



Universal Design Renovations



**Increase traffic to your website
without any cash outlay.**

"According to the Australian Bureau of Statistics, the proportion of the Australian population aged 65 and over will more than double between 1975 and 2030, and the proportion aged 80 and over will quadruple. A home that has been built or renovated using the principles of Universal Design will allow its occupants the option of living independently longer."

While there is copious amounts of information available to the home renovator about general renovations there is very little available about using the principals of Universal Design in a renovation to make a home "livable" for longer.

You can become involved in an exciting new project for no cash outlay that will address this issue and increase targeted traffic to your website.

We have acquired a "seachange" dwelling on the South Coast of New South Wales that will be redeveloped using the principals of Universal Design to provide much needed holiday respite for people with disabilities and their carers.

This process will be fully documented on a dedicated website. You can become involved by contributing materials "in-kind" in exchange for exposure on the site for 5 years.

The project has endorsement from the Shadow Minister Disability Services and Ageing Mr. Andrew Constance.

"It is great to see innovative projects like the one that Alex is promoting being undertaken in our electorate. Collaborations between individuals, private industry and government on initiatives like this are the way of the future. Projects that will allow people to stay in their own home longer in an environment of an ageing population are to be endorsed."



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What are the Principles of Universal Design?

A group of Universal Design advocates from the Center for Universal Design at North Carolina State University developed seven principles of Universal Design. These principles can be applied to evaluate existing environments or products, serve as guidelines in the development or renovation of existing environments, and serve to educate consumers and professionals wanting to understand the characteristics of this design approach.

✓ ***Equitable Use***

The design is useful and marketable to people with diverse abilities.

✓ ***Flexibility in Use***

The design accommodates a wide range of individual preferences and abilities.

✓ ***Simple and Intuitive Use***

Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level.

✓ ***Perceptible Information***

The design communicates necessary information effectively to the user, regardless of ambient conditions of the user's sensory abilities.

✓ ***Tolerance for Error***

The design minimizes hazards and the adverse consequences of accidental or unintended actions.

✓ ***Low Physical Effort***

The design can be used efficiently and comfortably, and with a minimum of fatigue.

✓ ***Size and Space for Approach and Use***

Appropriate size and space is provided for approach, reach, manipulation, and use, regardless of the user's body size, posture, or mobility.



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The Universal Design Renovations website has been established for more than 6 months and averages 1,000 unique visits every month. These visitors are searching for renovation information and products.

The screenshot shows the website's homepage with a navigation menu on the left, a main content area, and a sidebar with sponsors. The main content area features an article titled "What Everybody Ought to Know About Making Life Easier for the Access Challenged" with sub-sections for "Disability Access Consult" and "Handicap Access Showers". The sidebar lists various renovation services and sponsors like BlueScope Steel, Corinthian Doors, Easy Living, Eubiq, HAFELE, Hebel, and Solatube.

During the HIA Sydney Home Show you can become a sponsor of the Universal Design website for 5 years and not have to outlay any cash. We are currently taking on sponsors for contra arrangements on products used in the South Coast respite project.



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The Five Year Sponsorship Package.

Campaign Components	Value	Qty Over Campaign	Total Campaign
Initial Key Word Research	\$500	1	\$500
Follow Up Quarterly	\$400	12	\$4,800
Initial Press Release	\$550	1	\$550
Follow Up Quarterly	\$400	12	\$4,800
Text Links Monthly	\$25	36	\$900
Article Publication	\$350	1	\$350
Follow Up Quarterly	\$250	12	\$3,000
Banner Ad per month	\$50	36	\$1,800
Quarterly Statistics Reports	\$200	12	\$2,400
Sales Lead Generator Page	\$200	1	\$200
Hosting per month	\$35	36	\$1,260
2 Year Maintenance Extension	\$2,500	1	\$2,500
Total			\$23,060

This represents an annual cost of **less than \$5,000** to have prospects fed to you website using web links, press releases and article publication. Each quarter you will get a statistical report that quantifies the sponsorship.

This prospect feed happens 24/7 for five years.



