



## CHAIRMAN'S ADDRESS FOR 2016

I am pleased to present the 2016 Chairman's Report, to members after less than a year at the helm AND what a busy year it has been.

### 1. MEMBERSHIP

In 2016 ODMA's membership numbers had some ups and downs and there are now 63 members after several consolidations. Welcome to new members Wudz, France Medical, and McCann Optical.

### 2. BOARD

ODMA's 9 person board serves for a two year term and elections are held every second year. At last year's AGM Samantha Croke was elected to the ODMA board but left Younger Optics before she could take up the directorship. In accordance with the Constitution Sean Rosenberg from Frames Etc was invited to fill the casual vacancy which arose and was since appointed. Nicole Perry resigned from the board in August 2016 due to other commitments. On behalf of ODMA I would like to extend our thanks to Nicole for her service to the Association. Members who have questions about ODMA's activities are encouraged to let the board know at any time between meetings by contacting the CEO or Chairman.

### 3. O-SHOW

The Australian optical industry came out in support of ODMA's pop-up O-SHOW, held from 21-22 May in Melbourne. Showcasing Australian leaders in equipment, sunglasses, frames, and lenses, O-SHOW delivered the latest optical industry technology showcase. This was ODMA's first event with its new organiser IEC.

Highlights of O-SHOW were the Business Snapshot Seminars featuring high calibre speakers like Mark Davis with sessions focused on 'customer service, digital marketing and patient retention.

Adding to the atmosphere, live demonstrations were hosted by exhibitors across the two days, with visitors enjoying the opportunity to interact and participate whilst being educated on the latest technologies in the optical industry. What's hot in window displays was also a popular feature,

The show brought over 700 people over the 2 days. Most of the visitors were from the home state Victoria (76.4%) followed by New South Wales (11.2%). We also had small attendance from visitors from New Zealand and Asia. The Majority of attendees were in a Management role (57.61%) or Optometrist (14.3%).

### 4. ODMA2017

The report on ODMA2015 was given at the last AGM so I will not cover it again here. After a comprehensive tender process IEC were appointed as organiser for ODMA2017 from 7<sup>th</sup> to 9<sup>h</sup> July 2017 at the spectacular new ICC in Darling Harbour Sydney. The event is already 60% sold with 9 months to go and the new Design Junction feature should help fill up the rest. The new ODMA17 website is also now live.

Once again the fair will also be accompanied by a CPD program with world class speakers on the Friday – just one day with a two hour break in the middle - worth 21 CPD.

ODMA continues to deal with the challenges presented by SILMO Sydney's entry into the market and the board are working hard to protect the interests of our members.

It has been very exciting working with IEC and we are extremely happy with their progress to date.

### 5. FRAME FASHION WEEK

I am pleased to announce that ODMA17's Design Junction has been chosen by FRAME FASHION WEEK as the showcase event of its inaugural week. Created to highlight the enduring relationship

between fashion and the eyewear market, FRAME FASHION WEEK has launched and is set to revitalise the optical trade show landscape.

FRAME FASHION WEEK will take place over ten days, from July 1st - 10th, 2017, across multiple Sydney locations. A standalone, independent event, FRAME FASHION WEEK will comprise up to 10 different experiences under its 'umbrella'.

The eyewear industry is projected to exceed USD165 billion by 2022 and we can only see this relationship with fashion growing. FRAME FASHION WEEK is a valuable addition to the industry, ensuring this period in July is a must-attend for the optical industry."

Being the inaugural Australian event, FRAME FASHION WEEK will predominantly have an industry focus in 2017.

