



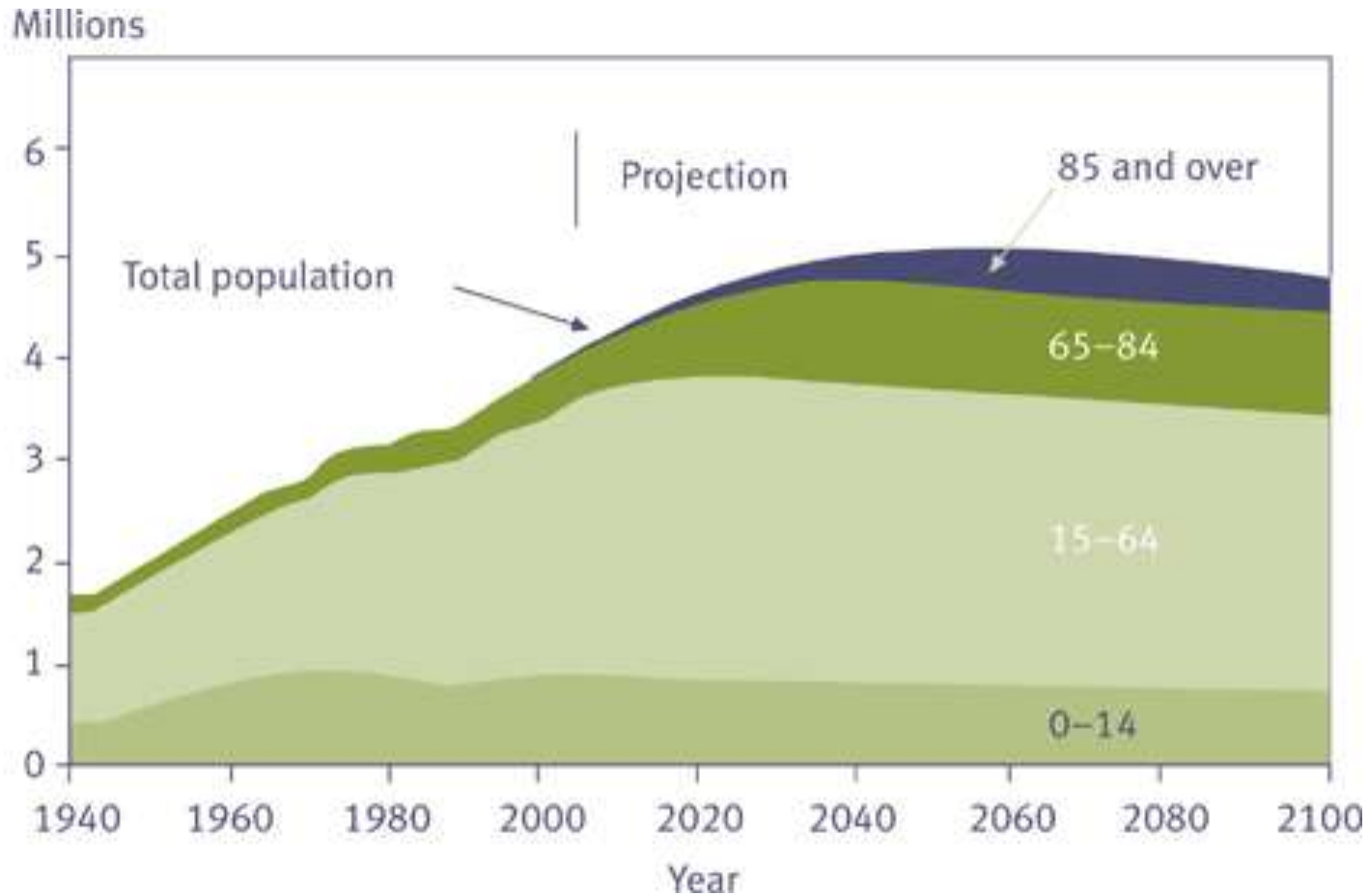
1931 General Election, Wellington, National Library of New Zealand Commons collection, photographer William Hall Raine

# Who's Your Audience?

**Sacha Dylan**  
Connectos  
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WordCamp NZ  
Unitec  
Auckland  
7 August 2010

