

2016–17

Optometry Victoria Annual Report



PRESIDENT AND CEO REPORT

THE 2016-17 YEAR HAS BEEN ONE WHERE THE OPTOMETRY VICTORIA BOARD AND SECRETARIAT HAVE CONTINUED TO WORK IN LINE WITH OUR STRATEGIC PLAN TO PLACE EMPHASIS ON AN EXPANSION AND CONSOLIDATION OF SERVICES TO MEMBERS. INDEED THIS YEAR HAS, IN OUR VIEW, BEEN ONE OF UNPRECEDENTED DIRECT ENGAGEMENT BETWEEN OPTOMETRY VICTORIA AND THE MEMBERSHIP.



Murray Smith



Pete Haydon

Unquestionably our profession continues to operate in a period of great change and challenge – for healthcare, for optometry, and for the association. In prosecuting our member value proposition throughout the year we tried to ensure we maintained meaningful and direct engagement with all of our members.

We continue to support the important work of the national office and maintain a positive presence within the broader federation. However, we feel it is through a deeper relationship with individual members that we have maintained around 93 per cent of registered, practicing optometrists as members of the association – the highest level of representation on the mainland.

During the year, our three management committees continued to support the secretariat and provide services to members. These groups have been critically important in assisting with the direction of management and the Board in meeting member needs.

The Optometric Sector Advisory Group (OSAG) provides advice and input to Optometry Victoria's (OV) 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.

Meanwhile, the secretariat and Board have continued to resource the Early Career Optometrists Victoria committee (ECOV – previously Young Optometrists Victoria). We are very mindful that early career optometrists are the future leaders of the optometry profession, and one of the demographics that the association has had some issues with consistently engaging over recent years.

The purpose of the ECOV committee is to enable early career members to grow professionally, through the provision of continuing professional development (CPD) and networking opportunities specifically targeted to the needs of early career professionals.

This committee has continued its high work rate and has established a strong following with early career optometrists and students. The group helps the association by:

- providing advice to OV on the current needs of early career optometrists;
- planning and delivery of events for early career optometrists;
- contributing to the development and implementation of a strategy to engage students 'early' in their course;
- providing advice to the OV CEO on potential candidates for leadership courses;
- contributing to the development and delivery of the Careers Expo at SRC;
- development and delivery of a strategy to retain early career optometrists as members of OV; and
- advocating to early career optometrists the advantages and benefits of OV membership.

We have very much enjoyed working with ECOV this year – more detail about the specifics of their work is contained later in the Annual Report.

In addition to OSAG and ECOV, the SRC Program Committee continued to work purposefully to deliver a program that is robust, member-focused, and revered in the optometric sector.

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 450 members attended an OV event throughout the year (excluding SRC) – an unprecedented number for the association.

Naturally, as the flagship optometry event in Australia, the delivery of SRC continues to provide a considerable focus for OV's work in Victoria. After the operational difficulties we experienced in early 2016, we were highly motivated to deliver a better member experience in 2017. We were delighted that we

achieved that goal and very pleased in the continued support we received from optometrists and the broader optometric sector to ensure we could showcase SRC at its best again in 2017. More detail on SRC 2017 is contained later in this Annual Report.

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

The OV Board continues to provide strong leadership for OV, supported by a small secretariat team dedicated to representing our members.

The association continues to be in a robust financial position despite some of the downward trends in member retention broadly being experienced by the association. More information on the state of OV's finances is contained in the Treasurer's Report later in the Annual Report.

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

Murray Smith
President

Pete Haydon
Chief Executive Officer

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.



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 (OV) 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:

- Kylie Harris (President until November 2016, National Director from November 2016), who attended eight of eight meetings, which includes the AGM.
- Murray Smith (Vice President until November 2016, President from November 2016), who attended eight meetings.
- Rowan Prendergast (Vice President from November 2016) who attended eight meetings.
- Steve Dinh (Treasurer since November 2014), who attended eight meetings.
- Allison McKendrick (National Director until November 2016) who attended eight meetings.
- Genevieve Napper, who attended eight meetings.
- Jayson Ward, who attended seven meetings.
- Timothy Lo, who attended seven meetings
- Anne Weymouth (appointed as Associate in November 2016), who attended four meetings.

