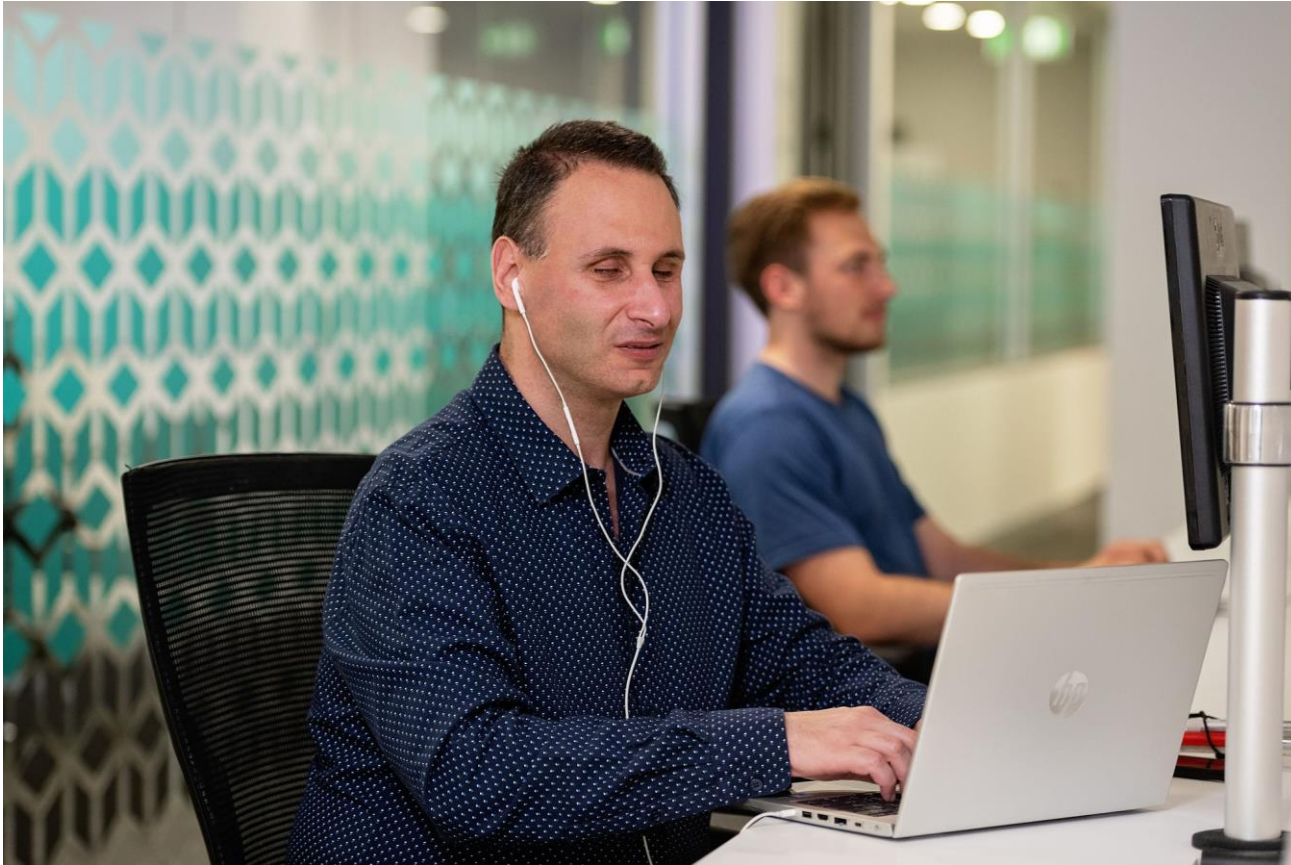


maven



**The Business of Accessibility:
Digital Accessibility
28th June 2022**

Host: Tory Norris

Facilitators: Ben Clare

<https://scopeglobal.com/access-and-inclusion/>

#MavenWeKnow

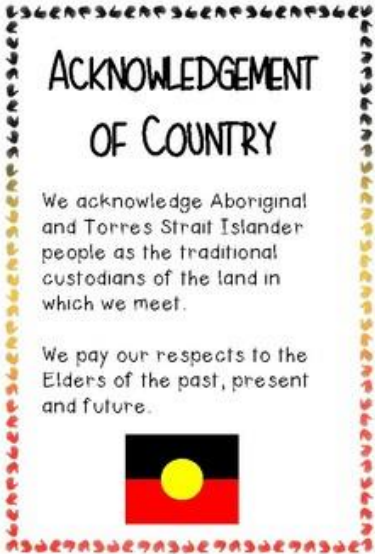
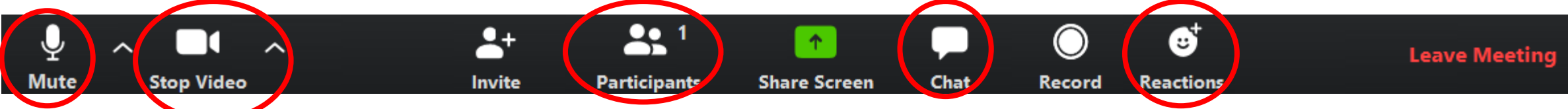


We know.





For IT support please contact Connor Syddall – send a private message in the chat box



DIVERSE
INCLUSIVE
ACCEPTING
WELCOMING
SAFE SPACE
FOR EVERYONE

-  MavenWeKnow
-  @MavenWeKnow
-  MavenWeKnow
-  MavenWeKnow

We know.

#MavenWeKnow



Learning goals

Digital Accessibility

Barriers to digital inclusion

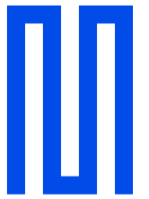
Accessibility frameworks

Social media & other formats

Easy read language



We know.



How are you using digital communications in your project?

We know.

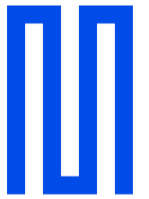


Who is experiencing digital barriers?

- 8% of men experience colour blindness
- 2 million Australian's experience dyslexia
- 49.6% of Australians over 65 have a disability
- 69% of people with disability click away from a website with barriers

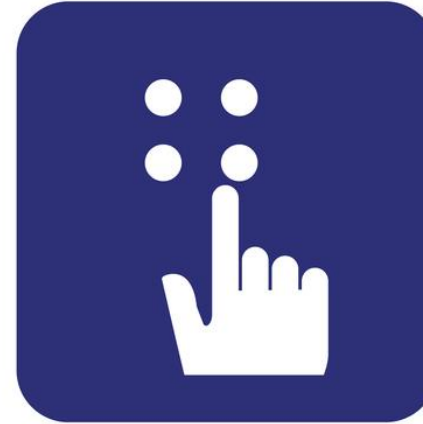


We know.



User needs

- No or low vision
- Cognitive impairment
- Neurodiversity
- Physical impairment
- No or low hearing
- Intersectionality & multiple disabilities



We know.



Accessibility



We know.

Content barriers



Thinking about the different types of disability, what are some of the issues or barriers in digital content that people with disability might face?

Over complicated language

Complex tables & diagrams

No screenreader functionality

Auditory content only

Too many numbers & symbols

Acronyms

Small text

Non contrasting colours

Images without description

We know.

Web Content Accessibility Guidelines (WCAG)



What you can do

- Build compliance with the WCAG standards into your service contracts
- Include user testing
- Consider an accessibility statement
- Provide contact information for those who require more access

We know.

About this website

[Home](#) > [About us](#) > [About this website](#) > Accessibility

About us

[About the department](#)

[Our locations](#)

[Our people](#)

[Our services](#)

[Publications](#)

[Corporate information and resources](#)

[Business opportunities](#)

[Grants](#)

[Foreign representatives in Australia](#)

[History of Australian diplomacy](#)

[About this website](#)

×

Accessibility

The Department of Foreign Affairs and Trade is committed to ensuring that its online information and experiences are accessible to the widest possible audience, regardless of ability, technology or platforms.

Web standards

Our websites aim to conform to Level AA where possible, of the World Wide Web Consortium's [Web Content Accessibility Guidelines 2.0](#) ¹ (WCAG 2.0).

