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## MEDIA RELEASE

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### **THE DEAF SOCIETY OF NSW IDENTIFIES ADVOCACY AND EQUITY FOR DEAF PEOPLE AS PRIORITIES UNDER ITS NEW STRATEGIC DIRECTION**

**The Deaf Society of NSW (DSNSW) recently completed an assessment of the organisation's direction, reaffirming its vision to achieve equity for deaf people while identifying key areas for the Society to build on over the next three years.**

The DSNSW gathered the views of the Deaf Community through comprehensive community consultations and stakeholder interviews to identify key areas of focus.

The DSNSW plans to increase investment in its role in influencing government policy and advocating for the rights of deaf people in NSW and increase collaboration to achieve better outcomes for the Deaf Community. Australia's signing of the 2008 **United Nations Convention on the Rights of Persons with Disabilities** is the key driver for the Society's approach to advocacy.

*"As the best-resourced organisation for deaf people in NSW, we believe it is our role to show leadership in the area of advocacy as well as facilitate interagency and partnership work",* says DSNSW CEO Sharon Everson.

The DSNSW advocacy focus for 2010 will be on access to education, employment and Auslan interpreting.

Another area identified in the Society's new strategic direction is the need to broaden existing services to people with a diversity of experience of deafness.

*"Our primary focus has been, and will continue to be, deaf adults who use Auslan. However, medical advances such as cochlear implants are changing the landscape of the Deaf Community and the issues it faces,"* says Ms Everson.

Other priorities in the Society's new strategic direction are wider dissemination of information to the Deaf Community, supporting other deaf agencies to provide high quality services and ensuring the other organisations are better equipped to meet the needs of deaf people.

To see the Strategic Plan in Auslan go to [www.deafsocietynsw.org.au/strategic\\_plan](http://www.deafsocietynsw.org.au/strategic_plan)

To download a copy of the new Strategic Plan in English go to [www.deafsocietynsw.org.au/strategic\\_plan/pdfs/strategic\\_plan.pdf](http://www.deafsocietynsw.org.au/strategic_plan/pdfs/strategic_plan.pdf)

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Further information can be obtained from [www.deafsocietynsw.org.au](http://www.deafsocietynsw.org.au).

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