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 Organisation Committees and Reference Groups who assist greatly in making sure OV'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 Rebecca Li, Jason Tan, Tina Huynh (to February 2017), Laura Carson, Patrick Mac, Katrina Yap, and Jillian Campbell (from March 2017)
- The Education Reference Group, which is Luke Arundel, Tim Chung, Amy Higginbotham, Sarah Wassnig and Carla Abbott.

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 93 PER CENT OF OPTOMETRISTS IN VICTORIA MEMBERS OF THE ASSOCIATION.

Member events

This year, 2016-17, has been one of unprecedented direct engagement between Optometry Victoria (OV) and our members with around 450 members across the state attending an OV event.

In 2016-17 we delivered a wide range of free member events. We held our diabetic retinopathy regional CPD seminars in Warragul (Nov), Bendigo (Nov), Wodonga (Feb) and Geelong (March). The seminars provided a practical update on effectively treating and supporting patients with diabetic retinopathy, as well as providing strategic advice on how to maximise opportunities associated with the new Medicare item numbers for GPs and other health professionals.

The regional seminars provided OV with an opportunity to strengthen our engagement with the primary health sector. As part of the delivery of the seminars we began discussions with the local Primary Health Networks (PHN) in each of the seminar locations, to ensure optometrists were included in the local PHN referral pathways.

In August 2016 we hosted a Dry Eye CPD seminar in Geelong in partnership with Deakin University. Utilising a team-based learning approach, the seminar attracted around 70 members, ranging from student members to experienced practitioners. In November 2016 we hosted a very special CPD member event at the beautiful State Library of Victoria. Guest speaker Dr Blair Lonsberry (USA) delivered an interesting and engaging presentation to over 120 members.

In June we delivered the regional diabetic retinopathy seminar in Melbourne. We also delivered the 'Retirement and Succession Planning' seminar in partnership with ProVision. This seminar served as a companion seminar to 'Become your own boss', an Early Career Optometrists Victoria (ECOV) seminar held in March (see the next section for more detail).

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 2016-17.

Committee members represent the diversity of OV'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.

In October 2016 the committee delivered a communication seminar, which provided participants with practical information on communicating effectively with patients. In March 2017 the 'Become your own boss' seminar outlined for participants the key steps to becoming an owner of their own practice. The 'Retirement and Succession Planning' seminar acted as a companion seminar to 'Become your own boss', providing early career optometrists with an opportunity to network with experienced members looking to take on a business partner, or potentially sell their practice.

The ECOV committee also contributed to strategic thinking and engagement of early career optometrists through participation in Optometry Australia's Early Career Optometrist's National Think Tank. The Think Tank participants discussed and debated the current and future state of the profession, and developed a series of recommendations to the national association.

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



MEMBER ENGAGEMENT AND SERVICES CONT'D



Student and Recent Graduate Engagement

Students are the future of the profession. In 2016-17, with the support of University staff, we expanded our presentations to optometry students to include all year levels. Staff and Board Directors delivered sessions to final year optometry 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 an overview of OV and the benefits of membership.

The Student Meet-Up held during SRC in May 2017 was a tremendous success, with over 40 final year students from both Deakin University and the University of Melbourne attending. Presentations provided insight into potential career pathways, while a panel of early career optometrists shared their practical tips and advice on transitioning to practice. The students then had the opportunity to meet and network with twelve corporates and independent practices, who were intending to employ new graduates. The end-of-the-day session hosted by ECOV capped off a very full afternoon.

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 OV'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 met formally in May 2017 where they provided advice on a new Victorian-wide school screening and comprehensive eye examination program, and provided feedback on a key internal strategic project. The OSAG were also consulted remotely, providing critical feedback on a VicRoads review of their Eyesight Report.

