

Deadly

EYEWEAR

SEE DEADLY & LOOK DEADLY

Brought to you by

Deadly

ENTERPRISES

About Deadly Enterprises

Deadly Enterprises is an Aboriginal Enterprise doing deadly things to improve the health and well-being of our community. Our Deadly Vision Centre provides culturally safe eye care and our Deadly Eyewear range help our mob to see Deadly and look Deadly.

The Deadly Community Events we hold, like the Deadly Cup Rugby League Carnival, help us to amplify our impact in community. We work in partnership to educate our mob and raise awareness of eye disease whilst celebrating our culture and our deadly community.

From the Deadly Vision Centre in Darwin, we aim to meet the eye care needs of our community using our Deadly Eye Care model which is founded on the well-regarded Aboriginal Health Worker (AHW) first policy developed by the Aboriginal Community Controlled Health Sector. It provides our mob with culturally appropriate 'wrap around' eye health and vision care services combining the clinical expertise of Optometrists and Ophthalmologists, with the cultural expertise, knowledge and unique skill set of our Aboriginal Health Practitioners (AHP) to offer comprehensive eye health and vision care.

About Deadly Eyewear

The concept of Deadly Eyewear derived from the need to provide affordable eye care solutions for Aboriginal and Torres Strait Islander communities. These solutions must also be appropriate and fashionable (Deadly) to ensure that the benefits of having your vision corrected can be enjoyed to its fullest.

Profits from the sales of Deadly Eyewear are used to fund the eye care services delivered at the Deadly Vision Centre directly benefiting the Aboriginal and Torres Strait Islander people living in the Darwin and Palmerston region. Our collaborating ACCHSs also receive a share of the profits from Deadly Eyewear sales in their service helping them to fund eye care for their mob too.

The Deadly Eyewear Range

The Deadly Eyewear range consists of both bio acetate and metal frames, and the styles are suitable for all genders. They carry the **Deadly** brand, and the quality of the frames are comparable to those available in the Private Health Cover price range (<\$150 RRP).

The cost for all our **Deadly** branded frames is fixed at \$40 each and include a Deadly Eyewear glasses case and Deadly Enterprises Lens Cloth.

Deadly Eyewear uses Australian made optical lenses from an Australian-owned company, CR Surfacing Laboratories. Our partnership enables high quality lenses to be manufactured and fitted in a state-of-the-art facility located on Bunurong Country (South Dandenong, Victoria).

The cost of our **Deadly** lenses varies from \$40 for Single Vision (Reading or Distance) to \$80 for bifocals and \$120 for multifocal.

See **Attachment A** for the Deadly Price List.



Collaborating ACCHSs

ACCHSs and their communities will have access to affordable, appropriate, and fashionable (Deadly) eyewear through our Deadly Eyewear Kits. The kits are supplied by Deadly Enterprises and will be dispatched to collaborating ACCHSs for use by the visiting Optometrists. ACCHSs can choose to include in their agreements with their visiting Optometrists that Deadly Eyewear will be used exclusively in their sites, or they can negotiate for Deadly Eyewear to be offered to community members as an option alongside of the visiting Optometrist's own range. Ultimately, the decision rests with the ACCHS.

ACCHSs can also choose how their share of the profits are returned to their communities. ACCHSs can opt to receive quarterly payments from Deadly Enterprises, or they can choose to use their share of the profits to reduce the cost of the Deadly Eyewear glasses for their clients. This would further reduce the cost to community members (how Deadly!).

The ordering process for Collaborating ACCHSs

A Deadly Eyewear Portal helps to streamline the ordering process for collaborating ACCHSs. Collaborating ACCHSs are provided with an account and log-in details enabling orders to be entered directly into the portal by the ACCHS or the visiting Optometrist / Eye Care Team.

The client details, prescription, frame selection and the measurements taken by the visiting Optometrist / Eye Care Team are entered into the portal and orders submitted.

Payment options

Different payment options are available including Centrepay, Basics Card, Credit and Debit Cards for individual clients of Collaborating ACCHSs. Those ACCHSs that wish to utilise their Care Coordination and Supplementary Services (CCSS) Program can also establish an account with Deadly Eyewear.

Payment will need to be verified prior to the order being dispatched from our lab.

For further information

For more information or to find out how your organisation can become a Collaborating ACCHS please contact Shaun Tatipata on the details below.

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DEADLY PACKAGES

Single Vision Reading	\$80	Frames + Reading Lenses
Single Vision Distance	\$80	Frames + Distance Lenses
Bifocal	\$120	Frames + Bifocal lenses
Multifocal	\$160	Frames + Multi-focal lenses

DEADLY EXTRAS

Transition	+\$50	e.g. Bifocal + Transition = \$130
Polarised	+\$50	e.g. Distance + Polarised = \$130
Tint (85% Grey)	+\$50	e.g. Distance + Polarised = \$130
Clear Coating (Anti-reflection)	+\$50	e.g. Reading + Clear Coating = \$130
Grinding (Large Prescriptions)	+\$50	e.g. Distance + Grinding = \$130

DEADLY FRAMES ONLY

Deadly Eyewear Frames	\$40
Other Frames	\$40

*All Deadly Eyewear come with a Deadly Eyewear hardcover and Lens cleaning cloth