

Marketing to the disabled community checklist



Arts Access® Aotearoa
WHAKAHAUHAU KATOA O HANGA

This checklist provides suggestions on ways to provide and promote your material to the disabled community.

Is general access information included in/on:	Yes	No	Comments
Media releases			
Newsletters and e-news			
Season brochures			
Advertising			
Websites			
Calendar of events			
Posters			
Programmes			
Any other publicity material (e.g. flyers, text messages)			
Does information include 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 must collect audio receivers twenty minutes before the show)			
Costs and booking requirements of services (e.g. deposit for an audio receiver or use of wheelchair)			
Have you provided contact detail options (phone, office address, email, mobile phone number) for people who require more information?			

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

Alternative formats

Have you provided information in the following alternative formats:	Yes	No	Comments
Large print			
Audio tape or CD			
Braille			
Plain English			
A Word document that can be emailed as an attachment			
On a website			
Print version of any audio material			
Captioning of audio-visual material			

Communication with the disability sector

Media	Yes	No	Comments
Have you included the disability media in your media and marketing plan?			
Have you included access information in all material sent to general media?			
Disability organisations	Yes	No	Comments
Have you prepared a contact list of disability organisations in your community?			
Have you identified and established a relationship with disability organisations in your community?			
When you have a service targeted at a specific group, do you communicate with disability organisations representing that group (e.g. contact local Deaf clubs to promote an NZSL tour at your gallery)?			
Have you identified programmes/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			
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 on your services?			

> Other online resources: **Disability Media Information Sheet |
Print and Publication Guidelines**



For the full picture about arts and accessibility in New Zealand, you can download *Arts For All | Ngā toi mo te katoa*, published by Creative New Zealand in partnership with Arts Access Aotearoa, 2009.

> www.artsaccess.org.nz/index.php/arts-and-disability

Arts Access Aotearoa acknowledges Accessible Arts (www.aarts.net.au) for the use of its resources in developing this checklist.