## **6. EYE TALK**

ODMA assumed full control of Eye talk and its associated digital and print publications two years ago on 1 August 2014. Our Publications Account Manager appointed to oversee the Eye Talk activities left us to have a baby in June and we have since restructured its management under the control of ODMA's CEO. We have a new Sales & Account Manager Maria Gately appointed in July. Our quarterly editorial and monthly e-talk have been an opportunities to communicate with customers and members and new Supplements will strengthen our portfolio

Circulation of Eye talk is :

- 4200 magazine subscribers
- 600 digital subscribers
- 3000 e-talk digital subscribers

## **7. MEMBER SERVICES**

One of the most important ongoing services that ODMA offers its members is its Optical Industry Research. The Quarterly Optical Industry Survey is in its 23rd year and provides ODMA members with market information, which is not otherwise available in the Optical Industry.

Another update of the Australian Eyewear Analysis first completed in 2002 was completed in 2015. It concentrated on the changes in the optical marketplace in the past five years and the behaviour change in retail practices as a result.

Our Start Your Own Practice and Succession Planning programs continue throughout the year with various events presented with Dewings Accountants and ODMA directors. Since 2008 we have been presenting to the 4<sup>th</sup> and 2<sup>nd</sup> years at UNSW on the benefits and rewards of independent practice and providing early practice start up financial modelling information to students. These events are supported with our publication titled "Starting Your Own Practice".

ODMA also maintains its freight agreement with Toll which results in competitive freight costs being offered to every member.

ODMA continues to invest in generic advertising on a variety of topics including Vocational Lenses, Quality branded frames, Prescription Sunglasses, and quality lenses which play on the eye2eye media screens in 500 independent outlets across the country. More ads can be made if members have topics they would like covered. Members can contact the secretariat if they would like mpegs of the ads for their websites.

ODMA has also been representing its equipment company members in negotiations with conference providers on the issues attached to participating in the large number of CPD conferences being presented Australia-wide.

## **8. VISION 2020/OGS/MDF**

Since 2004 ODMA has continued its commitment as a partner with Vision 2020 Australia whose mission is to eliminate avoidable blindness by the year 2020. Vision 2020 has managed to put eye health on the Government's agenda and their advocacy assists in our aim to grow the entire optical industry.



As the preferred charity of independent optometry ODMA has supported OGS with a \$5000 commitment per annum since 2011 and various in kind support including a booth at ODMA Fairs.

ODMA supports the Macular Degeneration Foundation with in-kind support and a free booth at ODMAFAIR.

## **9. DISPENSING**

During the year ODMA continued co-operation with optical dispensing. For the eighth successive year ODMA is offering scholarships in Optical Dispensing. ODMA will also provide scholarships to staff of ODMA members who undertake the Certificate IV in optical dispensing. ADOA will also be provided a free booth at ODMA2017. ODMA has formed a close relationship with both TAFE Randwick and Nepean campus personnel and has been assisting them with sourcing products and equipment at special rates.

## **10. UNIVERSITIES**

ODMA has been involved with the business and marketing plans for the UNSW clinic for 7 years now. ODMA's dispensing mentoring program is now in its seventh year where trained optical dispensers working for ODMA members assist every day at the clinic advising the students about products and general dispensing. I would like to thank all those ODMA members who have donated their staff and resources to this important service which already appears to be bringing about attitudinal change in the graduates. ODMA member companies who are supplying frames on consignment to the university clinic should also be acknowledged.

In 2015 and 2016, for the seventh and eighth consecutive years, ODMA gave business presentations to the fourth year optometry students. The workshops dealt with all the practice opportunities and career paths the students could take but encouraged them particularly to pursue independent optometry. In October ODMA will deliver a second session on Starting A Practice to students. The ODMA board is very proud that it has been instrumental in effecting some of the changes at UNSW which will hopefully deliver better independent retailers for the future.

## **11. FINANCIAL**

I commend to your attention ODMA's Financial Statements for the year ending 30 June 2016 which have been circulated.

## **12. CONCLUSION**

In closing, I would like to personally thank the members of the ODMA executive who so willingly give their time and expertise for the progress of this Association. The 9 member Executive not only serve unpaid, but the cost to them in business time and incidental expenses should be recognised. Also I would like to thank Finola Carey for her constant advice and support.

Thank You all.  
Robert Sparkes Chairman  
5 October 2016