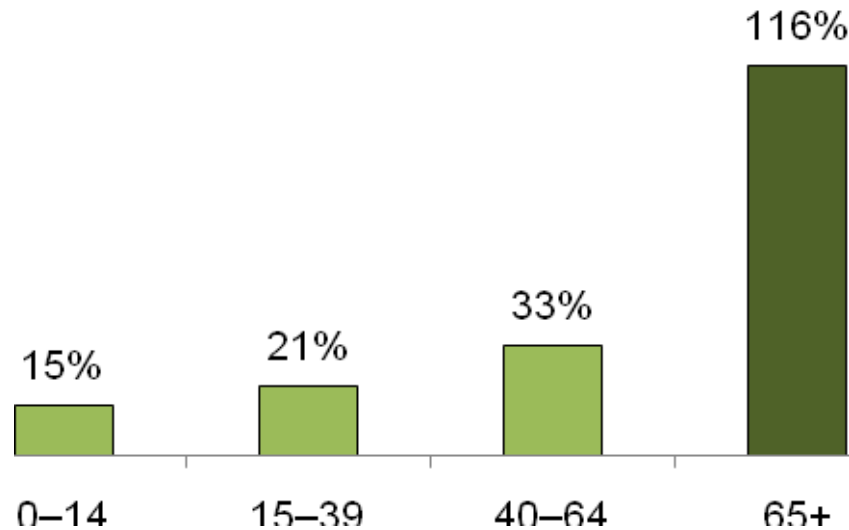
# Booming



Graphic source: Ministry of Health  
Statement of Intent 2008

# Booming Locally

Waitakere projected population increase  
2006-2026, medium scenario



Over-65  
New Zealanders

already 1 in 8

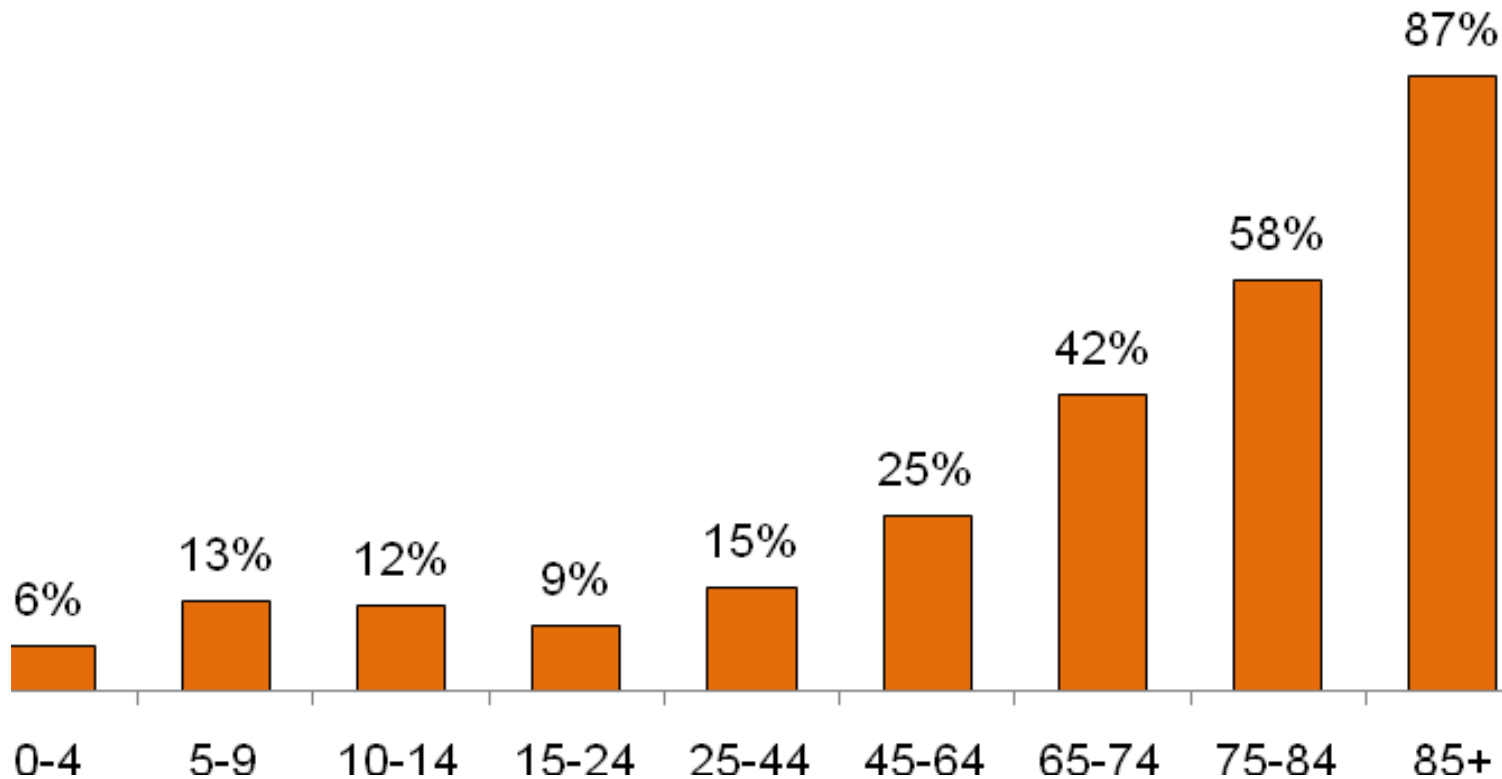
about 500,000

growing fastest – even  
in relatively young  
places

Graphic source: *Strengthening Contribution*  
