



KA WHAKAPĀ, KA WHAKAPIRI, KA TUTUKI
COMMUNICATING, LIVING, ACHIEVING

The Oticon Foundation in New Zealand

Short Accountability Report

For the 2011 Grant to

The National Foundation for the Deaf

by

LM Carroll, QSO, JP, GDPPA, MPM

CEO, The National Foundation for the Deaf

the oticon foundation

Section One

1.1 Research Funding

The Oticon Foundation in New Zealand supported Louise Carroll, NFD CEO, to research the organisational structure and service delivery aspects of significant organisations in the United Kingdom, America and Australia in support of the NFD's Strategic Vision 2020 development project.

Though there was an intention to visit a significant organisation in the US and I did in fact fly into the United States, but due to an acute medical condition that required hospital treatment and an earlier home return this visit did not eventuate.

Without the Oticon Foundation in New Zealand support, this research would not have been possible and The National Foundation for the Deaf is very appreciative of their assistance.

1.2 Declaration of Conflict of Interest

I, Louise Carroll, CEO of NFD, do not benefit either personally or professionally as a result of the research recommendations or the funding of this research by the Oticon Foundation in New Zealand.

1.3 Brief

This report is a brief summary in the expectation that the NFD Hearing 2020 Strategic Plan will be ratified and released in the second half of 2012, at which time this report will be updated.

2. RNID - Action on Hearing Loss – United Kingdom

2.1 Foreword

I site-visited RNID Action on Hearing Loss United Kingdom national office in London and their equipment development and service delivery Peterborough site over a 4 day period in late June 2011.

Prior to visiting RNID Action on Hearing Loss, working collaboratively and consulting widely, I developed a broad based questionnaire to ensure information relevant to the work being done by the NFD Strategic Vision 2020 Working Group was gathered during the visits.

Also, prior to the on-site visits, a full meeting programme was developed by the RNID Action on Hearing Loss Executive Team ensuring I was well informed and able to seek in-depth information from all of their Directorates during the visit.

During the period of time on-site, I witnessed the introduction of the new organisational name and branding. In addition, to mark this and to celebrate achieving 100 years of age, an event was held at the Parliamentary House of Commons which I also attended.

This was indeed a watershed week for RNID Action on Hearing Loss and it was my privilege to be there to witness it all unfolding.

Without exception, I was positively welcomed by all staff and the lines of enquiry often led to frank, lively and open discourse. This was a hugely beneficial experience and I am very grateful to the Oticon Foundation for their support to enable this excellent learning opportunity.

RNID Action on Hearing Loss is an organisation in good heart and I sincerely thank one and all for the opportunity to develop global links as experienced during this visit. It is indeed reassuring to have access to the level of expertise and guidance offered and also pledged into the future.

the oticon foundation

2.2 Executive Summary

- RNID Action on Hearing Loss is located in England, Wales, Scotland and Northern Ireland.
- Statistics being used in the UK are that 1:6 citizens are Hearing Impaired and 9:10 citizens, by the age of 80 will be Hearing Impaired.
- The government funding of RNID Action on Hearing Loss is primarily for the delivery of services to people with complex needs that include hearing loss or deafness.
- The RNID Action on Hearing Loss 2009 Review showed that in their Strategic Plan they should focus on:
 - Reaching the 4 million people with Hearing Impairment who don't wear Hearing Aids but should be – though the actual population with Hearing Impairment in the UK is 10 million
 - Only cutting back on services on social enterprises that were loss leaders
 - Bio-medical research support
- As a result of their 2009 Review
 - 19 strategies were developed
 - 12 were 'on target' and 7 were rated amber
- It was evident during the meetings with Directorate Senior Staff that much progress has been made towards the implementation of the Strategic Plan following the application of a rational approach in service design and delivery.
- If further information is required on the structure and service delivery of the RNID Action on Hearing Loss I am able to provide further commentary in response to emailed questions.

3. Deafness Forum of Australia

3.1 Foreword

In late July 2011 I, Louise Carroll, NFD CEO, site-visited the Deafness Forum of Australia (DFA) in Canberra for a 4 day period.

The same questionnaire as used during my visit to the RNID Action on Hearing Loss was used to ensure information relevant to the work being done by the NFD Strategic Vision 2020 Working Group was gathered during this visit.

Without exception, I was positively welcomed by all staff and in particular the CEO. Lines of enquiry often led to frank, lively and open discourse. It was an excellent visit, which highlighted the many ways that our two organisations can work more closely together to achieve common goals in support of people who are deaf or hearing impaired.

A further meeting was held, when I was invited to present on our work to the DFA Board and attend the Captioning Awards dinner in Sydney. Also, NFD was further invited to attend the DFA Hearing Week Federal Government Expo in Canberra, highlighting our work to Australian Federal Government MP's and displaying the Safe Sound Indicator, which we did. The Oticon Foundation in New Zealand grant made our participation in all of this possible!

3.2 Executive Summary

- The DFA is the national peak body for the hearing loss sector in Australia, with its office located in Canberra. Its membership is drawn from all of the Australian states and territories and represents people who are Deaf, Hearing Impaired or have a chronic ear disorder. They have both organisations and individuals as members.
- The DFA is the only peak body for the hearing loss sector is the DFA with its office located in Canberra and it has membership from all of the Australian States. They have both organisations and individuals as members.

- Statistics being used by the DFA are the same as those used in the UK - that 1:6 citizens are Hearing Impaired and 9:10 citizens, by the age of 80 will be Hearing Impaired.
- The organisation has a full time CEO and two part-time staff, with all salaries being government funded.
- Precedent setting only advocacy work is done by the DFA, to ensure laws and policies that are disadvantageous to the sector are rescinded.
- They also advocate for public health funding of audiological services, cochlear implants, hearing aids, FM systems and other essential rehabilitation equipment. While their primary focus will be public, some private insurance company advocacy work is done.
- The DFA does not provide wider services to individuals and organisations, such as rights and welfare advice service, employment advice service, help lines and training courses though their member organisations do.
- The government funding of the DFA is specifically for the delivery of systemic advocacy information to government.
- Annually the DFA delivers the Captioning Awards Dinner and this year they introduced the Federal Government Hearing Week Hearing Innovations Expo. The Captioning Awards Dinner costs were covered by the captioning industry and the Expo participants were required to sponsor their own stands.
- The DFA is sponsored by a number of hearing aid companies
- All media and public relations work is done in-house

- They do provide consumer information resources and education on service developments for rapidly developing technological interventions for the hearing impaired and deaf e.g. in 2010 they presented at Hills Hearing Loop forums Australian wide. This however, is not their core business but they will do it if it is a project that is sponsored or covered by grants funding.
- They do not provide other consumer education or services such as lip reading classes; signing classes or sign language interpreters; stenography or captioning services though they will refer enquirers to these and they do not fund medical research.



4. Advocacy

4.1 Comparative advocacy service delivery comments

- The RNID is commissioned by local governments and health authorities to provide services to the hearing impaired and d/Deaf sector (UK), which have been competitively tendered.
- The DFA receives government grant for national advocacy representation.
- RNID Action on Hearing Loss works across the full continuum of individual and systems policy and advocacy whereas the DFA works in the government policy and systems advocacy space only.

the oticon foundation