

# Help make your workplace disability confident this **International Day of People with Disability**

Media pack for Organisations



AUSTRALIAN  
NETWORK  
ON DISABILITY



International Day of  
**People with Disability**

# What is International Day of People with Disability?

International Day of People with Disability (IDPwD), is held annually on the 3rd December. Internationally, the day is celebrated, raises awareness of people with disability and promotes the equitable inclusion of people with disability in all aspects of life.

It's the perfect opportunity for your organisation to demonstrate their commitment to disability inclusion.

If you are a member, consider how you can promote the work you do both internally and externally.

If you are not a member now is the perfect time to launch your organisations commitment to disability inclusion.

## There are many ways you can get involved:

- Hold or attend an event on, or around, **3 December**.
- Join or start a conversation in your community to promote awareness, understanding and acceptance of people with disability.
- Read, watch and listen to the stories and experiences of people with disability to challenge your attitudes and assumptions.
- Take action in your workplace to remove barriers and improve accessibility for people with disability.
- Help spread the word and share your messages of support for IDPwD

# How can your organisation celebrate the day?

## **Hold an organisational wide event**

Put up posters and decorations in your workplace and/or information on your intranet to promote the day and your event. Consider if you are going to invite internal and / or external people to speak.

You could host a morning or afternoon tea. You could invite a person/s with disability, disability advocate, local member and / or your relationship manager to speak. Alternatively, hosting a hybrid event may be a way all employees can attend the event comfortably.

## **Collaborate with your Employee Resource Group and/or employees with disability.**

To find the best way for your organisation to celebrate IDWPD, consider collaborating with your Employee Resource Group (ERG) or Disability Employee Network (DEN) to support with planning or advising on the celebrations.

Having the direct input of employees with disability is vital in any organisation that wishes to truly practice disability inclusion.

If you do not have an ERG, IDPwD is the perfect day to launch one.

# How can your organisation celebrate the day? (continued)

## **Demonstrate your organisation's commitment to disability inclusion**

Working on a Disability Action Inclusion Plan?  
Or are you co-designing a new program with your employees with disability?

No matter what it is, IDPwD is a great opportunity to demonstrate your commitment to the inclusion of people with disability through launching an organisation-wide policy, plan or initiative that firmly places disability inclusion on the agenda.

Alternatively, you can share the next steps of one of your plans, programs, policies or initiatives that you are working on to support the equitable inclusion of people with disability in your organisation.

## **Support employees with disability in sharing their stories**

Storytelling is a powerful tool that connects us all.

Employees with disability may feel comfortable to share their experiences and stories. Consider sharing multiple stories of employees with disability, as no two experiences are the same.

Organisations can share stories in a number of ways – across the intranet, at a hybrid event or even at a lunch and learn. No matter the way in which stories are shared, IDPwD is the opportunity to utilise storytelling.

# How can your organisation celebrate the day? (continued)

## **Show your organisation's commitment through leadership**

Senior leadership, executives and Disability Champions use IDPwD as a day to promote the organisations' commitment to disability inclusion and to reinforce that disability inclusion is on the business agenda.

This might be through a Q&A with senior leadership, or through a panel – or perhaps through a new initiative launched by leadership to support disability inclusion.

## **Support staff to learn about disability and inclusion**

We know that familiarity and education can be the biggest opportunity to removing unintentional barriers. IDPwD can be a great opportunity to organise training – whether internal or external – where employees can learn about disability, and the benefits of disability inclusion in the workplace.

# Don't forget Accessibility

Whether it's an in-person or virtual event, a social post or the launch of a policy, don't forget to make it accessible. Demonstrate your support by making all communications and activity accessible.

[Tips on accessibility are found on our website](#) If you're a member remember to log in for even more tools to help. Here are some quick tips to consider.

## **In-person events**

- If the event requires RSVP, ask your guests their accessibility requirements in the RSVP.
- Ensure all are comfortable; consider seating, staging and sound.
- Is the venue (and bathrooms) accessible for wheelchair users or people with mobility needs?
- Will there be AUSLAN interpreters, closed captions and /or hearing loops?
- Wayfinding, including braille and Tactile Ground Surface Indicators (TGSIs) at the venue? Are lift floors announced?
- If food is served, has dietary requirements catered for?
- Provide breaks and a quiet room.

# Don't forget Accessibility (continued)

## Virtual - events

- If the event requires RSVP, ask your guests their accessibility requirements in the RSVP.
- Is the platform and the applications you might use accessible?
- Will there be AUSLAN interpreters and / or closed captions?
- Provide breaks, preferable after every hour online.

## Communications

- Use an easy-to-read font (San Serif).
- Alt text all images or mark as decorative.
- [Check colour contrast.](#)
- Utilise the accessibility checkers built into Microsoft programs.
- Provide information in different formats.

# Tools to help you communicate

## Key messages

- International Day of People with Disability (IDPwD) is a United Nations day recognised day held on 3 December each year.
- Be part of creating an inclusive and diverse community and help to promote awareness, understanding and acceptance of more than 4.4 million people with disability in Australia. [Find more disability statistics on our website](#)
- We all have a role to play in ensuring people with disability can equitably participate in all aspects of community life by removing (often intentional) barriers.
- I commit / my organisation commits to being more inclusive of people with disability, today and every day. I am / we are doing the following...
- This year our organisation demonstrated disability confidence by....

