



City of
Newcastle



Good Access is Good Business

Is your business accessible to all?

People with disabilities make up more than 4.4 million people across Australia. In Newcastle alone there are an estimated 30,000 people with lived experience of disability. Disabilities are diverse, some visible, some not so visible.

Businesses may be turning away customers with disabilities from engaging with them due to their premises, customer service or attitudes and behaviours. There are many ways a business can implement simple changes to reach more potential customers with disabilities. By increasing our disability awareness, listening and learning from people with disabilities and implementing changes in our businesses, we can make sure that everyone who wants to be a customer will be welcomed.

People with disabilities are more active in the community than ever before. There has never been a better time for your business to attract people with disabilities as customers or employees.

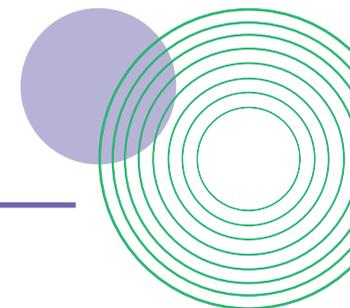
Inclusion is good for everyone.



Studies reveal that:

- For every \$1 invested into accessible environments, \$13 was generated as return revenue.
- Universally accessible retail environments benefitted from a 20 to 25% increase in turnover, when compared to non-accessible environments.
- Nationally, people with disability spend \$8 billion annually on tourism services.
- People with disability take around 9 million day trips each year, accounting for 21 per cent of all day trips.

(Sources: Monash University and University of Technology Sydney)



Where to start?

The journey to an accessible business starts with a willingness to begin.

Some quick tips:

- Work on making your business entrance accessible and free of obstacles, explore portable ramp options.
- Talk directly to a person with disabilities and not only to their companion.
- Do not distract a guide dog by paying it attention instead of the customer.
- A quieter location may assist with some communication and/or a pen and paper.
- Learn how to make your online content accessible for people who use screen readers.
- Do not ask the person about their disability unless it relates to the business transaction.
- Good lighting, large print materials and even a seat to rest on may assist many people.
- Provide disability awareness training for your staff.
- Knowing where accessible toilets and parking are located may assist your customers.
- Ensure you comply with Council's Outdoor Trading and Dining Policy.

Want to know more?

The [Zero Barriers](#) program provides free resources to assist you create a more inclusive business. [Find out more.](#)

The Australian Human Rights Commission provides a *Good Practice, Good Business* Guide with [practical tips](#) on improving access to goods, services, premises and information for consumers with disability.

The Victorian Government's Disability Resource Advocacy Unit has developed a guide titled [How to be disability inclusive](#) to assist you consider aspects of your business' level of preparedness to welcome people with disabilities.

[Read more](#) about the financial benefits of good access from Spinal Life Australia.

Find an [access consultant here](#) for a specific purpose or location assessment.

City of Newcastle encourages outdoor trading and dining, it must also provide good access. Find out how to comply with our [Outdoor Trading and Outdoor Dining Policies.](#)