– the Waitakere Disability Strategic Plan 2009-2011

\* References detailed at end

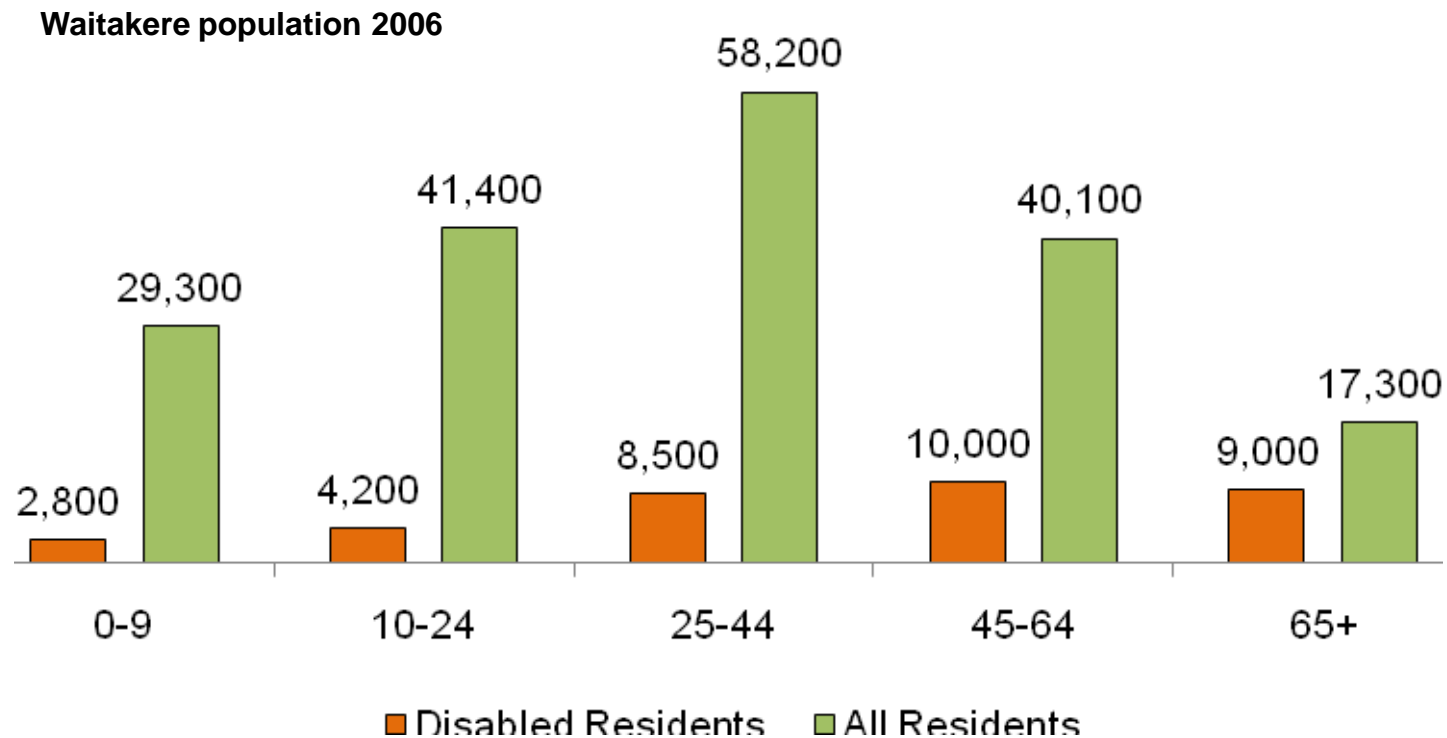
# Disability rate by age – national



Graphic source: *Strengthening Contribution*  
– the Waitakere Disability Strategic Plan 2009-2011

about **half** of 65+  
are disabled

# Disability numbers by age – local



Graphic source: *Strengthening Contribution*  
– the Waitakere Disability Strategic Plan 2009-2011



