



Media Release

For immediate release 1st May 2015

Nominations open for 2015 Apps For All Challenge

The Australian Communications Consumer Action Network ([ACCAN](#)) has today launched the 2015 [Apps For All Challenge](#) which aims to find Australia's most accessible apps. After successfully launching last year, it's hoped that this year's competition will draw even more entries and awareness for apps that are accessible to all Australians.

The Apps For All Challenge is Australia's first and only competition that awards accessible mobile apps. The challenge is sponsored by Telstra and will award apps in four categories (see below).

"Mobile apps have become part of our everyday lives as we move towards an increasingly mobile world," said ACCAN CEO, Teresa Corbin. "It's important that mobile apps be accessible for all Australians, including those with a disability and older Australians so that everyone can reap the benefits. Many mobile apps can help Australians with disability with everyday tasks so it's important that they aren't left behind."

[ACMA research](#) showed that in the six months to May 2013, 68 per cent of Australians (8.9 million people) with an internet-enabled phone downloaded a mobile application. With smartphone penetration continuing to grow the number of apps being downloaded is likely to have increased.

"If apps aren't accessible, then there are millions of Australians who may be missing out on the benefits," added Ms. Corbin. "The Apps For All Challenge will award developers who have made their apps accessible and will also educate developers and encourage them to make their apps accessible to all Australians."

The challenge will award apps in the following categories:

1. Most accessible mainstream app
2. Most innovative app designed for people with disability or older Australians
3. Most accessible children's app
4. Most accessible game app

Anyone can nominate an accessible app. To nominate an app send the details to appsforall@accan.org.au or call us on 02 9288 4000 / TTY 02 9281 5322. Entries close on 15 June 2015.

The winners will be awarded a cash prize from Telstra and promotion through Telstra social media channels.

MEDIA CONTACT

Luke Sutton
Mobile: 0409 966 931
luke.sutton@accan.org.au
Phone: 02 9288 4017
TTY: 02 9281 5322

The Australian Communications Consumer Action Network (ACCAN) is Australia's peak communications consumer organisation. The operation of ACCAN is made possible by funding provided by the Commonwealth of Australia under section 593 of the Telecommunications Act 1997. This funding is recovered from charges on telecommunications carriers.

“Unfortunately last year we weren’t able to give out an award in the accessible game app category. This year we’re hoping to give out awards in each category,” said Ms. Corbin.

Last year’s winners were: the [ACCC Shopper app](#), [OpenMi Tours](#), [Row Row Your Boat](#) and [Positive Penguins](#).

For more information, please contact Luke Sutton on 0409 966 931 or luke.sutton@accan.org.au.

MEDIA CONTACT

Luke Sutton
Mobile: 0409 966 931
luke.sutton@accan.org.au
Phone: 02 9288 4017
TTY: 02 9281 5322

The Australian Communications Consumer Action Network (ACCAN) is Australia’s peak communications consumer organisation. The operation of ACCAN is made possible by funding provided by the Commonwealth of Australia under section 593 of the Telecommunications Act 1997. This funding is recovered from charges on telecommunications carriers.