

ATSA Newsletter

CEO Welcome

Welcome to 2025!

The ATSA team have 'hit the ground running' this year, with so many great things coming your way – and prepare to put a whole lot of pressure on government as we address the continued move to what we believe is a huge backward step in the establishment of a national loan pool for the provision of Assistive Technology (AT) in the Support at Home reform.

We're really excited to be delivering our first ATSA Independent Living Expo in Hobart on March 6, and I hope to see many of you there! With over 60 exhibitors on the floor and hundreds of registrants already booked to attend it's shaping up to be a great first time event.

It's also time to nominate your favourite AT supplier, manufacturer or individual in the upcoming ATSA industry awards (winners announced at our Gala Dinner in Melbourne May 20). Help us to celebrate the amazing service and support our industry members give to those requiring AT, or the innovative AT itself. Find out how to do so later in this newsletter.

We're also ramping up training opportunities for the sector – with additional AT Technician training in May in both Perth and Melbourne and monthly business development webinars too! If you think there are other educational opportunities you believe ATSA can assist with, please don't hesitate to reach out to the ATSA team with your suggestions.

Enough from me - read on for all the details!

Serena



Serena Ovens
CEO, ATSA

atsa
independent living
expo

HOBART 6 MARCH 2025
Princes Wharf No. 1

PERTH 14-15 MAY 2025
Claremont Showground

MELBOURNE 20-21 MAY 2025
Melbourne Showgrounds

ADELAIDE 18-19 MARCH 2026
Adelaide Showground

Australia's foremost
assistive technology event

**BY THE INDUSTRY
FOR THE INDUSTRY**

 (02) 8006 7357  www.expo.atsa.org.au

Important dates

2025

ATSA Independent Living Expo, Hobart
6 March 2025

ATSA Independent Living Expo, Perth
14-15 May 2025

ATSA Independent Living Expo, Melbourne
20-21 May 2025

ATSA Gala Dinner, Melbourne
20 May 2025

REHACARE, Duesseldorf
17 - 20 September 2025

**The 52nd International Home Care and
Rehabilitation Exhibition 2025 , Tokyo**
8-10 October 2025

Oceania Seating Symposium, Rotorua
4-6 November 2025

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Suite 302, Level 3
Lawson Place
165-167 Phillip St
Sydney NSW 2000

Phone: (02) 8006 7357

Email: info@atsa.org.au

Website: www.atsa.org.au

ABN: 58 628 080 517

ATSA

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INNOVATION, EXPERTISE & FREE LEARNING at Hobart's AT Event of the Year!



ATSA Independent Living Expo Hobart is bringing together an outstanding lineup of experts in assistive technology, delivering a program packed with practical knowledge and innovative solutions.

Attendees can explore topics such as navigating NDIS rules for AT prescription with Sarah Collison from Verve OT, understanding the role of compromise in advancing vehicle solutions with Omid Akbarian from Mobility Engineering and clinical considerations for off-road power wheelchairs with Andrew Lopez from Quantum Rehab.

The program also includes Jacelyn Goh from Linds Rehabilitation Equipment on managing behaviours of concern through wheelchair interventions, Bianca Brady from APEX Mobility on power add-on units, and Terri Davies from Rolapal on integrating the Four Pillars of wheelchair seating.

Other sessions cover postural care, fall prevention, budget-friendly assistive technology, manual handling, and pathways to independent living featuring leading voices such as Prithy Sivaraman, Ailsa Leslie, Helen Widdowson, Nikki Cousins, Catherine How, Libby Ellis and Amy Bjornson.

Whether you're an occupational therapist, a healthcare professional, or someone passionate about assistive technology, this program offers invaluable insights to enhance knowledge, refine clinical practice and empower greater independence.

[Check out the complete program and timings.](#)

[Register me now!](#)

Why else should you attend?

- 60+ exhibitors showcasing the latest in assistive technology
- Solutions for mobility, communication, daily living & more
- Two rooms of free education (CPD points available!)
- See, experience & find everything in one place
- Networking and solution sharing.
- **FREE** entry & a coffee on us!
- **BONUS:** Be one of the first 150 attendees through the door and receive a special gift – a Native Seed Bomb from Native Seed Box. Let's grow together!

[Register now](#) and don't miss out on the largest AT event in Hobart this year!

If you have any questions please contact us at events@atsa.org.au

HOBART
6 MARCH 2025
PRINCES WHARF NO. 1
Hobart, Tasmania



What ATSA members have been up to



ILS LAUNCHES PODCAST to Advance Outcomes in Assistive Technology

Independent Living Specialists (ILS) has been busy preparing for the launch of its new podcast this month - designed to explore the transformative potential of assistive technology (AT) and its practical applications. Tailored for therapists, industry professionals, and those passionate about advancing outcomes through AT, the “Redefining What’s Possible” podcast offers a fresh platform for learning and collaboration.

