

<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
<b>Name of Organization/Company</b> Dementia Australia
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<b>Additional Contacts</b> I do not wish to list additional contacts
<b>Page: Entry Information</b>
<b>Entry Title</b> D-Esc
<b>Category</b> J05. New Product of the Year - Educational Technology
<b>New Product Submission Format</b> Written Answers
<p><b>a. Briefly describe the organization that developed the nominated new product: its history and past performance (up to 200 words). Required</b></p> <p>Dementia Australia is the national peak body supporting people living with dementia, their families and carers. As the peak body, Dementia Australia is a leader in harnessing the power of gaming technologies, virtual reality (VR), artificial intelligence and other high-tech tools to transform dementia education, understanding and care.</p> <p>Powered by a belief in the potential of technology as a tool to build awareness and empathy, in 2011 Dementia Australia began exploring ways to bring the experience of dementia to life for family and professional carers by enhancing the method of dementia training and education.</p> <p>Having reached thousands of people through VR education over the last decade with award winning Virtual Dementia Experience, Enabling EDIE, Talk with Ted, Dine with Ted and now D-Esc, Dementia Australia's technology is making a profound and lasting difference to many people impacted by dementia – particularly care workers providing vital dementia care.</p> <p>Dementia Australia's innovations have attracted national and global interest and media coverage and garnered national and international awards. Our successes have inspired governments to invest and philanthropists and care providers to further support our work.</p>
<p><b>b. Specify the date on which this nominated product was introduced to the marketplace. Outline the nominated product's features, functions, benefits and novelty (up to 250 words). Required</b></p> <p>In May 2024, Dementia Australia released D-Esc. D-Esc is a 3-hour workshop that includes VR training experience responding to a behavioural emergency involving someone living with dementia. Designed for participants working in aged care, D-Esc is the next step in the evolution of Dementia Australia's VR training.</p> <p>Through VR, D-Esc allows participants to step into the shoes of a care worker responding to an incident involving someone living with dementia, other residents and staff.</p> <p>Through providing experiential learning, participants navigate quick decisions to respond to the situation. D-Esc supports their ability to employ a person-centered, informed and empathetic approach to safely de-escalate situations of occupational violence in a workplace setting.</p> <p>D-Esc promotes the main principle of care – to cause no harm.</p> <p>D-Esc benefits the experience of care worker participants, people living with dementia, their families and carers and all stakeholders involved in the delivery of dementia care.</p> <p>At the completion of the D-Esc workshop participants will be able to recognise emotional and physical signs of behaviour escalation, understand how increased stress impacts a person with dementia and apply person-centered de-escalation skills.</p> <p>Unique and novel features of the VR used in D-Esc include branching scenarios – an immersive learning experience where a learner's choices determine the path they take and the content they encounter. This strengthens the decision-making capability of users.</p> <p>Through providing hands-on experiential learning, D-Esc participants can see the real-time effects of their decision-making in a safe, controlled environment and debrief the outcome with a Dementia Australia facilitator.</p>

**c. Explain why the nominated product is unique or significant. If possible compare the product to competitors' offerings and/or to the organization's other or past products (up to 250 words). Required**

The 2021 Royal Commission into Aged Care Quality and Safety cast a national spotlight to many of the issues relating to the care and support of people living with dementia in our community. There was an evident lack of hands-on de-escalation training for addressing changed behaviors, not just within the aged care workforce but throughout emergency services, health care and disability care.

D-Esc provides a unique resource to respond to this need and gap in the dementia care market in Australia.

The overwhelming successful and wide-reaching delivery of D-Esc is significant as it supports the aim to reduce the use of restrictive practices in the care of people living with dementia and reduce the number and severity of dangerous incidents in care.

D-Esc leverages technology to build participants' confidence and capability to assess and respond effectively to changed behaviours safely.

To date more than 5,400 people have participated in the experience and service providers continue to ask for more. The workshop is Dementia Australia's most popular offering and meets the high demand for in-person training of this nature.

Reflecting on the evolution of Dementia Australia's technology products, Enabling EDIE provided a first-person experience and Dine with Ted introduced avatars, while D-Esc is an accumulation of both impactful elements. D-Esc combines the first-person experience and avatar approach to add a decision-making branching scenario that enhances learning outcomes.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

D-Esc was launched at tech showcase events across Sydney, Melbourne and Adelaide in May – June 2024. The series of three live events attracted more than 400 guests across the aged, health and disability sector. The events generated 220 client leads enquiring about D-Esc and fulfilling the sales component of a 14-month target within 30 days.

The launch generated national media coverage across TV, radio and online as seen in the webpage and supporting documents attached.

D-Esc was developed with the Applied Artificial Intelligence Initiative (A<sup>2</sup>I<sup>2</sup>), Deakin University.

D-Esc is a Dementia Australia program created with support from The Rosemary Norman Foundation, Fitzpatrick Sykes Family Foundation, Navarra Care Foundation and Australian Communities Foundation through HDR Australia Fund. With the support of Dementia Training Australia and the Australian Government, the D-Esc workshop was free for 6,500 eligible participants until 30 June 2025.

[REDACTED FOR PUBLICATION]

**Would you like to add an additional webpage link?**

Yes

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**Would you like to add an additional supporting document?**

No

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