UN Disability Day Celebration  
photo 2008 Vaka Tautua

# Ethnicity

(note *prioritised* figures)

Diverse cultures

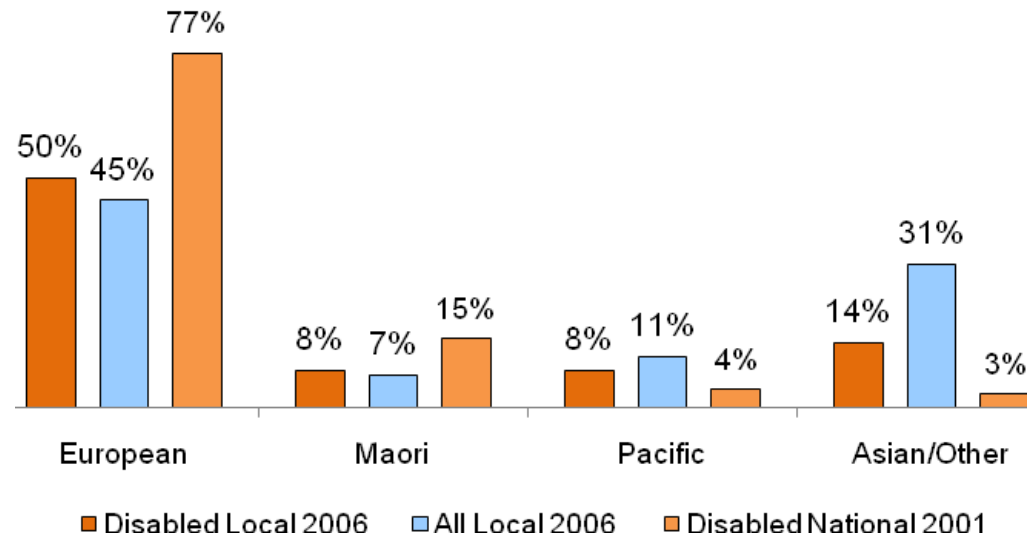
35% Aucklanders born overseas

Many ways to communicate

Generational expectations

Innovation

Prioritised Ethnicity Estimates - Auckland and NZ



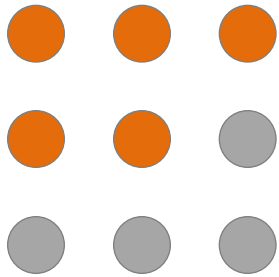
Graphic source: *Step Up Auckland – Decision-makers getting it right for disabled Aucklanders*

# Thinking – Function, Environments

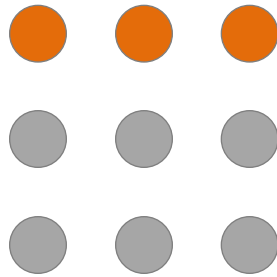


# Impairment type

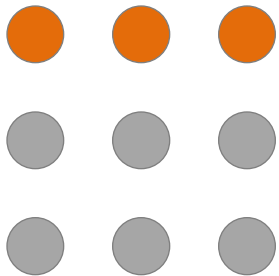
Mobility 11%



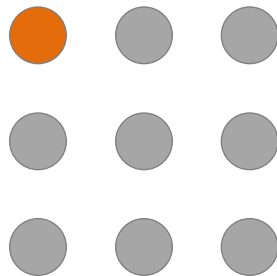
Hearing 8%



Thinking 8%



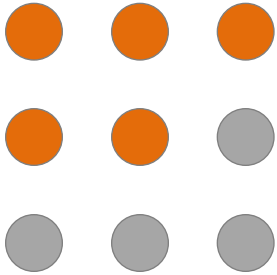
Vision 2%



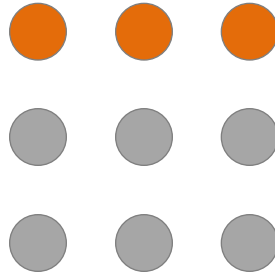
Data source: *Counting Disabled Aucklanders*  
– a taste of regional disability demographics.  
Graphic © 2010 Sacha Dylan