With a clear focus on supporting professional growth and enhancing clinical practices, each episode delivers practical, actionable insights that can be applied directly in day-to-day work. Listeners can expect engaging expert interviews, the latest industry updates, and real-world applications of AT concepts, all aimed at achieving exceptional outcomes for clients.

ILS believes in the power of collaboration and knowledge-sharing to drive the AT industry forward. By fostering meaningful discussions about assistive technology, the podcast not only supports therapists in refining their approaches but also strengthens the broader AT community. It’s a platform to exchange ideas, explore challenges, and push the boundaries of what’s possible for professionals and clients alike.

This new podcast is an ideal resource for therapists looking to stay at the forefront of assistive technology, AT suppliers interested in emerging trends, and professionals in adjacent fields keen to explore potential synergies.

ILS welcomes involvement from across the AT community. If you’d like to collaborate, share your expertise as a guest, or contribute to this initiative, they would love to hear from you. Please reach out via email at education@ilsau.com.au. It’s a great opportunity to empower therapists and impact lives through AT.

Learn more about the new “Redefining What’s Possible” podcast at ilsau.com.au/podcast.



What ATSA members have been up to



Umps Health secures \$4 million investment

ATSA member, Umps Health, has secured a \$4 million investment to accelerate the deployment of its innovative medical alarms under the NDIS, geat2GO and Home are Package Program.

Umps was founded in 2016 following the founders' personal experience supporting their older relatives to remain safe, well and independent at home.

"We first developed our technology to support my grandpa after a fall. He wanted to continue living at home doing the things he loved, and we were committed to making that a reality. However, he found existing personal alarm solutions too big and bulky which meant he didn't wear it consistently at home", Adam Jahnke, CEO of Umps Health told ATSA.

The company's flagship product, the Umps Link Home Alarm, was designed in collaboration with Victoria's largest aged care providers and older adults. The medical alarm weighs just 12 grams, a fraction of the weight and size of current mobile personal alarm pendants. Additionally, the Umps Link Home Alarm doesn't require charging, making it convenient for end users.

Umps' suite of personal alarm and remote monitoring solutions includes a discreet personal alarm watch and mobile personal alarm with fall detection.

The recent investment was led by Breakthrough Victoria, with participation from the Cerebral Palsy Alliance through the Remarkable Scaler Program.

Umps will use this additional funding to enhance the support it provides to allied health professionals referring to Umps' products under the disability and aged care funding streams.

Beyond their personal alarm products, Umps is leveraging AI-driven health insights to support proactive care for older adults. In the product's most advanced state, the Umps Link Home Alarm can also monitor health at home to prevent hospitalisations and maintain independence, addressing Australia's aging population and healthcare worker shortages.

"Our underpinning belief is that enabling more timely, person-centred care at home is the biggest opportunity we have to reduce demand on an already stretched care system and enable better health outcomes for older adults."



Discover Umps' products firsthand and connect with their friendly team at the **ATSA Independent Living Expos** in Hobart, Perth, and Melbourne!

HOBART 6 MARCH 2025

PERTH 14-15 MAY 2025

MELBOURNE 20-21 MAY 2025





Nominate NOW for 2025 ATSA AWARDS

Nominations are now open for several industry awards in anticipation of the upcoming ATSA Gala Dinner and awards presentation on Tuesday 20th May 2025 in Melbourne, and we encourage everyone to submit their nominations.

The awards to be presented at the ATSA Gala Dinner include:

Best New Product of the Year, Dealer of the Year, Supplier/Manufacturer of the Year, Australian Innovative Product of the Year, AT Product Consultant of the Year, Industry Person of the Year and Commitment to Excellence.

Nominees can be from any part of the Assistive Technology sector and include individuals, groups, companies and organisations. We encourage everyone to speak up and nominate either themselves or others, regardless of how modest they may feel about their achievements.

If you know someone who has made a significant positive impact on the industry, don't hesitate to nominate them for the ATSA Commitment to Excellence or the Acknowledgement of Industry Service award. This is a great opportunity to celebrate the hard work and dedication of those who have helped shape the Assistive Technology industry into what it is today.

How to Nominate

Each award's nomination process is slightly different, but still very simple. Please click on the link/s below and start nominating!

Nominations close at 5pm (AEST) Monday 31st March 2025.

Finalists will be announced by Wednesday 9th April 2025.

