



Media Release

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New Network for SDA launches to house & support those living with disability

SDA+ is pleased to launch a new consumer led supply chain network delivering extraordinary homes for extraordinary people. SDA+ is the most unique and innovative model for creating specialist disability accommodation in Australia.

SDA+ is the single point of entry into the SDA market for both consumers (participants) and businesses and has launched a new website at: sdaplus.com.au today.

SDA+ connects industry leading businesses in an end to end supply chain that is focused on the customer. SDA+ helps bridge the gaps faced by participants on their SDA journey and offers consumers choice and control in their housing.

Founder & CEO of SDA+ James Brown says; "For the first time, consumers can have certainty and confidence that there really is a way to realise their housing dreams. A better life starts with the right housing". The aim of SDA+ is to help deliver life changing outcomes for extraordinary people, says James. "Finally, consumers have a simple and streamlined way to access the market with confidence that they will be assisted every step of their journey - end to end with SDA+".

SDA+ was created by James Brown after his own life changing outcome where back in 2018 as a fit and able bodied man, he contracted the most severe form of a condition known as Guillain-Barre Syndrome (GBS). James was totally paralysed, head to toe, with the capacity to only blink his eyelids. After an extraordinary long stint in hospital and care James has continued to work hard, fighting to regain any possible recovery of his body. James is inspired in his vision to find a better way to deliver SDA.

SDA+ is now open to all participants, whether seeking SDA funding or already eligible whok are seeking choice and control in their housing. The SDA+website includes handy resources and tools that can help participants no matter where they are in their housing journey. Take the **SDA+ Challenge** today and check that an SDA Provider is giving the consumer the best outcome.

Download at: www.sdaplus.com.au/wp-content/uploads/2020/07/Consumer-led-Challenge-.pdf

For more information visit: sdaplus.com.au

Media Contacts

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James Brown

Founder & CEO of SDA+, James Brown is a former senior executive in NSW Health and community housing CEO. It was during his time as CEO James led his first initiatives in specialist disability accommodation (SDA) under the National Disability Insurance Scheme (NDIS). James has his own personal life experience with the NDIS and SDA. A fierce advocate for choice and control in SDA and frustrated by market failings, James has developed SDA+ as an innovative new approach to help solve the problem and find a way to better housing outcomes for those living with a disability.