

# Post Show Report

8 - 10 SEPTEMBER 2023

MELBOURNE CONVENTION AND  
EXHIBITION CENTRE



Platinum Sponsor

Diamond Sponsor



Gold Sponsors



# Exhibitors

**110**  
exhibitors

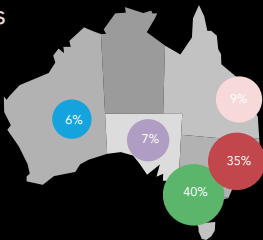
across  
**9,000**  
sqm

Aaron's Eyewear	CSL Seqirus	Green Infinity Eyewear Pty Ltd	Mercy Ships	Rodenstock Australia
ACBO	Customised Compounding	HICAPS	Minerva Optics	Rural Workforce Agency Victoria
Acme Group   REVO	Cyclopean Design	Hiko Vision	Modstyle	RiSafety
ACOD	Cyba	HOYA	Monkey Software Pty Ltd	Safilo
AFT Pharmaceuticals	De Rigo Vision	Idol Eyes Australia	Next Vision	Seeyewear
Alcon	Deakin University Optometry	InMode	Noo Eyewear	Secoria Bio
Amblyoplay	Deluxe Brands	Johnson & Johnson Vision	ODVA eyetalk	Sight For All
Asia Contacts 1 Pty Ltd	Designs For Vision	Juvision	Ophthalmologic/ Oleyes	Stihc
Aspen Australia	Device Technologies AU	KAMI	Ophthalmopro	Sun Pharma ANZ
Augie Eyewear	Domani Eyewear	L'Optico Italiano Pty Ltd	Optica	Sunglass Collective
ACO	EsilorLuxottica	LittleEyes	Optical Dispensers Australia	Surix
Aviva Mann Optical	Eye CU	Lumenix	OptiCare Pty Ltd	The Elusive Miss Lou
Bamboo Eyes	Eyebenefit	Lumibird Medical	Optivision	The University of Melbourne
Bausch + Lomb	Eyecare Plus Optometrists	Magnifiers Australia	OptiMed	Tiger Vision
BOC Instruments	Eyecare Recruitment	Marchon Eyewear Australia Pty Ltd	Optique Line	Total Optical Australia
Bolliè Safety	Eyecraft	Marcolin Pty Limited	Optometry Victoria South Australia	Topcon Healthcare
BOQ Specialist	Eyering International/EyeIntelligence	Martel Eyewear	Optos	Veneyes 3D Printed Customised Eyewear
C+C Eyewear	Eyes Right Optical	Matrix Eyewear	Piranha Eyewear Pty Ltd (Ugly Fish)	VMD Eyewear
CLCA & VTI	Frames Etcetera	Maul Jim Sunglasses	Piny	VS Eyewear Australia
CooperVision	Freemil Prism & Lens Company	McCann Optical Parts	ProOptics	World Council of Optometry
CR Labs Pty Ltd	Glance Optical Pty. Ltd.	MD Eyecare	Proper Goods	Zell Optics
Credabil	Good Optical Services	Medmont International	ProVision Eyecare	ZISS

# Exhibitors

## Exhibitors by Geographical Area:

VIC: 40%  
NSW: 35%  
QLD: 9%  
SA: 7%  
WA: 6%  
International: 3%



## Industry Types:



# Golden Ticket Winners

O-MEGA23 Golden Ticket Prize winners each receive a holiday for two people to Hamilton Island.



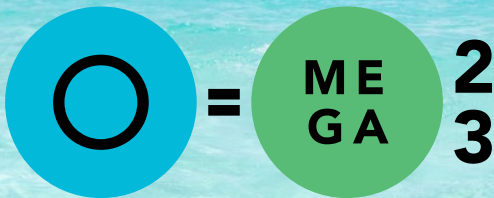
**Rachel  
Brockless**  
EyesWest



**Paul  
Skelton**  
VMD Eyewear



# GOLDEN TICKET



**WIN a trip to Hamilton Island**


**BOTH THE REP & CUSTOMER WIN THEIR OWN HOLIDAY**

**MCEC MELBOURNE**  
**8-10 SEPT 2023**



 [www.omega-event.org](http://www.omega-event.org)

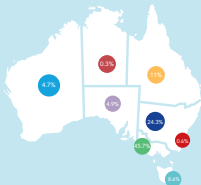
[@omega-event@arinex.com.au](mailto:@omega-event@arinex.com.au)

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# Attendees



## Australia



119 attendees

New Zealand

10+ attendees

Canada  
Singapore  
South Africa  
United States

5+ attendees

China  
India  
Malaysia  
Nigeria  
Philippines  
Taiwan  
United Kingdom

## International Attendance

8%

## Attendee Type\*

Optometrist	55%
Academia	13%
Other	8%
Executive	7%
Director	7%
Student/Student Volunteer	6%
Owner/Practice Manager	4%
Dispenser	1%

\*Excluding exhibitors

# Survey Comments

*"Hearing from a multitude of knowledgeable speakers from across the world, some seminars explored content that I am well familiar with, they were able to present unique perspectives and insights".*

*"The trade hall was the best I've ever seen it in 20 years... very impressive. Great vibe. The content was good. The masterclasses were excellent... I felt this time there was a good balance between having the lectures and being able to spend enough time in the Trade Hall. That was done well".*

*"All of it - trade show was excellent and conference talks brilliant".*



# Knowledge Centre

These short, sharp free seminars on the show floor covered quick grab hints to help improve businesses and to pick up some useful tips.