- Let's all take action this December, and all year round, to make our society more inclusive for people with disability. Visit Australian Network on Disability to find out what action your organisation can be undertaking to make Australia Disability Confidence
- United in action this International Day of People with Disability

## Social Media

[LinkedIn: @Australian Network on Disability](#)

[Facebook: @Australian Network on Disability](#)

[X \(Twitter\): @ANDisability](#)

[Instagram: @ANDisability](#)

[Our website: https://www.and.org.au/](https://www.and.org.au/)

## Hashtags

#IDPwD23 #AND #DisabilityPride #DisabilityInclusion

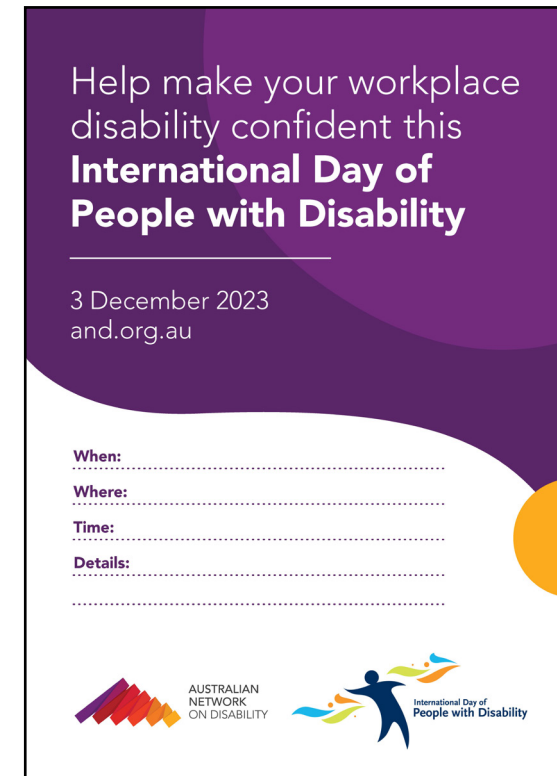
Get involved in IDPwD at [www.idpwd.com.au](http://www.idpwd.com.au)



# Tools to help you communicate (continued)

## Posters

Consider placing posters around the office to promote the day and/or your event.



# Tools to help you communicate (continued)

## Digital

These digital tiles and banners are a great way to brand your communications. Perhaps you can also include on your email signature.

Leader Board - 728x90px



Image Alt text: Banner reading 'Help make your workplace disability confident this International Day of People with Disability. 3 December 2023' with the Australian Network on Disability and International Day of People with Disability Logos.

Large rectangle – 336 x 280px



# Tools to help you communicate (continued)

## Social

Sharing and communicating what you do is a great way to demonstrate your commitment to disability confidence. Remember to make your posts accessible.

Sharing about the day and your support is great. Also consider sharing the activities or actions that your organisation has undertaken, whether it be an action plan, internship, event or membership.

**Make sure you follow and tag us in your IDPwD posts.**

## Social Media

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[Our website: https://www.and.org.au/](https://www.and.org.au/)

## Hashtags

#IDPwD23 #AND #DisabilityPride #DisabilityInclusion

Get involved in IDPwD at [www.idpwd.com.au](http://www.idpwd.com.au)

LinkedIn – 1200 x 658

Facebook tile – 1080x1080

# Tools to help you communicate (continued)

## Sample Post #1

3 December each year is the International Day of People with Disability. This is an important day to recognise the valuable contribution people with disability make to society and the impact we can all make by being inclusive and accessible.

Take time today to consider what you can do to be more inclusive. Whether it's holding an accessible event, delivering accessible communications or supporting a more psychologically safe work environment, every one of us can help to deliver the impact.

Image Alt text: Text reading '3 December 2023. We are proudly supporting International Day of People with Disability'. With the Australian Network on Disability, International Day of People with Disability and (INSERT YOUR ORGANISATION NAME) Logos.



# Tools to help you communicate (continued)

## Sample Post #2

As an inclusive organisation we support International Day of People with Disability. We are dedicated to actively removing barriers for the 4.4 million Australians with disability and contribute to positive change in our workplace and in the community more broadly.

This year [organisation] has delivered [activity towards inclusion undertaken]

Let's work together to deliver impact and make Australian workplaces inclusive.

Image Alt text: '3 December 2023. We are united in action this International Day of People with Disability'. With the Australian Network on Disability, International Day of People with Disability and (INSERT YOUR ORGANISATION NAME) Logos.



# Tools to help you communicate (continued)

## Newsletters / emails / Intranet

International Day of People with Disability (IDPwD) is observed on 3 December each year to increase public awareness, understanding and acceptance of people with disability.

As an inclusive organisation we acknowledge this important day. We are dedicated to removing barriers for the 4.4 million Australians with disability and contribute to positive change in our workplace and in the community more broadly.

This year [organisation] will mark International Day of People with Disability by [insert details of your event].

We encourage all staff to get involved and join the event! Together, we can all take action to challenge perceptions about disability, remove barriers and promote inclusive and respectful attitudes and behaviours in our workplace.

For more information, go to [link to event information] or contact [phone number/email address].

For more information about our Disability inclusion efforts visit [info on initiatives].

We are a proud member of Australian Network on Disability. Visit [www.and.org.au](http://www.and.org.au) for more on what they do to support their members.

# Need more info

- Check out our website [www.and.org.au](http://www.and.org.au).
- Chat to your relationship manager (if you are a member).
- Email [info@and.org.au](mailto:info@and.org.au) if you are not a member and want to learn more.
- About International Day of People with Disability ([idpwd.com.au](http://idpwd.com.au))