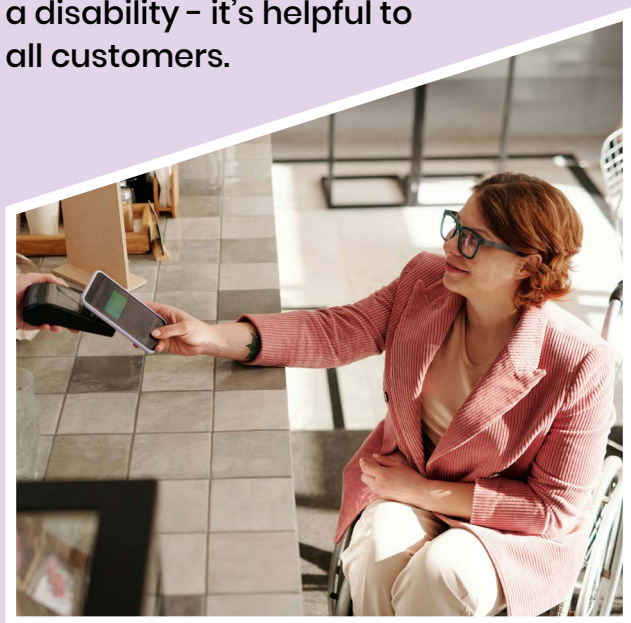


# Are You Missing Out on Customers?

Good access to your business provides benefits to customers with mobility issues, those with prams and people with a disability – it's helpful to all customers.



This brochure offers a few suggestions for improving your customers' ease of access to your business. For even more information go to [www.access.asn.au](http://www.access.asn.au)

**INNER WEST**

Almost 1 in 5 Australians have some kind of disability and 17.7% of people living in the Inner West have a disability. Research from Monash University shows that for every dollar a businesses spends on better access, there is a \$13 return on investment. Meeting the needs of customers with a disability can result in more business and increased profitability.

## Simple Tips to Improve Your Customer Access

Being disability-inclusive doesn't have to involve huge changes or major renovations. Some small layout changes, minor inclusions and an understanding of how to better communicate with customers with disability is all that is required. These changes will benefit your staff, increase your customer base and the overall growth of your business and reputation in the community.



## Accessibility and Obstacles

Steps at your front entrance may deter customers from easily entering your business. Consider installing a ramp or use a portable ramp.

Where possible, clear the path of travel from parking spaces to your premises. Ensure the entrance to your business is accessible. Ensure aisles are wide enough for pram/wheelchair/walking frame access. Ensure that an accessible toilet is available or that your staff are informed about the nearest accessible toilet.

Avoid clutter in entrances and aisles to make shopping easier. *Did you know that door mats can be a hazard to some of your customers?*



### Assistance Animals

Guide Dogs and assistance animals are legally allowed in all public premises. These animals are not pets but highly trained support and will help the customer to safely use your business and service. It's important to note these are working animals and should not be pat, distracted or given food.

## Signage

Ensure your signs, product pricing labels and menus are easy to read. Use appropriate fonts and sizing (e.g. Arial 12pt) and include pictures where possible.

## Reach

Place products in easy reach of wheelchair users. Where possible, ensure at least part of the customer service area counter is at a height suitable for people who use a wheelchair.

## Service

Excellent customer service results in repeat business. Offer assistance and only provide if accepted. Think about disability training for your staff to improve their customer service skills.

### Some examples of inclusive customer service:

- ▶ Be polite, introduce yourself and ask how you can help. Ask if the person wants help first before providing assistance.
- ▶ If a person is deaf or hard of hearing, make sure you face the person when you speak.
- ▶ If a person is blind or has low vision, identify yourself by name to them and ask for their name so you can address them directly.
- ▶ Talk directly to the person with the disability, not to other people who may be with them.
- ▶ Use clear, simple language and a friendly tone of voice.
- ▶ Don't patronize or speak down to a person with a disability.
- ▶ Some disabilities are not visible, take time to get to know the customer's needs.

## Quiet spaces

Individuals with a disability or mental health conditions and their carers may require a quiet space, for example, people with autism may need to escape sensory overload from noises, smells and light. Quiet spaces may also be of benefit for other neurodivergent people and people with mental health conditions. Consider turning music down low or off or dimming lights if requested.

## Legal Responsibilities

Australian law requires that customers with a disability should be able to access a business's goods or services just like any other customer. If a customer with a disability cannot get into your building or access your goods or services they may make a complaint under the Disability Discrimination Act.

# INNER WEST



For even more information go to  
[www.access.asn.au](http://www.access.asn.au)