

For some time now ATSNZ has been raising the issue experienced by many of our members, around the length of trials for some assistive technology equipment.

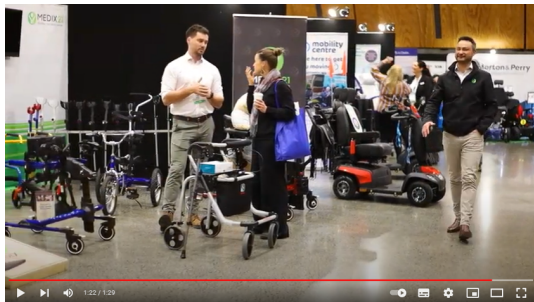
We've seen some development in this area which is giving us confidence that this year we may see a change that will diminish the average length of trials of assistive technology equipment.

During a meeting with representatives from Whaikaha, Enable, Accessable and ATSNZ, we efficiently came to the conclusion that it would be in the best interest of all involved, including the end user, to reduce the average length of trials.

Verbal agreement was reached to prepare a coordinated communication that would effectively determine that trials would be completed within 5 working days, that any required extension to this period had to be approved by the supplier.

This communication is still in development, with Enable and Accessable teams inputting into the document initiated by Whaikaha, before being offered to ATSNZ for final comment. We expect this to not take much longer and will update you again once it is finalised.

ATSNZ DISABILITY EXPO – 2022



At the end of September we hosted our third ATSNZ expo in the recently renamed Due Drop Centre in Manukau, Auckland. This is a preliminary overview based on observations and conversations at the expo.

Tania Bowkett (CI South) put a quality seminar programme together across the 2 days, that were well attended and rated favourably by the attendees.

Across 28 & 29 September we had over a thousand people on the expo floor, 780 of which were pure visitors and 220 of which were associated with an exhibitor on the floor. Of the 2 days, Thursday was busier.

We had quality exhibitors on the exhibition floor, the booths were all sold out and a few tables were added just before the show opened. It was spacious and vibrant with many of our members setting up stands that were great to visit.

We've had everyone at the show approached to give us feedback, which will direct us to find improvements and plan for the future shows.

Allied Medical's Stephanie produced a video that gives a flavour of the expo this year. You can view it via this link. <https://youtu.be/Qo1l3kmJpo0>

MANAWANUI LIVESTREAM – featuring Jonathan Sibbles



At the beginning of the month one of our members, Jonathan Sibbles of Te Wana Ltd., was interviewed by Simon on the Manawanui livestreams. This interview was posted on Manawanui's Facebook page. To see the interview, check out his link.

<https://www.facebook.com/watch...>

REHACARE 2022 – first time visitor



As a first-time visitor to both Germany and Rehacare I was absolutely blown away by the scale, and execution of this event.

It would be hard to see how any other city than Dusseldorf could offer such a perfect venue, which is easily accessible.

Personally, this was an excellent opportunity to see the latest

innovations in Assistive Technology, meet with our key suppliers, and look for anything that may be complementary to our offering in the market.

The things that stood out to me, BEER... Many supplier stands were set up like a bar – my favourite, and one of the busiest was the “yellow” school bus... I wish our marketing budget stretched that far....

Quality, the products for the most part were of an extremely high quality, often with as much care given to aesthetics as to functionality.

Engagement, it was impressive that every day was completely booked out for many suppliers – surely something that would be welcomed at ATSNZ events in the future 😊

Ultimately, I found Rehacare to be extremely valuable, and hope to attend regularly in the future.

Aaron Morgan – Medix21

REHACARE 2022 – veteran visitor



As a bit of a Rehacare veteran (I think I might have attended 15 or so before), it was brilliant to be back in Dusseldorf after a three-year break. I wasn't sure what to expect to be honest and there was a lot of talk beforehand that the show would be much smaller than before. However – the event was just as valuable to attend as ever, and while there was one less Hall, almost all the major manufacturers were represented, and the show vibe was definitely buoyant. There were also people there from around the globe – with the exception of China, given the travel restrictions for Chinese citizens.

Overall, I didn't spot too many new product innovations – it seems that most manufacturers have been dealing with similar issues to what we have experienced here, just keeping things going with large amounts of team illness and supply chain challenges. I'd imagine that we'll start seeing more new products in the next 12-24 months as things settle back down.

Aside from the crazy length of time to get there and a bit of jet lag – it was so energising to be back at the event and connect with so many suppliers – and industry friends. Rehacare remains to me as the global Assistive Technology event and if you haven't yet been, make sure you add it to your list to get to if you haven't been before. It is also a great way to spend some time with some fellow Kiwi ATSNZ members and have a currywurst or two!

Katie Noble – Allied Medical

REHACARE 2022 – exhibitor

PHOEBE MASCULL – MEDIFAB

And finally – an exhibitor perspective



Coordinating an exhibition on the other side of the world is always an interesting challenge, no pressure



added when you know the standards are so high at the global industry event of the year!

For those who haven't been to Rehacare, it's hard to describe the sheer size and scale of this event... hall after hall of exhibitors, innovations and quirky ways that creative marketers get you to turn your attention towards their stand.

Unlike the exhibitions in NZ we are familiar with, where set-up is permitted the previous day (or morning of, at some venues!) Rehacare allows exhibitors to start building their stands almost a week before the event starts. Time is definitely required for those who go to such phenomenal efforts, here are a few interesting ones:

Baking fresh cookies on stand to draw visitors, this exhibitor incorporated a kitchen into their stand to ensure no one could walk past without the scent of fresh baking tempting their tastebuds

Beautiful timber décor displays and a full café in the middle of the stand

Or, where no one is interested in the wheelchairs on display and everyone is more interested in the beer that is being served (not a very accessible bar however!)

Spex (the manufacturing/export division of Medifab) had a small booth, where this was an opportunity to connect with our existing global dealer network and meet with potential new dealers in countries that we are not yet represented in.

It's always a refreshing experience to speak with people from all over the world, from Greece to Ireland to Argentina, and catch up on the perspectives and industry challenges each country faces.

Looking forward to next year!

Phoebe Mascull – Medifab

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