

Anywhere

Disability Access and Inclusion

Accessibility Matrix



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TM1934

Disability Access and Inclusion Accessibility Matrix

Ideas on how you can use this tool

Purpose

The purpose of the Accessibility Matrix is to provide guidance on incorporating accessibility features into various types of content. The matrix has been developed to be in alignment with [WCAG 2.1 Guidelines](#). By following the recommendations outlined in the matrix, Tourism and event providers can ensure the content they produce is inclusive and follows accessibility best practices for people with disability.

Instructions for use

- 1. Identify content type:** Begin by determining the content you will be creating or managing. The content may include videos, email communications, website content, printed materials, digital word documents and supplementary documentation and social media posts.
- 2. Review accessibility requirements:** Refer to the corresponding row in the accessibility matrix to identify and understand the recommended accessibility features for that content type. You may then use the row on the right hand side to note down areas to focus or improve upon.
- 3. Incorporate accessibility features:** Incorporate the accessibility features as outlined in the matrix on page 3. The matrix on page 3 is designed to be compliant with level AA accessibility as outlined by WCAG.
- 4. Continuous improvement:** Gather customer feedback where possible to ensure the accessibility measures being implemented are appropriate or if there are any other requirements your customers may have. Create a log of items raised by customers and implement where time and capacity permits.
- 5. Training for staff:** Train and educate your staff, volunteers, website developers or marketing team about the importance of adhering to the WCAG 2.1 guidelines by referring to the matrix when developing content for distribution.

Accessibility Matrix

Videos (online)

Captions/subtitles, Auslan, transcript

[Notes for improvement:](#)

Email communications

Plain English, colour contrast, alt text or image descriptions for imagery used

[Notes for improvement:](#)

Website content

Colour contrast, plain English, alt-text for imagery, keyboard navigation

[Notes for improvement:](#)

Printed materials

Black and white available, font size is 12pt, Easy English

[Notes for improvement:](#)

Word documents

Colour contrast, alt-text for images, font size is 12pt, plain version available (black and white), English

[Notes for improvement:](#)

Other business documents

Plain English, colour contrast, alt-text for images (where possible), font size is 12pt, Easy English

[Notes for improvement:](#)

Social media posts

Alt-text or image descriptions, subtitles on video, colour contrast on images

[Notes for improvement:](#)

Accessibility Matrix

The below accessibility matrix adheres to AA level standards as set by Web Content Accessibility Guidelines version 2.1 (WCAG 2.1). Definitions of each key is on the next page.

Key Always Sometimes Occasionally

	Captions/ Subtitles	Auslan	Transcript	Black & White	Plain English	Audio	Colour Contrast	Font Size (min 12pt)	Alt Text
Video (online)									
Customer communications (video)									
Customer communications (email)									
Website content									
Printed material									
Word document (supplementary material)									
Social media posts									

Definitions

Always:

Brand material it is recommended to always utilise this accessibility feature. This may be part of an accessibility plugin feature that can be switched on when a user visits the site.

Sometimes:

Whilst it is desired that this feature is utilised there may be situations (YouTube) where either it is not required or not practical on the specific platform.

Occasionally:

This feature will only be used when knowingly targeting a specific audience.

Matrix Guiding Principles

The matrix follows some key guiding principals:

1. Ensuring that materials are as accessible as possible and adhering to Web Content Accessibility Guidelines 2.1 (WCAG).
2. Creating accessibility options for the vast majority of users without compromising the usability of content.
3. Customer first, then where possible extending to broader group disability users.

WCAG 2.1 guidelines are categorised into three levels in order to meet the needs of different groups of people and situations:

- A (lowest)
- AA (mid-range)
- AAA (highest level)

Compliance at higher levels indicates compliance at the lower levels. Tourism and events businesses should aim to comply with AA, which ensures web pages, social media content and flyers meet both the A and AA conformance levels. Level A sets a minimum standard of accessibility but does not achieve broad accessibility for many situations. For this reason, it is recommended tourism and events businesses aim to achieve an AA level rating for all web-based communications.

Note: The WCAG does not recommend that Level AAA is required as a general policy for entire websites because it is not possible to satisfy all Level AAA success criteria for some content.