



Media release

27 February 2012

New CPD logo released by the Optometry Board of Australia

The Optometry Board of Australia (the National Board) today released a new logo for accredited continuing professional development (CPD) activities for optometrists.

Optometrists are encouraged to be aware of the new logo, which will be used by CPD providers to advertise accredited activities and will include the number and type of CPD points they accrue. Accredited CPD activities have been assessed as meeting the Board's quality standards listed in *Guidelines on continuing professional development for endorsed and non-endorsed optometrists*.

The National Board's logo replaces the logo issued by the Optometrists Association of Australia (OAA) which has been widely used. While the OAA logo may still appear in some advertising material, Optometrists should be aware that it is being phased out in coming months.

Information on applying for accreditation of CPD activities is available on the Board's website. Guidelines on the logo use are listed in the Board's *Continuing Professional Development Provider Manual* published on the website.



The Optometry Board of Australia CPD logo

- Is the new logo used for accredited CPD activities
- Shows the type and number of points the activity accrues
- Replaces the previously used logo

For more information

- Visit www.optometryboard.gov.au under *Contact us* to lodge an online enquiry form
- For registration enquiries: 1300 419 495 (within Australia) +61 7 3666 4911 (overseas callers)
- For media enquiries: (03) 8708 9200