

**Glaucoma  
Australia**

*Saving sight*

# **STRATEGIC PLAN 2022**

**GLAUCOMA PREVENTION AND SAVING  
SIGHT ARE OUR CHALLENGES  
OF THE 21<sup>ST</sup> CENTURY.**

## Introduction

While glaucoma, the eye disorder was identified in the 17th century, its ability to develop into blindness has only been recognised since the 19th century. Two centuries later there is still not a cure for glaucoma which is a leading cause of blindness impacting the lives of more than 300,000 people in Australia.

## Purpose

Our Purpose is to improve the lives of people with glaucoma and those at risk, by increasing early detection and positive treatment outcomes through education, advocacy, and research. We empower individuals to take an active interest in and understand their own eye health; we promote research, innovation and work with eye and health care professionals.

## About Us

Glaucoma Australia was established to support the needs of glaucoma patients across Australia in 1986; registered as a charity and incorporated in 1988 and in March 1999, the organisation became Glaucoma Australia Incorporated. Glaucoma Australia is the single, unified voice for all things related to glaucoma because of our expertise, credibility, and connections.

## Vision

Our Vision is to free Australians from glaucoma blindness.



Glaucoma Australia is a charity that supports people with glaucoma and those at risk of blindness. We provide information, support and advocacy to help people understand their condition and manage their eye health.



## Fundamental Aims

The Strategic Plan will guide Glaucoma Australia in supporting three fundamental aims for glaucoma patients, professionals and the broader community, which remain particularly relevant to our changing world:

- **Advocacy** - increasing community awareness of glaucoma and its prevalence within the community.
- **Education** - developing information resources and innovative tools to support glaucoma treatment and prevention.
- **Research** - cultivating financial resources to fund glaucoma research and treatment innovation.

## Core Values

Glaucoma Australia is built on five key Core Values and Capabilities:

- **Leadership** - We support and advocate for people with glaucoma.
- **Empowerment** - We give people with glaucoma confidence in their eye care.
- **Respect** - We encourage and respect our staff, volunteers and all affiliates and find innovative and collaborative ways to benefit their overall wellbeing.
- **Expertise** - We drive and champion evidence-based research, education, and professional collaboration.
- **Integrity** - We provide a consistent, informed, empathic approach with the broader community, patients, and professionals.

## Key Campaigns

- Treat your eyes
- Don't be blindsided
- Begins with you
- Every hero needs a sidekick

## Friends and Supporters (Stakeholders)

Friends and Supporters are

- People with glaucoma
- Family, carers and the broad community
- Donors and sponsors
- Health care professionals
- Members
- People at risk of glaucoma
- Researchers
- Government
- Eye care industry

## 1. Strategic Priority - Detect

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### Objective:

To achieve our Vision of freeing Australians from glaucoma blindness by increasing early detection rates.

### Key Initiative:

- Detect all undiagnosed people with glaucoma.

### Success will be measured by:

- Ongoing reduction in the age of patients at diagnosis.
- Reducing the 50% undiagnosed people with glaucoma.
- Increasing the number of relatives of a diagnosed patient who have been told.

**More than 300,000 people are living with glaucoma in Australia but 50% of them are undiagnosed.**





## 2. Strategic Priority - Support

### Objective:

To achieve our Purpose of improving the lives of people with glaucoma and those at risk through optimised education and support.

### Key Initiatives:

- Significantly increase referrals from Ophthalmologists, Optometrists, Pharmacists and other health care professionals in all States and Territories using digital channels.
- Increase representation from all States and Territories in our Committees and Memberships.
- Empower people impacted by glaucoma to improve their quality of life by providing information and support.
- Be bold in building recognition of Glaucoma Australia as the trusted national patient support provider.

### Success will be measured by:

- Growing the number of registered patients nationally by more than 3,000 per year.
- More than 90% satisfaction ratings from glaucoma patients, friends and supporters for the patient support programs.



### 3. Strategic Priority - Succeed

#### Objective:

To achieve our Vision and Purpose that nobody goes blind from glaucoma.

#### Key Initiatives:

- Identify and build patient support pathways from diagnosis through to ongoing treatment through increasing digital support.
- Provide value to all patients, friends and supporters and other stakeholders. Empower people impacted by glaucoma to improve their quality of life by providing information and support.
- Support and promote research into innovative and new eye health care methods and technology.
- Reach potential 'at risk' patients by driving awareness with family, friends and public at large.

