



Accessible business Self-assessment checklist



Access to information



This checklist is part of a program by the Mornington Peninsula Shire to help businesses become more accessible.

Checklists for **Physical Access** and **Attitudes and Awareness** can be found at www.mornpen.vic.gov.au/accessiblebusiness

View our **Accessible Business** [video here](#).



MORNINGTON
PENINSULA
Shire

Introduction

Providing information about your business attracts a wider audience and makes it easier for new customers to find you.

The Mornington Peninsula Shire has developed a checklist of actions you can take to improve Access to Information for your business. We've broken them into three categories – no cost, low cost and investment.



No cost



Low cost



Investment

Using this checklist

This document is best printed or used digitally on a tablet or desktop computer. Simply fill out the checklist and make comments on how you might improve access for your customers.

Checklist details

This checklist was undertaken by

Name

Date

Month

Year

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No Cost

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Low Cost

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Investment

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Online

Designing a website or social media page that is easy to navigate and contains clear and simple language will reach a wider audience.

Wayfinding and print

Providing information to people with disabilities of their new surroundings enables them to build a mental map and guide them through a physical environment.

Advertising

Most people with disabilities will pre-plan their visit and check your website for information they need to decide whether your business is safe and easy for them to access.

Notes

We've provided space to enter details about each area - so you can keep track of you progress toward better access for your customers.

No Cost



Online

#	ACTION	✓
1	Use plain English – Grade 6 reading level or below. Check what readability level your document is at: Hemingway Editor (hemingwayapp.com) (Cut and paste your text into the website)	
2	Ensure online booking/form submission/payment process is easy to find and navigate	
3	Provide key information online, such as such as menu, opening hours and contact details	
4	Provide online/phone shopping options to reach a wider audience	
5	Use image descriptions in social media to describe the pictures you use so that people who are blind or have low vision know what the picture is (this can be helpful for ALL customers)	
6	To assist those with low vision, ensure website and printed information has good colour contrast using this analyser from Vision Australia Colour Contrast Analyser Vision Australia. Blindness and low vision services	
7	User-test your website with people with disabilities to ensure as many people as possible can access your website	

No Cost



Wayfinding and print

#	ACTION	✓
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8	Use maps, pictures and symbols to assist with wayfinding	
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9	Use clear, big, bold and bright signage to assist with wayfinding (but not too many bright colours, as this can be overwhelming for people with sensory issues)	
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Advertising

#	ACTION	✓
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10	List accessible features on your website such as maps/floor plans, toilets, parking etc.	
----	--	--

11	Provide photos with image descriptions and/or videos with closed captions on your website so people know what to expect before they visit your premises.	
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12	Ensure your business is on the map and information is up to date	
----	--	--

13	Use Google Street view to provide a visual of your venue's entrance	
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14	Provide information about public transport (if available) and how to get to your business	
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15	Include people with a disability in advertising to reflect the diversity of the population and make all customers feel welcome	
----	--	--

16	To assist those with low vision, ensure website and printed information has good colour contrast using this analyser from Vision Australia Colour Contrast Analyser Vision Australia. Blindness and low vision services	
----	---	--

No Cost



Notes

Feature:

Follow-up:

Feature:

Follow-up:

Feature:

Follow-up:

Feature:

Follow-up:

Feature:

Follow-up:



Low Cost

Online

ACTION



- 17 Use your own skills to design an accessible website according to [Web Content Accessibility Guidelines \(WCAG\) 2.0](#) [Web Content Accessibility Guidelines \(WCAG\) Overview](#) | [Web Accessibility Initiative \(WAI\)](#) | [W3C](#)

Wayfinding and print

ACTION



- 18 Have menus, signage and important information available in multiple formats, for example:
- [Braille Brailiant Touch Australia](#) | [Accessible Signage or Restaurant Cafe-Menus.pdf \(braillehouse.org.au\)](#)
 - Easy English [Easy Read Documents](#) | [Easy English Information | Information Access Group](#)
 - Pictures
 - Audio
 - Verbally by staff
 - Printed in regular and large print (recommended 14-18 point Arial, Trebuchet or Verdana)
 - Electronic format
 - Word/HTML, large print



Low Cost

Wayfinding and print (Cont.)

ACTION



- 19** Invest in some of the recommendations outlined here from [Vision Australia - Online and print inclusive design and legibility considerations](#) | [Vision Australia](#). Blindness and low vision services
-
- 20** Create Communication Access Boards for customers who are non-verbal, have low literacy or speak English as a second language. [Communication Access – Access Ability Australia and Communication Access](#) | [Scope Australia](#) are two services that can help with this
-

Advertising

ACTION



- 21** Actively seek feedback and provide accessible ways for customers with disabilities to give feedback e.g. electronic, verbal or printed
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- 22** Purchase 360° digital camera and software to make your own virtual tour of your venue
-
- 23** Use your mobile phone camera and purchase software to create a virtual tour [Create a virtual tour on mobile phone.](#) | [Virtual Tours Software for Real Estate 2 \(virtualtourscreator.com.au\)](#)
-
- 24** Include models with disabilities in your promotional material (search for “disabled model agents” online)
-

Low Cost



Notes

Feature:

Follow-up:

Feature:

Follow-up:

Feature:

Follow-up:

Feature:

Follow-up:

Feature:

Follow-up:



Investment

Online

ACTION



- 25** Hire web designer to setup a business website and online store and/or ensure your website complies with Website Content Accessibility Guidelines [Web Content Accessibility Guidelines \(WCAG\) Overview](#) | [Web Accessibility Initiative \(WAI\)](#) | [W3C](#)

Wayfinding and print

ACTION



- 26** Engage the help of an orientation and mobility specialist to advise on wayfinding and other important information that people with low vision or other disabilities might need to navigate around your business
- 27** Engage the help of an Autism specialist such as [Amaze](#) or [AccessAbility Australia](#) who can help develop information that will make it easier for people with Autism, sensory processing or intellectual disabilities to access your business
- 28** Join the [Communication Access Network](#) of businesses and services that are accredited to display the [Communication Access Symbol](#) [Communication Access](#) | [Scope Australia](#)



Investment

Advertising

#	ACTION	✓
29	Pay for an audit of your existing website with Information Access Group Accessible Websites WCAG 2.0 AA Compliant Information Access Group	
30	Hire photographer/videographer to take footage of business to use in advertising (ensure you use image descriptions when posting photos online)	
31	Pay an advertising company to develop a campaign that includes images/video of people with different disabilities in promotional material.	

 We recommend saving your checklist now before continuing to the next section (go to save as...)

Investment



Notes

Feature:

Follow-up:

Feature:

Follow-up:

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Follow-up:

Acknowledgements

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Inspiration for content came from a wide range of sources including, but not limited to:

Missed Business? - Marrickville Council and Human Rights and Equal Opportunity Commission

Good Access is Good Business – Joint Council Publication

Missed Business – How to Attract More Customers Through Better Access, NSW Business Chamber

Inclusive Towns Guide - Bendigo

Better Access is Better Business Guide - Stonnington

www.mornpen.vic.gov.au/accessiblebusiness





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Mornington Peninsula Shire acknowledges and pays respect to the Bunurong / Boon Wurrung people, the Traditional Custodians of these lands and waters

Disclaimer

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