



**Optometry**  
QUEENSLAND  
NORTHERN TERRITORY

# Optometry Queensland Northern Territory Annual Report

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2024–2025

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## President's report

The 2024–2025 year has been one of transformation, collaboration and progress for Optometry Queensland Northern Territory (OQNT). By integrating our operational functions with Optometry Australia, we have been able to streamline our operations and communications and create a more unified, efficient and impactful organisation.

Across the year, our work reflected the four strategic pillars that guide our mission: to lead, engage and promote optometry and optometrists, and to strengthen our organisation so we can continue to serve members.

Through our relationship with Optometry Australia, we have continued to ensure members have access to comprehensive Professional Indemnity Insurance (PII), a depth of quality online CPD, and one-to-one professional support from expert optometry peers and employment law specialists.

Member benefits were also extended to include access to eMiMs and Public Liability Insurance (PLI) when working as a locum.

Our advocacy efforts this year reinforced the central role optometry plays in Australia's primary health system.

At a local level in Queensland, we continued to advance discussions with decision makers around subsidised spectacle schemes, health workforce planning and collaborative care models, and, following our advocacy on the issue, have welcomed the announcement of the Queensland Government's Healthy Kids initiative which will enable vision screening for up to 60,000 kindy-aged children across Queensland.

In the Northern Territory, productive dialogue with the Chief Allied Health Officer and Chief Pharmacist strengthened support for oral therapeutic prescribing by optometrists, a significant step toward greater clinical autonomy and accessibility for patients. Local stakeholder and member engagement also continued, regarding improving children's vision outcomes and strengthening outreach optometry services. The establishment of the Northern Territory Advisory Group ensures local practitioners have a direct voice in shaping local advocacy efforts and we are very grateful to participating members.

Public awareness and advocacy were also strengthened through the rollout of the Myopia Awareness Campaign, promoting the message "Off screens. Outside. Optometrist." across Queensland and the Northern Territory.

The campaign has played an important role in positioning optometrists as the first point of contact for children's eye health and encouraging families to prioritise regular eye examinations. Connection and professional growth remain at the heart of OQNT's purpose.

This year marked the launch of the Interactive Conference Series, with Brisbane Interactive and Gold Coast Interactive heralding a fresh approach to clinical education — one that encourages collaboration, discussion and innovation.

These events set the tone for the Optometry Clinical Conference (OCC) in August 2025, a new, joint offering from OQNT, Optometry Victoria South Australia and Optometry Tasmania, designed to elevate education and connection across jurisdictions.

Beyond conferences, OQNT hosted a broad program of regional CPD and networking events, supporting members across both metropolitan and remote areas. From peer mentoring dinners to professional workshops, these gatherings strengthened local networks and supported members to access quality, face-to-face CPD, close to home.

We are also pleased to have strengthened our partnership with Queensland University of Technology (QUT) and their optometry students, through scholarships, academic awards, leadership placements and guest lectures. Through programs like the Student Advocacy Placement and National Student Leadership Program, students gained first-hand experience in leadership, policy and advocacy, supporting a strong future pipeline for the profession.

We were pleased to welcome Michael Kightley as a co-opted Director, strengthening our Board with financial and governance expertise. We also extend our sincere thanks to Dr Ann Webber, who concluded her tenure as Queensland State Lead in June 2025. Ann's advocacy and leadership have been important to shaping our success. As we look to the year ahead, OQNT's priority remains listening to, supporting and representing our members.

Together, we are strengthening a profession that stands united, forward-focused and ready to shape the future of eye health.



**Nancy Atkinson**

President

*Optometry Queensland  
Northern Territory*

# Financial report

Our financial result for 2024-25 was a loss before tax of \$27,512. This was largely due to strong membership renewals, an excellent outcome from our conferences and robust cost containment, offset by a significant investment in the consumer-facing Myopia Awareness Campaign. Strong financial performance in previous years supported the Board's decision to reduce membership fees for 2025/26.

In September 2024, OQNT entered into an operational services agreement with Optometry Australia. This agreement covers services provided for the benefit of members in Queensland and the Northern Territory.

Capitation fees paid to Optometry Australia (the National organisation) remains our primary expense (\$1,184,707). Services supported by capitation are a strong supplement to local member services and include: a Professional Services Help Line that provides members with free one on one support in all areas of practise and employment; comprehensive Professional Indemnity Insurance; a breadth of free, live and on-demand continuing professional development activities; and, national advocacy related to key issues such as scope of practice and Medicare.

