

Project Partners



BENALLA
RURAL CITY



CAN
Communication
Access Network



gatewayhealth



GREATER
SHEPPARTON



INDIGO
SHIRE
COUNCIL



MANSFIELD SHIRE



MITCHELL SHIRE COUNCIL



moira
SHIRE



Murrindindi
Shire Council



nexus
Primary Health



RURAL CITY OF
WANGARATTA



Strathbogie
shire

Good
Access

=

Good
Business



Project Partners

The Good Access = Good Business Project is a partnership of the following:

- Benalla Rural City Council
- Greater Shepparton City Council
- Indigo Shire Council
- Mansfield Shire Council
- Mitchell Shire Council
- Moira Shire Council
- Murrindindi Shire Council
- Nexus Primary Health
- Rural City of Wangaratta
- Strathbogie Shire Council
- West Hume Regional Communication Service, Gateway Health

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Good Access = Good Business

This guide will help you improve access to your goods and services.

To attract customers who have a disability, small changes can make your business more accessible. Many of these ideas are easy to put into practice, however some will need professional advice so they are done according to the regulations.

The accompanying checklist will assist you to look at the accessibility of your business. By identifying areas where a small change, with minimal or no expense, can make a big difference to all customers, you can increase your customer base.

**Everyone
benefits
from good
access!**





Why Good Access is so important

Is your business accessible?

It's the Law.

Customers with disabilities should be able to access your goods and services just like any other customer.

If they can't they could make a complaint of discrimination under the Disability Discrimination Act.

Good Access

means there are no physical or social barriers that prevent customers from finding your business, moving around easily and receiving good service.

More than half of people aged 55 years and over have difficulties with mobility, sight and hearing.

Disability does not discriminate...

A disability can happen to anyone at any time in their life, it can be short-term or lifelong.

Not all disabilities are physical.

90%
of disabilities are invisible.

1 in 5

people have a disability. That's 20% of potential customers you could be missing out on!

YOU
could be
MISSING
out on
potential
customers.

Rights and Responsibilities

Under the *Disability Discrimination Act (1992)* it is illegal to discriminate against a person with a disability by:

- Refusing access to, or use of the premises or facilities, or setting special conditions of use
- Failing to provide a means of entry to the premises
- Requiring a person to leave a premises or stop using facilities without reason
- Refusing to provide goods and services or setting special conditions on provision to a person with a disability
- Providing goods and services in a way that is not accessible to a person with a disability

**Improving
access**
will assist your business
to meet your legal
responsibilities.





Making Your Business Welcoming

One of the easiest ways to improve access is to change the way you think about customer service for people with disabilities:

- Undertake disability awareness training with your staff
- Place your 'Becoming Accessible' sticker in a visible position
- Make your customers and potential future customers aware of your accessibility by promoting features which make your business welcoming. Consider:
 - Access into your business
 - Alternative contact methods such as SMS, email, hearing loop, website, National Relay Service
 - Online shopping service and home delivery service

Guide Dogs and Assistance Animals

People with guide dogs and assistance animals can go into all public areas including restaurants, taxis and hospitals.

The rights of a person accompanied by an assistance animal are covered under the *Domestic Animals Act 1994* and the *Disability Discrimination Act 1992*.

Both these acts override the *Food Act 1984* which prohibits dogs from entering food premises.



Improving access for customers of all abilities does not have to be expensive.

Never pat or distract a guide dog.

