



# ATSA Newsletter

## Opening from ATSA's Executive Officer, David Sinclair

It has been three years since we have been able to hold the ATSA Independent Living Expo's in Brisbane and Sydney and excitement plus anticipation is certainly building with just weeks away before the doors open.

We are delighted to be hosting the first ATSA Gala Dinner, which will be in Sydney on 25th May. Nominations for award categories have now closed and voting is open for a number of the awards at [www.atsa.org.au/voting](http://www.atsa.org.au/voting). For the first-time attendees, exhibitors and indeed the public are able to vote on the best new product. Our industry has much to celebrate and recognise, so don't miss the opportunity and take a few minutes to cast your vote.

In April, the ATSA team farewelled Kerry Stern, Membership Officer who since September 2019 contributed to the growth of membership and provided great support to members and myself. Thank you, Kerry and from all of us at ATSA we wish you the very best in your next adventure.

The ATSA team and I are looking forward to welcoming you and catching up at the ATSA events in May. To all who have nominated for the awards, I wish you the very best.



**David Sinclair**  
Executive Officer, ATSA



**Kerry Stern**  
at her farewell lunch

Thank you for being part  
of the ATSA team Kerry.  
We wish you all the very best.

## ATSA Board Members

### Chairman:

Nikolas Witcombe  
(Blue Badge Insurance Australia)

### Vice Chair:

Sally Farrow (Para Mobility)

### Financial Director:

Chris Jones (Country Care)

### Directors:

George Ajaka (GTK)  
Philippa Bell (Board appointed)  
Stewart McDonagh  
(Independent Living Specialists)  
Jeff Watters (Automobility)  
Michael Linke (Vision Australia)

### Company Secretary:

David Sinclair (ATSA)

## Important dates

### **ATSA Independent Living Expo, Brisbane**

**11 - 12 May 2022**

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### **ATSA Gala Dinner**

**25 May 2022**

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### **ATSA Independent Living Expo, Sydney**

**25 - 26 May 2022**

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### **Sydney Film Festival (Screenability)**

**08 - 19 June 2022**

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### **Rehacare Düsseldorf**

**14 - 17 September 2022**

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### **New Zealand Disability Expo**

**28 - 29 September 2022**

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# ATSA - 20 years of giving assistive technology suppliers a powerful voice

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Remember the year 2000? We escaped Y2K tech disasters and hosted the best Olympic games in history. A global audience of 3.7 billion people from 220 countries watched how much Australians could achieve when they set their minds to it. This was a time of confidence, collaboration and innovation that came from showing the world we could do incredible things down under.

It was during this time a small group of suppliers in the assistive technology (AT) sector were also doing great things, innovating together to begin to transform their sector.

## **A challenging industry 20 years ago**

Twenty years ago, the assistive technology industry was very different. Product ranges were limited varied in quality.

Suppliers were fiercely independent and competitive. They didn't communicate for the common good of all, partly because there was no collective body to provide a single voice for suppliers or to set objectives for the industry.

A voice was desperately needed because government policies were made without consulting our industry. Disability funding was lower than necessary. It took an average of 12 months for an order to come in after a quote, but it could take two years. And when the order came, suppliers often had to wait months for government payments.

That made managing profit margins incredibly difficult, especially for the small businesses serving the community.

At the same time, the industry needed a place to come together to show the public what was possible. There had been an industry expo in 2000, but it had been expensive for exhibitors and brought in few visitors.

## **The need for change**

A handful of suppliers felt that they could work together from inside the sector to create a bigger, better expo, one that was more affordable for exhibitors. This seemed the perfect catalyst to establish an industry association to bring together suppliers to speak with a single voice to government and other audiences.

An association, they believed, could benefit customers by persuading the government to fund equipment appropriately.

## **A new expo successfully launched in 2001**

The newly formed Independent Suppliers Technology Rehabilitation Association held its first industry expo, The Daily Living Expo, in 2001 at Rosehill Racecourse. Out of the gate, the expo was a success, thanks to some hard yards from founders Tony Mason, Peter Matlock, Iain Hogg and Greg Kline. The four sent personal invitations to companies — there was no database or automation then.

With no shortage of vision, the founders established an education program within the expo to attract occupational therapists and people from the rehabilitation industry to the event. And they opened the event to the general public on a weekend so they could come and see the products.

The obvious benefits of membership led to growth, but the challenge was bringing the industry together for the common good. Seven years later, the association was IRSA, the Independent Rehabilitation Suppliers Association. The association employed Chris Sparks, as chief executive officer to manage operations and a government consultant to investigate issues and make recommendations.

