

# M-Enabling Australasia 2013

14-15 August

Australian Technology Park Conference Centre, Sydney

M-Enabling Australasia 2013, the first conference of its kind in the southern hemisphere, will be two days of fascinating discussion and practical demonstrations on how mobile technologies can benefit people with disability and older people.

The conference will feature local and international experts on accessible technologies, mobile service providers, developers, manufacturers, retail and business groups, regulators, policymakers, and organisations representing people with disability and older people.

M-Enabling Australasia 2013 is a joint partnership between ACCAN and Telstra in cooperation with The Global Initiative for Inclusive ICTs (G3ICT) and EJ Krause & Associates.

## Why participate?

Mobile technology is a potential game changer for people with disability and many older people, providing access and inclusion through usable and affordable mobile equipment and services. People with disability and older people represent a large proportion of the Australian population. In 2009, four million people (almost 20 per cent of the population) reported having a disability. In 2011, more than three million Australians were aged 65 or over. The opportunities for people with disability and older people, as well as all parties involved in developing, manufacturing and providing these technologies and services are significant.

## About ACCAN

The Australian Communications Consumer Action Network (ACCAN) is Australia's peak body for consumer telecommunications advocacy. ACCAN focuses on goods and services encompassed by the converging areas of telecommunications, the internet and broadcasting, including both current and emerging technologies. Put simply, we want to make sure the telecommunications market is fair for all consumers.

## Register now

Register via [www.regonline.com.au/m-enabling](http://www.regonline.com.au/m-enabling). Register before 14 June for an earlybird discount.

For additional information or help with registrations, please contact ACCAN via:

Email: [events@accan.org.au](mailto:events@accan.org.au)

Phone: 02 9288 4000

TTY: 02 9281 5322



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## Day 1, Wednesday 14th August 2013

9.00-9.20am

### Opening Session

#### Welcome to country:

- Cultural Representative, Metropolitan Local Aboriginal Land Council

#### Speakers:

- Johanna Plante, Chairperson, ACCAN
- Jill Riseley, General Manager for Digital Inclusion, Telstra

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9.20-9.35am

### The view from Canberra

- Senator the Hon. Stephen Conroy, Minister for Broadband, Communications and the Digital Economy (Invited)

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9.35-10.15am

### M-Enabling: The international perspective

#### Keynote Speaker:

- Axel Leblois, President and Executive Director, The Global Initiative for Inclusive ICTs (G3ICT)

#### Moderator:

- Dr Scott Hollier, Project Manager and Western Australia Manager, Media Access Australia

Axel Leblois will provide an international overview of the rapidly evolving possibilities of mobile technology in providing greater access and inclusion for people with disability and older people.

Mr Leblois will highlight the success of M-Enabling initiatives around the world and outline how G3ICT promotes accessibility to information and communications for people with disability.

This opening session will include a moderated Q and A, setting the scene for two days of collaboration, discussion and exploration of the opportunities and challenges in the rapidly developing mobile environment.

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10.15-10.45am

## Why M-Enabling matters to Australia

### Speaker:

- Prof. Graeme Hugo, University of Adelaide

The session will examine the Australian context by highlighting current population figures of older Australians and people with disability, and identifying future demographic trends. From this solid evidence base, we can draw conclusions about current and future market demand for accessible mobile technology to meet the needs of an older population and those with disability.

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10.45-11.15am

## Morning break – M-Enabling Showcase opens

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11.15am-12:30pm

## Mobile technology: The great enabler

### Moderator:

- Prof. Gerard Goggin, Chair,  
Department of Media and Communications, University of Sydney

### Panellists:

- Axel Leblois, President and Executive Director, G3ICT
- Claire Tellefson, Digital Literacy Co-ordinator, Able Australia
- Greg Alchin, Technology Expert
- Jeremy Way, General Manager, Jeenee Mobile

Mobile technology is a potential game-changer in improving economic, workplace, educational, political and social participation for people with disability and older people. This session will provide a deeper look into some of the issues raised in the opening presentations (on the international and Australian M-Enabling environments) including, for example, key areas of focus for M-Enabling, key barriers for the use of M-Enabling, and examples of successful M-Enabling programs.

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12.30-1.30pm

## Lunch

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1.30-3.00pm

## New service models using mobiles

### Moderator:

- Daniel Kyriacou, Corporate Communications Manager, National Disability Services

### Panellists:

- Sandy Gilliland, Chief Executive Officer, Australian Communications Exchange
- Harriet Korner, Client Services Manager, Independent Living Centres NSW
- Prof. Frank Vetere, Institute for a Broadband Enabled Society
- Assoc. Prof. Denise Wood, University of South Australia
- Mathew Peterson, Owner, Shiny Things Software

This session will highlight and explore how mobile technologies are being used as innovative and effective models for everyday service delivery, with a range of apps and technology that engage with people with disability and older people being showcased. There will also be a wide breadth of delivery services presented which will open the discussion to foster new ideas and ways of harnessing mobile technologies.

