



Centre for Universal Design Australia Ltd
Annual Report 2021-2022

"Some people think design means how it looks.
But of course, if you dig deeper, it's really how it works."

Steve Jobs, former CEO, Apple

Universal Design Position Statement

Plain English Version

What do we want?

We want everyone to take a universal design approach to their projects, policies, services and communications. We want everyone to feel included.

What is universal design?

Everything should be designed so that as many people as possible can use it. It means the design is inclusive, healthy and safe for everyone.

Designers have to carefully think about all the different people in our communities when they are designing. Involving lots of different people to help with the design is a good way of getting it right.

Universal design isn't always perfect but it's the best that can be done at the time. It builds on the learning of past designs and improves on future designs.

How did it begin?

Universal design began as barrier-free design in the 1960s. Some wheelchair users wanted the freedom to get out and about like everyone else. They got together and lobbied the government to change things for the better.

They soon realised that designs for wheelchair users are good for everyone – it's universal. That is how the term "universal design" was born.

Today, universal design is about including people from all walks of life, not just people with disability. Universal design is a design thinking process involving users in the design process. It is a way of ensuring that everyone can participate in everyday life.

Other names for universal design

Universal design is known by other names: inclusive design, co-design, human-centred design and user-centred design. It is about designing for all people no matter where they come from or what they do.

What universal design is not

Universal design is not the same thing as access standards. It is not a special design for a few people. It is not "disabled design" or one-size fits all. It is not ugly design.

What does it cover?

All projects, services, policies, websites and communications. It's called taking a universal design approach. It is best done at the beginning of any project when users can be involved in the design process.

Government policies and laws

Each state and territory has policies that include universal design. They also have laws about discrimination. This can be age, disability, gender, race or religion. A universal design approach makes sure designs don't discriminate against anyone.

[Download a copy of this statement](#) from the CUDA website to use as a template or model statement

Chairperson's Report

Background to CUDA

Centre for Universal Design Australia Ltd (CUDA) was founded early 2016 and established itself as a virtual hub and clearinghouse for research and practice in the areas of universal design, inclusion and accessibility across a diverse range of disciplines. In January 2018 CUDA became a registered charity and in 2022 attained Deductible Gift Recipient (DGR) status. All activities are currently undertaken voluntarily by board members and volunteers.

Our focus in 2022 is on positioning CUDA for the future. As more people begin to understand the benefits of universal design, we need to stay at the forefront of universal design thinking so that we can continue to be leaders in the field. To this end we established a process for creating our future direction and this work is ongoing.

Activities 2021-2022

We were pleased that board member Dr Emily Steel was able to finally take up her Fulbright Scholarship and travel to the United States in 2022.

Online Learning

Our online courses were offline for three months from February to May due to the Open Learning platform changing its business model. Other low-cost or free platforms were investigated and trialed. Eventually we selected the WordPress platform which integrates with the CUDA website, and the course was piloted in May 2022 and launched in July 2022.

Introduction to Universal Design, which had a 57% completion rate, was updated and moved to the new platform. *Home Coming? Framing housing policy for the future* was discontinued with the move. It had served its main purpose in assisting with the campaign for mandating universal design features for housing in the National Construction Code.

We want universal design to be part of everyday language across society.

Universal design is evolving, and we will continue to lead the work of universal design in the context of the 21st century.

Papers, conference and workshop presentations by CUDA

Despite the continuing pandemic, we contributed to xxx events this financial year.

- Presenter and panellist for Sport NSW (NSW Government) Inclusive Facility Design and Innovation Online Forum
- Keynote speaker at Monash University's Melbourne Design Week event.

- Prepared and presented a 2 hour lecture for the Design-for-All online Masters course for the Politecnico di Milano (Italy).
- Presenter and panellist for Australian Institute of Traffic Planning and Management (AITPM) webinar on Ageing and Mobility.
- Presented a seminar session at the ATSA Independent Living Expo on changes to the building code relating to accessible housing.
- Guest speaker for the Local Government Universal Design Network quarterly webinar series.
- Two papers were accepted for 6th International Conference on Universal Design to be held October 2022 in Italy.

YouTube Videos

Volunteer Lizzie Davis devised two short videos on Universal Design for Learning (UDL): [An overview of the concepts](#) and an [Introduction to the First Pillar of UDL](#).

Director Sara Davidson produced a short video with an overview of the [8 Goals of Universal Design](#).



Magazine articles

Four articles were published this financial year:

- Wrote an [article for The Fifth Estate](#) industry magazine
- Link Magazine article on the building code changes
- Contributed to the UK Cambridge University Inclusive Design Team's quarterly bulletin.
- Invited to edit a special edition of [Design for All India Newsletter](#): five directors contributed one article each.

