

GOOD ACCESS IS GOOD BUSINESS

INFORMATION AND TIPS TO HELP MAKE YOUR BUSINESS MORE ACCESSIBLE FOR PEOPLE OF ALL AGES AND ABILITIES

Did you know that you might be missing potential customers if your premises are not accessible for all? The City of Melbourne's 'Good Access is Good Business' program is here to support businesses to meet the legal and community expectations that all people, irrespective of their age or ability, should have equal access to goods and services.

DID YOU KNOW?

According to a Monash University report commissioned by City of Melbourne:*

POTENTIAL CUSTOMERS



ONE MILLION

Victorians experience some degree of mobility, self care or communication restriction.

RETURN ON INVESTMENT



\$13 for every \$1

potential return on investment universally accessible environments.

EMPLOYMENT RETURNS



\$26 for every \$1

is the return for keeping people living with disability in employment.

INCREASED TOURISM



Up to 4x increase use of facilities

by City of Melbourne tourists with a disability when you improve access.

MORE TRAVELLERS MEANS HIGHER RETURNS



\$1 returns \$7

Every dollar spent by people with a disability on travel returns \$7 for tourism and retail related revenue.

RETAIL ENVIRONMENTS



20 to 25%

the increase in turnover for universally accessible retail environments compared to non-accessible environments.

TIPS FOR YOUR BUSINESS

Consider these three areas when thinking about how you can improve your business:

INFORMATION

- Is your signage clear for toilets, pay stations, change rooms?
- Is information easy to read on your website and accessible for people who use a screen reader?
- Are your menus and brochures in at least size 12 font?
- Is the layout of your store easy to get around?

ATTITUDE

- Simply asking 'Can I assist you?' in a respectful manner can make people feel more comfortable and welcome.
- Could you incorporate training and information on the importance of disability awareness into staff induction and development?
- Are staff aware where the nearest accessible facilities are such as toilets, car parks and seating?

BUILDING

- Are your aisles and shop displays set up to accommodate people in a wheelchair?
- Is there step-free access to your business?
- Do you have a low customer counter or can you provide a chair for customers to sit on while waiting to pay?

More information

Universal design and layout means that people of all ages and abilities find your premises easier to access and get around. The City of Melbourne is here to work with you to improve the accessibility of your business. *To speak to one of the team or to view the full report *Putting a dollar value on accessibility* Dr Nikos Thomacos and Dr Rachael McDonald, Monash University, 2012 visit melbourne.vic.gov.au/melbourneforallpeople



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