## **An industry that works together 20 years later**

20 years later, we're ATSA, Assistive Technology Suppliers Australia, proudly continuing the work our founders started. We promote and support the vital role AT plays, giving the industry a strong, united voice. What an incredible time to reflect on how far we've come thanks to those early visionary efforts. Today, ATSA is a respected voice to government and allied health providers. We advocate for the highest standards for the customers our members serve, the people who use their products. To consumers, ATSA membership stands for trustworthiness and high standards.

To celebrate, we're holding a gala dinner and awards night in Sydney on May 25. Recently, ATSA spoke to our founders Greg, Iain, Tony and Peter. They look today at the incredible range of life-changing products available, remembering how little was on offer in 2000.

Our founders discussed the achievements they're most proud of. They talked about how much it means to have brought a fragmented industry together, especially because it gave our industry a seat at the table with the decision-makers in government. This has had a huge benefit for our members, the industry as a whole, and consumers.

Today, in no small part thanks to them, suppliers work together and communicate for the benefit of consumers, who are more likely to be matched with the right products and to have any problems fixed quickly.

In Greg Kline's words, *"Doing what we do, as an industry, it's a fantastic place to be. We're blessed to work in the industry. It's given me so much joy every day to help the people who need us."*



## Master of Ceremonies for ATSA Gala Dinner - May 25

ATSA is pleased to welcome Lisa Cox as the master of ceremonies for the ATSA Gala Dinner. Lisa Cox is a multi-awarded writer, presenter and consultant based in Australia. She is also the author of two books, an advocate and ambassador. Lisa is on a mission to muse, educate and challenge. Her work has been published nationally and internationally for publications like Huff Post and The Sydney Morning Herald. Join colleagues and peers for a night to remember at Accor Stadium in Olympic Park.

Tickets are selling fast (table and single ticket options are available).

To book: Email: [allison.miller@atsa.org.au](mailto:allison.miller@atsa.org.au)  
or call: **02 4646 1453**



Join Lisa Cox, Master of Ceremonies,  
at the ATSA Gala Dinner

# Celebrating 20 years

2007 2011

IRSA atsa  
Assistive Technology  
Suppliers Australasia

2021

atsa  
assistive  
technology  
suppliers australia

**How do I find out more about ATSA?**

- Visit [www.atsa.org.au](http://www.atsa.org.au)
- Contact the ATSA team on [info@atsa.org.au](mailto:info@atsa.org.au)
- Follow ATSA on LinkedIn

**Want to know about the expo's?**

- Visit [www.atsaindependentlivingexpo.com.au](http://www.atsaindependentlivingexpo.com.au)
- Follow #ATSAexpo on Facebook or Instagram

## ATSA Independent Living Expos are back in 2022

After a three year gap the popular ATSA Independent Living Expo's are back in Brisbane and Sydney this year. Dates are: Brisbane 11-12 May and Sydney 25-26 May 2022. Marketing and promotion are into the final push however, as always, we appreciate your support in promoting to your networks.

If not exhibiting, we hope you will attend - register at [www.atsaindependentlivingexpo.com.au](http://www.atsaindependentlivingexpo.com.au)

## Not just in the water!

Para Mobility shows just how versatile a Pelican Hoist can be. Away from the water you might want to go for a horse ride, an activity that is not only great exercise but relaxing at the same time. A Pelican hoist attached to your horse float can travel everywhere with you and assist you to get onto your horse. After your day's activity, relax and unwind at one of the growing number of venues placing more emphasis on facilities for all, offering accessible bathrooms, change facilities and pool and spa hoists: SeaWorld – Gold Coast QLD; Crown Towers – Sydney NSW & Perth WA; Adelaide Aquatic Centre SA – Determined2; Ritz Carlton – Perth; Westin Hotel Brisbane.



**BRISBANE 11-12 MAY 2022**  
ROYAL INTERNATIONAL  
CONVENTION CENTRE  
RNA Showgrounds Brisbane

**SYDNEY 25-26 MAY 2022**  
SYDNEY SHOWGROUND  
Sydney Olympic Park, Halls 5 & 6

atsa  
independent living  
expo



## Adaptive Clothing Fashion Show

**CALLING ALL FRIENDS OF ATSA!** We are looking for fun-loving participants to be part of the upcoming ATSA Independent Living Expos in a special way.

For the first time ever, we are hosting an 'Adaptive Clothing Fashion Show' at the Brisbane and Sydney expos - providing a platform to showcase accessible clothing and accessories by some of our exhibitors including Active Adaptive and EveryHuman, Gripperz non-slip socks and Snuggly Bags.

ATSA has put the call out for people within the ATSA community who want to have fun modelling some great fashionable items! Come celebrate fashion, fun and see the latest in fashion (which happens to be adaptive!)

For accessibility purposes, there won't be a raised stage at either event, the stage/catwalk will be ground-level. Interested? email [events@atsa.org.au](mailto:events@atsa.org.au) and we'll be in touch.



