

# Accessible Product Design Alliance

## VISION AND OBJECTIVES

### About the Accessible Product Design Alliance

The Accessible Product Design Alliance is a group of not-for-profit consumer health organisations that represent people with chronic conditions who are significantly impacted by inaccessible products and packaging. The aim of the Alliance is to advocate to government and industry to improve access to products and packaging that are easy to use for these consumers and to increase research in the area.

### Background

Population ageing and the increasing prevalence of disability and chronic conditions means that more and more people are being significantly impacted by accessibility issues. Conditions that affect people's ability to use products and packaging include arthritis and other musculoskeletal conditions, neurological conditions, movement disorders and other related degenerative disorders. These conditions can lead to impairments in strength, dexterity and coordination, as well as fatigue and tremors that make packaging and products harder to use. Inaccessible products and packaging can cause unnecessary physical pain or discomfort, stress and frustration, and can impact on a person's independence. Inaccessible products and packaging can also lead to loss of market share as people choose alternative, more accessible products.

### Vision

The design of products and packaging to be accessible for all consumers, regardless of their level of ability.

## Objectives

1. To raise awareness of accessibility issues relating to product and packaging design for people with limited dexterity and mobility
2. To support the development of more inclusive product and packaging designs
3. To promote accessible product design principles to the government and industry, in both Australia and New Zealand and to advocate for whole-of-government, systemic changes to policy and standards that incorporate accessible design principles.
4. To support research into accessible product and packaging design.
5. To work with Accessible Product Design Alliance member's stakeholders to encourage wherever possible consideration of the accessibility needs of all members of the community regardless of their level of ability.

## Activities

- Identify common priority issues relating to product and packaging design across consumers represented by Alliance members, such as through the That's a Wrap: Best and Worst Packaging annual survey and household accessibility survey.
- Develop accessibility resources to inform industry on appropriate accessibility standards.
- Support new research and guidelines in the field to understand the preferences and requirements of consumers represented by the Alliance members.
- Develop a cadre of trained Alliance consumers to provide consumer input into accessibility testing and design development of products and packaging.
- Establish 'best improved' or 'good design' awards to recognise and promote good product and packaging design.
- Explore the potential to develop an accessibility rating for products.
- Raise awareness of accessibility issues through the Alliance's Positions Statement, media engagement and submissions to government enquiries, such as the Royal Commissions into Aged Care and Disability.

## Accessible Design Alliance foundation partners:

<i>Organisation</i>	<i>Principal Contact</i>
Arthritis Australia	Andrew Mills, CEO
Arthritis New Zealand	Philip Kearney, CEO
Cerebral Palsy Alliance	Rob White, CEO
Cystic Fibrosis Australia	Nettie Burke, CEO
Huntington's NSW/ACT	Lewis Kaplan, CEO
MND Australia (Motor Neurone Disease)	Carol Birks, CEO
MS Australia	Deidre Mackechnie, CEO
Muscular Dystrophy Foundation of Australia	David Kay, Chair
Pain Australia	Carol Bennett CEO
Parkinson's Australia	Jodette Kotz, CEO
Stroke Foundation of Australia	Sharon McGowan, CEO

## Population Impact:

**Ageing population** - 3.8 million or 15% of Australians are aged 65 and over (2017).

Source: Australian Institute of Health and Welfare (2018) *Older Australia at a glance* <https://www.aihw.gov.au/reports/olderpeople/older-australia-at-a-glance/contents/demographics-of-older-australians>

**Chronic conditions** - In 2017-18 just under half (47.3%) of Australians (approx. 11.8m people) had one or more chronic conditions, an increase from 2007-08 when two-fifths (42.2%) of people had one or more chronic conditions.

Source: Australian Bureau of Statistics (2018) *National Health Survey: First Results, 2017-18* <http://www.abs.gov.au/ausstats/abs@.nsf/mf/4364.0.55.001>

<i>Condition</i>	<i>Est. prevalence</i>
Arthritis (in Australia)	4,000,000
Chronic Pain	3,240,000
Arthritis (in New Zealand)	704,000
Stroke	475,000
Parkinson's Disease	81,000
Cerebral Palsy	34,000
Multiple Sclerosis (MS)	25,600
Muscular Dystrophy	20,000
Cystic Fibrosis	3,500
Motor Neurone Disease (MND)	2,100
Huntington's Disease	1,800

## Disease specific prevalence sources:

**Arthritis in Australia** - 4 million Australians with arthritis (incl. 10,000 children with rheumatic conditions) and predicted to grow to 5.4 million by 2030. Source: *Counting the Cost Report*, Arthritis Australia (2016)

**Arthritis in New Zealand** - Approximately 670,000 New Zealanders (aged 15 or over) are living with at least one type of arthritis. Source: *The economic cost of arthritis in New Zealand in 2018*, Arthritis New Zealand (2018)

**Cerebral Palsy** - Approximately 34,000 Australians are living with cerebral palsy. Source: *Australian Cerebral Palsy Register Report*, Cerebral Palsy Alliance (2013)

**Cystic Fibrosis** - Approximately 3,500 Australians Source: *Model of Care: Cystic fibrosis*, Agency for Clinical Innovation - NSW Government (2016)

**Huntington's Disease** - Over 1,800 Australians have Huntington Disease and approximately 9,000 are at risk. Source: Australian Huntington's Disease Association (NSW) (2019) *How Common Is Huntington's Disease (HD)?* <https://www.huntingtonsnsw.org.au/information/hd-facts/how-common>

**Motor Neurone Disease (MND)** - 2,094 Australians are living with MND in 2015. The highest prevalence rate is reported in males aged between 75 and 84, estimated to be 8.7 per 100,000 Australians. Source: *MND death statistics*, <https://www.mndaust.asn.au/Discover-our-research/Latestresearch/Statistics.aspx> MND Australia (2015)

**Multiple Sclerosis (MS)** - More than 25,600 Australians are living with MS. Source: *What is MS?* <https://www.msaustralia.org.au/what-ms> MS Australia (2017)

**Muscular Dystrophy** - More than 20,000 Australians have some form of neuromuscular disease. Source: *About Muscular Dystrophy*, Muscular Dystrophy Foundation Australia (2019) <https://mdaustralia.org.au/neuromuscular-condition/about-muscular-dystrophy/>

**Parkinson's Disease** - Approximately 81,000 (2018) Australians are living with Parkinson's, making it the most common major movement disorder. Source: *Living with Parkinson's disease: An updated economic analysis 2014* Parkinson's Australia (2018)

**Stroke** - More than 475,000 Australians are living with the effects of stroke (2017). Source: *No Postcode Untouched - Stroke in Australia 2017 report*, Stroke Foundation (2017)