#### Success will be measured by:

- Improved rates of patient adherence to appointments and treatment amongst Glaucoma Australia referred patients.
- Reduction in the percentage of people declared legally blind due to glaucoma.



## 4. Strategic Priority - Sustain

### Objective:

To achieve our Purpose and Values to enhance and maintain long term initiatives by keeping our attention and resources focused.

### Key Initiatives:

- Educate health care professionals about Glaucoma Australia's campaigns to support glaucoma patients and funding of glaucoma research initiatives.
- Implement viable funding strategies to maintain research and increase the level of education and support for glaucoma patients, their families and the broader community.
- Minimise our impact on the environment through business, environmental and social outcomes.
- Maintain a diverse and inclusive workplace.
- Provide value to all patients, friends, supporters and other stakeholders, especially those most vulnerable.

### Success will be measured by:

- Improvement in the number of glaucoma patients registered with Glaucoma Australia nationally.
- Enhanced financial stability through an increased donor base and sustained income support.
- Glaucoma Australia is a preferred workplace offering a safe, diverse, equal and environmentally aware environment.





## 5. Strategic Priority - Advocate

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### Objective:

To achieve our Purpose by providing a voice for all people affected by glaucoma which will lead to positive change and prevention of glaucoma blindness in babies through to adults.

### Key Initiatives:

- Communicate Glaucoma Australia's advocacy agenda with a consistent and cohesive message to Industry, Government, Sponsors and Stakeholders.
- Establish glaucoma on the national agenda to ensure support for changes that drive glaucoma detection, better lives for people with glaucoma and prevent glaucomatous sight loss.
- Proactively and publicly deliver evidenced based information to demonstrate the value of investment in glaucoma – financially, politically and emotionally.

### Success will be measured by:

- Memorandum of Understandings (MOUs) established with key stakeholders as an effective data-driven advocate.
- Increased engagement with key stakeholders to deliver on our Strategic Priorities.
- Increased response to digital engagement and reach of awareness campaigns.





## Governance

### Board:

President Maree O'Brien	James Christensen
Honorary Secretary Lynette Klein	Kirsten McKerrell
Vice President Dr Benjamin Ashby	William Peter Day
Honorary Treasurer Don Koch	Satish Chandar
	Dr Katherine Masselos

### CEO:

Annie Gibbins

### Patron:

His Excellency General the Honourable David Hurley AC DSC (Ret)

### Ambassadors:

Kirk Pengilly of INXS	Senator John Faulkner (Retd)
Andrew Voss	Robyn Weinberg

### Honorary Life Governors:

Clinical Professor Ivan Goldberg AM	Ronald J Spithill OAM
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## Glaucoma Australia Committees

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The Board and following Committees will work with the management, staff and stakeholders to implement the Strategic Plan.

### Executive Committees:

- Audit & Risk
- Sustainability
- Media & Digital Technology

### Expert Clinical Advisory Panel:

- Representing Ophthalmology, Optometry, Pharmacy and Research.

## Contact Information

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 Suite 3.02 Level 3, 44 Hampden Road, Artarmon NSW 2064

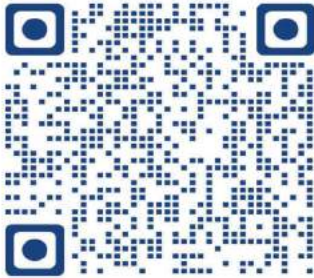
 Free Support Line: 1800 500 880

 [glaucoma@glaucoma.org.au](mailto:glaucoma@glaucoma.org.au)

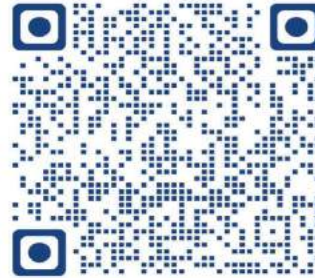
 [glaucoma.org.au](http://glaucoma.org.au)

## Social Media

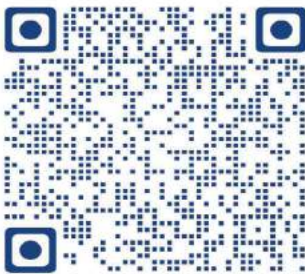
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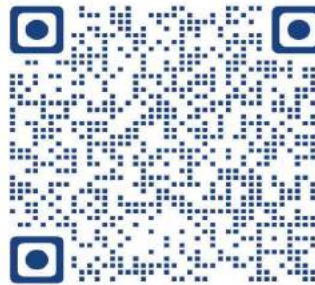
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