

Accessibility is good for your business

Did you know that you might be losing customers if your business is not accessible and inclusive for all?

Knox City Council is keen to support businesses to meet the community expectation that all people, irrespective of their age or ability, should have equal access to goods and services.

By improving access to your business, you can help tackle the mobility challenges facing an ageing population and respond to the needs of your existing and prospective customers.



POTENTIAL CUSTOMERS

In Knox there are around **23,000 residents**, (about 15% of the population) who identify as having a disability¹.



RETAIL ENVIRONMENTS

20 – 25% is the likely increase in turnover for accessible retail environments compared to non-accessible environments².



EMPLOYMENT RETURNS

\$26 for every \$1 is the return for keeping people living with a disability in employment².



RETURN ON INVESTMENT

\$13 for every \$1 – the potential return on investment in accessible environments².

IMPROVE YOUR ACCESS

Information

- Is your signage clear for toilets and changing rooms?
- Is information easy to read on your website and accessible for people who use a screen reader?
- Are your menus/brochures at least size 12 font?
- Is the layout of your store easy to move around?
- Do you promote that you are an accessible or inclusive business?

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 disability awareness in 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 or mobility aid users?
- Is there a step-free access to your business, otherwise do you offer easy to grip handles at the entrance to your business?
- Do you have a low customer counter?



Make it happen

Council officers are available to provide further information and support in assisting your business to become more accessible.

Contact

Community Access and Equity Team
[e knoxcc@knox.vic.gov.au](mailto:knoxcc@knox.vic.gov.au) [w www.knox.vic.gov.au](http://www.knox.vic.gov.au)

Knox City Council acknowledges the City of Melbourne in the production of this publication.

¹ ABS Survey of Disability, Ageing and Carers, 2012 in Knox City Council Access and Inclusion Plan for People with Disabilities 2016.

² Thomacos, N. & McDonald, R. (2012). Economic benefits of universal access research assignment: Creating supportive, accessible and economically viable environments in the City of Melbourne. Final Report. Melbourne: City of Melbourne.



Knox City Council