Brisbane Interactive and Gold Coast Interactive were held successfully in these major cities. The profit from these events will be re-invested to further support members and ensure sustainability of the association. Numerous smaller member and student events were held across Qld and NT at no cost to members.

Our investment portfolio provided a modest dividend totalling \$4,213. This income was allocated towards operational costs, with the main purpose of the portfolio being ongoing financial security for our organisation. Despite the volatility of the market over the last year, our portfolio grew in value by \$47,403 (approx. 4.4%).

The valuation of the property, Optometry House, was reviewed and re-valued to \$2m, providing a revaluation surplus of \$129,878 net of tax.

Our annual audit was completed by C&N Audit Services Pty Ltd. The audited financial reports were received, with an unqualified opinion in accordance with the Corporations Act 2001. The Financial Reports for the organisation are available to members on the OQNT AGM webpage. The auditor will attend the AGM in November 2025.



**Fiona Moore**  
Chair, Finance Committee

# Board of Directors



**Nancy Atkinson**  
President & Director



**Alex Norris**  
Vice President & Director



**Fiona Moore**  
Director



**Andrew Christiansen**  
Director



**Josiah (Jo) Murphy**  
Director



**Michael Kightley**  
Director

**Melinda Toomey** - resigned 19th November 2024

**Shuvagata Bose** - resigned 19th November 2024

**Natalie Buckman** - resigned 19th November 2024

**Courtenay Lind** - resigned 19th November 2024

**Teagan Lehmann** - resigned 19th November 2024

# Strategic Pillar 1: Engage

*Engage optometrists, provide valued member services.*

## Conferences

Optometry Queensland Northern Territory's 2024–2025 conference program delivered high-quality education and connection for members across the state. The program also saw the exciting launch of the new Interactive Conference Series, designed to deliver clinically rich education and meaningful networking opportunities in an engaging, discussion-based format. The first conference in this integrated series, Cairns Interactive, set a strong foundation for the program's future success.

Cairns Interactive 2024, held on 7 July at the Pullman International Hotel, marked the launch of the Interactive conference series. The event delivered a focused day of interactive CPD tailored for optometrists in Far North Queensland and was well supported by a strong group of sponsors including CSL Seqirus and CooperVision.

The conference attracted 49 delegates from across Australia, including participants from South Australia, Victoria, and Tasmania. Feedback was highly positive, with 96% of delegates indicating they would like to see Cairns Interactive return in 2025, highlighting the demand for high-quality, regionally delivered professional development.

The Brisbane Interactive Conference 2025 was held on 22–23 February at voco Brisbane and attracted a total of 119 delegates. The event featured a dynamic program of expert speakers and offered a balanced mix of clinical and interactive content, which was highly praised by attendees. Delegates responded positively to the engaging sessions, practical clinical insights, and valuable networking opportunities.

The conference was supported by key sponsors including CooperVision, Astellas, Good Optical, OptiMed, Optos, and Provision. Sponsor feedback was overwhelmingly positive, with strong engagement and visibility reported throughout the event. Over 90% of sponsors indicated they would likely participate again, underscoring the event's success and value for all stakeholders.

The Gold Coast Interactive Conference 2025 was held on 13–14 April and attracted 95 delegates. The program delivered 10 CPD hours of interactive and therapeutic learning, with attendees praising the event's energy, accessible format, and intimate atmosphere. Sponsors and exhibitors included Johnson & Johnson, CooperVision, Provision, Optos, Good Optical Services, BOC Instruments, Optimed, Astellas, and CSL Seqirus. Sponsors commended the professionalism of the event management and the high calibre of delegate engagement throughout the two-day program.

Together, these events demonstrated strong engagement from members, sponsors and exhibitors, reflecting OQNT's commitment to accessible, high quality professional development. From 2025–2026, OQNT will transition to the Optometry Clinical Conference (OCC) – a collaborative conference co-hosted by OQNT, OV/SA, and OTas - and Interactive Conference series in Darwin, enhancing collaboration and impact for members Australia wide.

## Member Support Services

Members continued to rely on rapid, independent support across clinical, Medicare and HR issues. Nationally, 9,028 unique enquiries were handled; of the ~1,900 professional advisory cases, OQNT accounted for 19.3%, with 22.6% of all state-division frontline queries coming from OQNT members – proportionate to the division's size. Response times remained same-day on average, and satisfaction remained very high. A dedicated Member Call Project reached OQNT employees under 45 to surface needs early and fast-track professional support.



