

Simple steps to better access, more customers

This checklist provides a starting point for your accessibility journey, but is not comprehensive or a compliance checklist. You can decide what is relevant to your business or seek industry-specific checklists.

Barrier-free environment

- Clear indoor and outdoor pathways, e.g. A-frames do not hinder footpath access.
- Easy-to-find entrance with step-free option, e.g. ramp or lift access.
- Clear entrances with no obstacles or trip hazards.
- Clear wayfinding and entrance signs in high-contrast tones or colours.
- Non-trip step edges and handrails.
- Safety marks on glass doors and windows.
- Wide and/or self-opening doors.
- Easy-to-grip lever door handles for people with arthritis or limited mobility.
- Wide, clutter-free aisles.
- Clear, continuous paths of travel through premises, i.e. no blocked passageways.
- Well-lit spaces.
- Entrance bell or QR code to request physical assistance.
- Surfaces and floors are in good condition.
- Items in reach for people who use a wheelchair, e.g. counters, door handles.
- Wheelchair clearance under tables.
- Easy-to-understand menus, signs and information.
- Space for parking mobility devices or prams.
- Staff know the closest accessible toilets and baby change room.

Digital presence

- Simple language (limit jargon, acronyms and complexity).
- Simple fonts and good text spacing for easier reading.
- Customers can achieve goals easily, e.g. find the address or make a purchase.
- Content is organised under properly tagged headings for screen reader navigation.
- Sites are tested for screen reader compatibility.
- High contrast between background and foreground colours for people with low vision.
- Images have captions and alternative text (alt text).
- Audio and video content have transcripts.
- Links, buttons, forms and input fields are labelled.
- Resized text does not affect page functionality.
- Site works across devices, e.g. desktop, smart devices (Android and iOS).

Customer experience

- Disability awareness training for staff.
- Convenient alternative entrances for people with wheelchairs or prams.
- Clear language and visuals in printed materials.
- Information has images or QR codes to support people who have speech difficulties to communicate.
- Pen and paper available to assist communication.
- Payment location option that is wheelchair accessible.
- Reduced background noise options for customers with hearing or sensory differences.
- Hearing loop or hearing aid systems.
- Assistance/guide dogs are welcomed and not treated as pets.
- Wait area seating for people to rest.
- Unobstructed view between entry and counter.

Foster great people interactions

- Greet customers and ask if you can help make their experience easier.
- There are people with disability amongst staff.
- Be patient and treat customers equally.
- Maintain level eye contact.
- Speak directly to the customer, not their companion or interpreter.
- Use clear language and ask yes/no questions.
- Do not patronise people by highlighting their achievement of everyday activities.
- Do not talk about the person as if they cannot hear or understand.
- Respect customers' independence, ask permission before assisting and respect the decision.

Workplace health and safety

- Emergency and safety procedures consider people with access needs, e.g. evacuations, emergency exits are accessible.
- Fire alarms are visible and audible.