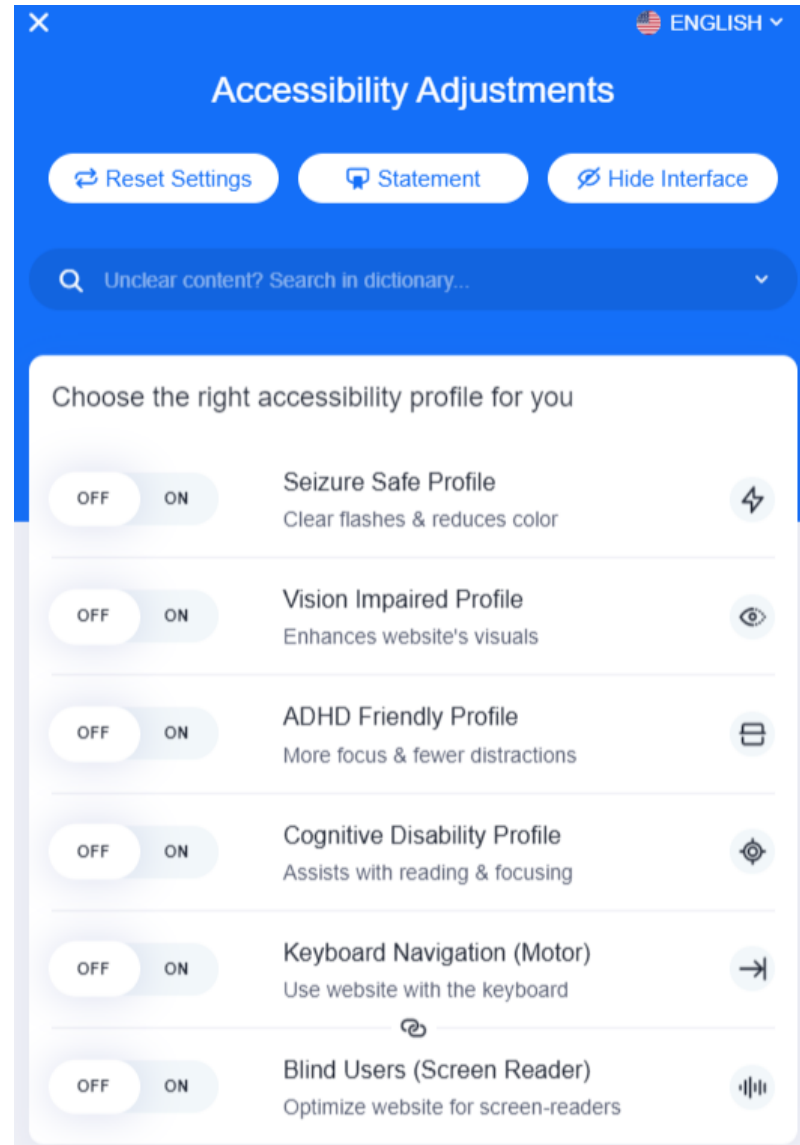
We also aim to meet the Digital Transformation Agency's [requirements for Australian Government](#) ² websites.

Exceptions

While accessibility is a major priority for us, we cannot control the accessibility of online content outside of our domain – including any websites/content linked from our pages.

We recognise that some of our content is not as accessible as it could be. Meeting accessibility guidelines is an ongoing process and we are consistently working to improve this.

How does this look in practice?



Social Media



- Use capitals to separate words in any hashtags you use on social media – this is so each word can be read by screen readers, e.g., #BusinessPartnershipsPlatform
- Add **meaningful Alt Text** description to images – on your website, presentations and on social media
- Use **colour contrast** between the foreground and background of your digital content to ensure text and images are easily distinguishable for people with vision impairment
- Embed **closed captions** within videos and create **audio description** versions of your videos – this will considerably increase the reach of your content
- Ensure **representation** of people with disability within program communications

We know.

Example



Carly Findlay OAM

11 April at 20:25 · 🌐



Someone recently said, "Carly takes too many selfies."

