

# Contact



## What's New?

Don't miss **EON**, the OAA NSW state conference, 20-21 September at Star City! We've put together a world-class program for you, featuring a range of speakers which would be the envy of any optometric conference in the world. More details in this newsletter – don't miss out!

A recent letter from the Optometrists Registration Board will be of interest to members. The letter came in response to an inquiry from the Association about the use of the terms "optometry" and/or "optometrist" by businesses. The response from the Board said in part, "...a business entity that provides optometry services is at liberty to use the titles "optometry" and/or "optometrists" in its business name and in its advertising." This means, for example, that as well as "Fred Smith Optometrist" it is permissible for Fred to use a business title like "Outer Nowhere Optometrists" and not create any difficulties with the Act.

**Franchising anyone?** In response to a lot of interest from members, the Association will be running a franchising seminar on Tuesday 9 September from 6.30-8.30pm at the Sydney Marriott Hotel. Bookings are essential – a registration form is in this newsletter.

**Important pay information** – members who employ clerical staff must be aware that such staff are employed under an Award (being the Clerks & Others In Retail Shops Award) and that any payments made to them must be in accordance with the terms of such an Award. Details of the Award can be found at <http://www.industrialrelations.nsw.gov.au/> or call the office for advice.

**PAY SLIPS!!** Every employee **MUST** be given a pay slip with **EACH PAY** that they receive! Asking them to sign a pay register **IS NOT ENOUGH!** The Department of Industrial Relations is actively checking pay records of small businesses for compliance – make sure that you are compliant. Again, if you are unsure of your obligations call the office for advice.

**Working as a contractor** – we have recently had a few questions about working as a contractor. The general rule is this – if you work predominantly for one business (the Tax Office rule of thumb is 80% of your income) then you are an **EMPLOYEE** – you are not a contractor! Businesses typically ask their workers to work as contractors for one reason only – so that they (the business) can avoid having to meet the various obligations of having employees. Sadly, the Tax Office does not regard this as sufficiently good reason to call someone a "contractor". Please ensure that your work arrangements are within the bounds of employment and taxation law. Again, if unsure, call the OAA – there are **VERY** heavy penalties for both employers and employees who engage in schemes which are not permitted.

Our Newcastle colleagues recently participated in a GP conference for the Hunter Urban Division of General Practice. It was a great opportunity for optometrists to meet local GPs and talk to them about what we do. If anyone is interested in getting involved in a similar thing at your local level, please contact the office – we'd be only too happy to assist!

## September 2008

By the time you read this **Glaucoma Week** will have come and gone. The OAA has had a pivotal involvement with the main activity of Glaucoma Week – a large-scale public screening and media campaign in the state's south-west centred around Wagga. Our PR consultant, Bill Pickering, arranged the participation with Glaucoma Australia and Pfizer, the major sponsors of the campaign. I'll be able to tell you how it went in next month's newsletter.

And finally, I have to report that I am no longer your Executive Director – I am now officially your **Chief Executive Officer!** Why? Changes to the Corporations Act in recent years have meant that there is an obligation on companies to be clear about the roles that various officers play within the organisation. The use of the term "director" implies that I am an elected officer of the Association – which of course I am not. Thus for the sake of clarity and legal compliance, it will be CEO from now on.

Andrew McKinnon  
Executive Director



Optometrists Association Australia - NSW Division

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## Marketing: the basics

There is no doubt we have entered a very challenging era in terms of business survival. Newspapers, news channels and business gurus warn us daily about the tumultuous road ahead, while our stakeholders – particularly our customers - apply more pressure than ever to meet their needs. In such times, cutting corners, cutting back and giving up can seem like great options, but during this time we should also open up our minds to opportunity.

As a small practice owner or manager you must ensure you have all the appropriate tools in place to limit the impact the external environment has on your business. Only then, will you be in a position to seize opportunities that come your way.

