**Marketing to the disabled community: a checklist**

Arts For All is an Arts Access

Aotearoa/Creative
New Zealand partnership programme. The aim of this programme is to encourage arts

organisations, venues and producers to improve their

access to disabled audiences.

Download the guide *Arts For All,* published in 2014 by Arts Access Aotearoa, at [artsaccess.org.nz](http://artsaccess.org.nz/arts-for-all/introducing-arts-for-all)

or call 04 802 4349

for a hard copy. 

This checklist provides suggestions on ways to provide and promote your material to people in the disabled community. Use this in conjunction with the *Print and publications guidelines*.

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| --- | --- | --- | --- |
| **Have you included general access information in/on:** | **Yes** | **No** | **Comments** |
| Media releases, newsletters and e-newsletters? |  |  |  |
| Season brochures and programmes? |  |  |  |
| Advertising and social media? |  |  |  |
| Websites? |  |  |  |
| Calendar of events? |  |  |  |
| Any other publicity material (e.g. posters, flyers, text messages)? |  |  |  |
| **Have you included information details about:** | **Yes** | **No** | **Comments** |
| Wheelchair access, accessible parking and public transport? |  |  |  |
| Hearing augmentation systems? |  |  |  |
| Times and availability of service (e.g. box office hours; if patrons need to collect audio receivers 20 minutes before the show)? |  |  |  |
| Costs and booking requirements of services (e.g. deposit for an audio receiver or use of wheelchair)? |  |  |  |
| Contact detail options (phone, office address, email, mobile phone number) for people who require more information? |  |  |  |
| whether relevant staff know how to use the relay service? |  |  |  |

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| --- | --- | --- | --- |
| **Presentation of information** | **Yes** | **No** | **Comments** |
| Are international access symbols included? |  |  |  |
| Is there a specific access guide for disabled people, in addition to general publicity material? |  |  |  |
| Have clear print guidelines in your presentation of material been met? |  |  |  |
| Have web accessibility standards been met? |  |  |  |
| Is appropriate language in the description of your services and in reference to disabled people used? |  |  |  |
| Are positive images of disabled people as part of usual representation of audiences included (e.g. in newsletters or brochures)? |  |  |  |
| Is clear information provided about any barriers to access that may exist? |  |  |  |

**Alternative formats**

|  |  |  |  |
| --- | --- | --- | --- |
| **Have you provided information in the following alternative formats?** | **Yes** | **No** | **Comments** |
| Large print |  |  |  |
| CD or podcast download |  |  |  |
| Braille |  |  |  |
| Plain English, accessible Word document that can be emailed as an attachment |  |  |  |
| An accessible website |  |  |  |
| Print version of any audio material |  |  |  |
| Captioning of audio-visual material |  |  |  |

**Communications with the disability community**

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| --- | --- | --- | --- |
| **Media** | **Yes** | **No** | **Comments** |
| Have you included disability media in media and marketing plan? |  |  |  |
| Have you included access information in all material sent to general media? |  |  |  |
| **Disability organisations** | **Yes** | **No** | **Comments** |
| Do you have a contact list of disability organisations in your community? |  |  |  |
| Have you identified and established relationships with disability organisations in your community, especially Disabled People’s Organisations, which represent their views? |  |  |  |
| Have you communicated with disability organisations representing any specifically targeted group (e.g. local Deaf clubs to promote an NZSL tour at your gallery)? |  |  |  |
| Have you identified programmes or services that would benefit from collaboration with the disabled community? |  |  |  |
| **Have you ensured that disabled people are invited to and included in:** | **Yes** | **No** | **Comments** |
| All public meetings and events? |  |  |  |
| Advisory groups? |  |  |  |
| Market research? |  |  |  |
| Formal and informal consultations? |  |  |  |
| Any audience/community consultative processes? |  |  |  |
| **Research** | **Yes** | **No** | **Comments** |
| Have you undertaken research to help you identify the access requirements of disabled people? |  |  |  |
| Have you provided opportunities for disabled people to give feedback? |  |  |  |

**Contact Arts Access Aotearoa:**T: 04 802 4349
E: info@artsaccess.org.nz
W: www.artsaccess.org.nz

**Disclaimer:**

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