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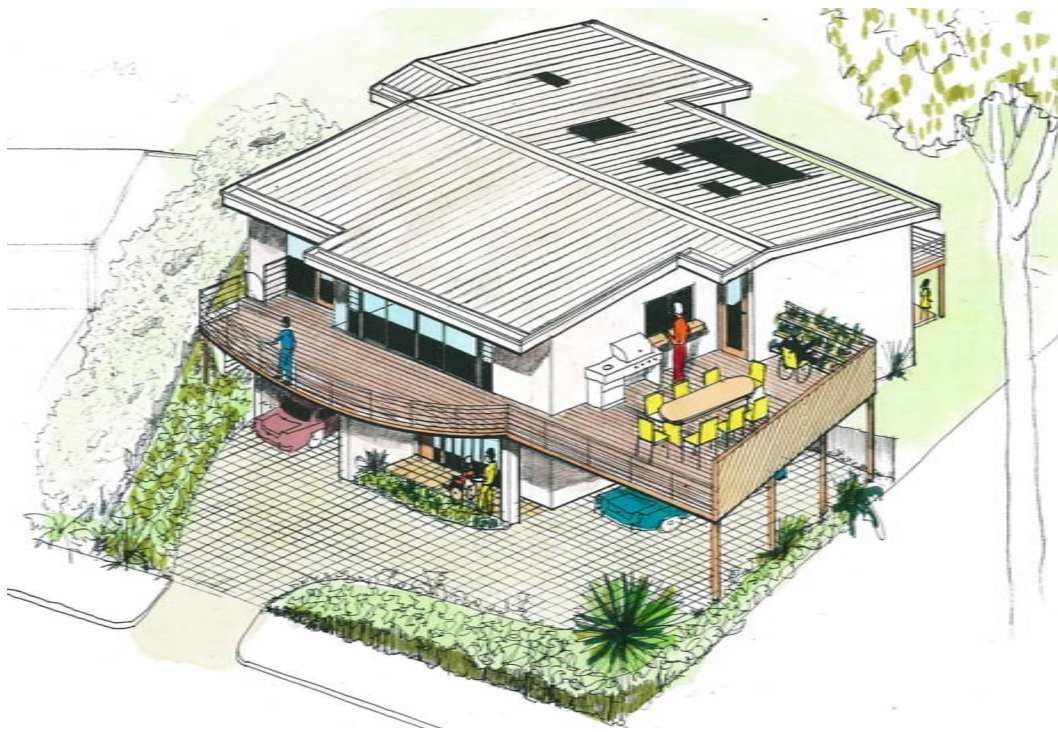


The South Coast Respite Project.

People with disabilities and their carers have extremely limited choices in holiday accommodation. In many holiday locations there are no suitable venues. Merimbula, a popular tourist destination on the south coast of New South Wales is no exception.

This presented an opportunity. We could acquire a property and use it as an exemplar of a renovation using the principles of Universal Design, documenting the process on the website along the way. Ultimately providing a holiday venue for people with disabilities.

A property has been acquired and Harry Sprintz, Australia's leading disability access design architect has been commissioned to ensure that the project represents a new benchmark in Universal Design implementation in Australia.





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The renovation plans have been submitted to Bega Valley Shire Council and the renovation is planned to commence in June-July 2007 with completion prior to Christmas 2007.

Your products have been selected as being suitable for use in this exemplar project. You can take advantage of our unique five year sponsorship by offering a contra arrangement on the purchase price of your products required to complete the project.

Yes I want to get five years online exposure on the Universal Designs website valued at \$23,060 for no outlay in cash.

I understand that I will receive:

- ✓ Key word research reports
- ✓ Press releases about my products
- ✓ Web text links
- ✓ Articles about my products
- ✓ Sales generator page
- ✓ Banner ads
- ✓ Quarterly statistical reports

All for a period of five years.

I am willing to contribute products to a value of:

\$

in consideration of this exposure.

Company:

Signed:

Title:

Date:



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Need to refer this decision up the line?

If you need to refer this proposal up the line for a decision please pass the presentation on complete with this contact sheet.

If you require more detail on this proposal please contact the project promoter.

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Don't let an opportunity to get over \$23,000 of online exposure for no cash outlay pass by.

Regards,