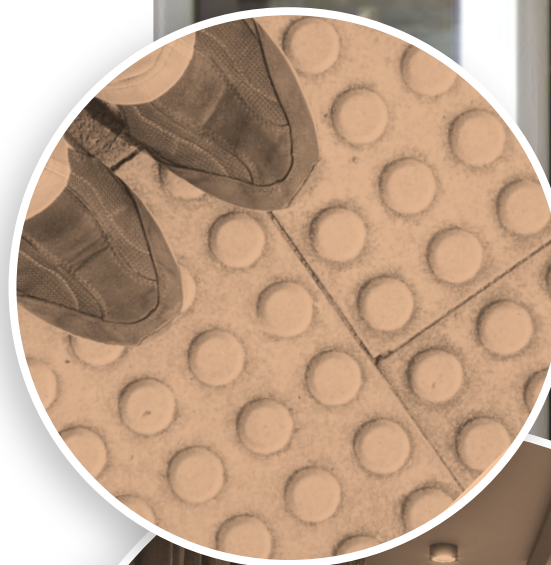


Making Your Business Accessible



Entrance

- The pathway into your business should be:
 - free from signs, tree branches, furniture and displays
 - where possible at least 1.8m from the building line or shopfront
 - a non-slip surface
- Ensure lighting is sufficient to identify trip hazards and keep lighting constant throughout your business space, especially around service counters
- Paint the entrance to your business in a colour that contrasts with the surroundings
- Safety markings should be present on glass
- If the door has a lot of reflective glass, attach safety markings so people do not walk into it*
- If you have steps and cannot replace them with a ramp or level entry, consider:
 - making available a portable ramp
 - having a second entrance with better access, or
 - installing a call bell for customer assistance
- Make the entrance door less heavy or automatic (to benefit all customers)
- Door handles should be a lever style and 900-1100mm off the ground*
- Make the doorway wide enough for people with walking frames, wheelchairs and prams to move through easily
- Doormats must be secure and level with the floor
- Install a handrail



Making Your Business Accessible

Furniture and Fittings

- Aisles of 1.2m wide allow room for wheelchairs, walkers and prams to turn*
- Aisles need to be kept clear at all times, free of protruding displays
- Floors should be non-slip and clear of trip hazards (keep a visual check)
- Think about best placement of fittings and fixtures, where they won't compromise independent movement
- Consider customers who are blind or have low vision. They will appreciate becoming familiar with your business layout, so you can help by leaving items such as products and displays in an unchanged location
- The counter should have one low section for people in a wheelchair (830-870mm from floor level)*
- Customer waiting areas ideally would have chairs available with and without armrests*
- Tables and desks need to be high enough for a wheelchair to sit comfortably. Chairs may need to be removed and legs repositioned. A modesty panel may hinder knees
- EFTPOS machines with features for customers with blindness or low vision will be very well received. Wireless EFTPOS or one with a long cord will enhance privacy for those in a wheelchair
- Accessible toilets require easy manoeuvrability of a wheelchair, so this means being free of clutter and stored items
- If you don't have an accessible toilet, please make sure your staff know the location of the closest one

**Australian Standard (AS1428)*

When thinking about the layout for your business, please adhere to all Occupational Health and Safety requirements.



Making Your Business Communication Friendly

Communication difficulties can be due to many reasons. Some examples are stroke, brain injury, Parkinson's disease, vision loss, hard of hearing, cerebral palsy, autism and dementia.

People with communication difficulties may have:

- No or very little speech
- Quiet voice
- Unclear speech
- Difficulty finding words
- Difficulty understanding questions
- Difficulty reading and/or spelling

People with vision loss may find it difficult or impossible to read text or print matter