Without question, one of the most important tools you should have in place is a marketing plan. Developing a thorough and well thought out marketing plan requires time and effort to produce. Conversely, not planning could actually cost you more time, effort and resources than you realise. Ideally a well structured marketing plan should include each of these elements: business goals; objectives; situation analysis (competitors and the environment); marketing communications strategies; budget; implementation and measurement. However, if you are really time poor, there are some key areas that you cannot ignore.

### How clear is your vision?

The most successful and resilient practices will be those which have a clear vision. What is your purpose as a business? Is your vision reflected in how you go about your business, interact with your customers and make decisions?

It will be much more difficult for you to tackle the tumultuous road ahead, if you are unsure of where it is you're heading and if that is actually where you want to be. Make sure your vision is appropriate for the climate and can easily be translated through actions, then share your vision with your staff.

### Where are you positioned?

A positioning statement will help your customers understand what your business offers and why they should do business with you. A positioning statement should be short and sweet and define how you would like to be perceived in the eyes of your ideal target market.

If you don't have time to do a full competitor analysis, you must at least have an understanding of where your competition is positioned and how they are communicating this to their – and potentially your – customers. The key to this process is to identify the gaps which your competition has left for you to fill. In a small business, it is quite difficult – nearly impossible – to be all things to all people. Work out what it is you do best, then transform this into words that can be used in your marketing.

### Understand your audience

Not everyone has the budget to conduct extensive market research, but there are other means by which you can learn more about your patients, and more importantly, those who may become your patients in the future.

Utilise the various online resources available to you such as local council directories, industry associations, journals and the Australian Bureau of Statistics. These will help you understand the demographic make up of the community.

More importantly, regularly review your patient data to ensure you are maximising your relationship with each patient.

Whenever possible, listen to your patients' feedback. Use this opportunity to ask them questions to find out more about their eye care needs – and those of their families and friends.

### Define some objectives

Once you have a clearer view of how your business can be positioned to maximise your opportunities in the market, you will need to set some marketing objectives. Make these objectives specific and measurable and, of course, relevant to the key areas we have discussed so far:

- Your Vision
- Your market position; and
- Your audience.

### Consider the whole mix

There are more marketing tools at your finger tips than ever before. You do not – and should not – solely rely on word of mouth and direct mail to win and maintain business. Look beyond these traditional tools and explore some alternative options when building your implementation strategy. A great marketing vehicle for small business is local partnerships. Local partnerships can be formed through tools such as sponsorship, contra and reciprocal rights arrangements and networking. These tools are possibly the most effective ways in which you can improve your position within the community. Taking on board these points is just the beginning. There is no substitute for a well thought out and executed marketing plan. It may seem tedious to cover all the elements, but in the long term the benefits it can deliver your business will be substantial.

**IMPORTANT NOTICE!** Please bring your OAA membership card with you to all events run by the Optometrists Association Australia New South Wales Division. Thank you!



September 2008

**eon Eye on NSW Conference**

Sat 20 & Sun 21 September 2008  
Star City Hotel, Pyrmont, Sydney.

**Neuro-optometry ~ the undiscovered country.**

Lectures, workshops, exhibitors, conference dinner.

Up-to-date CE with great speakers.

Keynote: Professor Richard London, USA.



Contact Rosemary Duffy on 02 9713 2038 or  
email: [rosemary@oaansw.com.au](mailto:rosemary@oaansw.com.au)  
for a Registration Brochure

# Centre for Optometric Education

## 2008 Seminar Series

The Australian Graduate School of Management [AGSM]  
John B Reid Theatre  
Gate 11, Botany Street  
Randwick, UNSW - Parking is available next to the AGSM

DATE	SPEAKERS	TOPICS
17th November 2008  AGSM, UNSW	Dr Simon Chen	The Retina Revolution - an update for optometrists, Interpreting retinal symptoms and signs - an interactive case based discussion - attendees are invited to bring along any interesting or routine cases for discussion