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3.00-3.30pm

## Afternoon break

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3.30-5.00pm

## Shaping future market opportunities

### Moderator:

- Kursten Leins, General Manager of Strategy and Government, Ericsson Australia

### Panellists:

- David Powell, General Manager of Mobile Devices, Telstra
- Chris Althaus, Chief Executive Officer,  
Australian Mobile Telecommunications Association
- Wayne Hawkins, Disability Policy Officer, ACCAN
- Nan Bosler, President, Australian Seniors Computer Clubs Association
- Peter Rossi, Chief Technology Officer, Huawei

This session brings together peak organisations (industry, manufacturers, end-users) to discuss opportunities benefiting all stakeholders in the mobile eco-system. It will assist attendees and panel members in developing a constructive framework for future opportunities in mobile products and services.

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5.00-6.30pm

**Networking drinks incl. M-Enabling Showcase**

**Speaker:**

- Jill Riseley, General Manager for Digital Inclusion, Telstra

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## Day 2, Thursday 15th August 2013

9.00-9.30am

**21st Century communications and video accessibility**

**Keynote speaker:**

- Karen Peltz Strauss, Deputy Chief, Consumer and Governmental Affairs Bureau, US Federal Communications Commission (FCC)

Ms Peltz Strauss will discuss the adoption and implementation of the 21st Century Communications and Video Accessibility Act signed into law by President Obama in 2010, how the FCC and G3ICT partnership is promoting the enabling benefits of mobile technology internationally and how Australia can contribute to and benefit from this international initiative.

9.30-10.45am

**The role of public policy in M-Enabling and inclusion**

**Moderator:**

- Asher Moses, Media and Communications Manager, ACCAN

**Panellists:**

- Karen Peltz Strauss, Deputy Chief, Consumer and Governmental Affairs Bureau, US Federal Communications Commission (FCC)
- The Hon. Kelly Vincent MLC, South Australian Parliament
- Graeme Innes, Disability Discrimination Commissioner, Australian Human Rights Commission
- Paul Buckrell, Relay Contracts Administrator, NZ Ministry of Business, Innovation and Employment
- Dougie Herd, Dept. of Families, Housing, Community Services and Indigenous Affairs

The advent of smartphones and tablets has opened up a world of opportunity for people with a range of abilities. Apps can, for example, allow people with vision impairments to navigate independently, or allow older people to stay in their homes longer. What is the role for government and public policy in growing this mobile market?

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10.45-11:15am

**Morning break**

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11.15-11:30am

**The view from Canberra – Opposition perspective**

- The Hon. Malcolm Turnbull MP, Opposition Communications Spokesman (invited)
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11.30-12.45pm

**Mobile accessibility: The manufacturers' perspective**

**Facilitator**

- Michael Milligan, Secretary General, Mobile Manufacturers Forum

**Speakers:**

- Megan Bootsma, ZTE Australia
- David Woodbridge, Senior Adaptive Technology Consultant, Vision Australia
- Ken Joyner, Executive Technical Advisor, Samsung

Based on the premise that sooner or later everyone will develop at least some limitations in vision, hearing, dexterity and learning capabilities, this session will explore accessible products in the marketplace. With an initial focus on the Global Accessibility Reporting Initiative (GARI), the session will look at the ways in which mobile manufacturers are making their products accessible to people with disability and older people.

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12.45-1.45pm

**Lunch – M-Enabling Showcase closes 1.45pm**

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1.45-3.15pm

**Developing for all: Accessible websites and accessible apps**

**Moderator:**

- Dr Scott Hollier, Project Manager and Western Australia Manager, Media Access Australia

**Speakers:**

- Euan Ramsey-Stewart, Research Partner (with Megan Taylor, Accessibility Coordinator and Strategist), UNSW/SIMO
  - Brendan Fitzgerald, Digital Inclusion Manager, Infoxchange
  - Dr Andrew Arch, Assistant Director, Web Advice and Policy – Accessibility, Australian Government Information Management Office
  - Tony Bennetts, Chief Information Officer, Australian Communication Exchange
  - Phil Offer, Vice President, Mobility and Convergence, Optus Business
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1.45-3.15pm

## Developing for all: Accessible websites and accessible apps (cont.)

Well-designed websites and mobile apps can be made accessible to all, if developers are provided with the information necessary to build usable and accessible systems. This session will discuss the accessibility needs of users, the methods developers can use to test and market their work, and the opportunities for developers in building accessible websites and apps.

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3.15-3.30pm

## Afternoon break

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3.30-4.45pm

## Lost in (cyber) space: How do we connect people with M-Enabling services

### Moderator:

- Peter Blasina, Telstra Technology Ambassador

### Speakers:

- Bert Ciavarra, Manager Disability Programs, Telstra
- Jemma Toohey, Manager, Albury Wodonga Volunteer Resource Bureau
- Gunela Astbrink, Principal, GSA Information Consultants
- Phia Damsma, Director, Sonokids Australia
- Brad Kitschke, Public Policy Manager, Vodafone Hutchison Australia

You have a revolutionary new service but how do you make sure people know about it? This session will explore how to connect sometimes vulnerable consumers to the services they need. Panellists will discuss new and innovative models for joining-up mobile products and services with end-users. They will also discuss the importance of training and digital literacy initiatives to help consumers navigate the online world.

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4.45-5.00pm

## Wrap-up and next steps

### Speaker:

- Teresa Corbin, CEO, ACCAN
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