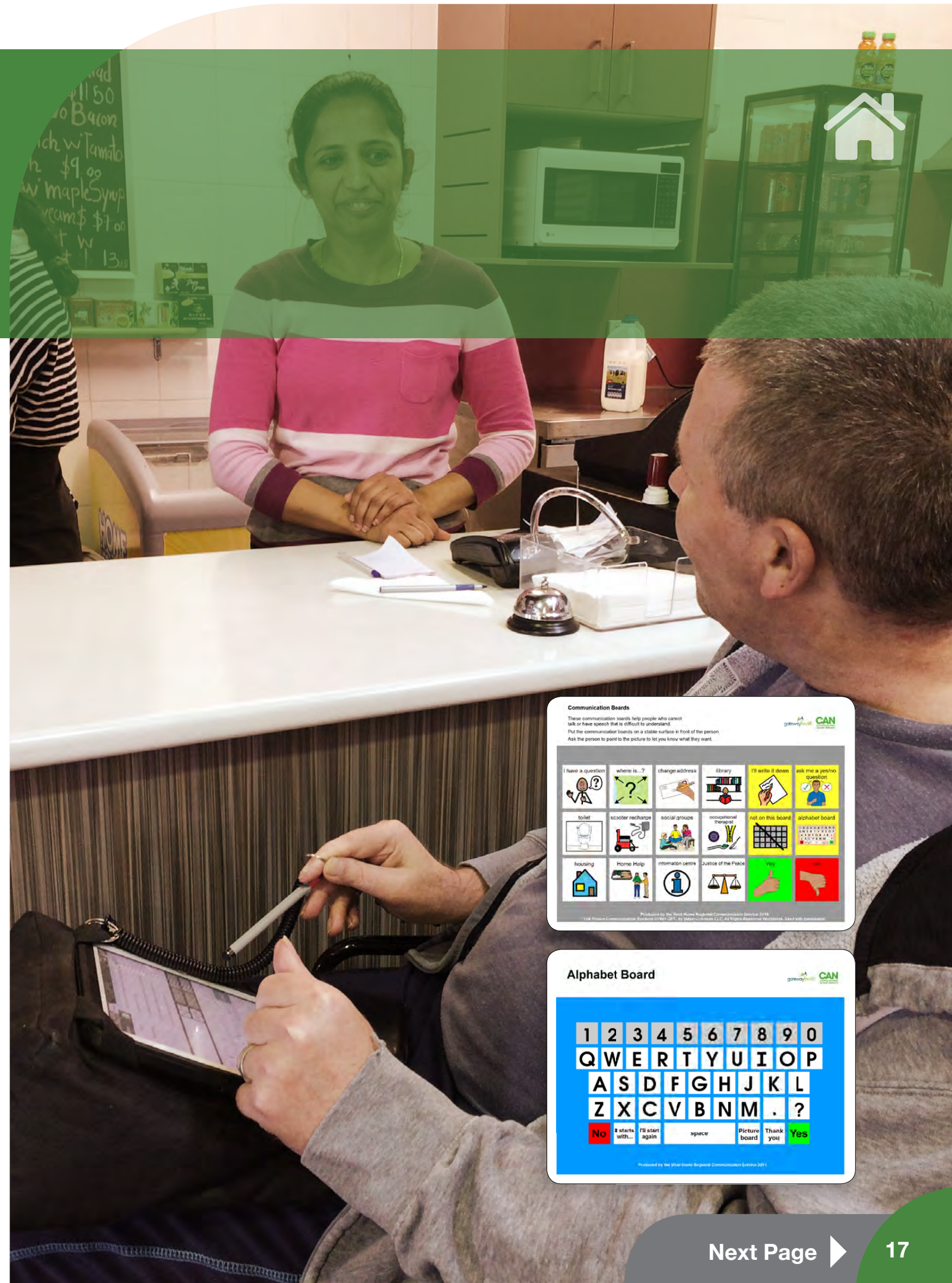
Other ways that people may communicate are through:

- Pointing, gestures, facial expression
- Writing
- Pointing to pictures on a communication board

- Electronic device

Helping customers with communication difficulties

- Be patient
- Speak in a normal clear voice
- Speak to the customer directly
- Ask how you can help with communication
- Ask one question at a time and wait for an answer before speaking again
- Ask questions that need a "yes", "no" or short answer
- Don't pretend that you have understood
- Ask the customer to point to or show you what they want
- Have a communication board available from your regional communication service for free
- National Relay Service is an Australia-wide telephone access service that relays calls





Making Written Information Easy to Read

Written Communication Guidelines*

- Text size to be at least 14 point
- Use plain fonts, such as Arial. These are often described as 'sans serif' (without small curls or decorative features)
- Align text to the left
- Line spacing should be at least 1.5
- Use bold to highlight a word
- Keep your language simple and direct
- Use short, simple sentences
- Use matt or low sheen paper to avoid glare
- Avoid patterns or pictures in the background of text
- Make sure there is strong contrast between text and the background (e.g., black and white, not light blue on blue)

*Scope (2015). Clear written communications: The Easy English style guide.