Submissions and contributions to public policy

- Response to proposal to review Australian Standard AS4299, Adaptable Housing.

Working with others

- Supported Australian Network for Universal Housing Design's ongoing campaign for basic access features to be mandated in the National Construction Code. After twenty years of campaigning, the equivalent of the Livable Housing Design Silver level was brought into the 2022 edition of the National Construction Code. However, not all states agreed to implement, and more work is required.

- Supported a group of NSW organisations working to persuade the NSW Government to adopt the changes to the National Construction Code for basic access features in housing. Wrote the plain language version of the group’s Position Statement. This work continues.
- Edited one page document for plain language for ANUHD for [cost of accessible housing](#).
- Invited to be a member of the scientific committee for the 6th International Conference on Universal Design which includes reviewing papers.
- Continued participation in the Sydney Olympic Park Authority Access and Inclusion Leadership Committee.
- Participated in the Victorian Government stakeholder roundtable for implementing the changes to the building code in Victoria for housing.
- Contributed to the Sydney Olympic Park Authority one day workshop for the 2050 Master Plan.
- Reviewed six papers for the ICT4AWE (ICT for Ageing Well and e-Health) Conference.
- Contributed to the review of the Australian Building Codes Board processes and governance. This was related to the cost benefit analysis of accessible housing being deficient and opaque.
- Contributed to the update of the NSW Government’s Everyone Can Play guide for new sections on water play and adventure play.
- Contributed to the NSW Design and Place SEPP webinar about accessible housing.
- Participated in two Sydney Olympic Park Authority workshops for developing access and inclusion guidelines

Other activities:

Directors participated in various community consultations, committees, roundtables and specialist workshops. This includes responding to media requests.

- Member Sydney Olympic Park Authority Access and Inclusion Leadership Committee.
- Member City of Sydney Inclusion Advisory Panel.
- Member, Independent Design Advisory Panel (IDAP), Brisbane City Council.
- Member, Queensland Accessible Transport Advisory Council (QATAC).
- Nominated expert representing Standards Australia, International Organization for Standardization (ISO) Technical Committee 173, Working Group 10 (Cognitive Accessibility).
- Member, Rehabilitation Engineering and Assistive Technology Association of North America (RESNA) Standards Committee on Cognitive Accessibility.
- Interviewed by ABC radio Newcastle about accessible housing.
- Member Port Stephens Council Place and Vision Strategic Planning consultations.
- Board member for the Centre for Aging and Work, Boston College.
- Chair, Gippsland Employment Skills Training.

- Social Ventures Australia, Synergis Specialist Disability Accommodation Fund Advisory Committee
- Co-Chair Age and Ageing Clinical Academic Group (Sydney Partnership for Health, Education, Research and Enterprise)

Consultancy work

- Provided expert advice to the Integrated Accessible Transport Network in the Queensland Department of Transport and Main Roads (TMR) in the development of Universal Design Guidelines.
- Provided ongoing access consulting advice to Arcadia Landscape Architects.

Website and social media

Website statistics for July 2021 to June 2022

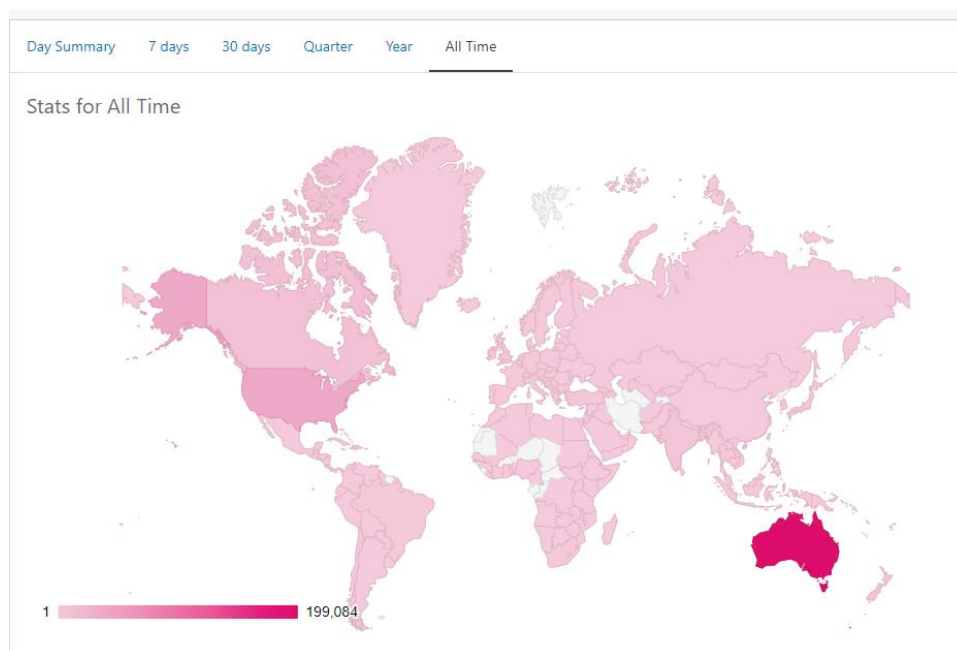
The CUDA website is the core of our operations. It contains more than 1200 articles and research papers on universal design and inclusive practice across all disciplines. The site is regularly groomed for outdated material to keep the content relevant and to maintain search engine optimisation (SEO).