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 2016-17. Through our community role we provided support to the development and delivery of public and professional education activities in the four local government areas of Brimbank, Greater Dandenong, Campaspe and Swan Hill. This included identifying optometrists fluent in key community languages, and reviewing resources to support the campaign to increase awareness of optometry and eye health with pharmacists and their staff.

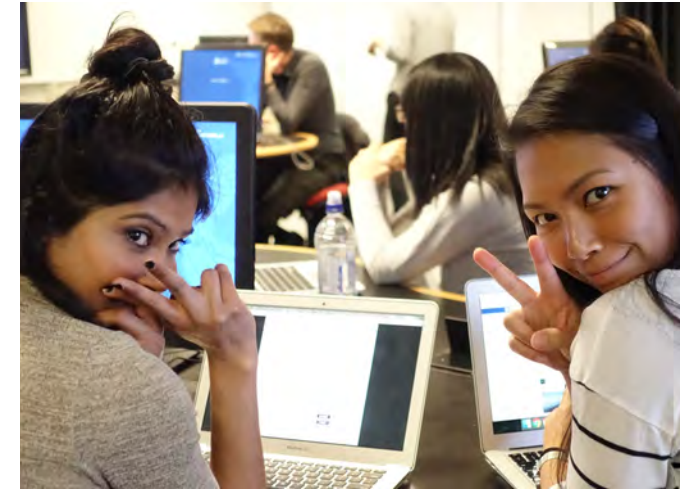
Tailored Advice and Industry News

OV 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*; further developing OV's Facebook page, and regularly updating the content of OV's website.

Optometry Victoria's self-audit tool for optometrists

The self-audit tool provides members with simple information and advice to ensure that they are compliant with key aspects of practice such as Medicare and billing, patient records and privacy requirements, notifications and mandatory reporting responsibilities, communicating effectively with patients and managing risk in the practice. The tool was updated in February 2017, and is available to members through OV's website. The updated tool was promoted to members through the usual communication channels.



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 (OV) kept members updated on Optometry Australia’s campaigning for fairer Medicare rebates, providing details about the implications of the Federal election held in 2016, and outcomes associated with the Federal Budget of 2017. Victorian members continued to strongly support Optometry Australia’s campaigns.

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

OV also nominated two members from our Optometric Sector Advisory Group (OSAG) Mark de Paola from Shepparton and Ken Thomas from Warragul to be interviewed as part of the Federal government’s review of payment systems for health and human services and veterans affairs.

Another OSAG committee member, Phillip Fent and Victorian member Leigh Plowman participated in the Allied Health Professions Australia (AHPA) workshop on Practice Criteria Software. Following the meeting Phillip Fent was invited to join the ongoing committee working on this issue.

State government engagement

OV was invited to make a submission on the Victorian government’s proposed *Oaths and Affirmations Bill 2016*. The Bill aims to modernise the law in Victoria as it relates to oaths, affirmations, affidavits and statutory declarations. Currently optometrists have the power to witness statutory declarations under Commonwealth legislation, but not under the existing Victorian legislation. This has caused some confusion for optometrists and members of the general public.

Our submission supported the proposed changes, which will expand the list of people authorised to witness statutory declarations in Victoria, to include those authorised under Commonwealth legislation.

Prep Bag Program

OV was delighted in 2016 to be accepted to contribute to the Victorian Department of Education’s Prep Bag program. Through the program, health and wellbeing resources are distributed to over 60,000 children starting prep in a Victorian state school.

OV’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 OV’s Board of Directors, and the association will endeavour to continue to participate in the program into the future.

‘Glasses for Kids’ Program

Throughout 2016-17 OV continued to liaise with the Victorian government about the Glasses for Kids program. We also strengthened our relationship with State Schools Relief who are administering the program by providing advice 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.



scope

MAGAZINE OF OPTOMETRY VICTORIA

FEBRUARY | 2017

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for teaching.

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SRC 2017

SRC THIS YEAR WAS A FANTASTIC EXPERIENCE FOR ALL OF OUR DELEGATES, EXHIBITORS AND SPONSORS. MANY OF THE 843 IN ATTENDANCE PROVIDED GREAT FEEDBACK ON THE EVENT, AND OPTOMETRY VICTORIA REMAINS IMMENSELY PROUD OF BEING ABLE TO CONTINUE TO BUILD ON THE LEGACY OF SUCH A PROMINENT AND REVERED ANNUAL MEMBER EVENT.