[Nominate AT Product Consultant of the Year](#)

[Nominate Industry Person of the Year](#)

[Nominate Supplier/Manufacturer of the Year](#)

[Nominate Dealer of the Year](#)

[Nominate Australian Innovative Product of the Year](#)

[Nominate Best New Product of the Year](#)

[Commitment to Excellence](#)

[Acknowledgement of Industry Service](#)

Public voting for the finalists in Best New Product, Dealer of the Year, Supplier/Manufacturer of the Year and Industry Person of the Year will open noon on Monday 14th April 2025 (these awards will be adjudicated using a 50% public vote and 50% three person judging panel made up of industry experts and independent ATSA directors).

Commitment to Excellence and Innovation of the Year are judged by an independent panel only (no public vote).

Winners will be announced at the ATSA Gala Dinner on 20 May 2025 in Melbourne. If you wish to book a table or seats to the dinner, please email allison.miller@atsa.org.au or visit <https://atsa.org.au/atsa-gala-dinner/>

Make sure you are following ATSA on LinkedIn to be kept up to date and be among the first to know when voting opens.



The importance of continuing education in the AT space

With more regulation across both disability and aged care and sectors where assistive technology plays such a significant role, it's imperative that those working in the sector have access to formal qualifications and continuing education that ensure they too are seen as professionals in this ecosystem.

For many years, ATSA has provided a seminar program that runs in conjunction with its Independent Living Expos, giving allied health professionals and consumers access to free sessions on everything from pressure care to scripting highly individualised assistive technology to how to travel inclusively.

Alongside this, ATSA partners with business experts to provide online education programs (free to ATSA members, a small fee to the broader industry) that assist AT businesses to find ways of becoming more efficient and effective within their own business processes.

Certified AT Technical Training

More recently, ATSA partnered with FIOS DMERT international and MySkill NZ to deliver internationally accredited AT technician training.

Technicians are the backbone of our industry, yet for most, on the job training is the only training they receive. By delivering this certification, ATSA provides technicians with the opportunity to gain formal qualifications and recognition of the skills and experience required to build, adjust, maintain and repair life-changing assistive equipment.

There are two levels that technicians can complete, beginning with online training and exams (through MySkill NZ) then a practical assessment for each level (delivered by ATSA). Technicians must complete and pass the online training prior to undertaking the practical assessments.

ATSA ran their first practical training in November, with 10 technicians successfully completing the training and three also undertaking assessor training allowing them to run future training courses on ATSA's behalf.

ATSA will deliver two more Level 1 and Level 2 practical courses in mid-2025: Perth - Tuesday 13 May and Melbourne - Monday 19 May. Book your place early to ensure a spot as numbers are limited.

To find out more and to register for the online and practical courses - visit atsa.org.au/educational-resources/assistivetechonology-repairs-and-maintenance/



MDA launches a dynamic program for kids with neuromuscular disability

Muscular Dystrophy Australia (MDA) has developed a dynamic and engaging new program to relaunch Camp MDA. The program, which will be delivered in April this year, aims to improve the lives of school-aged children living with neuromuscular disabilities.

The three-day staycation at Urban Camp in Parkville will bring children aged 10 – 15 years together in a safe space for self-discovery and capability strengthening through participatory learning activities.

MDA CEO Catherine Stace says the new program will focus on creating connections among participants and encourage peer learning and personal development, to help overcome barriers that the World Health Organisation has identified that people with disabilities face in realising their rights.

“We are delivering this exciting new program to facilitate a range of evidence-informed activities that we know will enrich the lives of children with NMD in our community and empower them to tell their story and advocate for their needs in the school and community setting,” she said.

“It’s about showing participants what is possible, sparking understanding and acceptance through their stories, further validated by the experiences and knowledge of our ambassadors and speakers who will be part of the program.”

The Camp MDA program has a strong focus on helping participants learn life skills, build personal

identity, and create the tools needed to assist with participation in everyday life.

Key to this will be support around goal setting so participants can identify what is important to them and work towards an empowered tomorrow.

Participants will have the opportunity to join a number of activities including a unique educational activity held at Melbourne Zoo, workshops focused on building advocacy skills, goal setting, storytelling and content creation, fun peer activities including all-abilities African drumming and bocce and inspiring guest speakers with unique perspectives.

Dr Adam Partridge, Clinical Psychologist and member of the MDA Camp Steering Group said, “Camp MDA is a fantastic opportunity for participants to meet new people, build confidence, and learn new skills in a safe and supportive environment. I encourage all parents who have kids aged 10-15 years with a neuromuscular disability to consider this impactful new program”.

