General

Is general access information			
included in/on:	Yes	No	Comments
Press releases			
Newsletters			
Season brochures			
Advertising			
Web sites			
Calendars of events			
Posters			
Programs			
Any other material released to the public			
Does access and service information include:	Yes	No	Comments
Wheelchair access			
Accessible parking and transport			
Hearing augmentation systems			
Times and availability of services			
·			
Costs of services			
Booking requirements for services			
Booking requirements for services Is information on services for people with disabilities (for example, Auslan sign interpretation or tactile	Vaa	Na	Commonto
Is information on services for people with disabilities (for example, Auslan sign interpretation or tactile experiences) included in/on:	Yes	No	Comments
Is information on services for people with disabilities (for example, Auslan sign interpretation or tactile experiences) included in/on: Press releases	Yes	No	Comments
Is information on services for people with disabilities (for example, Auslan sign interpretation or tactile experiences) included in/on: Press releases Newsletters	Yes	No	Comments
Is information on services for people with disabilities (for example, Auslan sign interpretation or tactile experiences) included in/on: Press releases Newsletters Season brochures	Yes	No	Comments
Is information on services for people with disabilities (for example, Auslan sign interpretation or tactile experiences) included in/on: Press releases Newsletters Season brochures Advertising	Yes	No	Comments
Is information on services for people with disabilities (for example, Auslan sign interpretation or tactile experiences) included in/on: Press releases Newsletters Season brochures Advertising Web sites	Yes	No	Comments
Is information on services for people with disabilities (for example, Auslan sign interpretation or tactile experiences) included in/on: Press releases Newsletters Season brochures Advertising Web sites Calendars of events	Yes	No	Comments
Booking requirements for services Is information on services for people with disabilities (for example, Auslan sign interpretation or tactile experiences) included in/on: Press releases Newsletters Season brochures Advertising Web sites Calendars of events Posters	Yes	No	Comments
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Is information on services for people with disabilities (for example, Auslan sign interpretation or tactile experiences) included in/on: Press releases Newsletters Season brochures Advertising Web sites Calendars of events Posters Programs Any other material released to the public Presentation of information Have you used access symbols to indicate your services and level of access?			



MARKETING TO THE DISABILITY COMMUNITY - CHECKLIST

Presentation of information continued	Yes	No	Comments
Have you met print guidelines in your			
presentation of material?			
Have you met web accessibility guidelines for			
any websites?			
Have you used appropriate language in the			
description of people with disabilities and			
access services?			
Have you included images of people with			
disabilities as part of your usual representation			
of people, e.g in newsletters?			
In regards to access and services, have you			
been honest about what limitations may exist			
for people with disabilities, and conveyed this			
information in all publicity material?			
Have you provided contact details (at a			
minimum phone and e-mail) for people with			
disabilities requiring more information?			

Note: Information on access for print material, websites and alternative formats can be found in the Print and Publication Guidelines available from Accessible Arts

Alternative Formats

Have you provided information in the following alternative formats:	Yes	No	Comments
Large Print			
Audio Tape or CD			
Braille			
Plain English			
A Word document that can be e-mailed			
On a website			
Print version of all audio material			
Captioning of audio-visual material			



Further Information: Accessible Arts, 02 9251 6499, info@aarts.net.au

Communication with the disability sector

Media	Yes	No	Comments
Have you included the disability media in your			
media plan?			
Have you sent all press releases etc to			
disability media?			
Have you developed an ongoing relationship			
with disability media?			
Have you included access information in all			
material sent to general media?			
Disability organisations	Yes	No	Comments
Have you prepared a contact list of disability			
organisations in your community?			
Have you identified and established a relationship			
with disability organisations in your community?			
Have you sent information/publicity material to			
disability organisations?			
When you have a service targeted at a specific			
group, do you communicate with disability			
organisations representing that group?			
Have you identified any programs/services that			
would benefit from collaboration with the			
disability community?			
Have you developed any partnership programs			
with disability organisations?			
Have you ensured that people with disabilities are invited to			
and included in:	Yes	No	Comments
All public meetings			
Advisory groups			
Market research			
Formal and informal consultations			
Any community/customer consultative process			
Research	Yes	No	Comments
Have you undertaken research to help you identify			
the needs/wishes of people with disabilities?			
Have you provided opportunities for people with			
disabilities to give feedback on your services?			



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MARKETING TO THE DISABILITY COMMUNITY - CHECKLIST

Notes	



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