

# Marketing and communications checklist

### The following statements should be addressed by Marketing Manager in conjunction with media and communications manager and checked on a regular basis. These statements aim to identify improved services for people with disability.

### Further information and explanation of some terms are on the Marketing and Communications Information sheet.

| **Marketing and communications** | **Yes** | **Part** | **No** | **Action** |
| --- | --- | --- | --- | --- |
| Accessibility is embedded in the marketing strategy |  |  |  |  |
| Identify and establish relationships with local disability and community groups |  |  |  |  |
| Identify programs / services that would benefit from collaboration with disability organisations |  |  |  |  |
| Develop a disability media contact list that reflects the marketing programme |  |  |  |  |
| Develop partnership programs with disability organisations |  |  |  |  |
| People with disability are included in research or community / customer consultative processes |  |  |  |  |
| Marketing staff have undertaken disability awareness training |  |  |  |  |
| There is a marketing budget for both supporting and promoting accessibility |  |  |  |  |

| **Access information** | **Yes** | **Part** | **No** | **Action** |
| --- | --- | --- | --- | --- |
| Information includes services provided for people with disability |  |  |  |  |
| Access information and symbols are included on all marketing and promotional material |  |  |  |  |
| Times, availability, costs and booking process of access services are promoted early |  |  |  |  |
| Times, availability and costs of access services are promoted in alternative formats |  |  |  |  |
| A range of contact options are available for people requiring further information |  |  |  |  |
| Access guides are available that provide information on accessible services and facilities |  |  |  |  |

| **Presentation of information** | **Yes** | **Part** | **No** | **Action** |
| --- | --- | --- | --- | --- |
| Access symbols are on all promotional materials |  |  |  |  |
| Language is inclusive and person-centred eg. person in a wheelchair |  |  |  |  |
| Images are inclusive of people with disability |  |  |  |  |
| People with disability are represented in an inclusive and respectful way |  |  |  |  |
| Images convey the diversity of disability |  |  |  |  |
| Mail out information is in an access format for the specific disability sector / organisation |  |  |  |  |
| Information is available in a range of formats for audiences, **as per below formats:** |  |  |  |  |
| Braille |  |  |  |  |
| Large print (minimum size 18 font) |  |  |  |  |
| Audio |  |  |  |  |
| Easy English |  |  |  |  |
| Electronic Word document, plain text |  |  |  |  |
| Print version of audio material |  |  |  |  |
| Captioning of audio-visual material |  |  |  |  |
| Audio description of audio-visual material |  |  |  |  |
| Auslan interpretation of key text and audio |  |  |  |  |

| **Media** | **Yes** | **Part** | **No** | **Action** |
| --- | --- | --- | --- | --- |
| Disability media and organisations are included in all aspects of publicity and promotional plans |  |  |  |  |
| Promotion to disability media for both mainstream interests and disability/ access |  |  |  |  |
| Liaise with disability media representatives in an inclusive and respectful way |  |  |  |  |
| Press releases are sent to disability media |  |  |  |  |
| Access is promoted in mainstream media |  |  |  |  |
| There are opportunities for people with disability to give feedback on use of services |  |  |  |  |

| **Print and publications** | **Yes** | **Part** | **No** | **Action** |
| --- | --- | --- | --- | --- |
| Text size is 12 points or greater |  |  |  |  |
| Text uses fonts and are clear and easy to read ie. sans serif |  |  |  |  |
| Text minimises use of italics |  |  |  |  |
| Text uses standard mixed cases rather than all capitals |  |  |  |  |
| Text and graphics are kept separate |  |  |  |  |
| Tags or captions in use to describe visual images on electronic material |  |  |  |  |
| Text conveys a distinct level of contrast between background and foreground ie: 70% luminance |  |  |  |  |
| Print materials are on midweight paper to eliminate bleed |  |  |  |  |
| Print materials are on matt or low gloss paper |  |  |  |  |
| Information and publications are made available in alternative formats ie easy English; Braille |  |  |  |  |
| Large print documents have a minimum font of 18 points |  |  |  |  |
| Publications use affirmative language to describe people with disability |  |  |  |  |
| Text size is 12 points or greater |  |  |  |  |
| Text uses fonts and are clear and easy to read i.e., sans serif |  |  |  |  |

## Assessment of Results

### Priority Action and Goals

* [enter text]

### References and Links

[Guidelines for Producing Readable Text](http://www.visionaustralia.org/info.aspx?page=1845" \o "Vision Australia's page on Guidelines for Producing Readable Text)

[Accessible Arts](http://www.aarts.net.au/resources/)