JULIE McCROSSIN: My beautiful economist will give them a gift. I'm going to welcome Dr Manisha Amin, the CEO of Media Access Australia. We have got drinks and food getting ready shortly. She is going to surprise you. I'm hoping it involves magic. Would you please give her a warm round of applause?

(APPLAUSE)

MANISHA AMIN: It doesn't include magic. The only magic will be if I can finish in eight minutes rather than 10 minutes. Give me a warning bell at 6 minutes, that would be awesome. I know this is the last session. I'd like to acknowledge the traditional owners of the land we are on here, the Gadigal people and their elders past, present and future and recognising that this land is and always will be Aboriginal land. I'd like to recognise ACCAN for allowing us this amazing opportunity to talk to you about the future of Media Access Australia and I'd also like to acknowledge Victoria Rubensohn from our board who is in the audience as well as my amazing team who are in the audience today as well.

What we are here to talk about, what I'd like to talk to you about, is the rebirth of Media Access Australia and where we'd like to take our organisation in the future. It is a real privilege to talk about this for the first time in this room, particularly given the conversations we have all had today. So I wanted to start - for those people who don't know - is that a bird we are hearing or is it me?

JULIE McCROSSIN: I'm so sorry. That is a distracting trolley!

MANISHA AMIN: That's okay. I thought it was the microphone! A little bit about our history at Media Access Australia. Some of you may know we started as the Australian Captioning Centre way back in 1982. The world was a really different place then. The Australian Captioning Centre aimed to promote and produce captioning for people who are deaf or hearing-impaired in Australia. When the centre - at the centre's inception, captions were nonexistent. We really fought hard to get captions on television, which was, I guess, the main way that people consumed media at the time. Then the organisation grew. We provided captioning services until there was actually a market and a commercial market for captioning at which point we were able to sell that service that we had and we sold our commercial operations to Red Bee Media and became Media Access Australia, an organisation that still advocated for captioning but also for audio description. Then, as the world moved on, we also worked in the area of digital services.

This was really important because media and communication grew to include accessibility across digital communication and we grew to not only think and represent people who are hearing-impaired but particularly people who are also vision-impaired.

We have been, I believe, long before I joined, a trusted adviser and an advocate for mainstream accessibility across all these platforms. However, this year, the board at Media Access Australia recognised the need to revisit our work and the needs of the market and it's simple when you think about our name. If you think about what we've heard today. The word "media" has a fundamentally different meaning today than it did way back in 1982 and the way we think about consuming media has changed completely as well.

As an organisation that has always been about access and inclusion for those people who are left behind, particularly those with disability, what does that mean?

We didn't know the answer to that so we actually asked people with disability. We asked advocates for people with disability, consumer groups and people creating digital services and products what was needed and many of those people are in the room here today. I'd also like to thank ACCAN because they allowed us the space so we actually did a swap and sat in their offices for our strategic planning days as well, which is great as a charity to be able to actually use the resources of our partners for those sorts of things.

We spoke to over - we had over 100 different conversations with people in this room and others. It came that led us to the next iteration of Media Access Australia and, from today on, we'll be talking about not Media Access Australia but the Centre for Inclusive Design. Today we heard a little bit about co-creation. Many of you might be thinking, "How does inclusive design fit into that and does it really matter?" One of the things we really heard from people was, actually, guys from Media Access Australia you look at things once they're made and you're fixing things around the edges but, actually, if the world was accessible in the first place, wouldn't that be a better thing? If you think about it from this perspective, as the real world becomes the digital world, where are the ramps of the digital world? We were having this conversation ride at the beginning, would we even have stairs? That's the conversation we wanted to engage in. It doesn't mean we won't be doing the accessibility work but we want to be at the beginning of the conversation as well as the end.

In terms of the inclusive design, the real difference for is the idea that people aren't all the same. We have heard today already about the idea of customer experience, which has become such a big thing today. Instead of just looking at the end of information, we believe that this means we need to look at policies, customer service, infrastructure, technology buildings, everyday products and we need to design them so everybody can be accommodated and included.

This idea of design for one and extend to many can seem a little bit complicated and this example is the example we tend to use. It was a bit of a light bulb moment from us. It comes from Todd Rose from the centre of mind, brain at the Harvard University. This relates to the US Air Force in the late 1940s. The Air Force had these planes and they wanted more pilots for these planes as the Korean war was starting. They found the planes kept having crashes that were more than you would expect given the mechanical constraints of the plane. They did all this research. As part of the research they looked at the pilots that were in the planes. They realised that, actually, all the planes were built for the average pilot. So they thought, "Let's work out who the average pilot is". If we look at this room and think of the average, if you think about the person who is the average height, weight, leg-to-shoulder, there is no such person, they don't exist. From an innovation perspective, why don't we not look at the average but let's look at the smallest possible pilot and the tallest possible pilot. Now let's innovate for that. The manufacturers weren't real happy about that because the average was really good but they were told they had to so they did. What we got out of that was flexible seats, moving gear sticks, different ways of having a cabin work.

That meant, all of a sudden, we had innovation, different people could be pilots and we had more productivity.

If you take this to the extreme ends with people with disability, all of a sudden, we can have innovative products like we've never seen before. That, we believe, is where the real growth area is in terms of creating the world we actually want.

So when we think about the people left behind, they're not the people at the end who we go, "Wait, what about these guys?" From a supply or cost perspective. They are actually the gold in the system. When we hear stories about how people with disability use technology, the hacks that they have, they're the hacks for the world of the future.

Kerbside guttering, flexible straws, email, Siri, these were products built because of people with disability. So when we are thinking about Internet of Things, thinking of smart cities, the new world, that's the world we want to bring into play. As the Centre for Inclusive Design, what we will be doing, and we ask you to do with us, is to contribute, to join in this conversation. We want to be the platform for this in Australia. That means we are looking for people from the industry to come and work with us. We will do everything from providing and helping you to find people from the people with disability to be part of that conversation and actually be paid for their knowledge. We are looking for our stakeholders, people and consumer groups who actually work with people with disability. We are working with researchers because we've got some amazing researchers working in social inclusion who don't necessarily talk to the industrial designers or the customer experience people. We believe that, by connecting everyone together, we can create an amazing world for the future. I'd like to thank you for that.

JULIE McCROSSIN: Can I get you to say the new name three times? I had a teacher, we have to hear it three or four times.

MANISHA AMIN: The centre for inclusive design.org. That's the new website. Centre for inclusive design.org. Centre for inclusive design.org. We'd really love to talk to you.

JULIE McCROSSIN: A top day. What time do we start tomorrow morning? We start at 9:00. We'll begin with a prize. We will give you new numbers in the morning. Thank you for staying and being so engaged. Join us for drinks and snacks. See you in the morning. Thank you.