

MEDIA RELEASE

## **Ai-Media Welcomes All-Party Support for Disability Reform**

### **National Disability Insurance Scheme a Key Issue for the New Australian Parliament**

20 August 2010

Deafness services innovator Ai-Media today welcomed the support of all major political parties for disability reform as part of their policies for Election 2010.

"A priority for the new Australian Parliament needs to be a National Disability Insurance Scheme," said Ai-Media co-founder and CEO, Tony Abrahams.

"For the first time in Australia, disability is receiving top billing as a major election issue and there is cross-party agreement that the current system is broken," Mr Abrahams said.

"With the election commitments by Labor, the Coalition and the Greens for reform, a National Disability Insurance Scheme (NDIS) should be achievable soon. A NDIS will bring enormous social and economic benefits to the nation; not just people with disability".

"It would be giant leap forward for the 20% of Australians living with disability, their families and carers. Cross-party consensus is critical if we are to effectively tackle disability".

The Productivity Commission is currently conducting an inquiry into a National Disability Insurance Scheme.

Ai-Media's submission to the Productivity Commission can be found at <http://www.ai-media.tv/resources>.

#### **About Ai-Media**

Access Innovation Media (Ai-Media) is a social enterprise that develops and delivers access services for media, education, business and government clients to ensure their content is available to people with hearing and vision impairments.

The company provides the following services:

- Pre-recorded captioning and subtitling for television, DVD, online and corporate presentations
- Live captioning using respelling and steno methodologies for broadcast, conference, meetings, online and mobile
- Transcripts
- Audio description

Ai-Media introduced large-scale cost-effective captioning to subscription television in 2004 – a service that has now grown to deliver over 120,000 hours across 45 channels annually.

Ai-Media clients have won an unprecedented 21 Captioning Awards over the last 5 years.

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