## Member news

### Well done to the HospEquip Queensland team on their recent warehouse makeover

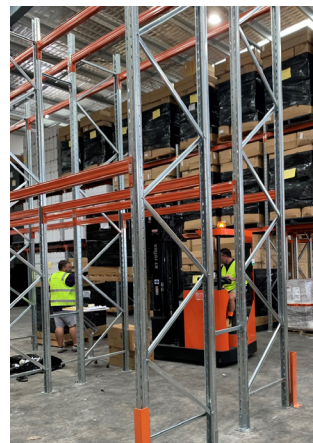
It's amazing that the team managed to smash out over 100 hours in one week stripping out each section day by day whilst the new pallet racking was being installed around them.

Each day consisted of removing all segmented pallets, racking erected, all stock counted (bagged & tagged) and positioned back on the new racking in category order. All this, in between the day to day running of the office with taking phone calls, customer quotes and deliveries and repairs still being attended to.

And just to make matters more challenging, the team had to battle localised flooding, water in their homes, areas cut off, schools closed with Covid in the background – definitely tough times but an amazing effort and show of dedication.

Check out the photos of the shiny new warehouse that will aid the team in stock management and streamlining their logistics process.

[www.hospequip.com.au](http://www.hospequip.com.au)





## Welcome ATSA's newest Appointed Board member – Michael Linke

Michael is currently the Commercial General Manager at Vision Australia. He started his career studying accountancy and spent 15 years with the Australian Taxation Office before moving into the for-purpose sector, spending time at Royal Blind Society as an area manager and then RSPCA ACT as CEO, and most recently at Recreational Aviation Australia as CEO.

Michael holds a bachelor's degree in taxation law, a master's degree in business administration, majoring in marketing and is a graduate of the Australian Institute of Company Directors. In 2019, Michael was accepted into Harvard Business School where he completed an executive education program specialising in authentic leadership.

Born and raised in the inner Sydney suburb of Alexandria, Michael was diagnosed very early in life with high myopia with vision limited by atrophic myopic maculopathy. In 2013, he suffered a major retinal detachment requiring extensive surgery and rehabilitation.

Michael loves to travel independently, however his extreme short sightedness means he cannot see details more than a metre away.

Michael has enjoyed success in the sporting arena playing blind cricket, representing NSW, SA, the ACT and Australia at a variety of national and international events over a 20-year period. He's also played ten pin bowling, representing the ACT and Australia numerous times. Michael lives in Canberra with his wife, Mardi, sharing their home with six cats, a dog (who thinks she's a cat!) and a school of goldfish. He enjoys listening to music (from Pirates of Penzance to Powderfinger and Pink Floyd) and photography.



**Michael Linke**  
ATSA Board Member

## Ageing and Aged Care Reform Consultations

The consultation for the reforms in Ageing and Aged Care are underway.

It is very important to sign up to receive information and participate in the consultation via: [www.agedcareengagement.health.gov.au](http://www.agedcareengagement.health.gov.au)

## Industry Update 31 March

Many thanks to those who joined ATSA for the industry update held over zoom on 31 March.

The issues and information covered included the changes to mid cost AT, second hand AT and aged care services. The links below maybe useful to you and your team.

- [NDIS presentation](#)
- [Second Hand AT position paper](#)
- [Aged Care Services](#)

## Screenability returns to Sydney

Screenability will be returning to Sydney Film Festival from June 8-19. Presented with Screen NSW, Screenability provides a platform for filmmakers with disability to put their stories on the screen.

Learn more at [www.sff.org.au](http://www.sff.org.au)



## ATO Small Business Webinars

ATO offer free webinars on many topics. There are general topics that suit all small businesses and others that are specific to certain industries or situations. The webinars are interactive online seminars presented by experienced tax officers. They are live and you can ask questions to help you apply the information to your situation.

Check out what sessions are on offer and register for ATO's webinars at [www.ato.gov.au](http://www.ato.gov.au)

## Supporting Small Business owners and their mental health

[NewAccess for Small Business Owners](#) is a free and confidential mental health coaching program, developed by Beyond Blue to give small business owners, including sole traders the support they need.

The program uses Low-intensity Cognitive Behavioural Therapy (LiCBT) that allows participants to recognise the way they think, act, and feel and break unhelpful thoughts.

Over six sessions, coaches with a small business background will work with you to overcome difficult issues, providing you with practical skills to manage stress and get you back to feeling like yourself.

At your first appointment your coach will complete an initial assessment with you, and develop a program tailored to your individual needs.

NewAccess for Small Business Owners is available nationally by phone or video call. Call **1300 945 301**.

