
HEALTH

HE301

OPTOMETRISTS ACT 1940

OPTOMETRISTS REGISTRATION BOARD AMENDMENT
RULES 1997

Made by The Optometrists Registration Board with the approval of His Excellency the Governor in Executive Council.

Citation

1. These rules may be cited as the *Optometrists Registration Board Amendment Rules 1997*.

Part VIIIA repealed and a Part substituted

2. Part VIIIA of the *Optometrists Registration Board Rules 1941** is repealed and the following Part is substituted —

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PART VIIIA — ADVERTISING**Optometrist may advertise services**

43A. Subject to this Part, an optometrist may advertise his or her services in respect of the practice of optometry in any manner that the optometrist considers appropriate.

Optometrist not to engage in false or misleading advertising, etc.

43B. An optometrist shall not advertise his or her services in respect of the practice of optometry in any way that —

- (a) is false in a material particular;
- (b) is misleading or deceptive or likely to mislead or deceive;
- (c) is likely to affect adversely the reputation of any optometrist, or the standing of optometry in general, in the State;
- (d) claims or implies that the optometrist is superior to any other optometrist or to all other optometrists;
- (e) contains a testimonial or endorsement in respect of the optometrist;
- (f) unless approved by the Board, claims or implies that the optometrist is a specialist, expert or leader in optometry, or an established or experienced optometrist or optician;
- (g) refers to any qualification of the optometrist other than a qualification recorded in the register as held by the optometrist;
- (h) uses a title or any other information relating to the optometrist other than —
 - (i) a qualification recorded in the register as held by the optometrist; or
 - (ii) a title or other information approved by the Board;
 or
- (i) offers to discount the price of a consultation provided by the optometrist.

Board may give directions to optometrists regarding certain matters

43C. The Board may, by notice in writing, direct an optometrist to vary or discontinue the use of any advertisement of his or her services in respect of the practice of optometry if the Board considers the advertisement to be in breach of rule 43B.

Failure to comply with Board's direction may lead to suspension

43D. For the purposes of section 26 (1) (f) of the Act, the failure by an optometrist to comply immediately with a direction given to the optometrist under rule 43C is a cause or reason upon which or for which suspension may be ordered by the Board.

[* *Reprinted as at 15 July 1966.*
For amendments to 10 January 1997 see 1995 Index to Legislation of Western Australia, Table 4, p. 204.]

Passed by a resolution of the Optometrists Registration Board at a meeting of the Board held on 11 June 1997.

The Common Seal of The Optometrists Registration Board was at the time of the abovementioned resolution affixed in the presence of—

S. WILSON, Chairman.
 C. EMMOTT, Registrar.

Approved by His Excellency the Governor in Executive Council,
 J. PRITCHARD, Clerk of the Executive Council.