

WORLD COUNCIL OF OPTOMETRY
MEETING OF THE GOVERNING BOARD
4 DECEMBER 2009

Agenda item 19 (A.O.B)

2009 FRIENDS OF CANADA AWARD

1. Introduction

- 1.1 The WCO was awarded a Friends of Canada Award in October 2009 and this award includes a package of research support equivalent to \$5,000 Canadian dollars. The research is to be provided by Global Research and Intelligence Network, an international research consultancy which sponsored the Friends of Canada Awards and which has offered to support not for profit organisations with research and development.
- 1.2 A meeting has been held with the executive director of Global Research and Intelligence Network (GRAIN) to review what research could be undertaken for WCO and this report sets out the proposed package. Governing Board members are invited to consider what would be most appropriate and beneficial for the WCO.

2. Research offered by GRAIN

- 2.1 GRAIN www.researchandintelligence.com is a research consultancy specialising in provision of research findings and intelligence for industry development and growth. It has 27 staff spread across 5 regions (Asia Pacific, Africa, Europe, North America and Latin America) and has staff based in the UK, Portugal, Czech Republic, Malaysia, South Africa, USA, Canada and Brazil.
- 2.2 The \$5,000 Canadian dollars of research consultancy is equivalent to approximately 50 hours of project time available for the WCO. Examples of research projects proposed by GRAIN for not-for-profit organisations include:
 - Identifying potential sponsors
 - Development of business cases for sponsorship
 - Development of marketing databases for conference and events
 - Sourcing lists of potential new members for associations
 - Assisting newly developing branches of international associations in identifying new members and source of financial and in-kind support
 - Identifying travel scholarships and other sources of funding from around the world that are open to members or staff of not for profit organisations.
- 2.3 An overview of the WCO aims and structure was discussed with the GRAIN executive director and the following research package has been proposed for the WCO.
- 2.4 Each of the WCO regions (Europe, North America, Latin America, Africa, Asia/Pacific and Middle East/Eastern Mediterranean) would be offered a choice of a research report on either

- a) Potential members
- b) Potential sponsorship streams for the region (I have proposed that this should concentrate on potential sponsorship streams outside of optical industries and professions as I think that most regions are aware of potential sponsors from the world of optometry/optics).

2.5 Regions would have the opportunity to select either package and if it was agreed that the region did not need this research, then the hours to be committed to the research (approximately 8.5) could be added to the 'pool' of research hours for other regions. It is also possible that the research time might be offered to WOF for a review of potential sponsors.

3 Next steps

- 3.1 Governing Board members are invited to consider if the proposed package of research for each region (as required) should be agreed or if there are any other areas to be considered. It should be noted that 50 hours research is not a large amount of time and that the research will not be extensive. In order to be used effectively, the WCO secretariat would provide a list of existing members (and former members) so that GRAIN can provide new intelligence on potential members. For sponsorship, I have suggested that this concentrate on potential sponsors outside the world of optometry/optics but regions may select the research to be undertaken across the optical industries.
- 3.2 With comments from the Governing Board (and further comments from WCO regions), a more detailed project proposals will be drawn up, with identified outcomes and a timetable for report production. GRAIN can also provide testimonials and a confidentiality agreement will be agreed before any research is undertaken.

Caroline Hyde-Price
26 November 2009