## ACCC's Compliance and enforcement priorities for 2022/23

The ACCC's 2022/23 compliance and enforcement priorities include manipulative or deceptive advertising in the digital economy, environmental claims and sustainability, and disruptions to global and domestic supply chains.

The manipulative techniques include false scarcity reminders such as low-stock warnings, false sales countdown timers, targeted advertising using a consumers' own data to exploit their individual characteristics, pre-selected add-ons, and design interfaces that discourage unsubscribing.

Other practices of concern include manipulation of online reviews and search results, and comparison websites and social media influencers who don't disclose commercial relationships including paid promotions.

The ACCC will also closely scrutinise businesses making environmental and sustainability claims, including claims about consumer goods, manufacturing, the energy sector, and carbon neutrality

More information including the full list of the ACCC's 2022/23 enforcement priorities is available at: [Compliance & Enforcement policy & priorities](#).



Australia's foremost  
assistive technology event

**FOR THE INDUSTRY  
BY THE INDUSTRY**

**Save the date...**

**MELBOURNE**  
**24-25 MAY 2023**  
MELBOURNE SHOWGROUNDS  
Epsom Road, Ascot Vale

**PERTH**  
**31 MAY - 1 JUN 2023**  
CLAREMONT SHOWGROUND  
Graylands Rd, Claremont

**CANBERRA**  
**8-9 NOV 2023**  
EXHIBITION PARK (EPIC)  
Mitchell, ACT

**1300 789 845**  
 [www.atsaindependentlivingexpo.com.au](http://www.atsaindependentlivingexpo.com.au)

# Vote now!

Visit [www.atsa.org.au/voting](http://www.atsa.org.au/voting) to vote. Voting closes 4pm AEST 25 May 2022.

You can also vote for the best stand at the ATSA Independent Living Expo's, Small and Large, voting will open 8am the first day of show in each city and close 4pm the same day.

## Finalists for Best New Product Award are:

### Alber DuoDrive

*The Rehabilitation Centre stand, Brisbane & Sydney*

DuoDrive is a new product that allows the Alber E-Motion to be used with greater comfort and convenience. The primary drive function of E-Motion is a push-by-push power assist action, where the force a user exerts on a push rim is proportionally amplified by the powered wheel. DuoDrive adds the ability to "cruise".



### Aucuro Dynamic Shower Holder

*Aucuro stand, Sydney*

Aucuro's Dynamic Shower Holder is a dedicated Patent Pending design, that provides handsfree full body showering in a seated position. It works by moving a hand-held shower head via a telescopic arm, allowing you to pivot or extend the shower head wherever you need it, providing a relaxing showering experience.



### Droplet® Intelligent Hydration System

*TabTimer Stand, Brisbane & Sydney*

Droplet® helps those who need additional support, reminders, or encouragement, to stay hydrated. The Droplet Intelligent Hydration System reduces the risk of dehydration by encouraging clients to drink, significantly reducing the risk of dehydration and related infections and illnesses.



### Locking Wrist Strap for SOS & GPS Tracking Wristwatches

*Guardian Safety Pendants Stand, Brisbane & Sydney*

Have someone who's personal safety is at risk? Why not consider a wristwatch capable of providing the user's GPS location, and even speaking to the wearer without them having to press any button. With the new Locking Wrist Strap you can have piece-of-mind.



### RoboFit

*RoboFit stand, Sydney*

RoboFit offers access to the latest in Neuro controlled exoskeletons for clients with neurological and musculoskeletal conditions. A range of devices combined with therapy allows for exercise physiologists to personalise training for clients as well as the opportunity for these devices to be adapted into clinics to be used as a tool.



### Swiss-Trac

*WILA-Innovations stand, Sydney*

Swiss-Trac is the ultimate off-road power assist system for manual wheelchairs. Its technology doesn't rely on WiFi or Bluetooth. The base of the system is made from cast iron. Rocks, tree roots, small animals, etc can't hurt it.



### TiPY One Handed Keyboard

*WILA-Innovations stand, Brisbane & Sydney*

With the new key concept of the one handed keyboard and integrated mouse function, you can use all programs and tables, use keyboard shortcuts, type letters, texts and use all the advantages of your computer and a complete word processor. TiPY offers you two keyboards on one device.



### Veigel E-Classic Hand Control

*Mobility Engineering stand Brisbane & Sydney*

The Veigel eClassic is the latest innovation in vehicle Hand Controls. It is a floor mounted hand control that does not require any permanent modifications to the vehicle and does not require any removal or disconnection of airbags in the vehicle.



### Zygo Back Supports

*Spex Seating/Medifab stand, Brisbane & Sydney*

Enabling freedom without compromising posture and comfort, Zygo is a back support with inbuilt laterals designed for full-time self-propelling wheelchair users.



**VOTE NOW!** [www.atsa.org.au/voting](http://www.atsa.org.au/voting)