# Impairment type

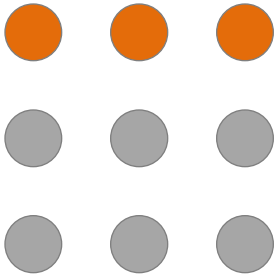
Mobility 11%



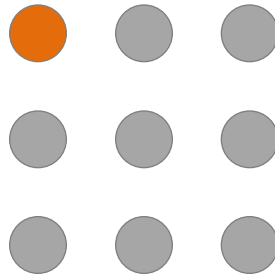
Hearing 8%



Thinking 8%



Vision 2%



“Most people with impaired mobility do not use wheelchairs,

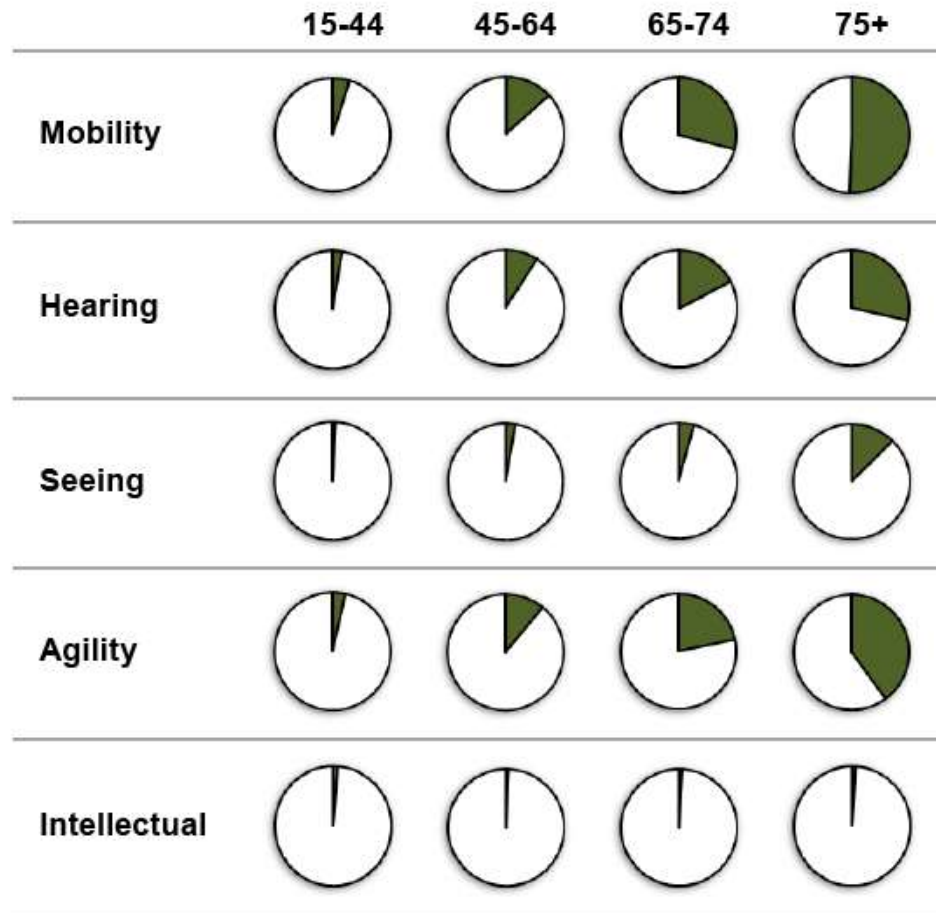
most people with impaired vision are not blind

and most people with impaired hearing are not part of the Deaf community who use NZ Sign Language.

All have differing needs and strengths.”

