



Opticians Association of Canada (OAC)

Strategic Planning

2025

Strategic Plan

About Your Association

The Opticians Association of Canada (OAC), incorporated in 1990, is the national professional association representing Licensed Opticians across the country. **As the voice for opticians, the OAC advances the profession through advocacy, education, and public awareness.**

We are committed to promoting the role of Licensed Opticians and supporting the growth of the profession by fostering high standards of knowledge, proficiency, and ethical practice. We work to ensure that Canadians receive quality vision care by advocating for strong educational foundations and the delivery of exceptional optical products and services.

The OAC also plays a critical role in monitoring and reviewing legislation that affects the eye care industry, recommending changes when necessary to uphold the integrity of the profession and serve the public interest. Through collaboration with our Provincial Chapters/Partners we help maintain consistent professional standards across Canada.

We are committed to engaging and educating the public through consumer outreach, digital content, and community initiatives that support eye health awareness and informed decision-making.



Strategic Plan

2025 – 2028

Strategic Plan

About Our Strategic Plan

This three-year strategic plan outlines key priorities to support opticians, enhance public trust, grow our sponsorship, and ensure long-term organizational sustainability. Developed through consultation with members and stakeholders, the plan focuses on strengthening the professional identity of opticians across Canada.

Strategic Plan

Organizational Overview

Mission

The Mission of the Opticians Association of Canada (OAC) is to promote, support and represent Licensed Opticians.

Vision

To optimize and unify the profession of Opticianry in Canada, cultivate excellence, recognition and growth.

Values

- Professionalism
- Integrity
- Collaboration
- Innovation
- Advocacy

Strategic Plan

Strategic Priorities (2025–2028)

Advocacy

Objective:

- Unifying Opticians
- Environmental influence

Key Initiatives:

- Development and Engagement in OAC Communities
- Collaboration
- National Vision Care Strategy

Goals:

- *Strong local chapter creation*
- *Engagement in new platforms.*

Membership Growth and Retention

Objective:

- Increase membership
- Maintain members

Key Initiatives:

- *Membership recognition*
- *Student engagement*
- *Development of quality education content*

Goals:

- *Increase in membership*
- *New membership programs*

Increase Sponsorship

Objective:

- Increase resources
- Strengthen relationships with industry stakeholders
- Increase value proposition of OAC
- Strategic alliances

Key Initiatives:

- Virtual and in-person events
- Collaborative industry programs

Goal:

- *Grow sponsorship*

OAC Strategic Plan
2025-2028



Opticians Association of Canada – [Opticians.ca](https://www.opticians.ca)



OAC 2025 Strategic Plan: Operational Roadmap

The Opticians Association of Canada (OAC) has developed a comprehensive comprehensive operational plan to support its 2025 strategic vision. This plan plan focuses on four key pillars: advocacy through unifying opticians across Canada, across Canada, membership growth and retention, increased sponsorship sponsorship opportunities, and participation in the National Vision Care Strategy. Strategy.

Each pillar contains specific initiatives and activities designed to strengthen the profession, enhance member value, and ensure opticians' voices are heard in national healthcare discussions. This presentation outlines the detailed roadmap for achieving these strategic objectives.



by **Robert Dalton**



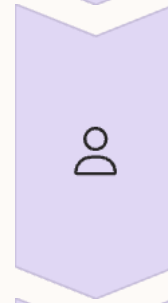
Advocacy: Unifying Opticians

Our first strategic pillar focuses on bringing opticians together across Canada through three key initiatives: chapter creation, community development, and engagement on new platforms.



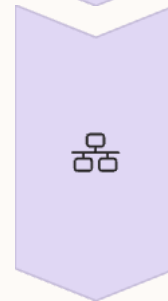
Chapter Creation

Identify regions lacking OAC presence, establish local chapters with clear charters, appoint leadership, and provide initial resources to strengthen our national network.



Community Development

Launch online forums for knowledge sharing, host virtual town halls with industry experts, facilitate mentorship programs, and create specialized interest groups.



New Platform Engagement

Increase presence on professional social media, collaborate with schools and regulatory bodies, and develop engaging content explaining OAC's value.

Building Strong Local Chapters

Establishing vibrant local chapters is essential to unifying opticians across Canada's diverse regions. These chapters will serve as the foundation for grassroots engagement and advocacy.

Identify Key Regions

Conduct a comprehensive analysis to identify provinces and regions with limited OAC presence but significant optician populations. Prioritize areas where local representation would have the greatest impact.

Develop Chapter Framework

Create standardized operational guidelines, governance structures, and clear charters that align with OAC's mission while allowing for regional flexibility.

Establish Leadership

Identify and recruit passionate local leaders through elections or appointments. Provide leadership training and ongoing support to ensure chapter success.



National Vision Care Strategy

Our fourth strategic pillar ensures optician values are reflected in national healthcare discussions through strategic partnerships and active participation in policy development.



Steering Panel Participation

Secure positions on national healthcare committees, prepare comprehensive briefs on opticians' value, and ensure representatives understand relevant regulatory frameworks.



Government Engagement

Develop a government relations strategy, schedule regular meetings with policymakers, prepare position papers, and participate in parliamentary consultations.



Inter-Professional Relationships

Establish regular meetings with associations representing optometrists and ophthalmologists, identify collaborative advocacy opportunities, and co-host joint educational events.



Advisory Committee Development

Form a committee of experienced opticians and industry leaders to provide strategic guidance and feedback on OAC initiatives.