



## Office for Disability

# Promoting Inclusive Activities

Participating in everyday social and recreational activities can be challenging for people with a disability. They can experience obstacles in obtaining information about programs and in locating services that are accessible. Many businesses, services and clubs are taking steps to remove barriers and become more accessible, making changes to ensure they include people with a disability.

Promotion of the availability of activities, programs and services are critical to the growth of organisations. Simple targeted activities can inform the community of the types of activities or programs the organisation provides.

Similarly, if an organisation is seeking to increase the participation of people with a disability in its activities and programs, it should consider its promotional techniques.

When targeting people with a disability, use channels and formats that people with a disability are more likely to use. Below are some tips for simple promotion activities in several mediums.

**Posters and flyers:** Ensure that advertising materials use a large font size, have a high colour contrast between lettering and the background, and that key information, such as starting times, address and cost are easy to read. Consider using a mix of words and visual images to enhance the presentation of information.

**Local newspapers:** Local newspaper coverage is a good opportunity for free publicity and can raise the profile of an organisation. The chances of receiving newspaper coverage can be improved by writing a short media release of one or two paragraphs and sending it to the local newspaper, with several photos attached.

**Radio:** Radio advertising can be another way to promote an organisation, club or activity to a wider community audience. This could include Vision Australia Radio, which has an audience of people with vision impairments. Depending on the target audience, also consider other community radio stations, or even community TV channels.

**Website:** Another potentially inexpensive method of promotion is creating an accessible page on an existing website of the organisation to advertise the opportunities. (See Further information).

**Community Groups:** The activities of organisations and clubs can also be advertised through community centres, community groups and disability service providers, advocates or peak organisations.

**Provide a contact name:** It is helpful to provide a contact name and details on all promotional material and invitations so that when a person is interested, they can make enquiries and requests for access requirements. If feasible, it is preferable to provide a number of communication formats, for example, website, phone number, email address.

**Internal Communications:** Just as it is important to promote inclusive opportunities to the wider community, it is also important to communicate the results of these opportunities within the organisation. Internal newsletters can include regular stories and articles and stories that promote inclusion.

### Further information

See also: Office for Disability fact sheet: 'Access to the Web'  
[www.officefordisability.vic.gov.au](http://www.officefordisability.vic.gov.au)

If you would like to receive this document in an accessible format, contact the Office for Disability:

**Telephone:** (03) 9208 3015  
**TTY:** (03) 9208 3631

**Email:** [OFD@dpcd.vic.gov.au](mailto:OFD@dpcd.vic.gov.au)  
**Fax:** (03) 9208 3633

This material has been produced by the Office for Disability, Department of Human Services, for use by VicHealth as part of the 'Everyone Wins' framework.