## Digital Accessibility Maturity Assessment

The Digital Accessibility Maturity Framework (DAMA) has been created to facilitate discussions with decision makers in your organisation. It is a clear and concise framework for executive conversations with those who are less familiar with digital accessibility principles and practices.

At a glance, the DAMA will assist you to identify your organisation’s current digital maturity level and provide insights into practices at the ‘Strategic’ level of digital maturity.

Following those conversations, your organisation can leverage the Accessible Technology Tool, Accessible Technology Charter, working groups, networks and more to create your plan and prioritise digital accessibility.

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| **Focus Area** | **Not Yet Participating**  | **Basic** | **Programmatic**  | **Strategic**  |
| **Commitment**  | Unaware | Some awareness of latest WCAG obligations but no budget allocation. | Acknowledgement that digital accessibility improves employee and customer experience. Budget allocated for testing. | Organisation wide Commitment made to Accessible Technology Charter and AS EN **301 549** |
| **Procurement:**Tools andprocesses used for bought and built technology.  | Little or no awareness  | Accessibility is sometimes, but not routinely considered and may not be adequately addressed. | Accessibility is included and there is a person/team responsible for assessing criteria. | Accessibility is included and routinely assessed. Specific tests set before procurement can proceed. |
| **Product Development lifecycle**  | No awareness  | Recognised need organisation-wide. Planning initiated, but activities not well organised. | Web software and hardware accessibility made during conception, design, development, testing, user research conducted, maintenance and obsolescence.  | Governance system in place.  |
| **Communications: (Internal and External)**  | No awareness | Accessibility considered for communications but not routinely implemented. | Accessibility actively embedded in communications, campaigns, and events. | Accessibility is built into all communications, PR, and marketing functions. |
| **Employee knowledge and Skills** |  | Reliance on informed and knowledgeable individuals. | Training and ongoing education and resources provided.  | Embedded into induction, accessibility routinely provided. |
| **Digital content** | No awareness | Some accessibility content principles used; no consistent accessibility checks undertaken. | Checklists in place and regular CMS system prompts used. Authors and product owners routinely check and authorise. | Accessibility built into development and regular checks undertaken.  |
| **Document Content**  | No awareness  | No staff training routinely undertaken. Accessible templates created.  | Training provided to staff in accessibility and there’s a plan to address legacy content. | Accessible templates used and staff accessibility checkers routinely used. |
| **Social Media** | No awareness  | Accessibility not routinely considered. Transcripts and captioning provided occasionally for videos. | Accessibility embedded in social media activities. | Social media including videos built for accessibility.  |

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