



Digital **Accessibility** The Quick Wins

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Disability Employment Conference 2015

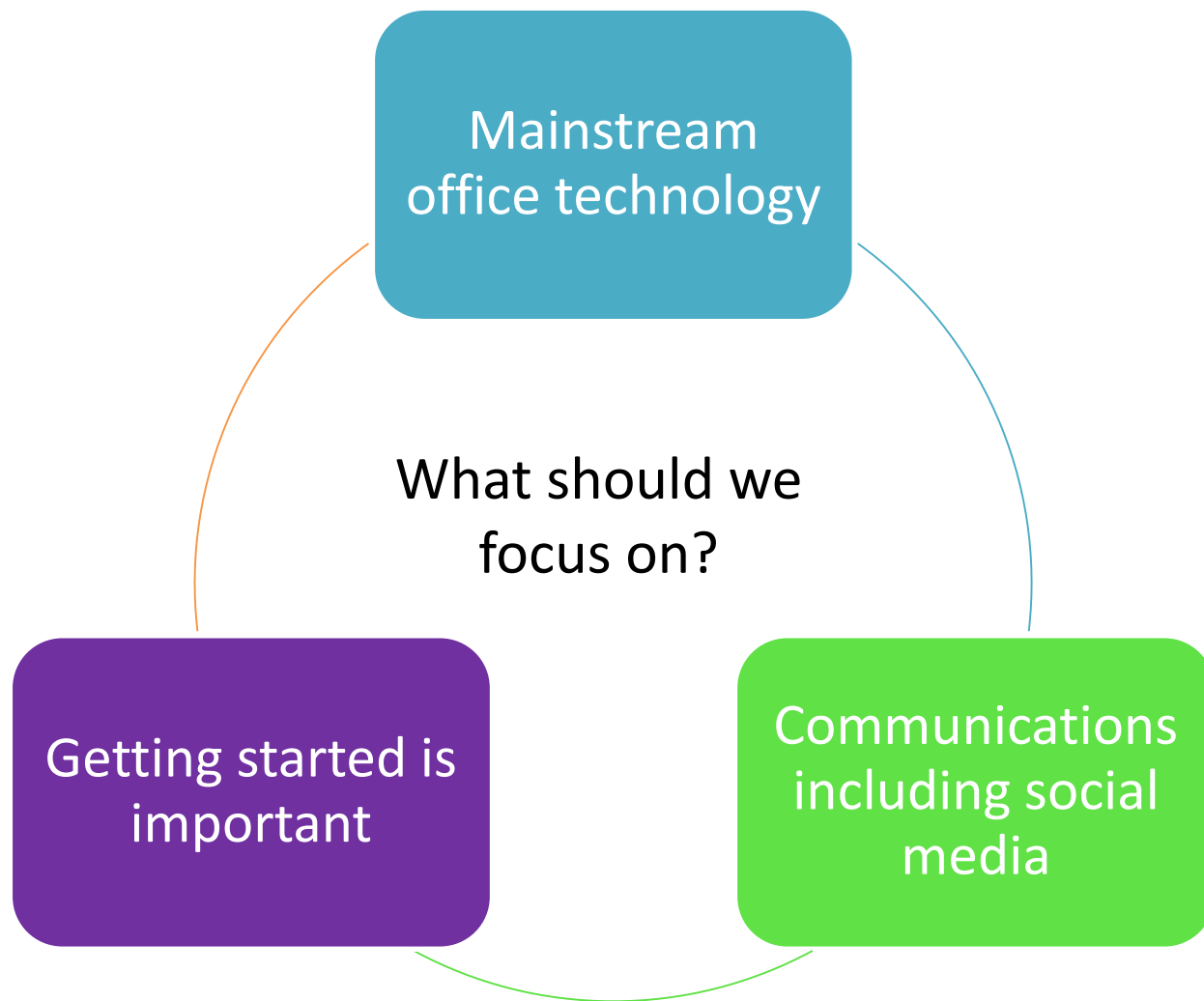
Why is this important?

A major barrier to employing people with disabilities is the **perception** that they need specialist technology that is:

- Expensive
- Needs extensive training to use
- Not compatible with existing office systems

And...

Employment agencies/employers need to ensure that information and communications can be **used** and **accessed** by people with disabilities.



Mainstream office technology

The simple message is that Windows, iOS, Android based systems are packed with built-in accessibility features.



For example in **Windows** you can:

- Change the icon and text size
- Adjust cursor width and blink rate
- Mouse pointer size and movement
- Change the colour scheme to high contrast
- ToggleKeys
- On-screen keyboard
- Magnifier (touch-enabled in 8)
- Narrator screen reader (touch-enabled in 8)

And Mac:

Improvements over Windows:

- Better screen reader VoiceOver
- Braille display support

However...

