

# How to create an inclusive customer experience

Checklists and Action Plan





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Inclusion Solutions would like to acknowledge and pay our respects to Aboriginal and Torres Strait Islander Elders past and present. We acknowledge the stories, traditions, and living culture of Aboriginal and Torres Strait Islander peoples on this land and commit to building an inclusive future together.

The information published in these checklists is intended to be used as a guide only in conjunction with a guidebook and a training session. These checklists were reviewed by the Access Institute. It shares information about how businesses can review and improve their accessibility and inclusivity for people with disability. Inclusion Solutions does not guarantee its accuracy and is not responsible for any loss, damage or injury incurred or sustained by any person because of the use or reliance on these checklists.

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# Physical accessibility checklist

Parking and Transport	Yes	No	N/A
Are there accessible/ACROD parking bays close to the entrance of your venue? ACROD bays are line-marked parking spaces reserved for vehicles displaying a valid disabled persons parking permit. ACROD bays have specific dimensional requirements.			
Are the accessible parking bays easy to find? They should be clearly marked by the International Symbol of Access (white wheelchair on blue background) both on the ground as well as with raised signs.			
Is the ceiling of any underground accessible car parking bay at least 2500 mm high to allow the use of a car-top hoist?			
Is the car park and/or the area around your venue accessible for people who use either a wheelchair, scooter, cane, or other mobility device? Ground surfaces should be firm, level, and slip resistant.			
Is there is clear and accessible path of travel from the parking area to your venue? This path should be at least 1000 mm wide and clear of obstructions. 1200-1800 mm is preferred where possible.			
Do all pedestrian ramps have a gradient no steeper than 1:14? A gradient of 1:20 is preferred.			
Do your carpark and the area around your venue have effective lighting, especially at night-time?			
Are there accessible and safe public transport options nearby?			

**1 in 5 people have disability in Australia.  
(ABS)**



Inside your Venue	Yes	No	N/A
Are the entry doorway(s), and all other doorways in your venue, at least 850 mm wide when fully open?			
Are all pathways and corridors within your venue at least 1000 mm wide? This includes spaces between all furniture, décor, and walls. 1200 mm is preferred where possible to accommodate people who use larger mobility devices.			
Does your venue have ramps where needed to support access? Ramps must have a gradient no steeper than 1:14. These should not be temporary as they can create safety issues for users.			
If your venue has no ramp, does it have an accessible lift instead? Any lifts should be sign-posted and adhere to relevant Australian Standards for passenger lifts.			
Are there raised tactile and braille markings next to or underneath lift buttons?			
Is there audible information in lifts?			
Do all steps/stairs have handrails?			
Do all steps/stairs have a colour contrasting strip on their nosings?			
Are there tactile surface indicators at the bottom and top of all stairs and ramps?			
Are there automatic doors or D lever-style door handles that can be easily reached by a person who is seated or standing, on all doors within your venue? An accessible height is between 900 mm and 1100 mm from the finished floor/ground.			

**For every \$1 a business invests in accessibility,  
it can generate up to \$13 in extra revenue.  
(Monash University)**



Inside your Venue	Yes	No	N/A
Is your venue well-lit? Make sure your lighting is effective but does not create glare to support people with low vision. Cooler white lights are better for visual clarity.			
Are all pathways and steps illuminated within your venue?			
Are all floors and ground surfacing slip-resistant in wet and dry conditions?			
Are there high-contrast safety markings across all glass doors/walls to ensure a person does not walk into them? This should be a solid contrasting, non-transparent strip across the full width of the door or glass wall at a height between 900 mm and 1100 mm from the finished floor.			
Are any reception/service desks/checkouts low enough for someone using a wheelchair, or a person of short stature, to see and be seen by the person behind it? The height needs to be between 830 mm to 870 mm.			
Is there an easy-to-reach buzzer/bell on any service counters that can be used by a person who is standing or seated?			
Is there a range of seating options including seating at different heights, and seating with backrests and armrests?			
Are any tabletops at a height of 830 mm - 870 mm high with leg clearance underneath to accommodate people who use wheelchairs?			
Are there lower shelves between 450 mm and 1200 mm from the floor to ensure products are reachable to most people?			