Ms Stace said “We want all children in our community to experience belonging and connection at school, which we know will increase the likelihood that they go onto entering tertiary education skills, training and work.

Register your interest today!

Allied health professionals are urged to spread the word about Camp MDA. Visit [MDA's website](#) to apply.





BUSINESS PROCESSES ARE IMPORTANT BUT NOT URGENT AND THEREIN LIES THE RISK

By Greg Gunther and Joshna Daya,
Your Business Momentum

Many of us put off creating robust systems not because we doubt its value, but because we think things seem to be working fine without them, or we think we'll get to it later.

In fact, 97% of organisations have minimal or no digital document processes, according to a Forrester report. But systemising your business isn't just about ticking boxes – it's about future-proofing your success.

The truth is, without clear processes in place, we risk chaos when challenges arise. It's that moment when a critical issue hits, and suddenly, we realise how much smoother things could have been with documented procedures.

Waiting until it's urgent can be a costly mistake, both in terms of time lost and opportunities missed. Systemisation isn't just a luxury for larger businesses; it's a strategic necessity for any business looking to thrive and grow efficiently.

The Risks

If you think business processes are important but not urgent, here's where the risks start to stack up.

1. Knowledge is retained in key people's heads rather than being captured in a system. When they leave, the knowledge walks out the door. This can lead to disruptions, delays, and a difficult transition period for the team left behind.
2. It's hard for people to go on holidays without access to their phones for work calls. How often have you heard someone say, "I'll keep my phone on me just in case"? This isn't just a sign of dedication; it's a sign that the business is over-reliant on people, rather than processes, to function smoothly.
3. There is NO blueprint of repeatable success. Every time a task is completed, it's done in a different way, which leads to inconsistencies in results and an inability to replicate what's working well.

4. It's hard to improve what you haven't documented in the first place. We keep doing more of the same and nothing shifts in the business.

The Benefits

Successful leaders know that systems are important and need to be prioritised, not just dealt with when they become urgent. They understand that we need to get the knowledge out of people's heads and establish the best practice blueprint on how to do things. They make time for this even though it's not urgent so that the business is not reactive. They understand the price to pay is too high when people become frustrated, burnt out or leave and we have to start from scratch.

When was the last time you took a critical look at your business systems and asked yourself the question: As an organisation, have we really captured our knowledge and understanding on to our balance sheet by systemising the business?

When is the right time to systemise your business?

Knowing when is the right time to systemise your business can begin by simply reflecting on whether you think your business could perform better than it currently is.

Every business suffers from some form of inefficiency and only those who are successful in minimising it become long-term profitable ventures.



FREE Business Education for ATSA Members

Take a closer look at your organisation and try asking yourself:

- Are you constantly seeing errors and rework by employees or yourself?
- Are your business goals being achieved?
- Is it taking too long to perform certain tasks?
- Are you feeling a sense of overwhelm and that your business is out of control?
- Does your business rely too heavily on YOU being there for it to run effectively?

If you answered YES to one or more of these questions, now might be the time to start systemising your business.

Getting started with documenting your business systems

Don't wait for a crisis to see the value in structured processes that streamline operations and protect your bottom line. Systemise your business before

As we move into 2025 you can take advantage of the following sessions being run by ATSA in conjunction with 'Your Business Momentum':

1 Scaling Your Business with Systems that Work

Thursday, March 13, 2025

10am QLD | 11am NSW

[Click here to register](#)

- Understand why systemisation is non-negotiable for sustainable business growth.
- Identify the effectiveness of your systems and strategic areas that are ripe for systems improvement.
- Discover how to identify your 10-15 mission critical systems that, when documented, revolutionises the way you do business.
- Learn five things you should do when systemising your business.
- Real-life case studies showing how systemisation drive our clients to scale and increase their business value.

the cost of not having a system becomes painfully clear.

If you're ready to start systemising your business and want to accelerate the process, visit www.yourbusinessmomentum.com.au and learn more about how we can help you get started.

Contact Your Business Momentum

07 3041 1131 | ask@yourbusinessmomentum.com.au | www.yourbusinessmomentum.com.au

or sign up for education sessions we have on offer at www.atsa.org.au/business-education



2 Leading Multi-Generational Teams

Thursday, April 10, 2025

10am QLD/NSW

[Click here to register](#)

- Why multigenerational leadership matters more than ever—and why sticking to outdated methods may hold your team back.
- Key traits of each generation—from communication styles to work expectations—and how to align your leadership to fit.
- Learn how to tailor your message to resonate with every team member.
- A step-by-step framework to help you refine your leadership approach for a multigenerational team.
- Actionable steps to bridge generational gaps and create an environment where everyone thrives.