## Education and Engagement Initiatives

OQNT delivered a strong calendar of events throughout 2024–2025, offering members diverse opportunities for learning, networking and professional connection across metropolitan, regional and remote areas. The program combined high-quality CPD with non-clinical engagement, peer networking and social connection, reflecting our commitment to supporting members at every stage of their careers.

Continuing Professional Development (CPD) remained at the heart of member engagement, with five regional CPD events held across Queensland and the Northern Territory. These sessions provided accessible, practical education tailored to local needs — from paediatrics to ocular oncology and collaborative care in primary practice. Attendee feedback was consistently positive, highlighting the relevance, clinical depth and approachable format of the sessions.

OQNT’s partnership with Queensland University of Technology (QUT) remained a cornerstone of member engagement and future workforce development throughout 2024–2025. We continued to play an active role across all levels of the optometry program — from first-year orientation to final-year professional practice — reinforcing the importance of association membership and helping students build the skills, networks and confidence needed for a successful transition into practice.

Across the year, OQNT supported and delivered a range of student engagement activities, spanning on-campus presentations, panel discussions, QOSS-sponsored social events, awards ceremonies, and national leadership initiatives. These touchpoints engage optometry students across Queensland, fostering early connection to the profession’s peak body and the values of leadership and advocacy.

We continued sponsorship of key QUT and QOSS (QUT Optometry Student Society) events, including Trivia Night, Industry Day and the annual Eyeball, while participating in orientation weeks and professional-practice lectures. These collaborations allowed students to hear directly from Optometry Australia leaders and advisors on topics such as employment contracts, workplace rights, and clinical career pathways.

OQNT continued to recognise and support excellence through a range of scholarships, awards and leadership opportunities.

Four Rural Placement Scholarships valued at \$3,000 each were awarded to Urvi Aggarwal, Kelvin Hui, Chanaah Thevasagayam and Olivia Almond, enabling fourth-year QUT students to gain valuable clinical experience in rural and remote communities.

Academic achievement was celebrated through the OQNT Prizes, awarded to Lauren James (Final Year), Angelene Tan (First Year) and Gaiana Lim (Peter Swann Award for Achievement in Diseases of the Eye).

QUT students Rebecca Kitson, Farah Najeeb and Louis Huynh represented Queensland in the National Student Leadership Program, developing advocacy and leadership skills through online sessions and an in-person module at the Brisbane Interactive Conference.

Collectively, these initiatives reflect OQNT’s strong commitment to nurturing emerging optometrists and fostering a new generation of confident, connected and future-focused professionals.

### OQNT Event Engagement

Event type	Number held
Regional Series	5
CPR Refresher	3
ECO Peer Networking	4
Member Engagement	1
Collaborative Events	2
QUT Graduate Evening	1
QUT Engagement	2
Conferences	3
<b>Total</b>	<b>21</b>



# Strategic Pillar 2: Lead

*Lead the profession, realise the preferred future.*

## Advocacy and Collaboration

Across Queensland and the Northern Territory, we kept our focus on practical solutions: identifying opportunities to enhance children's vision outcomes, improving access to subsidised spectacles, embedding optometry in public services, strengthening outreach optometry services, and progressing oral prescribing.

In Queensland, we worked to ensure visibility of optometry and optometrists in the lead up to the October 2024 state election. We were delighted by the support of local members who met with their local parliamentarians and candidates, reinforcing key messages which were underpinned by a member-led election platform. Together with these passionate individuals, we built relationships with the Queensland Government through engaging with Ministers, Shadow Ministers, and senior officials on key priorities.

In the months, since, we have continued to pursue these issues – initiating a consultation process to produce a practical reform proposal to strengthen the Medical Aids Supply Scheme (MASS) Spectacle Supply Scheme and calling for increased investment in children's eye health and meaningful partnership between optometry and ophthalmology in collaborative models of eye care. We welcomed the announcement of the Queensland Government's Healthy Kids initiative which will enable vision screening for up to 60,000 kindy-aged children across Queensland.