In a real way SRC 2017 provided redemption for the Pullman Mercure Albert Park Melbourne, and Optometry Victoria (OV) as the hosts of the event. The venue, which was under intense scrutiny from all stakeholders, delivered on promises made after the issues associated with the 2016 event. The venue's successful operational effort was accompanied by a full and very bustling trade show, and naturally OV is immensely grateful to our commercial supporters and suppliers for their continued backing of the event. Without them SRC simply could not run.

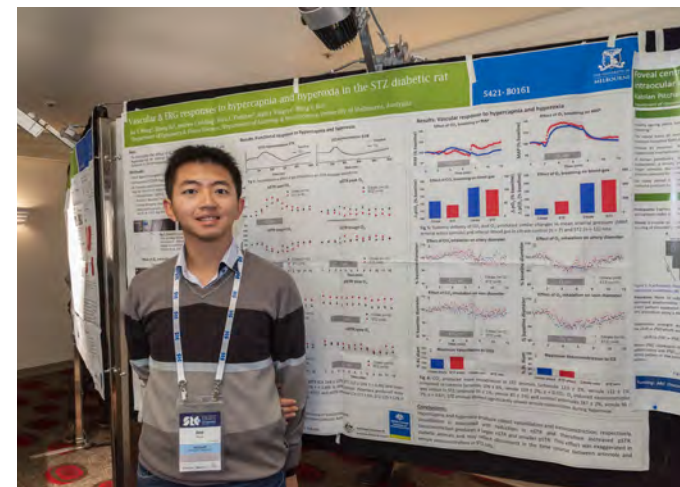
The program included some terrific lectures, with highlights including our key note speakers Dr Ben Gaddie and Dr Jim Thimons. Naturally, OV remains committed to highlighting the skill and talent of local speakers, who provided relevant and high-quality content. Members also enjoyed the opportunity to catch up with friends and colleagues.

The student program was also very well received, with 46 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 SRC app and new online assessment through EduPro was well received by delegates overall, with many participants building their confidence in using the new technology across the two days of the conference. The new online assessment system provided significant cost savings, is more reliable and administratively streamlined, which allows us to spend more time with delegates and to invest in other aspects of the conference. OV is incorporating this technology across our member events program in part due to the success of its implementation at SRC 2017.

Our secretariat staff and small army of volunteers, which included 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.



TREASURER'S REPORT

For the 2016-17 year the association reports a deficit of \$38,134 after providing for income tax (compared with a surplus of \$197,837* for the 2015-16 year).

OV's overall income has decreased by 4.3 per cent from \$2,480,126 to \$2,371,545. This combined with a 4.7 per cent increase in expenses contributed to the deficit.

The decrease in income relates largely to SRC (income down by \$89,470), rental income (down by \$28,245), and distributions and gains on disposal of investments (down by \$56,985). Offsetting these losses was an increase in member subscription income (up by \$62,611 or 3.8 per cent).

On the expenses side Optometry Australia's capitation charge increased by \$69,633 (up by 6.1 per cent from 2015-16). Other significant items impacting the expenses side of the profit and loss statement were a significant expansion in member services (up by \$46,582); legal expenses and consulting (associated with the leasing of the OV building – up by \$12,174); bank charges (up by \$16,410); staff costs (up by \$25,973 or 7.2 per cent), and provisions for employee benefits (up by \$15,648). These increases were offset by savings associated with the delivery of SRC (expenses down by \$101,576 or 23.6 per cent).

