoria's early career membership, working in metropolitan and rural practices, across corporate and independent optometry. During the year a place on the ECOV committee became available and OV was delighted to receive a number of very high quality applications from early career members. A list if committee members is included on page five of this report.

In August 2017 the committee delivered 'A beginners guide to making hard contacts easy', with guest speakers Jessica Chi and Jillian Campbell. The seminar provided participants with practical information and relevant clinical advice. Participants received 6 CPD points (with assessment).

In November 2017 the 'Tips and tricks for examining little humans' seminar included guest speakers optometrist Peter Nixon and ophthalmologist Dr Christolyn Raj. The speakers provided high quality clinical and practical information associated with paediatric optometry. Participants received 6T CPD points (with assessment).

In March 2018 the 'Getting the most out of your therapeutics' seminar proved very popular. Guest speakers Matthew Wells and Jacqueline Kirkman provided interesting and engaging presentations. This was followed by a team-based learning session that actively encouraged participants to discuss case details in small groups and answer questions together. Participants received 6T CPD points (with assessment).

The ECOV committee also contributed to strategic thinking and engagement of early career optometrists through participation in Optometry Australia's Early Career Optometrist's Advocacy Training and National Think Tank in Canberra. Participants also attended the 'Rising Stars' event held at Parliament House in partnership with RANZCO and Vision 2020 Australia. The two-day event was an outstanding opportunity for Victorian early career members Katrina Yap and Jason Tan to discuss and debate the current and future state of the profession, and contribute to a series of recommendations to the national association.

ECOV committee members also participated in presentations to optometry students across a range of year levels at Deakin University and the University of Melbourne. Committee members attended Optometry Victoria's Immediate Graduate dinners and facilitated an end-of-the-day session at Optometry Victoria's Student Meet-Up at SRC, to ensure new members know about ECOV and opportunities to get involved.















Student and Recent Graduate Engagement

Students are the future of the profession. In 2017-18, with the support of staff from both Victorian universities, we once again presented to optometry students across second, third and fourth year levels. Staff and Board Directors participated in these sessions to students at both Deakin University and the University of Melbourne.

The sessions provided students with practical information on managing risk when practising, employment contracts and considerations, registering with AHPRA, obtaining a Medicare provider number and requirements associated with using Medicare and the Pharmaceutical Benefits Scheme. All presentations also included on overview of Optometry Victoria and the benefits of membership.

The Student Meet-Up held during SRC in May 2018 was very successful, with around 40 students from Deakin University and the University of Melbourne attending. Presentations provided insight into potential career pathways, and employment opportunities. For the first time this year a clinical panel session was conducted, along with a careers panel.

The clinical panel session was delivered by early career members Kate Weller (presenting on corneal dysplasia), Rowena Fuller (presenting on paediatrics) and Christopher Law (presenting on bilateral uveitis). The careers panel consisted of early career members Kai Lyn Goh; Anna van Koeverden; Lyn Hsieh and, Emily Glover.

In addition, twelve exhibitors who were planning to employ new graduates were able to meet and engage with future optometrists.

The Immediate Graduate dinners were held for Deakin University and University of Melbourne graduates. These highly successful dinners provided participants with the opportunity to share their work experiences, to highlight issues of concern for OV to consider, and to network with their peers.

Optometric Sector Advisory Group

The Optometric Sector Advisory Group (OSAG) is a committee of Optometry Victoria. The purpose of the committee is to provide advice and input to Optometry Victoria's CEO and secretariat staff on emerging issues in the optometry field; clinical and technical optometric advice and feedback; guidance on policy issues and, input into the development or updating of member resources and information.

The OSAG are consulted from time-to-time as required, and provide valuable support and advice.

Vision Initiative

The Vision Initiative (VI) aims to prevent avoidable blindness and vision loss by delivering integrated health promotion programs and support. As a member of the VI steering committee we provided strategic advice to the program throughout 2017-18. Through our community role we provided support to the development and delivery of public and professional education activities in the six local government areas of Bass Coast, Central Goldfields, Hepburn, Moria, Glenelg and, Whittlesea. This included notifying local members about the activities of the VI, identifying local members fluent in key community languages, identifying local GPs and, reviewing resources that support the campaign to increase awareness of optometry and eye health with pharmacists and their staff.