In the NT, we built constructive ties with the Chief Allied Health Officer and Chief Pharmacist who indicated support for oral prescribing by optometrists, strengthening our advocacy at a national level. We also led targeted engagement with local members and stakeholders regarding opportunities to strengthen the delivery of the Visiting Optometrists Scheme (VOS), with a focus on transparency, equity, and continuity of care.

To ensure we are developing evidence-based, expert-led policy initiatives, we strengthened our advisory forums and stakeholder networks. In Queensland, an Optometry Profession Specific Group was established within QLD Health and is developing a workplan aligned to the Health Workforce Strategy for Queensland to 2032, and we convened collaborative-care discussions around Brisbane Interactive to map practical pathways between community optometry and hospital services. In the NT, a Northern Territory Advisory Committee (NTAC) commenced, and a children's eye-health forum aligned stakeholders on screening pilots and next steps.



# Strategic Pillar 3: Promote

*Promote eye health, embed optometry.*

## Member Services Promotion and Communications

We continued modernising our marketing approach to deliver sharper segmentation, stronger consistency and better resource efficiency. OQNT transitioned from SEE Magazine to the integrated national **Snapshot newsletter** with dynamic state-specific content, and introduced compliant promotional **SMS** to improve timeliness for event and renewal prompts.

Event marketing for OQNT's conferences was integrated into national/state campaigns to reduce duplication and lift coherence. **Social channels** maintained steady growth and **media activity** in Queensland and the NT amplified advocacy and public awareness, with a healthy balance of proactive and responsive stories.



## Growing Awareness and Visibility

In 2025, Optometry Australia launched the nation's largest eye health initiative — a multi-channel Myopia Awareness Campaign designed to educate parents about the growing risks of childhood myopia and the importance of regular eye examinations. Running from April to July, the campaign spanned radio, digital, social, search, YouTube, audio and outdoor advertising, uniting optometrists and industry partners in a shared mission to protect children's vision. More than 40 million impressions were delivered nationwide, supported by 99,000 visits to the Good Vision for Life website, positioning optometry at the centre of Australia's eye health conversation.

**Good vision for life™**



In Queensland and the Northern Territory, the campaign was further amplified through a dedicated state-based advertising uplift. Additional investment across Meta, Google, YouTube and Nexus digital display ensured greater visibility in metropolitan and regional centres, particularly in high-traffic retail environments. The creative, centred around the message "Off Screens. Outside. Optometrist.", resonated strongly with parents — driving exceptional engagement, high video completion rates, and strong search activity leading to eye test bookings.

These state activations not only extended the national message but also deepened local impact, ensuring families across both states were reminded of the critical role optometrists play in safeguarding children's vision and long-term eye health.

### CAMPAIGN HIGHLIGHTS

 40M+ media impressions nationwide

 93% video completion rate on YouTube

 99K+ visits to *Good Vision for Life* website

 36–49% lower cost per click/landing page view than industry benchmarks

# Strategic Pillar 4: Strengthen the Organisation

## *A Robust Organisation – Now and for the Future.*

Operational integration with Optometry Australia continued to deliver significant benefits throughout 2024–2025. Streamlined membership renewals and single-touch resolution of member queries have enhanced the member experience, while unified finance operations, consistent event delivery, and a coordinated sponsor interface have improved efficiency and strengthened partnerships. Standardised event evaluation is now embedded across all activities, with member and sponsor insights directly shaping programming, logistics and exhibitor engagement. Notably, sponsors have commended the efficiency of a single national point of contact across states, and the early success of OCC 2025, which exceeded its sponsorship target, is a clear signal of industry confidence in the integrated model.

Internally, OQNT continued to strengthen its governance, systems and performance frameworks. Board and committee policies were refreshed to align with contemporary best practice, and data-driven reporting now underpins decision-making across digital, social and event performance.

These improvements have created a clearer view of member engagement and impact, allowing the organisation to anticipate needs and continuously refine its delivery. Federation-wide strategic planning is also underway, ensuring OQNT's future priorities align seamlessly with national reform and that members continue to benefit from a unified, forward-focused association.

Efficiency gains across administration, events, finance and operations have freed capacity to focus on what matters most - delivering value to members and amplifying the voice of optometry across Queensland and the Northern Territory. With a stronger foundation, clearer governance, and more cohesive systems, OQNT is now better positioned to think nationally, act locally, and invest strategically in the capabilities that will sustain member impact over time. The organisation moves forward as a model of collaboration and modernisation - agile, accountable and ready for the future.





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