The weekly newsletter maintained a subscriber base of 500+ throughout the year. The weekly posts were also circulated on social media for additional leverage.

Total number of visitors to the website for the year was 33,277 with 65,817 page views. The graph below shows a monthly upward trend in website visitors and views.



Website trend from February 2020 to June 2022



1. Global reach of the CUDA website

CUDA's posts have gained further global reach as shown in the world map above. Apart from Australia, the top six countries were, United States, Canada, India, United Kingdom, Ireland and Turkey.

Website statistics show that the 7 Principles of Universal Design and the 8 Goals of Universal Design remain our top-ranking posts. The post on Differentiated Instruction and UDL was the third most viewed page.

Social Media

Weekly newsletter content is posted on Linked In, and to a lesser extent on Facebook and Twitter. The Linked In page now has more than 2000 followers, which is a good way of keeping universal design topics top of mind. Twitter has 384 followers. Facebook shows 500 followers, but changes to the platform makes this less useful for CUDA.

All three platforms bring additional traffic to the website. The most popular posts are usually related to guidelines, our online learning, and conference information.

Membership

The option of the perpetual Lifetime Membership continues to be popular for individuals who want the convenience of signing up once only. All members are eligible to use the CUDA logo on condition that it is used responsibly. And of course, members are entitled to a discount for the biennial Universal Design Conference and other events.

Looking to the Future

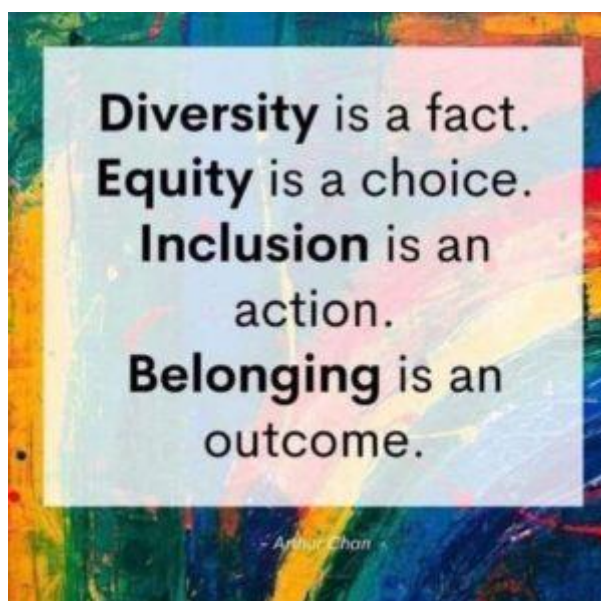
Working on future strategy – held workshops – developing a shared understanding of universal design in the 21st century.

The goodwill of members and social media followers keep universal design and inclusive practice front on mind in the wider world. Thank you for your persistence. Also, my sincere thanks my fellow board members for the hard work and continuous dedication throughout the year. My thanks also to the volunteers who work on our committees. Your passion and interest are the lifeblood of the organisation.

I look forward to working with you all for yet another productive year.

Dr Jane Bringolf

Chair, Centre for Universal Design Australia Ltd



Arthur Chan

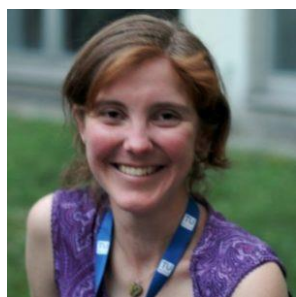
Board of Directors 2021-2022

CUDA is governed by a board of eight directors who meet monthly to run the affairs of the charity.



Jane Bringolf: BSSc, MBA, PhD, Churchill Fellow (Chair).

Jane has worked in community services for more than thirty years and has a broad understanding of the sector, particularly ageing and disability. A recipient of a Churchill Fellowship in 2004, Jane travelled overseas to investigate organisations pursuing universal design, accessible environments and assistive technology. She later completed a PhD in urban studies focusing on universal design in housing. Jane gained her grounding in universal design as Executive Director with the Independent Living Centre NSW, and she put this knowledge to use as Liveable Communities Project Manager with Council on the Ageing NSW (COTA NSW). She now commits her time to CUDA. Jane attended 11 out of 11 meetings.