Tailored Advice and Industry News

Optometry Victoria provided professional and clinical advice that was immediate, confidential and tailored. Advice to members included information on CPD requirements, registration renewal including effectively managing AHPRA audits, visual standards for driving requirements, managing patient health records, requirements when working as a locum, and industrial relations and employment issues.

We also kept members informed about industry news and issues by producing six editions of *Scope*; maintaining communication with members through the Optometry Victoria Facebook page, and regularly updating content on the Optometry Victoria website.













SRC 2018

SRC THIS YEAR AGAIN DELIVERED FOR ALL OF OUR DELEGATES, EXHIBITORS AND SPONSORS. MANY OF THE 803 IN ATTENDANCE PROVIDED GREAT FEEDBACK ON THE EVENT, AND OPTOMETRY VICTORIA REMAINS IMMENSELY PROUD OF SUCH A PROMINENT AND REVERED ANNUAL MEMBER EVENT.





SRC 2018 was once again held at the Pullman Mercure Albert Park Melbourne. The interesting and engaging program was accompanied by a full and very bustling trade show. Optometry Victoria is immensely grateful to our commercial supporters and suppliers for their continued backing of the event. Without them SRC simply could not run.

The program included some terrific lectures, with highlights including our key note speakers Dr Kelly Malloy (USA) and Dr Nate Lighthizer (USA). Optometry Victoria also remains committed to highlighting the skill and talent of local speakers, who provided relevant and high-quality content. Members also enjoyed the opportunity to catch up with friends and colleagues.

The student program was also very well received, with around 40 students participating. The social event at the end of the afternoon was a definite highlight and a fantastic way for the students to unwind and network with their peers.

The failure of the EduPro system to deliver the online assessment component of the conference across much of the event was deeply disappointing, and marred what was otherwise a very good conference. We very much appreciated delegates patience while the system was repaired.

Our secretariat staff and small army of volunteers including a large number of current optometry students worked extremely hard to assist delegates to ensure their experience was positive and enjoyable. These groups were ably supported by the Program Committee and the session chairs and coordinators to ensure the event ran smoothly.

Optometry Victoria thanks all of those practitioners who took time out of their busy schedules and lives to support our conference, and who all contributed to making it such a successful event.













GOVERNMENT RELATIONS AND ADVOCACY

OPTOMETRY VICTORIA MEMBERSHIP ENABLES US TO LEAD, PROTECT AND PROMOTE OPTOMETRY AND MEMBERS' STANDING AS EYE HEALTH EXPERTS. THERE IS STRENGTH AND INFLUENCE IN NUMBERS. OPTOMETRY VICTORIA SUPPORTS THE FIGHT TO REDUCE THE EROSION OF MEDICARE BENEFITS; EXPAND OPTOMETRISTS' CAPACITY TO CHARGE WHAT THEY ARE WORTH, AND EXPAND SCOPE OF PRACTICE.

Federal government engagement

Optometry Victoria kept members updated on Optometry Australia's campaigning for fairer Medicare rebates, providing information and updates on the 3, 2, 1 campaign, and outcomes associated with the Federal Budget of 2018. Victorian members continued to strongly support Optometry Australia's campaigns.

Optometry Victoria also contacted members in key Federal seats, encouraging them to contact their local Federal MP regarding the latest Optometry Australia campaigns. Six members actively participated in the campaign.

Optometry Victoria also engaged with the Federal government through continuing to participate in the annual Victorian Advisory Forum, providing strategic advice to the Victorian Department of Health on the federally funded, state-delivered Visiting Optometrists Scheme.

Australian Child Eye Health Working Group

The Australian Child Eye Health Working Group (ACEHWG) aims to ensure equitable access for all children to high quality eye health services. ACEHWG has a broad range of leading eye health organisations represented, including Optometry Victoria. We were very pleased to also host an ACEHWG meeting at Optometry Victoria's offices.

The ACEHWG is currently focused on low vision and disability, the potential to develop recommended protocols and mechanisms for the provision of child eye health services and, health promotion and education.

Prep Bag Program

Optometry Victoria was delighted that our Children's Vision resource was once again approved for inclusion in the Victorian Department of Education's Prep Bag Program 2018. Through the program, health and wellbeing resources were distributed to over 65,000 children starting prep in a Victorian state school.