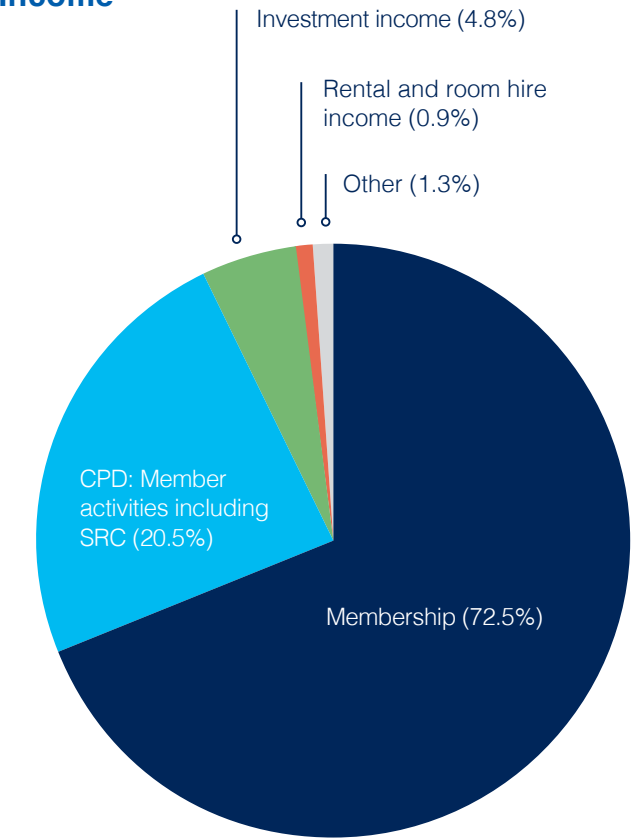
In 2017 SRC delivered a solid surplus of \$156,149 (up 11.5 per cent from 2016).

Full financial statements for 2016-17 are presented as a separate document.

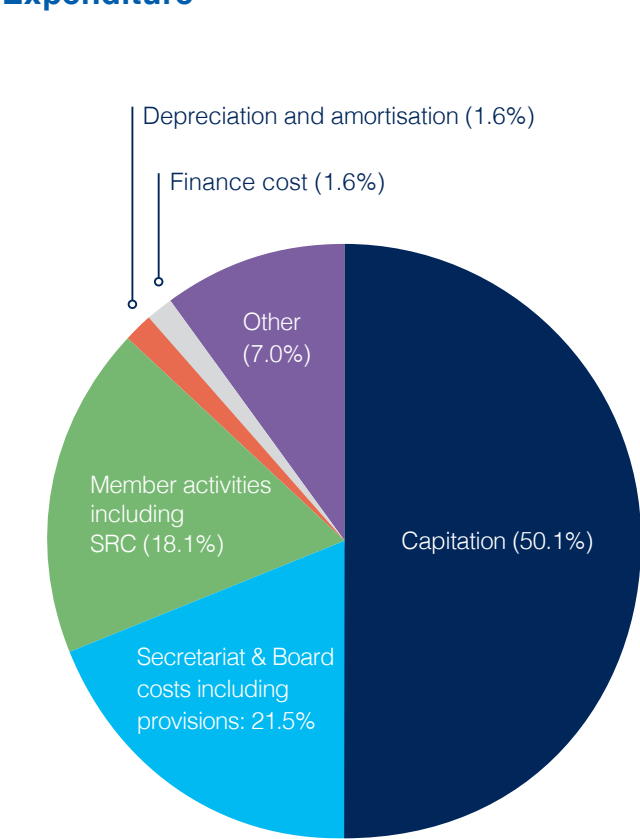


*During the 2016 year, a different interpretation of accounting standards from our previous auditors to the current auditor meant that the overall surplus of the association increased from \$110,322 to \$197,837.

Income



Expenditure



STRATEGIC GOALS FOR 2016 -17

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

Board

Kylie Harris	President until November 2016, National Director from November 2016
Murray Smith	Vice President until November 2016, President from November 2016
Rowan Prendergast	Vice President from November 2016
Steve Dinh	Treasurer
Allison McKendrick	National Director until November 2016
Genevieve Napper	
Jayson Ward	
Timothy Lo	
Anne Weymouth	Appointed as Associate in November 2016

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
Kathy Roberts	Member Liaison and PA to the CEO
Anthea Cochrane	Education Consultant

Optometry Victoria

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