

Phase 1

Awareness

Use various communication channels to inform people with disability about your services, such as social media, email and advertising.

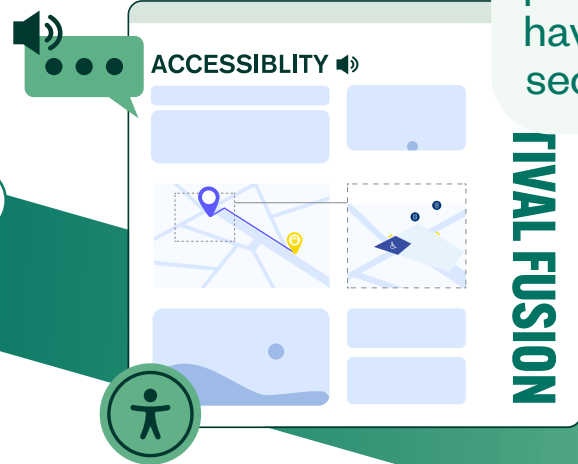
Thoughts and Feelings

Ben, who uses a wheelchair, is excited to discover a vibrant cultural festival happening in his city. He browses the event listings and notices *Festival Fusion* prominently mentions accessibility features.

Accessibility Considerations

The festival website uses clear headings and easy-to-read fonts on its accessibility page. They outline accessible parking, routes, and viewing areas. Event listings include icons indicating accessibility features.

“Okay, this looks promising... they have a whole section on access.”



Phase 2

Consideration

Potential customers research and assess the accessibility of the offerings, either via your website or through hard copy flyers.

Thoughts and Feelings

Ben isn't sure if there are accessible restrooms near the music stage, so he sends an email to *Festival Fusion* for clarification. He's pleased to receive a prompt, helpful response.

Accessibility Considerations

The events company has a dedicated accessibility contact email, ensuring inquiries are addressed quickly. Their response is informative and includes a festival map highlighting accessible facilities.

“They were very quick to answer my question, and that map is super useful.”

Phase 3

Purchase

Customers make a booking or purchase, taking into account accessibility features.

Thoughts and Feelings

Ben feels confident purchasing his festival ticket online. The purchase process is smooth, and he finds a clear option to indicate his need for a companion ticket for his carer.

“Nice! It's great that I can get the companion ticket sorted at the same time.”

Accessibility Considerations

The ticketing platform is optimised for screen readers and has clear field labels. The option for companion tickets is easy to find with clear instructions.

Phase 4

Providing a Product or Service

Offer an accessible physical environment, trained staff and volunteers and supporting materials when providing a product or service.

Thoughts and Feelings

Ben arrives at the festival with his carer. They easily locate accessible parking and follow well-marked accessible routes. Staff and volunteers are helpful and proactive in offering assistance. Ben enjoys the music from a designated viewing area.

Accessibility Considerations

Accessible routes are wide with ramped access and clear signage. Designated viewing areas offer ample space and unobstructed sightlines. Staff and volunteers are trained in disability awareness and offer assistance when needed.

“I feel like they've actually thought about how to make the whole festival accessible, it's great!”

RE: Accessible Bathrooms at Festival Fusion

Accessibility @ Festival Fusion
accessibility@festivalfusion.com.au

Phase 5

Customer Retention & Advocacy

Engage with customers post-experience for feedback and encourage them to share their positive experiences within their communities.

Thoughts and Feelings

Festival Fusion sends a follow-up email asking for feedback, particularly focused on accessibility. Ben gladly shares his positive experience and posts about the inclusive atmosphere on social media.

Accessibility Considerations

The feedback form has large text fields and clear instructions. *Festival Fusion's* social media posts use inclusive language and welcome sharing of experiences.

“I definitely want to come back next year, and I'm telling my friends with disability to check it out too!”

Accessible Seating Area

← Information

Toilets →

