

## 4 SIMPLE WAYS TO IMPROVE ACCESS FOR ALL OF YOUR CUSTOMERS

### 1. Make it easy for people to find you

Include accessibility information (like wheelchair access, home delivery or accepting seniors or carers discount cards) in your promotions. Choose a colour for the entrance to your business that contrasts with the general environment to make it stand out.

Ensure external signs are clear and well positioned.

### 2. Make it easy for people to enter your building

**Level access:** Provide a level entry or install ramps. If this is not possible, consider moving the main entrance to a more accessible position.

**Better doors and doorways:** Doorways should be wide enough to allow a person with a walking frame or a wheelchair to pass through. Make them automatic, or light enough to open easily. Make sure handles are low enough and consider installing handrails. Attach safety markings to glass doors so people do not walk into them. Only use door mats if they can be secured and made level with the surrounding floor.

**Clear sight lines:** If possible, ensure there is a clear line of sight between the entry and the counter so that staff are aware when a customer needs assistance.

### 3. Make it easy for people to get around

**Signs, pricing labels and information:** Use high contrast colours and clear fonts on all materials. Ensure overhanging signs do not cause a hazard. Provide written menus or other product information in large print versions (eg. 18 point Arial) or have staff read information out to customers. Where possible, provide information in Braille.

**Lighting:** Think about improving lighting, especially around service counters.

**Layout:** Avoid dangerously placed fittings and make sure aisles are clear and at least 1.2m wide.

**Noise:** Find ways to reduce the amount of background noise and to easily turn down the music when necessary.

**Hearing loop:** Look into installing a 'hearing loop' or other system to assist people using hearing aids at counters, especially if there is a screen from the public at the counter.

**Counter:** Ensure at least part of your customer service area is at a suitable height for people using wheelchairs (750-800mm from floor level). Make sure that at least one of your checkout aisles is wide enough.

**Reach:** Try to place goods, especially the most popular items, within reach of someone using a wheelchair.

**Chairs:** If your customers have to wait, make a chair available.



### 4. Make the most of customer service

**Focus on the person, not their disability:** Always address the customer directly, not other people who may be with them (such as a sign language interpreter).

**Giving assistance:** Always ask the customer first if they want help; never assume they need assistance and accept the answer if the customer declines help. If you have a conversation lasting more than a few moments with a customer using a wheelchair, pull up a chair.

**Asking questions:** Ask customers with disabilities how they would like goods and services to be provided, especially where there are barriers to equal access.



## ARE YOU MISSING OUT ON POTENTIAL CUSTOMERS?

In Australia around one in five of the population has a disability. Together with their friends, family and carers, the number of people affected by disability is greater still. Add to this, those with a temporary disability or medical condition and the number continues to rise – and EVERY ONE of them is a potential customer.

More than half of the people aged 55 and over have difficulties with mobility, sight and hearing. While they may not consider themselves as having disability, they benefit from easier access.

Providing good access to your business will benefit:

- People with disability;
- Parents or carers of young children, particularly those with strollers or prams;
- Older people;
- Delivery people;
- Shoppers with heavy bags; and
- EVERY customer.

### Legalities

The law (Disability Discrimination Act 1992) says that customers with disability should be able to access your goods and services just like any other customer. If a customer with disability cannot get into your building or cannot access your goods and services, they could make a complaint of discrimination. This includes allowing service animals into your premises.

Improvements don't have to be expensive. Providing easier entry, manoeuvrability and staff training will go a long way.

Large print version of this brochure is available. Call 1300 36 2170

**FOR MORE INFORMATION ON PLANNING ISSUES, BUILDING APPROVALS AND LOCAL ACCESS REQUIREMENTS:**

**Liverpool City Council**  
 Phone: 1300 36 2170  
[www.liverpool.nsw.gov.au](http://www.liverpool.nsw.gov.au)

**FOR MORE INFORMATION ON LEGAL ISSUES AND RESPONSIBILITIES:**

**Australian Human Rights Commission**  
 Phone: 02 9284 9600

Complaints Infoline:  
 1300 656 419  
 General enquiries & publications:  
 1300 369 711  
 TTY: 1800 620 241

[www.humanrights.gov.au](http://www.humanrights.gov.au)

**Standards Australia**  
 Phone: 1800 035 822  
[www.standards.org.au](http://www.standards.org.au)

**FOR MORE INFORMATION ON DESIGN IDEAS AND CONTACTING AN ACCESS CONSULTANT:**

**Association of Consultants in Access Australia Inc**  
 Phone: 03 5221 2820  
 Fax: 03 5221 2820  
[www.access.asn.au](http://www.access.asn.au)

**ACCESS CHECKLIST FOR RETAIL OUTLETS**

**General access issues to consider** **YES**

Does your retail outlet have:

- Accessible parking close to premises
- Accessible public transport close to premises
- Clear internal and external signage
- Clear path of travel from outdoor to indoor areas
- Step-free access
- Clear and wide internal walkways
- Wide self-opening or easy-to-open doors
- Colour contrast door frames
- Low counters with a seat
- Seating available if customers need to wait or queue
- Brochures/information displays at an accessible height
- Good lighting
- Alternatives to visible and audible information
- Low pile carpet or slip resistant flooring
- Ramp or lift access to all levels
- Accessible website with information about services
- Direct access to an accessible toilet
- Welcoming staff, trained in access awareness
- Access for support animals

**LIVERPOOL CITY COUNCIL**



**MAKE YOUR BUSINESS INCLUSIVE**  
 And attract more customers