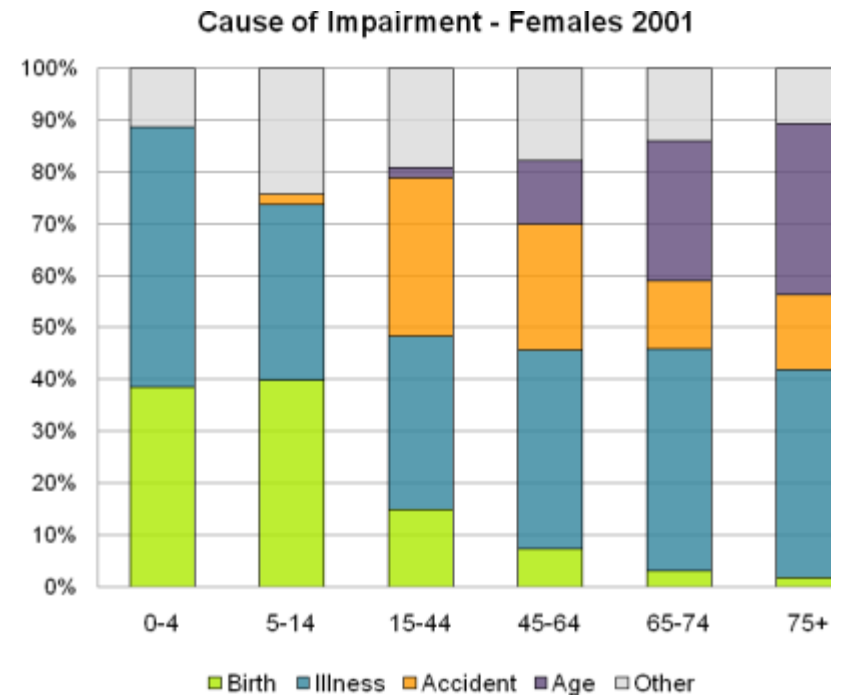
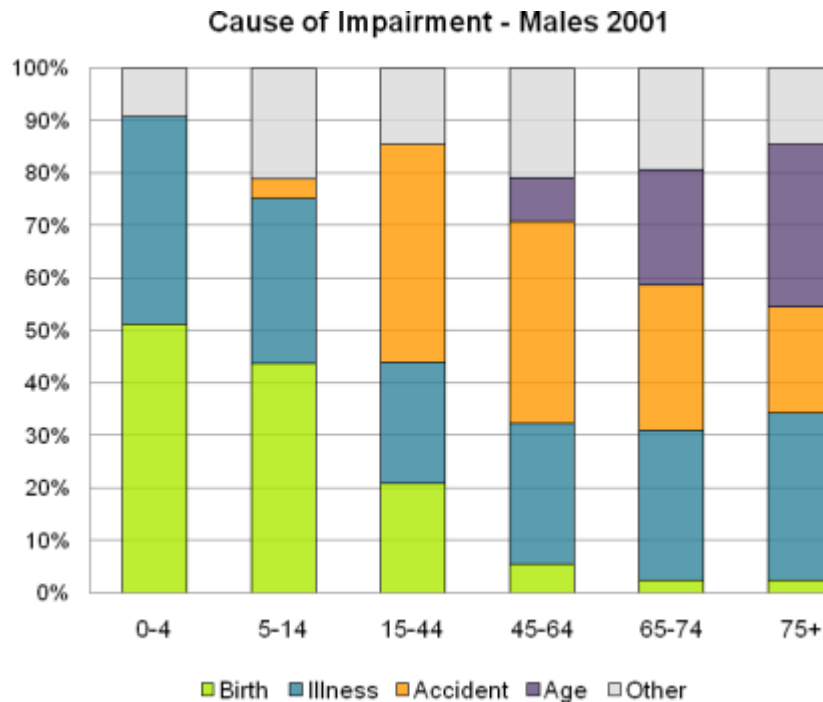
Text and data source: *Counting Disabled Aucklanders – a taste of regional disability demographics.*  
Graphic © 2010 Sacha Dylan

# Impairment type by age



Graphic source: *Step Up Auckland – Decision-makers getting it right for disabled Aucklanders*