## Friday 8 September

Timing	Hosted By	Presentation Title	Presenter
10.00am	Magnifiers Australia	When spectacles are no longer enough. - The basics of magnification and lighting	Leanne Shell
10.45am	OptiCare Pty Ltd	Applying Wavefront Refraction in your Consulting Room	George Nasser
11.30am	CooperVision	Success is simple with MyDay® multifocal for all stages of presbyopia.	Julia Kivok
12.00pm	Sun Pharma ANZ	Stepping up – whats next for diy eyes	Leigh Flouman
12.30pm	Topcon Healthcare Australia & New Zealand	Homegrown AI & Agnostic Data - commercial and clinical business opportunities for optometry in the age of big data	Ehsan Vaghefi and Lachlan Wheeler
1.00pm	Zelus	International Myopia Institute – Translating research into practice	Dr Nina Tahhan & Dr Kate Gifford
1.30pm	Rodenstock Australia	Corridor Length	Nicola Peaper
3.00pm	ACOD	Traineeships and Other Financial Subsidies Available Today for The Certificate IV in Optical Dispensing	James Gibbins
3.30pm	Glance Optical Pty. Ltd.	Getting up and running with Melbourne Rapid Fields	Selwyn Phra



# Knowledge Centre

Saturday 9 September

Timing	Hosted By	Presentation Title	Presenter
10.30am	EssilorLuxottica	Digital refraction: Elevating the patient experience	An Truong
11.00am	CooperVision	Myopia Matters: Empowering practice staff in myopia management	CooperVision Staff
11.30am	Ellex - Lumibird Medical	Success is simple with MyDay® multifocal for all stages of presbyopia.	Dr. Jennifer Rayner
12.30pm	EssilorLuxottica	The needs and desires of consumers and design innovation.	Antoinette Zinoviev
1.00pm	CooperVision	Myopia Management Q&A with Mark Bullimore	Professor Mark Bullimore
1.30pm	Eyecare Plus Optometrists	Getting in business ownership young – Mistakes and lessons learned	Emma Slinger
2.00pm	Good Optical Services	In Practice treatment options for Dry Eye and/or Blepharitis	Martin Robinson
2.30pm	Cylite	Research using the HP-OCT and a clinical initiative for communication on myopia	Prof. James Wolffsohn
3.00pm	ACOD	Traineeships and Other Financial Subsidies Available Today for The Certificate IV in Optical Dispensing	James Gibbins

Sunday 10 September

Timing	Hosted By	Presentation Title	Presenter
11.00am	Smart Optometry	Using Games for Vision Development and Training	Zan Menart
12.30pm	Olleys	How the VisuALL Virtual Reality Platform can allow doctors to test more patients, including those with disabilities and in remote areas	Armond Dartino
1.00pm	CooperVision	The longest continuous Soft Contact Lens study for Myopia Management	Joe Tanner
1.30pm	Contact Lens Centre Australia	The unique catenary curve design of NaturalVue and defocus curve data in mature presbyopes.	Dr Emma Gillies
2.00pm	OPTOS	Importance of imaging the periphery	Renee Slunjski

# Masterclasses

As part of the comprehensive education program on offer, the Masterclass sessions covered a mix of practical dispensing and practice management tips.

Friday 8 September 2023

Practice Management Stream	Dispensing Stream
11.30 - 12.30   Personalities in Practice Emma Gillies, Purple Key Consulting	11.30 - 12.30   Practical Lens Dispensing - 5 Skills You Can't Do Without Steve Daras, TAFE NSW
13.00 - 14.00   AI and the Future of Lenses Grant Hannaford AAOO, Hannaford Eyewear, UNSW	13.00 - 14.00   Final Checking - the Last Word on Spectacle Quality Control James Gibbins, ACOD
14.30 - 15.30   7 Tips for Practice Management Belinda Musitano, Eyes@Optometry	14.30 - 15.30   Accurate measurements for dispensing (includes biomechanics) Steve Daras, TAFE NSW
16.00 - 17.00   Succession Planning Mark Corduff, ProVision	16.00 - 17.00   Myopia Management for the Optical Dispenser Grant Hannaford AAOO, Hannaford Eyewear, UNSW

# Masterclasses

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## Saturday 9 September 2023