BOOKINGS ESSENTIAL ON: (02) 9713 2038 / (02) 9712 2199

Agenda	Bookings close 12noon on the Friday prior to the seminar
Registration 6.00pm	OAA NSW Members No charge
Lecture 6.30pm	Optometry Students No charge
Supper 7.30pm	Non Members \$55.00cash/credit card/cheque
Lecture 8.00pm	Attend without booking \$55.00
No show / cancel after close of bookings \$55.00	



September 2008

## Australian Rural and Remote Health Professional Scholarship Scheme (ARRHPS)

Rural, regional and remote optometrists are eligible to apply for financial scholarships to assist in undertaking a range of postgraduate professional education activities including clinical placements, short courses, postgraduate tertiary courses and attendance at professional conferences.

The aim of the scholarship scheme is to assist in the retention of the rural health professional workforce by increasing access to continuing professional education. Access to ongoing education and training enables these health professionals to upgrade their skills and to maintain the currency of their knowledge.

The scholarships are provided by SARRAH (Services for Australian Rural and Remote Allied Health Inc), the peak body representing rural and remote allied health professionals at a national level.

Applicants must be an Australian citizen or permanent Australian Resident and must live and work in rural or remote areas of Australia.

Funding is capped for formal postgraduate education courses. The capped amounts are:

- Postgraduate certificate \$6,000 with allocated funding provided to the scholar over a maximum of 2 years
- Postgraduate diploma \$10,000 with allocated funding provided to the scholar over a maximum of 2 years
- Masters \$16,000 with allocated funding provided to the scholar over a maximum of 4 years
- Professional Doctorate \$24,000 with allocated funding provided to the scholar over a maximum of 6 years

Details and application forms can be obtained from the OAA NSW office on (02) 9712 2199 or application package (including eligibility and selection criteria) can be accessed at <http://www.sarrah.org.au>

**Closing date for applications is 29th September 2008.**

**WORLD  
SIGHT DAY  
CHALLENGE 08**  
October 9th 2008

## Vision for Life

**95 million elderly people are blind or  
vision impaired worldwide due to  
uncorrected refractive error.**

**You can take the *challenge* now by:**

- Donating your eye exam fees from **World Sight Day** (or any other day in October)
- And / or becoming a regular donor today or before **October 9th**
- Planning a practice celebration around this day

**Register for the challenge today at  
[www.givingsight.org](http://www.givingsight.org)**

Register to receive a free kit to help promote  
your practice involvement in the Challenge



**OPTOMETRYGIVINGSIGHT**

T: 1300 88 10 73 F: 03 9843 4343 E: [australia@givingsight.org](mailto:australia@givingsight.org)

World Sight Day is  
an initiative of  
**VISION  
2020**  
THE RIGHT TO SIGHT





# Classifieds

## POSITIONS VACANT - FULL TIME

### Sydney's Inner West

This is a full scope optometry practice located in Sydney's inner west. There is a very loyal customer base and is the only optical outlet in the shopping strip. It has enormous potential for growth and represents a great investment for any optometrist. Opportunities like this do not come often. Send enquiries to: robert\_yap\_oz@hotmail.com

### Sydney Seven Hills

A great full time opportunity is available in a full-scope Sydney Seven Hills practice. We are seeking a committed and enthusiastic optometrist who enjoys working as part of a team in a fun and professional environment and pride him/herself in delivering quality eye care and customer service. Contact Andrew isiteoptical@yahoo.com.au 02 96766188

### Optometrists' Vacancies- Have you thought it through?

What is it that you need to come to work for? Security, Challenge, Flexibility or Ownership? Whatever it is, I can help you find it. Ask me about our variety of career paths, business opportunities and clinical excellence. Choose different levels of variety, flexibility and involvement. We have a diverse team that can help and support you be the best optometrist you can be. With all this a great remuneration is just a bonus we guarantee.