# Impairment cause by age



Graphic source: Local Disability Demographics – Auckland 2008

# Thinking – Contribution

Photo source: Everyday Champions project, 2004



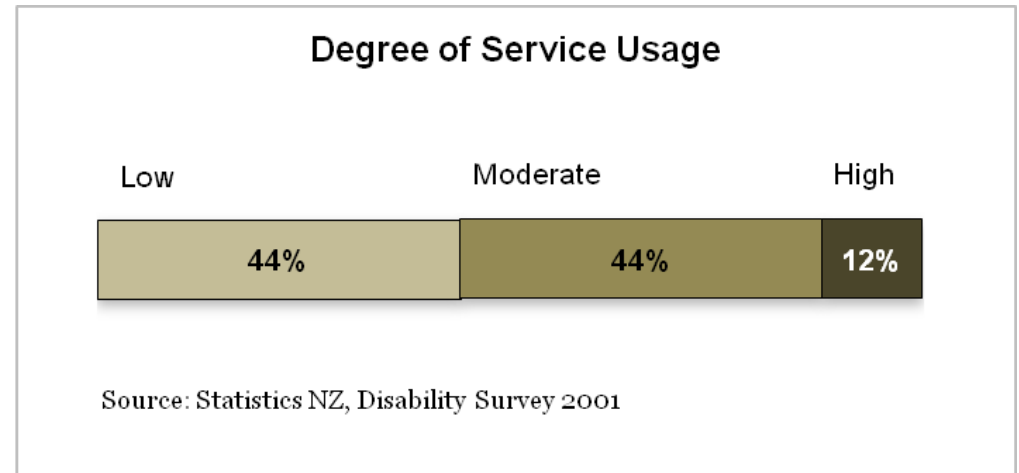
# Use of supports

Support services/eqpt  
= proxy for need

About **half** do not use  
services

- 400,000  
New Zealanders
- 125,000  
Auckland region
- Can't engage through  
providers

