

# Introduction to digital accessibility

## Benevolent Society

### Why should you care about digital accessibility?

#### Key reasons to care:

1. Legal responsibilities
2. Reputation
3. Improved user experience
4. Commercial incentives

### 1. Legal responsibilities

All public-facing digital products in Australia are required to comply with the [Disability Discrimination Act 1992](#).

Australian public-facing digital products must also conform to WCAG 2.0 AA via the Australian Human Rights Commission [Advisory Notes](#).

#### Some examples of legal cases

- 2019, USA: [Guillermo Robles v. Domino's Pizza](#)
- 2015, Australia: [Gisele Mesnage v. Coles](#)

- 2000, Australia: [Bruce Maguire v. SOCOG](#)

## 2. Reputation

While there are financial risks associated with legal actions, the possible damage to an organisation's reputation is far more significant.

### Some news about the Coles case

- [Sydney Morning Herald](#)
- [ABC News](#)
- [Consumer Federation of Australia](#)

*Domino's will likely forever be remembered as the brand that argued against the basic rights of a blind man - and lost.*

[Source](#)

## 3. Improved user experience

Features intended for people with disabilities often improve the user experience for many other groups.

Ramps designed for wheelchair users also aid parents with prams, people with trollies and anyone with mobility issues.

Similarly, curb cuts started as solutions to make curbs more accessible to disabled World War II veterans - now useful for any wheels.

[Source](#)

SMS texting was invented by two Finns to help deaf people communicate without speaking - now used by everyone.

[Source](#)

Captions designed for people with hearing loss also help everyone better understand and concentrate on video content.

## 4. Commercial incentives

Do you know the percentage of people who have some form of disability in Australia?

### Some stats

- Australia: [21.4% of the population](#)
- New Zealand: [24.3% of the population](#)
- USA: [26% of the population](#)

These estimates are known to be low, as people:

- May not identify themselves as having a disability.
- May not want to disclose information on their disability.
- May not be aware that they have a disability.

**Bottom line?**

Can you afford to alienate potential or existing customers due to inaccessible products and services?

## **Who could be trying to access your content?**

1. People with no vision
2. People with reduced vision
3. People with reduced colour vision
4. People with reduced movement
5. People with varied learning or cognition
6. People with reduced or no hearing
7. People with affected or no speech

## **What assistive technologies could they be using?**

- Screen readers
- Refreshable braille devices
- Zoom Text
- Head or mouth switches
- Voice control software
- Face or eye tracking software

## **Wendy and Aaron**

Wendy and Aaron, would you like to introduce yourselves?

Wendy and Aaron, would you like to introduce yourselves?

Are there any assistive technologies you use?

What things frustrate you most in the digital world?

What things frustrate you most in the physical world?

Has your lived experience helped within the Benevolent Society?

- Internal learning and development
- Diversity action plan

Anything else you would like people to be aware of?

**Questions?**