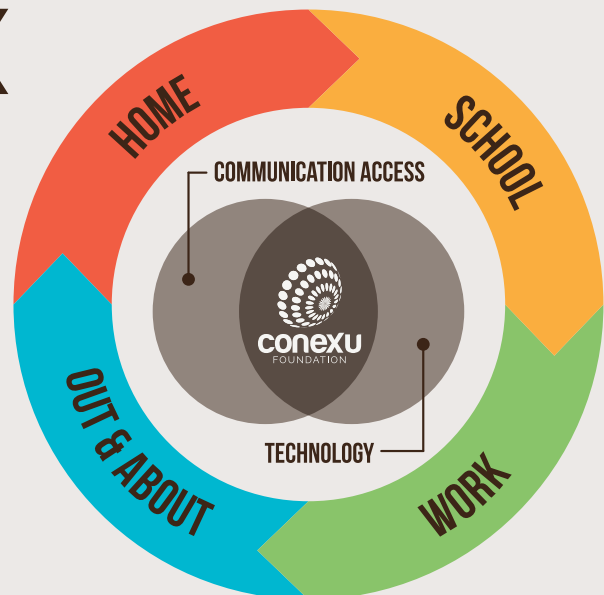


Strategic direction 2015 -18

Conexu believes that communication barriers should never stop people from reaching their full potential.

At every stage of life, we can help.

- Go-to information source on technology
- Training on information and communications technology
- Research
- App development
- Technology trials
- Technology solutions



Our purpose

To use technology to bridge the communication divide between hard of hearing, Deaf or speech impaired Australians and the broader community.

Our Vision: A connected community.

Leading to improved social interactions, personal safety, educational outcomes, employment opportunities, and access to goods and services.

How we work

In partnership

We will partner with individuals, organisations and businesses who share the common values of fairness and equal access to communication for everyone.

Not about me without me

The direction we take is based on evidence and implemented in consultation with the communities we serve.

Entrepreneurial spirit

We believe technology is a great enabler. We stay at the forefront of technological advances so that these advances also benefit our communities.

Conexu is the go-to for technology-based, communication access.

For many people, communicating is like breathing and requires little effort or thought. It's only when we try to talk to someone in a different language or lose our voice that many of us experience the frustration and limitations of an inability to understand and be understood.

For millions of people in Australia who are Deaf, hard of hearing or speech impaired, communicating with the broader community can be like that. As well as the daily frustration however, communication barriers often lead to reduced options for work and study, and social isolation.

Advances in technology however are breaking through these barriers at an incredible rate. It's an exciting and rapid period of change. But keeping up with these changes involves sifting through often complex information, weighing up different options, testing their relevance in different situations and then getting set-up and started. It can be expensive and overwhelming for an individual.

That's where Conexu comes in.

We are a non-profit organisation, expert in both technology and communication access. It's our whole focus.

We have a deep knowledge of the communication barriers that exist as people transition through different stages of their life that we've gained through our history, our research and our ongoing work with people who are Deaf, hard of hearing or speech impaired, educators, health professionals and business people.

Our expertise in technology means we can apply an access mindset to mainstream technology so that everyone benefits from the digital age. We continue to introduce and develop new technologies and apps to support communication at school, work and when people socialise.

Our multi-award winning team and our relationships with technology organisations around the world means we'll keep bringing the most practical and valued ideas and innovations to Australia.

Snapshot

The ability to communicate is our most human characteristic. Human communication is essential to learning, working, and social interaction. Impaired communication can affect every aspect of a person's life.

People with hearing loss face substantial barriers to workforce participation, including difficulty finding suitable work, reduced earnings and fewer opportunities for promotion.³

There are more than 3 million hard of hearing, Deaf or speech impaired Australians. This number is expected to reach 10 million by 2050.¹

Australia has among the highest smartphone penetration in the world.⁴

Decreased communication with others can lead to a range of negative emotions such as depression, anxiety, paranoia, exhaustion, insecurity, loss of group affiliation, loss of intimacy and anger.²

Despite the high value and strong evidence base linking educational attainment and improved life outcomes, students with disability are frequently denied educational opportunities.⁵

¹ Access Economics (2006), *Listen Hear!*, 5; Speech Pathology Australia (2013) Communication impairment in Australia, retrieved from http://www.speechpathologyaustralia.org.au/library/2013Factsheets/Factsheet_Communication_Impairment_in_Australia.pdf; Australian Bureau of Statistics (2012) Population Projections, Australia, 2012 (base) to 2101, retrieved from [http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/3222.0main+features52012%20\(base\)%20to%202101](http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/3222.0main+features52012%20(base)%20to%202101).

² Hawthorne, G. Hogan, A. (2002), "Measuring disability-specific benefit in cochlear implant programs; developing a short form of the Glasgow Health Status Inventory, the hearing participation scale" *International Journal of Audiology* 41:535-544.

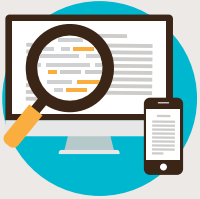
³ Connelly, L. (2012), *Labour force activities, barriers and enablers for people with a hearing loss: The workforce barriers and incentives study*. ACERH Research Report Number 13.

⁴ Australian Communications and Media Authority (2013), *Communications report 2012-13*, 22.

⁵ Children with Disability Australia (2015), *Hear Our Voices* Submission to Senate Enquiry into the Education of Students with Disability, 5.

Strategic initiatives

1



Deliver high-impact research

Key activities:

- Commission an Australia-wide research project every two years.
- Conduct in-depth studies on specific areas of need.
- Host an innovation summit.
- Share research with partner organisations and contribute to an effective evidence-base that can be used by advocacy organisations.

2



Enable people to make informed choices

Key activities:

- Connect people to information and reviews on mainstream technology and access products through our Techfinder.org.au portal for individuals, families, teachers, health professionals and businesses.
- Facilitate information-sharing between peers.
- Support other organisations by providing expert technology information to share with their members and clients.

3



Provide training and support on technology for different environments, particularly as people transition through home, school and work

Key activities:

- Expand our 'pop-up' technology workshops and events.
- Develop resource kits for key communication environments: school, work and home.
- Pilot a consumer-based panel for peer-to-peer support.

4



Explore, develop and offer a variety of technology solutions and apps to reduce communication barriers

Key activities:

- Conduct technology trials in Australia.
- Expand our relationships with local and international businesses, developers and universities.
- Support the access goals of businesses and government through information, technology and app development, and advisory services.
- Develop and promote communication-related apps, including the current suite of OpenAccess apps.
- Investigate technology solutions that draw on the strengths of Conexu and partner organisations.

5



Grow and evolve

Key activities:

- Expand our community engagement processes.
- Develop sustainable revenue streams in order to scale initiatives that have high-impact.
- Build and strengthen relationships with like-minded organisations and businesses to collaborate on priority initiatives.
- Build the Conexu brand and grow our reputation as a trusted source of information.
- Maintain lower operating expenses through collaboration and sharing back-office functions.



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