Introduction to Safe Work Obligations

Work Health and Safety (WHS) is a critical aspect of every business, safeguarding the well-being of employees, contractors, and visitors. Compliance with the WHS Act 2011 (or OHS Act 2004 for businesses in Victoria) is not just a legal requirement—it is essential for creating a safe and productive work environment.

Without qualified internal WHS support, many businesses struggle to meet their obligations, potentially exposing themselves to serious legal and financial risks. Inadequate attention to safety policies, risk management, and worker consultation can lead to accidents, workplace injuries, and even fatalities. Moreover, non-compliance can result in significant penalties and operational disruptions.

To help businesses stay on track with their safety obligations, [we have outlined 20 common compliance gaps](#) businesses often face under the WHS Act, and what steps need to be taken to address them. By identifying and addressing these gaps, businesses can significantly improve their safety culture and reduce their exposure to risks.

Safe Work compliance involves both initial set up and establishing foundations for compliance AND ongoing processes & reviews to maintain compliance. We find many businesses do ok with initial set up and establishing compliance but struggle with ongoing compliance. This can potentially put the business (and workers) at risk. Health and

Safety management is not a “set and forget.” It is something we “do,” not something we “did.”

Maintaining compliance with the WHS Act 2011 (or OHS Act 2004 in Victoria) is essential for ensuring the safety and well-being of everyone in the workplace, including visitors. By addressing the common gaps outlined above, businesses can not only reduce the risk of accidents and legal penalties but also foster a culture of safety and responsibility.

Proactively managing health and safety obligations will help create a safer workplace, improving both employee morale and business performance. If Peninsula can assist your business in any way, around your managing your legal Fair Work & Safe Work obligations, do not hesitate to contact brett.winduss@peninsula-au.com or call him direct on 0418 935 057.

PENINSULA OFFERS NUMEROUS WEBINARS EACH MONTH

- to check what is currently scheduled please visit www.atsa.org.au/business-education/



Peninsula advise, support and protect over 140,000 businesses across Australia, NZ, UK, Ireland & Canada, with their Workplace Relations and Work Health & Safety. They can help your business too.



The number 1 type of Motor claim for 2024 is... completely avoidable.

We're already into 2025, the national road toll figures have been released with another increase. On the insurance side, claim frequency was up too.

Looking through our motor claims for 2024 there was a clear winner, hitting the rear of the vehicle in front/being hit in the rear by another vehicle. Even as separate categories they come in at 1 & 2 respectively.

The cause of the rear ender? Driver distraction, vehicle condition or both. Most likely you're not looking, or the car didn't stop in time, make up your own mind which is the more likely scenario.

Phones are the number one distraction responsible for many avoidable accidents, as younger drivers with lives far more linked by this technology obtain licences are we likely to see more of these accidents.

Do we need a cultural shift on technology? Like the very successful .05 campaign that turned attitudes on drink driving around in a short period of time. Testing has shown phone use, even minimal interaction whilst driving produces the same results as drink driving.

Looking at the accidents where distraction wasn't the cause, wet weather (most claims occur in the wet) or older vehicles with budget tyres were to blame. Like whitegoods, tyres could benefit from a 1-5 star rating system making it easier to replace like for like. Testing has shown up to 2m in stopping distance at 60km/h in the wet between a premium & budget tyre, in these claims could it have been the difference between a hit & a miss?

With most accidents being avoidable perhaps we need to delve into the driver. What makes a good driver? Most of us like to think we are good driver, let's be honest about driver skill. The person teaching an advanced driver course or participates

in motor sport is likely a good driver, the person whose driver training consists of that required to obtain a licence and never upskilled? Probably not. Try an advanced driver course, preferably every year. We'll willingly spend tens or even hundred of thousands on a car we'll eventually replace, very few will spend \$500 on an advanced driver course, the skill from which you'll keep for life. They are also a ridiculous amount of fun. It would be nice to see government incentives to encourage this.

When we receive a call notifying a motor claim, at our end there is a sense of dread or tension until the questions is answered "is everyone OK?". Sometimes the answer is no followed by a hollow feeling in the pit of your stomach.

There are answers to reducing the road toll, however the current approach verified by statistics is not working. Look at Germany with its skilled drivers, autobahns with unrestricted speed zones and a lower road toll percentage than we do. Perhaps we need a new approach?



Interested in learning more?

Please contact Brendon Watson, your dedicated broker with over 25 years of experience, at 0433 166 036 or via email at brendon.watson@oraclegroup.com.au