

Catch Up

Seasons Greetings!



CEO ANNOUNCEMENT

A Message From Tony Jones

Following my recent appointment as ProVision's new CEO, I could not be more excited to be leading the organisation into the new year.



2022 has been a solid year in terms of performance, with new initiatives and additional services contributing to practice growth. Member numbers are up against same time last year, financials are strong, and new support team staff have brought innovative ideas and fresh ways of thinking into the team.

We have a well-considered strategy in place, a concise execution plan, and a desire to get things done, so the ProVision team looks forward to delivering on that for you all in 2023.

Let me personally wish you all a happy festive season and a prosperous New Year, full of quality time with family and friends, and we can't wait to support you with future growth opportunities in the new year. Best wishes to you all.

Learning and Development

NEW!

2023 Learning and Development Guide Now Available

We're pleased to announce the 2023 Learning and Development guide is now available to download! Access your copy now to discover the development opportunities available to ProVision members and practice teams in the New Year.

In addition to the return of our most popular courses, we are excited to launch brand new workshops by Katrina McCarter, leading marketing strategist, and Julie Cross, the motivational speaker who wowed audiences at ProVision's 2022 conference.



Leading People is also back, following its successful debut in 2022. This management-level workshop is designed to help Practice Owners and Practice Managers develop soft skills for leading and inspiring successful teams.

Investing in your team's development does more than just improve performance – it strengthens relationships and helps your business attract and retain talent. Download the 2023 Learning and Development guide today!

[DOWNLOAD NOW](#)

Campaigns

2023

New Year + Back to School Campaigns

MEMBER MARKETING MATERIALS

DROPBBOX LAUNCH

Digital Assets and ProMarket Products Now Available

Kick off your New Year Campaign now by heading over to the Campaign Resource Hub! There you'll find a simple, step-by-step guide to help you execute a successful digital media campaign, as well as new ProMarket products and digital assets.

If you ordered point of sale materials during the first registration window (prior to November 29) it should have already been delivered, or will arrive in the coming week. Banners ordered in the second registration window (commencing December 2) will arrive in the new year.

START HERE

Resource Hub

The Campaign Resource Hub has various items for you to download including instructions as well as links to materials to promote your practice via Facebook, Google, newspaper, and radio.

We urge you to visit the Campaign Resource Hub to educate your team and start planning your January to March communications.

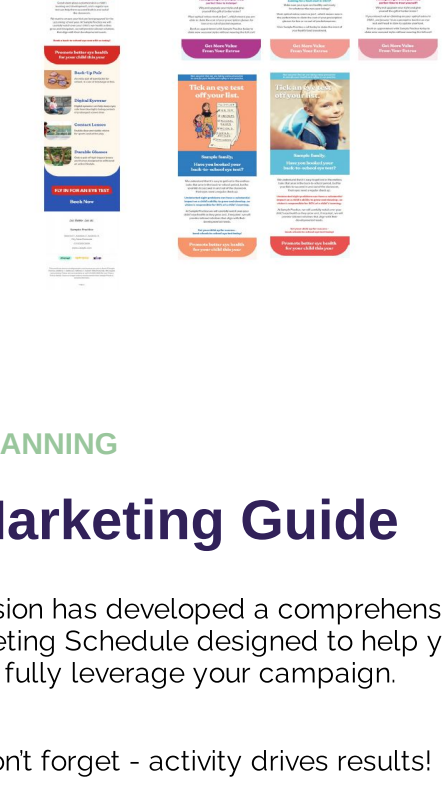
[Click here to access the Campaign Resource Hub >](#)

PRODUCT PREVIEW

Campaign Lookbook

Get a quick overview of the fantastic products available to order including emails, SMS messages, Google ads and more.

[View Campaign Lookbook >](#)



PLANNING

Marketing Guide

ProVision has developed a comprehensive Marketing Schedule designed to help you fully leverage your campaign.

Don't forget - activity drives results!

[View Marketing Guide >](#)



DIGITAL FILES

Campaign Dropbox

Download social media posts, videos, and anything else you need to run a successful online campaign.

Please note: It is important that you choose digital content that matches your in-store (banner) design, as well as the products you have ordered from ProMarket.

[Click here to access the Dropbox >](#)

PROMARKET

Order on ProMarket

ProMarket products are now live! Schedule campaign SMS messages and emails to attract bookings throughout the campaign period.

[Go to ProMarket >](#)

Office Closure

HAPPY HOLIDAYS!

ProVision Closure Dates

The ProVision office at Mulgrave will be closed from 22 December and will re-open again on Wednesday 4 January.

From the team at ProVision, we hope you all have a wonderful festive season and we look forward to supporting your continued growth in 2023!

We're always here to help optom.provision.com.au
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