

INSIGHT

NEWS AND VIEWS FROM VISIQUE

VISIQUE PETER DICK OPTOMETRISTS



A legacy of excellence at Visique Peter Dick Optometrists.

There aren't many companies with the experience or record of dedication that rival Dunedin's own Visique Peter Dick Optometrists. For more than 90 years the name Peter Dick has been synonymous with both Dunedin and Optometry.

This legacy was started in 1915 when Peter George Dick completed his Optometry Qualification in London and opened a combined jewellery and Optometry practice in Princess Street. In 1930, Peter George Dick's son, Peter Norman Dick took over the practice and built up the Optometry side of the business. By now the Peter Dick name had become established as the pre-eminent experts in Optometry in Otago.

And yes there's more! In 1962 the third generation began his career as an Optometrist. Peter Norman's son Peter Leslie Dick joined the business as the Optometry side of the business continued to grow. This side grew so much in fact that they had to eventually sell off the jewellery side of the business.

In 1986 the fourth generation, Peter Stewart Dick graduated in Optometry. Peter worked in Christchurch for nearly two years for a practice that specialised in children with reading disabilities. He then spent six months working in Melbourne Australia before going to the UK. There he passed the registration examinations and then worked as a locum Optometrist around the south east of England. He returned to NZ in 1991 and joined his father. Both father and son travelled throughout the countryside and visited many parts of Otago as Optometrists establishing the Oamaru practice in 1992. The practice in Oamaru continues today, known as Visique Oamaru and it is owned by local Optometrist Dave Roberts. Along with the Mosgiel practice, they all still travel to Cromwell on a regular basis to care for clients that may have seen four generations of Peter Dicks!

In 2001 the family business became part of the Visique group of independent Optometrists. Visique is the largest Optometry brand in New Zealand and comprises more than 100 independently owned and operated practices throughout New Zealand. This association allows Visique Peter Dick to have the finest selection of products and services available anywhere in the country whilst still maintaining the rich family history.

Technology has come a long way since the first of the Peter Dicks started to practice Optometry and at Visique Peter Dick you will find the latest technology intertwined with the same old fashioned dedication to customer service that has become synonymous with this family of Optometrists. In the Dunedin practice you will find the latest in Digital Retinal Cameras that will photo the back of the eye if your Optometrist deems it to be necessary. Along with the latest in technology, Visique Peter Dick Optometrists have some of the most dedicated and experienced staff in the industry. The team have a wealth of experience in optometry and can assist in frame selection, lens types and can discuss the benefits of polarised sunglasses and contact lenses.



Visique Peter Dick Optometrists are experts in contact lenses. Contact lenses have come a long way and the latest technology contact lenses are amazingly simple and comfortable to wear. If you have ever thought about contact lenses then now is the time to try out the latest in modern technology. Come in and speak to the friendly and experienced team about what Contacts can do for your vision. Both Peter (Snr) and Peter (Jnr) have shown leadership in their field and are members of the NZAO (the New Zealand Association of Optometrists) and the NZCCS (New Zealand Cornea and Contact Lens Society). These are professional associations that assist Optometrists in sharing information to ensure the highest standards of care are provided.

Whether it be the latest technology in lenses, the most stylish frames or the Peter Dick name, there are a multitude of reasons to come in and see the friendly team at Visique Peter Dick Optometrists.

Inside

- Free Sunglasses for 5 year olds
- Subsidy age increase
- Diabetes and your eyes
- Choosing the right frame
- Double the protection

FlyBuys

Visique Peter Dick Optometrists

17 Moray Pl, Dunedin. Phone: 477 0725

Glasgow St, Mosgiel. Phone: 489 2013

Also regularly visiting Cromwell. Phone: 445 0101

VISIQUE

OPTOMETRISTS

WE TAKE EYES SERIOUSLY