



For Immediate Release

Australia wins bid for World Congress of Optometry in 2021

The World Council of Optometry (WCO) is pleased to announce that the 4th World Congress of Optometry (WCO4) will be held September 2-4, 2021 in Melbourne, Australia, and will run in partnership with the highly successful Australian clinical conference and trade show O=MEGA21.

The World Council of Optometry is a global optometry association with members in 83 countries. WCO facilitates the development of optometry around the world and supports optometrists to promote eye health and vision care as a human right, through advocacy, education, policy development and humanitarian outreach.

The winning competitive global tender was put together by Optometry Victoria South Australia (OV/SA) and the Optical Distributors and Manufacturers Association of Australia (ODMA).

OV/SA is part of the professional association for optometrists in Australia. It is committed to delivering quality, practical, cutting-edge education for optometrists. ODMA is the leading industry body, and operates the largest eyecare and eyewear show in Australia.

Mr. Paul Folkesson, the incoming President of the World Council of Optometry, will confirm the partnership at a ceremony during the 3rd World Congress of Optometry in Orlando, Florida, on 26 October.

'I'm delighted that the WCO is heading Down Under,' said Mr Folkesson. 'We had a very strong international field of contenders wanting to host the 4th World Congress of Optometry, and the Melbourne bid was exceptional. I have no doubt that the Australians have the experience, infrastructure and professionalism to deliver an outstanding event.'

OV/SA President Elise Pocknee-Clem said: 'It's an honour to have been chosen to host the 4th World Congress of Optometry. Early September is a great time to visit, get high-quality continuing education, and see how optometry is practiced in Australia and the Asia Pacific region. It will be a tremendous opportunity for our members to come together, share ideas, and make international connections. Melbourne is a wonderful place to bring family and friends. We encourage you to discover the hidden gems of the city, and to spend some time travelling in Australia – one of the most beautiful, safest, and friendliest countries on Earth.'

The Chairman of ODMA, Robert Sparkes, said: 'O=MEGA21 is the largest and most credentialed clinical conference and trade show in the Southern Hemisphere for optometry and the ophthalmic optics community. It has always been our plan to expand the reach of our new O=MEGA offering, and make it a truly regional event. We are excited about collaborating with the World Council of Optometry and hosting WCO4 during O=MEGA's second stellar conference.'

In July 2019, OV/SA and ODMA joined forces to welcome more than 3,500 visitors to its first ever combined event, O=MEGA19.

O=MEGA21 / 4th World Congress of Optometry is presented by ODMA, OV/SA and the WCO from 2 to 4 September 2021 at Melbourne Convention and Exhibition Centre.

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Artwork available on request in high resolution:

