



Look Forward.

Catch Up

ProVision Updates

DON'T MISS OUT!

Generational Marketing with Katrina McCarter

Commencing in May for two weeks, Katrina McCarter will assist you in attracting and engaging customers, no matter their age or stage in life. Deep-dive into the behaviours, motivations and communication preferences of each consumer generation, and learn how to reach the right people on the right channel using effective language.

This program is geared towards Optometrists, Practice Managers, experienced team members and staff with marketing responsibilities.



Generational Marketing is being held in each state commencing in WA on the 1st May. To avoid missing this opportunity, please register your attendance via ProLearn below.

[REGISTER NOW](#)

COMPREHENSIVE MEMBERS

Retail Sales Data Collection

Over the past few months, we have been working on a new method of collecting your retail sales data. Moving forward, we will no longer be using survey monkey as the preferred method of collection.

We are pleased to advise that the new process will be commencing from 30 April, just in time for the submission of your April 2023 data.

You will continue to receive an email monthly with a link to the template required to be completed for retail sales data collection (as well as instructions for the use of the new system).

Should you require any assistance, please don't hesitate to reach out to our Finance team either via phone on **03 8544 3900** (select option 2 for finance), LiveChat or email to accounts@provision.com.au

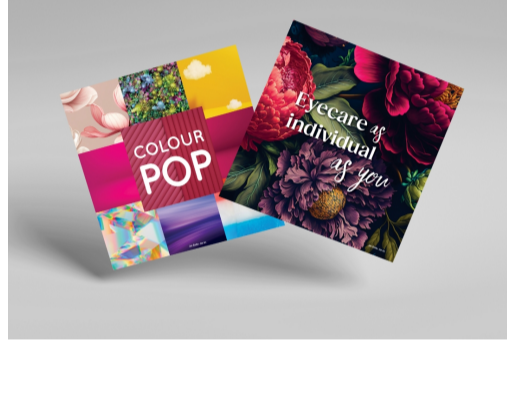
Marketing Materials

UPDATES TO YOUR ORDER

Lens Cloths

Did you place an order for lens cloths in the most recent campaign? If so, you may be receiving these in-practice in the coming days.

Campaign lens cloths are being shipped separately to the rest of the campaign materials, so don't fret if you receive your cloths yet are still waiting on the remainder of your order.



Supplier Space

WEBINAR EVENT

ProVision Panel Discussion with Dr. Kate Gifford

On Tuesday 2 May at 6pm AEST, join Dr. Kate Gifford and your ProVision colleagues, Susan Ang and Janine Hobson, for an open panel discussion on myopia control in your practice.

From the most recent research data to the practical requirements of managing myopia control in your practice Kate, Susan and Janine will have answers to the myopia questions you've always wanted to ask.

This exclusive event is open to all ProVision members and practice staff.

[Click here to RSVP by 26 April >](#)



NEW COLLECTION

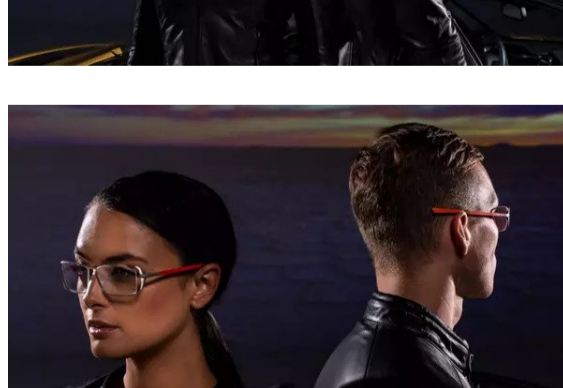
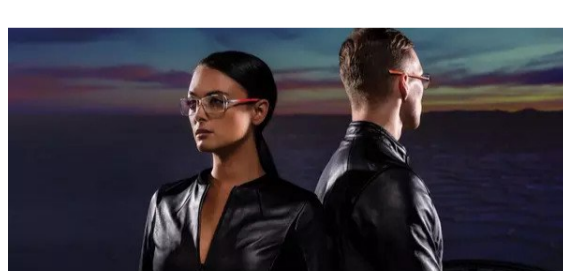
Introducing: Woodys Eyewear

We are pleased to announce the addition of an exciting new range to the Frames Etc catalogue - Woodys Eyewear.

Created in 2013 to break stereotypes, CEO Josep Dosta used his love of the sea and wakeskating to develop the brand. Eager to find sunglasses he could use to practice his favourite sport, Josep observed the key was in the sheets of the wakeboards.

Now available in 52 countries around the world, Woodys Eyewear continues to grow and mature. Since their creation they have used new materials, explored new ideas and perfected the manufacturing process.

[Learn more about the range here >](#)



NEW COLLECTION

ProOptics: McLaren Vision

McLaren has ventured into the eyewear industry with the release of a stunning unisex collection that places a focus on quality and engineering.

There are 6 series within the collection, each with a unique manufacturing process and design features. This includes a 3D printed titanium series, rimless, acetate and more. Each of the series also feature a sunglass range that includes activity specific lenses.

Every ProVision member who launches this collection before the end of June will go into the draw for a chance to win McLaren sunglasses valued at \$650.

[Click here to view the catalogue and learn more about the collection >](#)

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