Contact me and we can talk about opportunities in my Sydney suburbs, Newcastle, and mid north coast. If you want to make a difference, then come and see me. Call me now on 0412146161 or email me on Razmeena.hussein@luxottica.com.au.

## F/T & P/T

Full and part time positions available for our group practice. Excellent remuneration and flexible working hours. Contact Jamsheed Akbar on 0431 646 411 or email eisriv@people.net.au

### Townsville QLD

An exciting position exists for full-time and/or part-time optometrists in our full scope modern independent practices in Townsville. On the edge of the Great Barrier Reef with Magnetic Island on your doorstep, Townsville is one of Queensland's fastest growing cities. We offer excellent working conditions with a great support team. Days and hours are flexible to suit your lifestyle. Salary and conditions are negotiable. For further information contact Annette (0438) 712417 or email greenfi@bigpond.net.au

### Why drive to work when you can Fly?

Position available for an Optometrist in Wagga Wagga just 1 hour flight from Sydney. Live in Sydney and commute to work and earn big \$\$\$. Exceptional packages for experienced optometrists which include a percentage of fees generated plus flights from Sydney or Melbourne weekly with accommodation and vehicle provided while in Wagga. For new graduates we have a great package of \$80K which includes a generous living allowance. Curious call Michael Scott 0425250871 or email rhs4@bigpond.com.

## PART TIME POSITIONS

### All Optometrists

Take control of when and where you work. Our locum optometrists work hard for short periods and then enjoy a break. You choose whether you

want to take 2 months holiday, or work to save for that special purpose. We have work available from Melbourne to Darwin, and from Sydney to Perth. We pay most costs of registration, travel and accommodation and offer great rates of pay. Email us at locum@ozemail.com or give us a call on (02) 4782 5760 to find out more about the flexibility of working as a locum.

### Charlestown

Blink Optical in partnership with MBF are now expanding their operations in the Newcastle area. We are looking for a motivated optometrist to join us in Charlestown on a part-time basis. We can offer a competitive salary package and the opportunity to join an exciting new company in a beautifully appointed practice. For further information, please contact Michele on, (02) 9419 8002 or 0422 306 981.

### Sydney Eastern Suburbs

We invite an optometrist to join our modern consulting only practice for Sundays on a permanent part-time position. Salary commensurate with experience. All applicants in strict confidence, please phone Robert on 0410 440 111 or (02) 9349 6223





## Classifieds

### FOR SALE

#### Autorefractors with tables:

1. Allergan Humphreys 590
  2. Topcon-RM A2000
- Email: jennyivanos@optusnet.com.au

#### Clear acrylic 'L' frame display rods

with fixing and frame clips to hold 287 sunglass/optical frames. Good condition. \$220 + freight.  
Please email [wec1990@westnet.com.au](mailto:wec1990@westnet.com.au)

#### Practice for sale

Sydney – Northern Beaches Optical, est. 50 years. New shop fit out, excellent location near chemist, newsagent, post office, Woolworths and car park all very close. Long lease 6 years, reasonable rent, great lifestyle area of beautiful beaches and waterways. I must retire and keep sailing and see more of my 8 children and 17 grandchildren.  
Contact BH: 02 9913 8661

#### Lensmeters & Trial Lens Sets & Stock lenses

Brand new lensmeters, full trial lens sets, small trial lens set. Stock lenses at competitive prices. Email [evolutioneyeworx@yahoo.com.au](mailto:evolutioneyeworx@yahoo.com.au) or call 0412841818.