🙄 [eyeroll emoji]

Taking selfies as a disabled person, as a person with a facial difference, is an act of defiance. It takes back the power from those who think we shouldn't be seen. Visibility is possibility - especially for those who are afraid or embarrassed to show their faces and bodies.

Selfie on. Be visible. I will be.

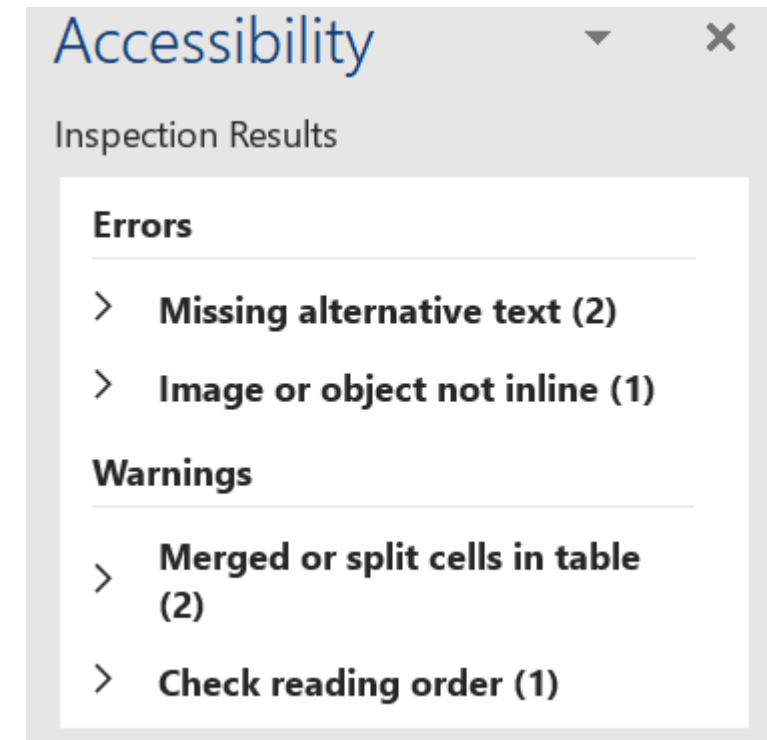
Image: a selfie of a woman with a red face and short dark curly hair, smiling. She's wearing a sage green dress with purple and green flowers and leaves. A pearlescent purple and green owl brooch is pinned to her dress. She's near a white wall.



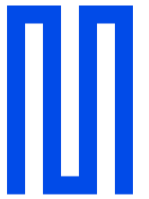
We know.

Using Accessibility Wizards

- Allows you to review the accessibility of documents and other products you develop
- Available in Word, Powerpoint and PDF
- Free and simple to use
- Provides instructions on how to make your work more accessible



We know.



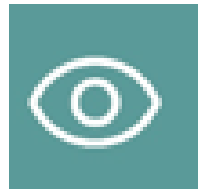
Easy Read Principles



Simplified language and grammar



Simplified font, layout and design

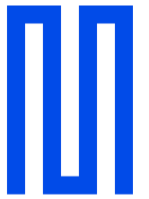


Focusses on presenting key information



Words can be combined with images to enhance the message for the reader

Easy Read examples



Easy Read Version



This service agreement is between



You _____



Who lives at _____

We know.

Easy Read examples



Carers SA has **commitments** to keep children and young people safe.



A **commitment** is a promise that we make.



Carers SA expect all **staff** to follow these commitments.

Carers SA **staff** include our workers, volunteers, students and leaders.

We know.

Accessible video content



We know.

Reasonable Adjustments



Do you require reasonable adjustments or support to participate in this activity?

Reasonable adjustments can include things such as modified and accessible training spaces, screen reader accessible documents, sign language interpreters, sighted mobility guidance, hearing loop facilities etc.

We know.

Q & A



Training 1

The benefits of inclusion

Types & models of disability

Collecting data on disability

Access & inclusion checks

Training 2

Barriers to digital inclusion

Accessibility frameworks

Social media & video

Easy read language

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Thank You!!

Contact

Tory Norris
Maven Manager
Tory@maven.scopeglobal.com
#MavenWeKnow

We know.