Optometry Victoria's ten-page resource includes a section for parents with simple information about children's vision, and a section for children with fun, age-appropriate activities. The design of the booklet is consistent with the design of Optometry Australia's Good Vision for Life website, visually connecting the two resources. The key call to action in the booklet is for parents to get their children's eyes checked regularly by their local optometrist. Parents are directed to the Good Vision for Life website to find their local optometrist.

The resource was very well received by members, and other association state divisions, and we were very pleased to be able to share the resource with them.

'Glasses for Kids' Program

Throughout 2017-18 Optometry Victoria continued to provide feedback on the Glasses for Kids program which is administered by State Schools Relief on behalf of the Victorian Government. This included ongoing feedback on the program model, and practical feedback on its administration and implementation. We also communicated with members in areas in which the program will be delivered, to ensure awareness of the program and possible implications for members.



The Australian Child Eye Health Working Group at a meeting at Optometry Victoria.



Optometry Victoria members (L-R) Mark de Paola, Graham Hill and Jemma Doyle with Federal MP Damian Drum.



TREASURER'S REPORT

For the 2017-18 year the association reports a surplus of \$33,467 after providing for income tax (compared to a deficit of \$38,134 for the 2016-17 year).

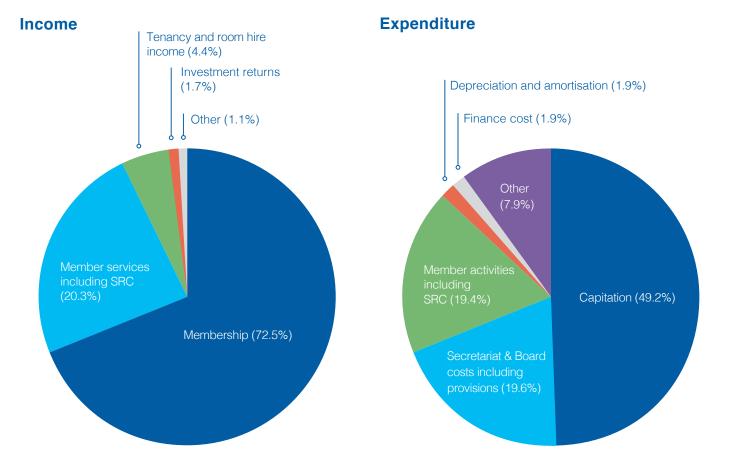
OV's overall income has increased by 8.6 per cent from \$2,371,545 to \$2,576,293. This, alongside a 7.2 per cent increase in expenses, contributed to the surplus.

The increase in income largely relates to membership (income up by \$150,453) and rental and room hire (income up by \$92,386). Offsetting these improvements were distributions, interest and gains on the disposal of investments (down by \$71,457).

On the expenses side Optometry Australia's capitation charge increased by \$52,845 (up 4.4 per cent from 2016-17). The other significant item impacting the overall increase in expenditure was a 15.2 per cent increase in the overall running costs for SRC 2018. This year SRC delivered a surplus of \$139,283, down 10.8 per cent from 2017.

Full financial statements for 2017-18 are presented as a separate document.





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STRATEGIC GOALS FOR 2017 -18

- FACILITATE GREATER ACCESS TO OPTOMETRY SERVICES.
- UPHOLD AND PROMOTE PROFESSIONAL STANDARDS.
- INSPIRE COLLEGIALITY IN MEMBERSHIP.
- PROMOTE OPTOMETRY VICTORIA TO OPTOMETRY AND POTENTIAL OPTOMETRY STUDENTS.
- PROVIDE OUTSTANDING MEMBER RESOURCES AND INFORMATION.
- ENSURE LONG-TERM FINANCIAL SUSTAINABILITY AND ORGANISATIONAL CAPABILITY.

Board

Murray Smith	President
Rowan Prendergast	Vice President
Kylie Harris	National Director
Steve Dinh	Treasurer
Allison McKendrick	
Genevieve Napper	
Jayson Ward	
Timothy Lo	
Anne Weymouth	Associate Director until June 2018, Director from June 2018
Jason Tan	Associate Director from June 2018

Staff

Pete Haydon	Chief Executive Officer
Michelle Marven	Member Services and Policy Advisor
Jenny Hall	Member Database and Accounts Officer
Susan Stewart	Member Events Coordinator until June 2018
Kathy Roberts	Member Liaison and PA to the CEO
Margaret James	Member Liaison and Administration Officer from August 2017
Anthea Cochrane	Education Consultant

Optometry Victoria

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