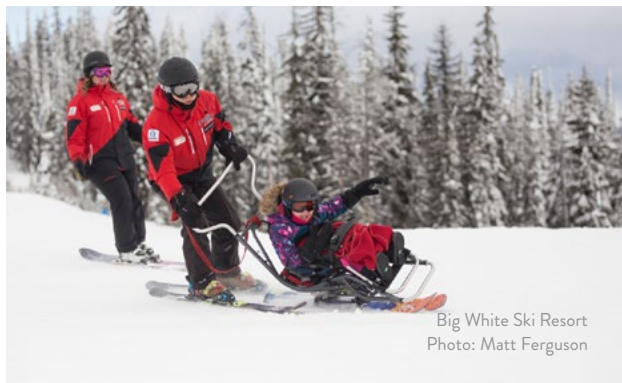


# THINK ACCESSIBILITY: GENERAL TIP SHEET

## WHO BENEFITS FROM ACCESSIBILITY MEASURES?

- People with disabilities, including permanent, temporary, visible or invisible
- Families with young children
- Elderly people
- Travellers with luggage
- Shoppers with heavy bags
- Delivery people
- Very small or very large people
- Pregnant women



Make it easy for people to get...

## INFORMATION

- Let people know about the different ways your business is accessible
- Ensure your website meets web accessibility standards
- Create a dedicated and detailed accessibility page on your website
- Include people with disabilities in your marketing materials
- Use large print, easy-to-read fonts, short sentences and, where possible, icons in online or printed information
- Share accessibility-related testimonials from your customers on your website, social media and other sites like, such as Tripadvisor

## CUSTOMER SERVICE

- Train staff on disability awareness and ensure they are familiar with the accessible features of your business
- Focus on the person, not their disability
- Speak directly to the customer, not their personal assistants
- Use respectful and appropriate language
- Reduce background noise
- Don't make assumptions—everyone is different
- Welcome service animals. Never attempt to pat or distract a service animal, but feel free to offer a water bowl

## IN AND AROUND PUBLIC SPACES

- Make sure all external and internal routes are free from obstacles. Routes should have firm, well maintained surfaces
- Use bright, contrasting colours to create visual contrast between key facility spaces, such as entrances
- Create clear sight lines between the entryway and service counter
- Make your entrance level, or use a portable ramp
- Ensure the floor or ground is non-slip and free from tripping hazards
- Add safety markings to glass doors

## ASSISTANCE

- Ask the customer if they want help before providing assistance
- Ensure chairs are available for those who need them
- Offer alternative formats and communication supports, such as pen and paper, hearing loops or magnifying glasses
- Offer to walk with people to where they want to go