Emily Steel BOccThy, MSc(Hons), PhD (Deputy Chair)

Emily is an Occupational Therapist who has worked as a clinician, manager and researcher in Australia, the United Kingdom and the Netherlands. Her research has investigated policies and practices for implementing disability rights and providing assistive technology in Europe and Australia. Emily is involved in the drafting of new international standards for cognitive accessibility, promoting universal design strategies to make products and systems easier to understand and use. She was awarded a Fulbright Scholarship for postdoctoral research to be carried out in the USA in 2022-2023. As such, Emily was granted extended leave of absence from the Board and attended 10 out of 10 meetings.



Phillippa Carnemolla: BIndDes, MDes, PhD

Phillippa is Associate Professor and Industrial Designer with extensive experience in design practice, research and education. Phillipa has a Bachelor of Industrial Design and Masters of Design (Research) from University of Technology, Sydney, and a PhD from UNSW, Sydney. Her PhD, completed in 2016, investigated the impact of home modifications on caregiving and health-related quality of life. Phillipa's research interests are focused on human-centred and inclusive design of housing, urban infrastructure and new technologies for older people and people living with disability. Phillipa attended 9 out of 11 meetings.



Phillip Taylor: BSc (Hons), MSc, PhD

Philip has over 30 years of experience as an expert researcher, policy writer and governmental and NGO advisor on workforce ageing. His interests include individual orientations to work and retirement, employer behaviour towards older workers and international developments in public policy aimed at extending working life. He

holds professorial positions with Federation University Australia and the University of Warwick. Philip attended 11 out of 11 meetings



Penny Galbraith: FAIB, FRICS, PhD

Penny is a built environment professional with a career long interest in accessibility and universal design. Consultancy roles have covered a range of clients and built environment forms including: Underwater World, State Library of Queensland, Princes Pier, master planning senior living villages, NW Rail Link, and more recently helping the City

for Greater Geelong determine 'what accessible looks like'. Strategy, research and futures thinking underpin Penny's work. Penny was granted extended leave from the Board and attended 9 out of 10 meetings.



Sarah Davidson

Sarah has a strong background in education and training, particularly in the community sector, relating to health and ageing. Working for peak bodies she has extensive experience in working with volunteers, leading teams, and peer education. Sarah has worked in senior management roles and business development. She is particularly interested in consumer and stakeholder engagement and capacity

building within an education framework. Sarah attended 9 out of 11 meetings.



John Evernden: BSc (Tech) Civil Eng; BAppSc Ecotourism

Over many years John has used his civil engineering background at local government level to help create public domains that consider all aspects of equitable and dignified access for people of all ages, capabilities and backgrounds. His skills also include ecotourism and the sustainability of the natural environment as well as the built environment. John is also an accredited access consultant. John attended 11 out of 11 meetings.



Nikki Jackson: MRICS, BSc (Hons), QM

Nikki is an Accredited Access Consultant, LHA Assessor, NDIS SDA Assessor, Accredited Changing Places Assessor and Chartered Building Surveyor. She has a diverse range of experience relating to compliance across all sectors of the built environment both in the UK and Australia. Some of her more notable project experience includes London Olympic Games, Commonwealth Games Gold Coast and major Australian city transport upgrades. More recently Nikki has been working with the City of Gold Coast Council where she has been responsible for advising on inclusive design strategies to help achieve Gold Coast's aim to create '*a city where everyone's included*'. Nikki attended 11 out of 11 meetings.

Centre for Universal Design Australia Ltd

Income and Expenditure Statement

for year ended 30 June 2022

	2021-2022		2020-2021
INCOME	\$		\$
Bal b/fwd	6,982.07		5,767.67
Membership fees	2,844.32		3,236.06
Donations	2,807.47		1,154.50
Consulting fees	11,418.00		0.00
Miscellaneous	822.00		0.00
Education fees	0.00		110.00
Bank Interest	1.02		1.76
TOTAL INCOME	24,878.88		10,269.99
EXPENSES			
Meeting Expenses	148.94		209.90
Web hosting fees	552.22		571.14
Open Learning Fees	133.00		228.00
Travel	902.90		0.00
Membership Fees	108.90		0.00
Contractor fees	1,320.00		0.00
ATO GST	130.00		322.00
Insurances	1,392.63		1,164.23
Domain Name renew	26.45		117.85
Misc Expense	0.00		674.80
TOTAL EXPENSES	4,715.04		3,287.92
Income less expenses	\$20,159.84		\$6,982.07

Cash at bank as at 30 June 2022 was \$20,159.84.

Total Income was \$17,892.81 and Total Expenditure was \$4,715.04 leaving a net profit of \$13,177.77. This was largely due to consulting work for Arcadia Landscape Architects and Queensland Transport and Main Roads.

GST owed by us to ATO is currently \$844.94.