

## Marketing to the disabled community: a checklist

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*.

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?			



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) or call 04 802 4349 for a hard copy.



<b>Presentation of information</b>	<b>Yes</b>	<b>No</b>	<b>Comments</b>
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**

<b>Have you provided information in the following alternative formats?</b>	<b>Yes</b>	<b>No</b>	<b>Comments</b>
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**

<b>Media</b>	<b>Yes</b>	<b>No</b>	<b>Comments</b>
Have you included disability media in media and marketing plan?			

Have you included access information in all material sent to general media?			
<b>Disability organisations</b>	<b>Yes</b>	<b>No</b>	<b>Comments</b>
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?			
<b>Have you ensured that disabled people are invited to and included in:</b>	<b>Yes</b>	<b>No</b>	<b>Comments</b>
All public meetings and events?			
Advisory groups?			
Market research?			
Formal and informal consultations?			
Any audience/community consultative processes?			
<b>Research</b>	<b>Yes</b>	<b>No</b>	<b>Comments</b>
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](mailto:info@artsaccess.org.nz)

W: [www.artsaccess.org.nz](http://www.artsaccess.org.nz)

**Disclaimer:**

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