# **STRATEGY**

## Vision

# An Australia free from glaucoma blindness.

### **Mission**

To prevent glaucoma blindness by increasing early detection and improving patient treatment outcomes.

## **Our 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 understand and take an active interest in their own eye health; we promote research, innovation and work collaboratively with health care professionals.

## **Our Values**

Leadership We **support & advocate** for people with alaucoma.

**Empowerment** We give people with glaucoma confidence in their eye care.

#### **Respect**

We encourage and respect our staff, volunteers and all partners and find innovative and collaborative ways to benefit their overall wellbeing.

#### **Expertise**

We drive and champion evidencebased research, education, and professional collaboration.

#### Integrity

We provide a **consistent**, informed, empathic approach with the broader community, patients, and professionals.



#### **Awareness and Detection**

Raising the awareness of glaucoma in the community & enacting programs that enable early detection.

#### **Education and Support**

Be the authoritative source of glaucoma education in Australia & support patients throughout their glaucoma treatment journey.

#### **Extension of Care**

Support healthcare professionals by extending their care beyond patient consultations by emphasising key treatment messages, encouraging adherence to medications and follow up appointments and helping to reduce patient anxiety and uncertainty.

#### Research

Support Australian based researchers as they seek to improve glaucoma detection, improve treatment outcomes and search for the treatments of tomorrow.

#### Advocacv

Provide a powerful voice to Government on issues that affect glaucoma patients.



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

### Governance

#### **Glaucoma Australia Board**

**President** Maree O'Brien

**Vice President** Dr Benjamin Ashby Lynette Klein William Peter Day Dr Katherine Masselos Khanh Nguyen Satish Chandar **Tim Conroy** 

#### **Board Subcommittees**

- Clinical Advisory Panel
- Media & Digital Technology
- Finance & Audit
- Sustainability & Risk







## **Enablers**

- A balanced portfolio of revenue generating activities.
- Strong financial oversight and appropriate risk mitigations.
- Empowered and engaged staff.
- Right sized IT and operational processes.
- A community of passionate volunteers.







