



## 8<sup>TH</sup> INTERNATIONAL CONGRESS OF BEHAVIOURAL OPTOMETRY

**Speaker:** Robert Shepley  
**Credentials:** Director of businessDEPOT Legal  
Commercial Lawyer  
**Time/Date Scheduled:** 1100 – 1200 on Thursday, 26 April  
**Location:** Room C2.4

---

**Presentation Title:** **Contract Negotiation for Optometrists – Legal Insights: Contracts 101**

**Abstract:** People in business negotiate contracts all day everyday – even when they don't realise! Optometrists are no exception – it might be as simple as seeing a patient, ordering from your suppliers, or it could be complicated like financing new equipment, taking on a new employee, or moving premises. There are simple steps you can take to help you ace your negotiations, and avoid unnecessary legal headaches. This requires an understanding of how contracts work, the regulatory framework that applies to small business contracts (including the new unfair contract terms regime in Australia), and how to know when you don't know something (knowing your limits). In this presentation, Rob Shepley will run through a practical outline (i.e. Contracts-101) tailored for small businesses, give practical guidance on steps you should be taking when negotiating contracts, and workshop some common traps and pitfalls. This will be an interactive presentation, so please take the opportunity to ask any questions you may have as we go along.