**Good access is equitable and dignified access!**  
**In doubt, always seek advice from an access consultant.**

<b>Inside your Venue</b>	<b>Yes</b>	<b>No</b>	<b>N/A</b>
Are there unisex-accessible toilets that are easy to identify and locate?			
Are the accessible toilets free of clutter?			
Does your venue have all-gender toilets in addition to male and female toilets and unisex-accessible toilets?			
Are there accessible baby changing and feeding areas? These need to be separate areas.			
Are the changing rooms accessible to people using mobility aids? It includes handrails and seating options.			
Is there an Accessible Toilets sign or sticker visible at the entry of your venue? The sign should be clearly marked by the International Symbol of Access (white wheelchair on blue background).			
Is there an Assistance Animal Welcome sticker visible at the entry of your venue? Assistance animals must be permitted in all businesses and other venues by law.			
Is there a dedicated area where assistance animals can rest and access water?			

<b>Emergency Procedure</b>	<b>Yes</b>	<b>No</b>	<b>N/A</b>
Is the emergency evacuation procedure suited to people with different abilities?			

**When developing your emergency plan, consider all people, including people with disability, younger and older people, and those who may be injured in the emergency and/or experiencing emotional distress.**



Emergency Procedure	Yes	No	N/A
Is there an accessible path out of the building to the emergency assembly point?			
Do you have emergency exits that can be used by a person using a wheelchair or pram? It involves exits that are wide and step-free.			
Do you have emergency lighting systems installed that automatically activate during power outages?			

**Write down your notes and ideas below:**





# Communication and digital accessibility checklist

Your Website	Yes	No	N/A
Does your website provide alternative text (alt text) for images, videos, and other non-text content?			
Can your website be read aloud using screen reader software to support a person with vision loss?			
Does your website have captions for videos and transcripts for audio content?			
Does your website use effective contrast colours to ensure text is easy to read? For example, white on dark background or vice versa.			
Does your website avoid use of all uppercase for words? Sentence case is easier to read. Sans serif fonts like Arial, Helvetica or Calibri are the most accessible. Use at least a standard print size of 12 point.			
Do all forms on your website have clear labels and instructions to ensure they are easy to use?			
Do you use plain and straightforward language on your website? Writing in plain language means writing in short sentences and paragraphs, avoiding using slang, jargon, or idioms, and using headings and bullet points.			
Does your website avoid content that flashes/flickers?			
Does your website support magnification tools?			

**Did you know Arial, Helvetica or Calibri are the most accessible fonts?**



<b>Your Website</b>	<b>Yes</b>	<b>No</b>	<b>N/A</b>
Is your website mobile-friendly? This means the content adapts well to different screen sizes, making the website easy to understand and navigate.			
Does your website provide a search function that allows users to quickly find what they are looking for?			
Are interactive elements spaced far enough apart to ensure good usability for someone using a touch screen? This includes links and buttons that help the user navigate to new pages or forms.			
Does your website use descriptive links? For example, rather than a link that says, 'click here' it may say 'click here to book a table'. This can help people understand and navigate your website better.			
Does your website use semantic HTML? Using semantic HTML helps screen readers understand the structure and meaning of the content on a website.			
Do you communicate on your website any accessibility features you offer digitally and at your venue to inform and support potential customers?			

<b>Your Social Media</b>	<b>Yes</b>	<b>No</b>	<b>N/A</b>
Do your posts use inclusive respectful language?			
Do your posts use plain language and avoid jargon?			
Are the images you use respectful, and do they represent the diversity of your community?			

**Many of the points under 'your website' are also relevant to your social media platforms.**



<b>Your Social Media</b>	<b>Yes</b>	<b>No</b>	<b>N/A</b>
Is the design of any posts simple and uncluttered, with no distracting background graphics and/or patterns?			
Do you use Camel Case for hashtags? This is where you capitalise the first letter of any words used in hashtags. For example, HashTag instead of hashtag. It helps screen readers distinguish words in hashtags.			
Are all @ mentions and # hashtags at the end of your post?			
Have you kept the use of emojis to a minimum? As screen readers read emojis aloud, it can be overwhelming if used excessively.			

<b>Inside your Venue</b>	<b>Yes</b>	<b>No</b>	<b>N/A</b>
Are all signs, menus or written materials easy to read? This includes using large clear fonts and high contrast colours, limiting eye-straining colours.			
Does your venue have signage with universally recognised symbols? These symbols are important for toilets, exits, lifts, and directions.			
Is signage at a height between 1200 mm and 1600 mm to ensure visibility?			
Are there pen and paper available for customers who may need to write down things to communicate with you?			
Do you offer communication boards, text options, QR code ordering, or other alternative communication methods for customers?			

