

Antony Ruck

Chair of BATA, the British Assistive
Technology Association

Who am I, and what am I doing here?

I've been around for a while ...

Three main topics for today:

What is BATA?

Why Digital Assistive Technology (DAT)?

Why is this relevant?



Who are BATA?

- The Board of Directors consists of 9 professional from across the sector.
- They are supported by the Council, who are subject specialists that support the Board on specific issues and topics
- BATA members are suppliers, publishers, manufacturers, AT professionals, AT users, education establishments, and organisations who provide support to individuals with disabilities who need Assistive Technology solutions.



How do we define AT?

- Assistive Technology (AT): products, equipment, and systems that enhance learning, working, and daily living for persons with disabilities.

How does AT differ from DAT?

- We use the term Digital Assistive Technology (DAT), to differentiate IT based AT solutions (those using software and electronics) from physical adaptations (such as bath hoists and grab rails)



Why does BATA exist?

Together we have a stronger voice, and on behalf of our members we:

- Represent Assistive Technology interest to Government
- Lobby for investment and improved legislation
- Educate on, and promote the benefits of, DAT
- Collaborate with other sector representative bodies to share information, organise events and deliver joint responses
- Promote industry professionalism and best practice
- Provide an information and signposting service for the public, workplace and education



The aims of BATA

- To campaign for the rights and interests of those needing Assistive Technology.
- To provide expert and impartial support and advice to government departments and agencies.
- To educate and inform widely on the benefits of Assistive Technology.
- To promote British Assistive Technology products and expertise at home and overseas.
- To develop the professionalism of those working with Assistive Technology through codes of practice, education, qualifications, accreditation, certification and networking.



Special Interest Groups (SIGs)

- AT Assessors
- Value Added Resellers
- Disabled Students' Allowance
- Educationalists
- Global
- Publishers & Manufacturers
- Training Accreditation
- Visual Impairment
- Workplace



BATA activities 2019

- Key activities

 - Joint Government lobbying via WHO, APPG-AT, ODI, etc

 - Direct Government engagement with DWP, DfE, DIT, etc

 - Training Formalisation and Accreditation

 - New Special Interest Groups (SIGs) for Visual Impairment and Assessors

 - Strategic Relationships and formation of Associate Member status

- Key events

 - BATA DSA Summit and Workplace Summit

 - Sight Village, ATEC, Naidex, H&WB, TES SEN Show

 - M-Enabling, ATIA, ATF, GREAT Summit



That's all nice. What's next?

- How do we work with other representative bodies?
- How do we continue to support the development of DAT?
- How do we influence on a wider scale?
- How do we grow awareness of the benefits of DAT?
- How do we support the industry to support the individual?





DATEurope
Digital Assistive Technology
Industry Association

LAUNCH ANNOUNCEMENT

About DATEurope:

DATEurope is the newly launched Digital Assistive Technology industry association for Europe.

Our Vision:

Enable access to digital assistive technology for all.

Our Mission:

Unite the DAT industry across Europe to influence legislation, awareness, sustainability, growth and commerce.



THE FOUNDING PRINCIPLES

- Unite the industry to share information and best practice
- Foster emerging technologies and stimulate innovation
- Create and promote a Code of Conduct to ensure ethical growth of the sector
- Deliver activities to raise awareness of the benefits of DAT:
 - Presenting at regional, national and international events
 - Engaging with end-user representation bodies
 - Seek to reduce barriers to access DAT
 - Proactive communications on the benefit of DAT



THE FOUNDING PRINCIPLES

- Lobby Governments to legislate for DAT, including:
 - Funding and research
 - Inclusion in planning
 - Proactive not reactive consideration
- Enable Industry networking opportunities
 - Enabling international trade through events, forums and newsletters
 - Facilitating connection of buyers, distributors, publishers and manufacturers



THE PIONEER GROUP ...

Welcome to the stage:

- Christoph Mueller
- Fiore Capone
- David Hofer
- David Banes



WHAT'S NEXT?

We want your input on the direction
and priorities of DATEurope

Election of Directors and Advisory
Committee

Founders Meeting

20th March 2020

Amsterdam

Register your interest at
info@dateurope.com

Also follow on Twitter and LinkedIn