- VoiceOver doesn't work with the Office suite, works mostly with OpenOffice for Mac

iOS: iPhone, iPod Touch, iPad



- Great access: VoiceOver, zoom, captioned video, colour changes.
- VoiceOver & Zoom work together in iOS 6+
- App compatibility better all the time

Android:

Google Android phone and tablets:

- Much cheaper than Apple
- Features and apps include Talkback screen reader, magnifier, BIG Launcher, IDEAL accessibility apps

However...

- Only really a viable alternative if running Android 4.2+



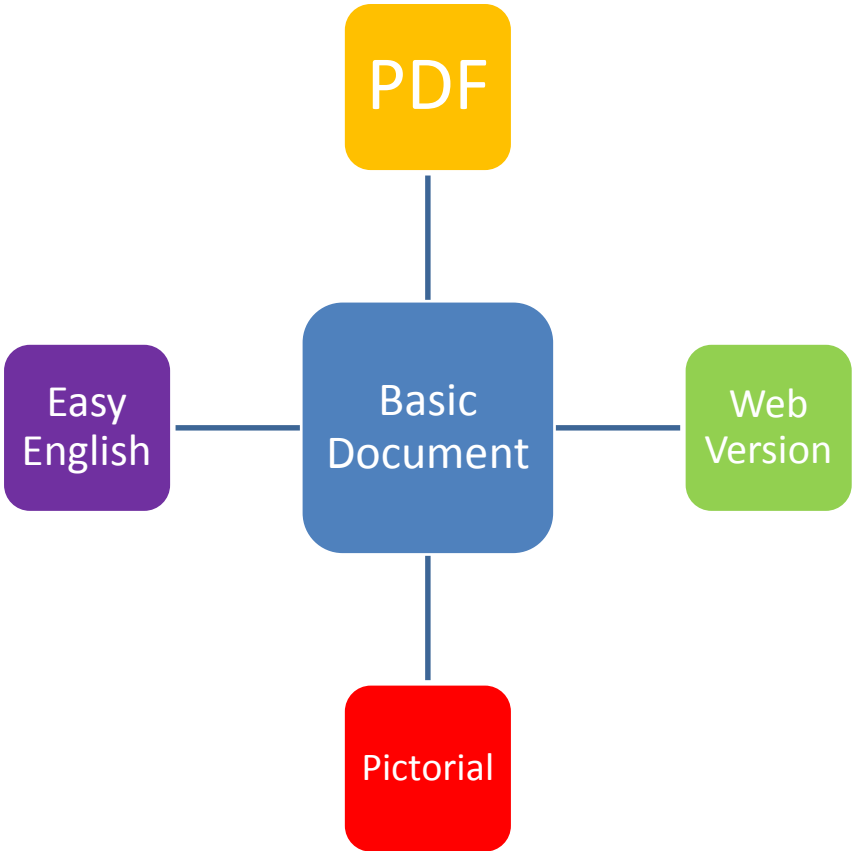
Communications issues for people with disabilities

- Can't see **visual-only** information
- Tables that I **can't navigate** through
- Little boxes that I have to click with **limited dexterity**
- Videos/audio I **can't hear**
- **Complex** language (CALD issue too)
- **Assume** I can access social media
- **Time** to find/complete a task
- Only **one way** of doing something
- **Documents** that I don't understand

What are the main issues?

- **Documents** – PDFs are ok if they are based on accessible content
- **Websites** – need some access features
- **Social media** – what are the limitations?

Start with making the basic document work



You must not annoy or disturb any other person. For example you must not disturb people with:



- Loud music



- Arguing or slamming doors



- Barking dogs or fouling



- Drunkenness, shouting or swearing



- Selling or taking illegal drugs



- Committing crime, dumping rubbish, playing ball games



- Racing cars or bikes

- Keeping dangerous animals

From an Easy English tenancy guide in UK



Recording a job application/CV?

Website Accessibility

- Main public interface
- Where people find out information
- If you can't make it accessible then how can you ask an employer to take disability seriously?
- WCAG standards
- Applies to Intranets as well
- Focus on getting started



What's really important?

- Text alternatives
- Search engines
- Enlargement buttons
- Labelled images
- Font enlargement, colour contrast
- Video messages not captioned
- Time out too quickly
- Meaningful links

What is a meaningful link?

You can find lots of information you need at the Disability Employment [website](#)

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Labelled image example



Labelled image example

Top 10 Most Popular Dog Breeds

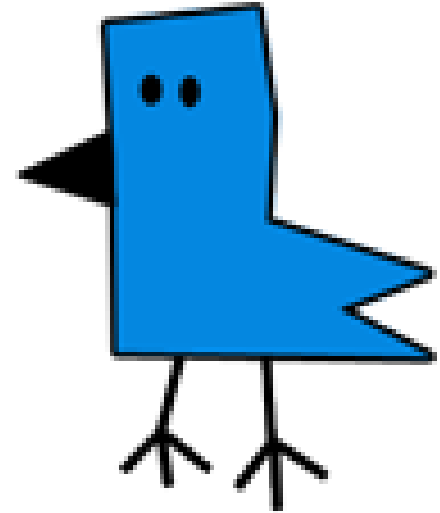
Comparison of the top dog breeds registered in the United States in 2002 and 2012