**Consider adapting documents into an Easy-Read format which uses a simple layout with text and images.**



Inside your Venue	Yes	No	N/A
Do you use visuals on your menus, signage, or other written materials?			
Do you offer any written materials in large print? For large print documents, use a minimum of 18-point size.			
Do you offer any written materials in Braille?			
Do you offer any written materials in a digital format?			
Do you offer any written materials in different languages?			
Does your venue have an assistive listening system, such as a hearing loop, installed?			
Does your venue have quieter spaces where people can have conversations with minimal noise interference?			

**Write down your notes and ideas below:**



# Customer service and business practices checklist

Staff Knowledge and Training	Yes	No	N/A
Have your staff received any disability awareness training?			
Have your staff received any cultural awareness training?			
Do your staff have a basic knowledge of different types of disabilities and how they can impact communication and engagement?			
Do your staff know methods to support people with different communication styles? For example, do your staff know what a hearing card is, and how to support someone who presents one?			
Do any staff have basic Australian sign language skills?			
Do any staff speak other languages than English?			
Do your staff know about the Hidden Disabilities Sunflower initiative and how to support customers who wear a Sunflower lanyard or badge?			
Are staff aware of how to deal with assistance animals?			
Do your staff understand that discriminatory attitudes are not tolerated in your business?			
Do your staff feel confident in dealing with customers who express discriminatory attitudes?			

**The Hidden Disabilities Sunflower is a tool for people with a not immediately visible condition. It signals they may need help in shops or public spaces.**



<b>Staff and Business Practices</b>	<b>Yes</b>	<b>No</b>	<b>N/A</b>
Do you have a designated staff member to welcome customers and provide important information?			
Do your staff wear large print name tags?			
Do your staff offer assistance without assumptions about a person's abilities? For example, asking "is there anything I can help you with?". This empowers the customer to have control to communicate their needs.			
Do your staff use inclusive, person-first, and respectful language?			
Is your staff available to read information to customers if required?			
Can staff confidently operate any assistive listening systems, ordering/booking systems or alternative communication systems?			
Do you offer multiple methods for people to contact you and/or purchase goods or services? For example: email, phone, face-to-face, online booking system or shopping service, enquiry form, home delivery service, etc.			
Do you offer a range of payment options? For example: QR code, self-checkout, at the table or counter.			
Do you have service transaction points in quiet zones?			
Can you identify and promote quiet periods and/or establish low sensory periods? It includes reducing lighting and music volume.			
Do you provide access to translation for customers who need it?			

**Quiet times and zones can be very helpful for anyone experiencing sensory sensitivity, such as often neurodivergent people, people living with anxiety or other mental health related challenges.**



Staff and Business Practices	Yes	No	N/A
Do you seek feedback, across multiple mediums, from your customers?			
Does your business accept Companion Cards?			
Does your business offer discounts for concession card holders?			

**Write down your notes and ideas below:**



# Access and inclusion plan

All good things start with a plan



**Why is it important that your business is accessible and inclusive?**

**What do you want to change to create a more inclusive business?**

**What could you gain by making these changes?**

**Do you feel confident to make these changes? Why/why not?**



## Let's set some goals!

Setting both short-term and long-term goals can make lasting change more achievable and less overwhelming. You don't need to accomplish everything at once, but without clear goals, you may struggle to make any progress at all. The best approach is to think about those things you can achieve in the next 1-3 months (small wins), as well as those changes that will take longer but will have a huge impact.



## SMART goals for the win!



The best goals are SMART goals. These goals are specific, measurable, attainable, realistic, and time-bound (SMART). When you set your goals, try to make them clear, targeted, and realistic with consideration of your knowledge and resources. Make sure they have a clear timeframe for their achievement to help keep you on track.

**Write 1-2 short term goals. Think about what you can realistically achieve in the next 1-3 months.**

**Write 1-2 longer term goals. Think about what you can realistically achieve in the next 3-12 months.**

**What do you need to help you achieve your goals? List down any training, knowledge or resources you think you will need.**

**Contact us  
for extra  
support!**

**Choose two goals you have written and list out the steps you will need to take to help you achieve them:**

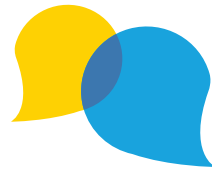
Goal 1:	Goal 2:

## Don't forget to evaluate!

Once you start this journey, it's important to stop along the way and ask yourself how things are going. Are you on track to achieving your goals? Do you need any extra support or knowledge? Without evaluating your progress it is very easy to drift away from your original intentions.







# inclusion solutions

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