#### For Sale

Greens refractor head & various consulting room equipment + large frame display. Holds approx 100 frames. Price negotiable. Contact 9697 9044

### EVENTS

#### Snow Based CPD Conference

The 5th Euro-Pacific Eyecare conference will be on again January 2009 in the heart of the magnificent Dolomite Mountain Ski area of northern Italy. As there may not be a 2010 event in Italy you need to act if you have been putting it off. This is one of the most beautiful areas in the world and the ski area is HUGE. Over 450 modern lifts are covered by your ticket. As a bonus 32 CPD points will be applied for.  
Details: Jan 10-17, 2009  
Contact: John Coghlan. 0414 624466, [optomconf@optusnet.com.au](mailto:optomconf@optusnet.com.au) [www.skiconf.com](http://www.skiconf.com)

#### Volunteer Optometrists and Dispensers wanted for AID Trip to India

Equal Health is a Western Australia run humanitarian aid organisation that delivers medical, dental, optical and allied health relief in India for 2 weeks each year. we are currently looking for compassionate, dynamic, positive thinking and team orientated optometrists and dispensers to join the Equal Health Team going to India in February 2009.

#### The team leaves Australia on Friday 6 February and returns Sunday 22 February 2009.

if you are interested please email Rita Freijah, Executive Officer on [ritamon@iinet.net.au](mailto:ritamon@iinet.net.au) or telephone (08) 9371 5325 urgently. More information can also be found at the Equal Health website [www.equalhealth.org.au](http://www.equalhealth.org.au)

### Clinical Practice Library

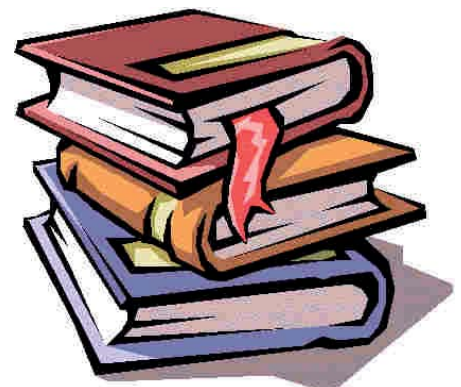
#### OPTOMETRY TODAY ([www.optometry.co.uk](http://www.optometry.co.uk))

1. Clinical Decision Making II: The Painful Eye (August 2008, 9 pages)
2. Refractive Surgery – Preoperative assessment, selection criteria and patient counselling (July 2008, 12 pages)

#### REVIEW OF OPTOMETRY ([www.revoptom.com](http://www.revoptom.com))

3. Spectral Domain: The Land After Time (August 2008, 5 pages)
4. Back to Basics Part 4: The Diagnosis Behind Diplopia (August 2008, 10 pages)

The Review of Optometry Handbook of Ocular Disease Management (10th anniversary edition, 63 pages) is now available for download at this website address: <http://www.revoptom.com/index.asp?ArticleType=SiteSpec&page=handbook/2008/index.htm>





OPTOMETRISTS  
ASSOCIATION AUSTRALIA  
NEW SOUTH WALES

# FRANCHISING FOR FUN AND PROFIT!!

(Yours, not the franchisors!)

With the explosion in the number and type of franchise opportunities available in optometry, the Association will be hosting an information evening for members who may be considering becoming involved in a franchise arrangement.

The seminar will be presented by David Kennedy, Senior Commercial Partner with leading law firm Colin Biggers and Paisley. David has had extensive experience with franchise agreements and will bring a wealth of knowledge to the discussion.

Please note that the seminar will be about franchising in general – it will not offer a specific, detailed commentary on the franchise agreements which are currently available in optometry.

### Details:

**Tuesday 9 September 2008**  
**6.30pm-8.30pm**  
**Sydney Marriott Hotel**  
**36 College Street, SYDNEY**

A light supper will be available on arrival.

***There is no cost for OAA NSW/ACT members – other guests are welcome at a cost of \$50 per person. Please RSVP by Friday 29 August***

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I would like to attend the Franchise Seminar on Tuesday 9 September

Name:.....

Number attending: ..... NSW/ACT Members (\$0) ..... Other guests (\$50/head)

Credit Card: \_\_\_\_\_

Expiry: \_\_\_/\_\_\_

Card Name: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

**Fax responses to 02 9713 2452 or email to [rosemary@oaansw.com.au](mailto:rosemary@oaansw.com.au).**