

Vision 2020 Australia

Strategic Framework 2009 – 2011

Introduction

Established in October 2000, Vision 2020 Australia is part of VISION 2020: The Right to Sight, a global initiative of the World Health Organisation and the International Agency for the Prevention of Blindness.

Vision 2020 Australia is the peak body for the eye health and vision care sector bringing together organisations involved in: local and global eye care service delivery; health promotion; education and development; low vision support; vision rehabilitation; eye research; professional assistance; and community support.

Our vision is to eliminate avoidable blindness and vision loss by the year 2020 and ensure that blindness and vision impairment are no longer barriers to full participation in the community.

Our mission is to be the national advocate for member organisations that:

- seek to eliminate avoidable blindness and maximise community participation for all those with vision needs; and
- help those with permanent vision loss.

Vision 2020 Australia initiates and facilitates opportunities for member collaboration, undertakes awareness raising activities and leads advocacy efforts on behalf of over 50 member organisations.

Strategic approach

Vision 2020 Australia takes the following strategic approach when undertaking day to day business and in successfully implementing the strategic framework:

- identify and initiate opportunities for collaboration among members
- advocate and persuade government and the wider community for recognition and support
- increase public awareness and education on the prevention of avoidable blindness and improving quality of life for those with vision loss
- collaborate with Vision 2020: The Right to Sight's worldwide initiative to eliminate avoidable blindness by the year 2020
- facilitate active and productive networks, committees and working groups
- ensure organisational capabilities to deliver on strategic priorities.

Goals and objectives

Vision 2020 Australia will continue its focus on prevention and early intervention, increasing the evidence base through research, and working to achieve our global goals. In addition, Vision 2020 Australia will strengthen its strategic focus on low vision and rehabilitation. The needs of specific population groups who are at particular disadvantage, Aboriginal and Torres Strait Islanders, children and the ageing population, will also be addressed.

The five strategic goals and objectives for the next three years are:

Goal 1: To ensure eye health and vision care is recognised as a health priority nationally and governments' commitments are fulfilled

Objectives

- *National Framework for Action to Promote Eye Health and Prevent Avoidable Blindness and Vision Loss* (National Framework) is reflected in current policy
- Adequate resourcing for the National Framework key action areas is in place
- National Framework evolves in the most effective way to reflect sector needs

Goal 2: To reduce avoidable vision loss and improve quality of life through increased awareness, prevention, early intervention and rehabilitation

Objectives

- The Vision Initiative model is adopted in other states
- Greater awareness, increased knowledge and behavioural change is achieved through significant initiatives
- Effective national platform for advocacy and collaboration on awareness, prevention and early intervention is established

Goal 3: To ensure low vision and rehabilitation is recognised as a government priority nationally and is adequately funded

Objectives

- National Low Vision and Rehabilitation Framework is developed
- Effective national platform for advocacy and collaboration on low vision and rehabilitation is achieved

Goal 4: To increase Australia's contribution to achieving global VISION 2020 goals

Objectives

- Australia's contribution of knowledge, expertise, resources and services improves global programs and initiatives

Goal 5: To increase the evidence base by research into the causes, impact, consequences and effective treatment and management of vision loss

Objectives

- Key action areas for research are defined, recognised and funded by the Australian Government

Vision 2020 Australia

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