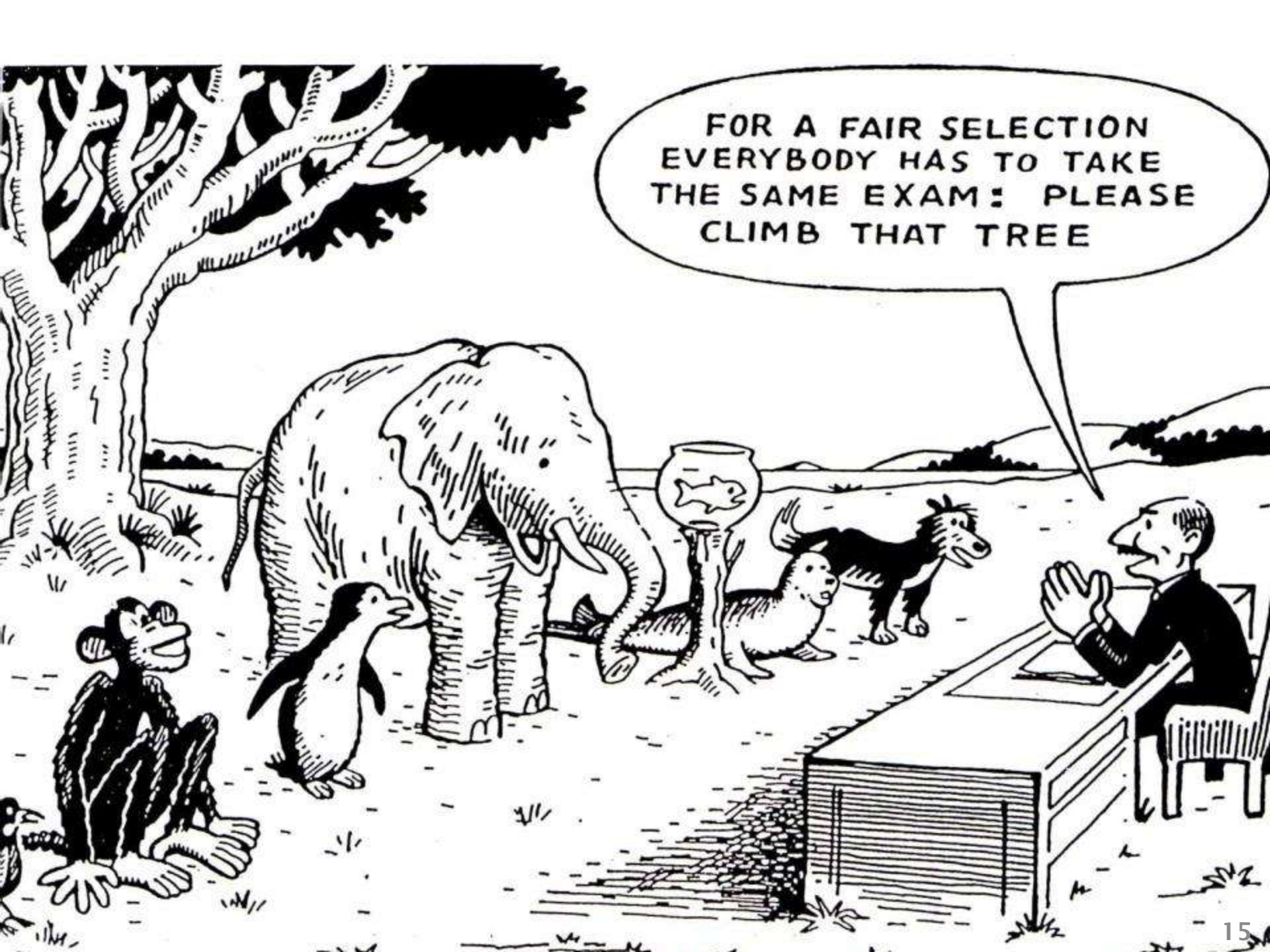
Only 1 in 8 = high usage



Graphic source: *Counting Disabled Aucklanders*  
– a taste of regional disability demographics

Most barriers not  
surveyed

- Transport/built spaces
- Services/Attitudes
- Communications



FOR A FAIR SELECTION  
EVERYBODY HAS TO TAKE  
THE SAME EXAM: PLEASE  
CLIMB THAT TREE

# Barriers on the information highway

Avoidable defects in the online environments we create

Fairness demands at least one option for each person



# Always a way

Not that costly

Standards, problem solving

Fostering risk and learning

Innovating and sharing

Encouraging self-help, dignity,  
interdependence

Unleashing contribution

Professional pride



Peer support, partnering – doing with, not for





StarJam performance,  
photo © 2006 Sacha Dylan

# References

Auckland Disability Research Group, 2009.  
*Step Up Auckland – Decision-makers getting it right for disabled Aucklanders*. Auckland Disability Research Group, Auckland, New Zealand.

Disability Resource Centre, 2010.  
*The Cost of Disability*. Disability Resource Centre, Auckland, New Zealand.

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*Counting Disabled Aucklanders – a taste of regional disability demographics*. Connectos Consulting Ltd, Auckland, New Zealand.

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*Strengthening Contribution – the Waitakere Disability Strategic Plan 2009-2011*. Waitakere City Council, Henderson, New Zealand.



Photo source: Everyday Champions project, 2004

# Accessible Example – Sophistication

radionz.co.nz

**RADIO NEW ZEALAND**  
TE RED IRIRANGI O AOTEAROA

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7 August, 2010

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**NEWS**  
Ngā Pitopito Kōrero

- ◆ **12 million now affected by floods in Pakistan**  
Pakistan says the floods now affect 12 million people. The situation could worsen, as the monsoon season is only midway through.
- ◆ UN calls for worldwide nuclear disarmament
- ◆ College of Surgeons supports centralised neurosurgery service
- ◆ \$90 p/wk difference found in types of housing welfare payments
- ◆ More checks on spending follow fraud case

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**NATIONAL**  
Te Motu Whānui

**Coming Up:**

- ◆ In **Music 101** musician Karl Steven investigates the ukulele with particular attention to its unique place in the South Pacific
- ◆ This week's **Great Encounters** features Kim Hill's interview from Saturday 31 July with Justice Edwin Cameron

[Today's schedule](#) | [More highlights](#)

**CONCERT**  
Kōhohete

**Coming Up:**

- ◆ **Music Alive** presents Shostakovich's First Piano Concerto and Beethoven's Seventh Symphony from the NZSO and pianist Steven Osborne, Matthais Bamert (conductor)
- ◆ In **Young New Zealand**, performances from the finalists at the 2009 Royal

**FEATURES**  
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**Enzology**

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This 10 part documentary about Split Enz is now available as a

# Accessible Example – Iconised

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Screen Width: SMALL MEDIUM LARGE

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Welcome to People First's NZ Website



*People First is run by and for  
people with a learning  
disability.*

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# Accessible Example – Simplicity

steppingup.net.nz

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stepping up  
strengthening disability leadership

## In this section

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[Session Outlines](#)

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[Session Schedule](#)

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If you're in the Stepping Up programme why not join the discussion online?

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## About Stepping Up

The Stepping Up programme aims to develop the leadership potential of disabled Aucklanders and their communities.

From July until November 2009, this eight-session programme brings together a group of about one hundred disability stakeholders. The programme has three parts:

- First, participants will start the leadership 'conversation' and identify a smaller group of potential leaders.
- Next, that smaller group will work together to develop their skills and create an action plan for disability leadership development.
- Finally, that plan will be brought back to the wider group.