Practice Management Stream	Dispensing Stream
11.30 - 12.30   Building a Myopia specialty practice within a practice / Myopia Management for Children Matt Oerding, Treehouse Eyes USA and Emma Gillies, Purple Consulting	11.30 - 12.30   A Dispensers Guide to Understanding Lens and Lifestyle Needs for Patients with Presbyopia April Petrusma, ODA
13.00 - 14.00   AI and the Future of Lenses Grant Hannaford AAOO, Hannaford Eyewear, UNSW	13.00 - 14.00   5 Common Myths or Misconceptions to Avoid when Dispensing Steve Daras, TAFE NSW
14.30 - 15.30   7 Tips for Practice Management Belinda Musitano, Eyes@Optometry	14.30 - 15.30   Myopia Control - Repeated Low Level Red Light Therapy Jim Papas, Eyerising International and Nellie Deen, Australian College of Optometry
16.00 - 17.00   Succession Planning Mark Corduff, ProVision	16.00 - 17.00   Clinical Lens Applications for Paediatrics Grant Hannaford, Hannaford Eyewear, UNSW
17.00 - 18.00   Inventory Management to Maximise Profits Kate Hall, ProVision	17.00 - 18.00   Top 10 Tips for Quality Dispensing Steve Daras, TAFE NSW

# Masterclasses

As part of the comprehensive education program on offer, the Masterclass sessions covered a mix of practical dispensing and practice management tips.

Sunday 10 September 2023

Practice Management Stream	Dispensing Stream
9.00 - 10.00   Skills for Trust Based Selling Emma Gillies, Purple Key Consulting	9.00 - 10.00   Myopia management for the optical dispenser Grant Hannaford AAOO, Hannaford Eyewear, UNSW
11.30 - 12.30   AI and the Future of Lenses Grant Hannaford AAOO, Hannaford Eyewear, UNSW	11.30 - 12.30   A dispensers guide to understanding lens and lifestyle needs for patients with Presbyopia April Petrusma, ODA
13.30 - 14.30   Inventory Management to Maximise Profits Kate Hall, ProVision	13.30 - 14.30   Accurate measurements for dispensing (includes biomechanics) Steve Daras, TAFE NSW

# Clinical Conference spread across 3 days



83 SPEAKERS



110  
POSTERS



21 PLENARY  
SESSIONS



CONCURRENT STREAMS

[View Detailed  
Program](#)



# O=MEGA23

Over 4,000 attendees

O=MEGA23 ran in partnership with the 4th World Congress on Optometry and was hosted by The Optical Distributors and Manufacturers Association of Australia (ODMA), Optometry Victoria South Australia (OVSA), and The World Council of Optometry (WCO). It brought together the biggest eye care and eyewear fair in Australia, with the most credentialed and largest optometry Clinical Conference in the Southern Hemisphere. It included both international and domestic speakers in a cutting-edge Clinical program, running across multiple streams, over three days. The conference has been the strongest presented in Australia for many years, with the biggest line-up of world-class speakers participating, including keynotes James S Wollfohn and Susan Cotter. Delegates were able to expand their clinical knowledge, hear the latest evidence within the industry, and exchange ideas with optometrists from all around the world.

# Features

## The Koorie Market @ NAARM

Koorie (also Koori/Gurri) – a generic term used by contemporary First Peoples of Victoria and Southern New South Wales to identify and differentiate themselves from First Peoples groups from other parts of Australia.

Naarm – the traditional Aboriginal name for Melbourne.

The Koorie Market was sponsored by Vision 2020 and the City of Melbourne.

It ran concurrently with Meet & Greet Down Under, taking place within the MCEC. In partnership with Kinaway Chamber of Commerce, the Koorie Market hosted several stallholders representing a variety of Indigenous businesses, as well as live music performed by Yorta Yorta artist Madi Colville-Walker and a Welcome to Country. This was a wonderful opportunity for the optometric community to connect with Aboriginal communities, to appreciate their work, learn about their businesses, buy their wares, listen to their music, and celebrate and uplift their culture.

Market Stall Holders included: Ambrettam, Black Crow, BNYM Indigenous Designs, Deadly Wears, Fiona Clarke Designs, Gardening on Country, Loaf and Devotion, Ngarga Warendi, Amber Days.

## Meet and Greet Down Under

Hosted by ZEISS, the Meet and Greet Down Under took place on Saturday 9 September 2023. It was a night filled with entertainment, featuring a live DJ, mesmerising LED hoop performers, and an incredible acrobat duo. A light meal was served with drinks, while delegates immersed themselves in a range of exciting activities such as an interactive 360 Photo Booth, a live caricaturist, and a ZEISS Claw Machine.

## Awards of Excellence

**ODMA's Awards for Excellence**  
The ODMA's Awards for Excellence were presented at the Welcome Reception on Friday 8 September 2023.

**WCOs Awards and Recognition Dinner**  
Friday 8 September 2023

**OVSA's Optometry Awards**  
Saturday 9 September 2023





# Thank you!

These events could not be staged without the support of exhibitors, sponsors and the attendees. We appreciate their participation and hope the optical industry stakeholders who participated in this event enjoy much business growth as a result of connections made and forged at O=MEGA23.

