



What if you could live
your passion and still
own your future?

your local
experts in eyecare

EyeQ
OPTOMETRISTS


The EyeQ Optometrists Franchise Associate Network is the ideal choice for clinically-focused optometrists and dispensers who want to continue to own their business and their future, without the back-office struggle.

An Australian owned, optometrist-led company, EyeQ has a proud focus on delivering holistic eyecare. We are proud to call ourselves Experts in Eyecare. With an EyeQ Franchise practice, our support allows you to concentrate on giving patients relationship-focused clinical eyecare solutions. Imagine: clinical independence backed up by guidance from industry leaders. Your administrative challenges taken care of, and you become a member of the EyeQ family.

Experience that understands your needs

Founded in 2007 and with staff ownership over 80%, EyeQ Optometrists is led by a team with extensive optometric experience which allows us to understand the needs of the independent practitioner and the challenges of practice management.

The EyeQ Franchise Associate model has been shaped over a number of years. We started with a clear mission: to create systems and strategies which allow practices to be profitable, professionally satisfying, and deliver a work/life balance often lost in the challenges of private practice.



"The EyeQ systems have been honed over a number of years and are a definite key to success for each new practice we open."

Tony Ireland,
Ulladulla, Merimbula and
Batemans Bay NSW



"The 'team' approach is encouraged through the network; the support we have received from other practices has been fantastic."

Bayd Rosenbaum,
Merimbula NSW

Letting you focus on what matters

An EyeQ Optometrists Franchise Associate practice is your practice - utilising our systems to enhance profitability and work/life balance. Support includes:

- ➔ **Taking care of the business back-end.** Support is customised to the individual needs of the Franchise Associate and includes payroll, accounts payable, financial reporting and full IT management
- ➔ **Growing your practice with personalised marketing support.** Franchise Associates benefit from national campaigns that drive patient acquisition, grow patient loyalty and word of mouth through our Eyes for Life™ vision care program, and have access to a full suite of local area marketing tools plus an ever evolving website which includes a contact lens retail site
- ➔ **Leading the way in supply chain process and pricing.** Merchandise plan and product purchasing/pricing advantages.
- ➔ **Support for specialisations.** Maintaining clinical independence, and professional satisfaction, is only truly possible when specialisations are supported
- ➔ **Full HR services,** from recruitment to contract negotiation and HR support
- ➔ **One-on-one training,** on-call assistance, training program and Annual National Conference
- ➔ **Stunning practice design** and fitout as well as clinical equipment procurement facilitation
- ➔ **Funding assistance** and advice

Our People

The extensive experience of the EyeQ executive team includes significant 'hands-on' success growing practices from greenfield to multi-optometrist sites.



Ray Fortescue, Executive Chairman, established a "greenfield" optometry practice in the southern suburbs of Sydney in 1979. By 1990 this had grown to be a large multi-optometrist site. Ray was closely involved in developing a national licensed buying group of independent optometry practices which grew to 150+ sites over the period of his directorship. Ray is one of the founders of EyeQ Optometrists.



Peter Rose, Director, established an optometry practice in Nowra NSW in 1982 followed by a practice in Ulladulla in 2002 and Kiama in 2004, and more recently Vincentia in 2016. Peter has almost 40 years of experience in practice that has also involved establishment of key Optometry groups to leverage government contracts. Peter is a founder of EyeQ Optometrists.



Lily Wegrzynowski, also a registered optometrist and Chief Business Development Officer who has many years of experience in management roles with an international optometry group along with being a past Optometrists Registration Board member and past President of Optometry Western Australia.

"The proactive approach of the EyeQ Management and National Office teams is fantastic, and a real point of difference from other groups I have been involved with."

David Hendry,
Berowra Heights NSW



Showcasing Success

The EyeQ Optometrists Franchise Associate model is structured for optometrists and dispensers at all stages in their career: from greenfield to conversion to those looking for assistance with succession planning.



"I have been working in the Port Macquarie region for almost 28 years as both an employee and in partnership. For much of this time I was associated as a foundation member of a well-known national independent optometry group, so I have had good experience regarding what kind of support is available to optometrists in group practices.

I've witnessed first-hand the big changes that have occurred in optometry with large corporates entering the market as well as the changes with Medicare so I can understand why many optometrists could be scared and unsure about taking the plunge into a business of their own. The guidance and support I have received from the team at EyeQ, right from day one of discussions, made the entire process very comfortable. The enthusiasm and support of the team proved to me I'd made a great decision – especially after attending the EyeQ Annual National Conference in Sydney and seeing how engaged and supported all practice teams were.

Within just two months of opening our doors we were thriving. I am absolutely delighted with the result and the help and encouragement I get from the EyeQ team."

Adrian Cornale, Optometrist

Adrian Cornale EyeQ Optometrists, Port Macquarie (Greenfield)



"After looking at numerous options and talking with current EyeQ Optometrists I realised the EyeQ Franchise Associate network would deliver excellent benefits including better stock management and merchandising, and significant back-end support. I found that the franchise agreement was very fair and appealing, and the EyeQ management were held in high regard, and looked on by their franchisees as being very honest.

Ultimately, my practice will be more appealing to potential employees and enhance succession opportunities. The experience and connections EyeQ are able to bring to this part of the equation is incredibly valuable."

David Hendry, Optometrist

David Hendry EyeQ Optometrists, Berowra Heights NSW (Conversion)



"As a previous business owner and experienced eyecare professional I found the EyeQ brand profile personally appealing. I'm incredibly passionate about the EyeQ philosophy and delighted to have joined as a Franchise Associate. Our positioning as Experts in Eyecare reflects our very real focus on excellence in personalised eyecare. That concept has been brought to life in all elements of our marketing, from our loyalty program Eyes for Life™, and marketing in practice and online."

Chris Weston, Practice Manager/Dispenser

EyeQ Optometrists, Karrinyup (WA)

Whatever
stage you are
at in your career
consider EyeQ
Optometrists.

Take the next step

Looking to open your first practice, developing your practice to the next level of success or preparing to pass your legacy onto the next generation – our team can guide you through the benefits of our Franchise Associate Network, and explain what's needed to take the next step. This can include suggestions for funding and assistance with site selection - or whatever you need to know.

**We look forward to sharing more
about this exciting opportunity.**



For a confidential
conversation contact:

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