2002	Rank	2012
Labrador Retrievers	1.	Labrador Retrievers
Golden Retrievers	2.	German Shepherd Dogs
German Shepherd Dogs	3.	Golden Retrievers
Beagles	4.	Beagles
Dachshunds	5.	Bulldogs
Yorkshire Terriers	6.	Yorkshire Terriers
Boxers	7.	Boxers
Poodles	8.	Poodles
Chihuahuas	9.	Rottweilers
Shih Tzu	10.	Dachshunds

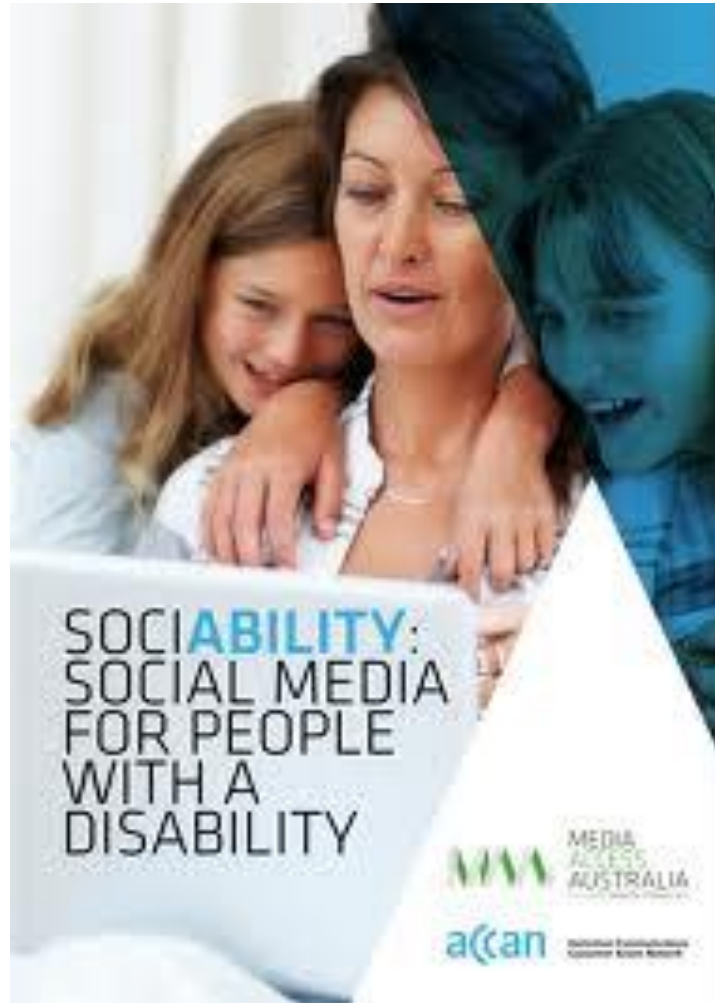


Social media

- Which social media are accessible?
- Facebook
- Twitter
- LinkedIn
- YouTube
- Webinars
- Mobile apps and versions
- This can impact on online presence



A **very** useful resource (free)



<http://www.mediaaccess.org.au/online-media/social-media>

Or just go to the home page and put “Sociability” into the search box.

Where do I start?



- What is your largest disability group you deal with?
- What are key parts of your process?
- Do you understand basic accessibility of office software and hardware?
- Have you looked at your documents and communications ?
- Tell your staff, clients and agencies that you are doing this – external pressure helps commitment.

Outsourcing accessibility



- There are specialist suppliers (including MAA) who can help you.
- **Number one error.** Do not just rely on specifying it as part of a RFT or contracted service process.
- Get some basic knowledge so that you can properly evaluate your suppliers.
- Focus on upskilling in areas that are ongoing (such as accessible documents).
- Ask for real-work evidence of accessibility skills.

6 things you can do today

1. Turn on the built-in Windows screen reader
2. Change the display format on your office computer and show a client how easy it is
3. Rewrite a job description using simple words and pictures
4. Read the MAA guide to accessible social media
5. Run your website against the basic checklists on www.accessiq.org
6. Contact MAA for some advice and assessment of your needs



Useful websites

1. www.mediaaccess.org.au for general access information for media and digital
2. www.accessiq.org for more specific web/digital advice (more technical)
3. www.mediaaccess.org.au/digitalaccessibilityservices/ Our range of services to help you. Includes some useful case studies and articles.
4. www.and.org.au Australian Network on Disability helps employers with all aspects of employing people with disabilities.

If you would just like us to help you:

1. Review your digital accessibility across the organisation with a **Digital Accessibility Maturity Assessment**.
2. Train your staff in **Accessible Content creation** (Word, PDF, InDesign, HTML).
3. Ask us to **make your existing documents accessible**.
4. <http://www.mediaaccess.org.au/digitalaccessibilityservices/>
Our range of services to help you. Includes some useful case studies and articles.

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www.mediaaccess.org.au