Alternative Formats

Other formats include:

- Audio
- Braille
- Electronic
- Easy English

Almost half of our adult population has difficulties with reading

Hot Drinks

	Regular	Large
Flat White	\$3.50	\$4.00
Cappuccino	\$3.50	\$4.00
Latte	\$3.50	\$4.00
Long Black	\$3.50	\$4.00
Short Black	\$3.20	
Macchiato	\$3.50	
Piccolo	\$3.20	
Hot Chocolate	\$3.50	\$4.00
Mocha	\$3.50	\$4.00
Chai Latte	\$3.50	\$4.00



General Contacts

DeafAccess Hume

SMS 0412 216 474
Phone/Fax (03) 5722 9175
Email hume@vicdeaf.com.au

Nexus Primary Health

Phone 1300 773 352
Email info@nexusprimaryhealth.org.au

**West Hume Regional
Communication Service –
Shires of Greater Shepparton,
Moir, Mitchell, Murrindindi
and Strathbogie**

Phone 5723 2074
Email info@gatewayhealth.org.au

**East Hume Regional
Communication Service – Shires of
Wangaratta, Wodonga, Benalla,
Alpine, Mansfield, Indigo and Towong**

Phone 5723 2031
Email info@gatewayhealth.org.au

Guide Dogs Victoria

Phone 1800 804 805
Email info@guidedogsvictoria.com.au
www.guidedogsvictoria.com.au

SEDA Seeing Eye Dogs Australia

Phone 1300 847 466
www.seda.org.au

Lions Hearing Dogs Inc. Australia

Phone (08) 8388 7836
www.hearingdogs.asn.au

Vision Australia

Phone 1300 847 466
www.visionaustralia.org.au

**Australian Human
Rights Commission**

Phone 1300 369 711
www.hreoc.gov.au

**Victorian Equal Opportunity
and Human Rights Commission**

Phone 1300 891 848
www.humanrightscommission.vic.gov.au

**Association of Consultants
in Access Australia**

Phone 03 5221 2820
Email secretary@access.asn.au
www.access.asn.au

Companion Card

Phone 1800 650 611
Email companioncare@dhhs.vic.gov.au
www.companioncard.org.au

National Relay Service

TTY 1800 555 630 freecall
Voice 1800 555 660 freecall
SMS 0416 001 350
Fax 1800 555 690 freecall
Email helpdesk@relayservice.com.au
www.relayservice.gov.au

VicDeaf

TTY (03) 9473 1199
Phone (03) 9473 1111
FAX (03) 9473 1122
Toll free for country callers
TTY 1300 780 235
Phone 1300 780 225
Email info@vicdeaf.com.au
www.vicdeaf.com.au

Australian Standards

AS 1428.1 (2001, 2009)
AS 1428.2 (1992)
For assistance with AS 1428 please
contact your local council's building
surveyor or a private building surveyor.





Council Contacts



Alpine Shire Council

Great Alpine Road, Bright

Phone 03 5755 0555

Fax 03 5755 1811

Email info@alpineshire.vic.gov.au

Benalla Rural City Council

1 Bridge Street, East Benalla

Phone 03 5760 2600

Fax 03 5762 5537

Email council@benalla.vic.gov.au

Greater Shepparton City Council

90 Welsford Street, Shepparton

Phone 03 5832 9700

Fax 03 5831 1987

Email council@shepparton.vic.gov.au

Indigo Shire

101 Ford Street, Beechworth

Phone 1300 365 003

Fax 03 5728 1676

Email info@indigoshire.vic.gov.au

Mansfield Shire

33 Highett Street, Mansfield

Phone 03 5775 8555

Fax 03 5775 2677

Email council@mansfield.vic.gov.au

Mitchell Shire

113 High Street, Broadford

Phone 03 5734 6200

Fax 03 5734 6222

Email mitchell@mitchellshire.vic.gov.au

Moirā Shire Council

44 Station Street, Cobram

Phone 03 5871 9222

Fax 03 5872 1567

Email info@moira.vic.gov.au

Murrindindi Shire

Perkins Street, Alexandra

Phone 03 5772 0333

Fax 03 5772 2291

Email msc@murrindindi.vic.gov.au

Nexus Primary Health

Phone 1300 773 352

Email info@nexusprimaryhealth.org.au

Rural City of Wangaratta

62-68 Ovens Street, Wangaratta

Phone 03 5722 0888

Fax 03 5721 9526

Email council@wangaratta.vic.gov.au

Strathbogie Shire Council

109a Binney Street, Euroa

Phone 1800 065 993

Fax 03 5795 3550

Email info@strathbogie.vic.gov.au

Towong Shire

32 Towong Street, Tallangatta

Phone (02) 6071 5100

Email info@towong.vic.gov.au