

Choose Inclusion this  
**International Day of People  
with Disability**

It's not hard to be inclusive  
#RemoveBarriers

Media pack for Organisations



AUSTRALIAN  
DISABILITY  
NETWORK



# What is International Day of People with Disability?



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

The social model of disability considers that barriers to the full inclusion of people with disability are created by society, and embedded in environments and attitudes.

This IDPwD, we want to challenge those barriers and highlight the steps towards creating accessible and inclusive workplaces.

We invite you to join us in championing your commitment to disability inclusion.

On the following pages are some ideas and tools to promote your events or activations. We invite you to share your messages of support for IDPwD 2024 Choose Inclusion #RemoveBarriers

# How can your organisation acknowledge the day?

In the lead up to this year's day on Tuesday, December 3, 2024, Australian Disability Network will be sharing resources, content, top tips and case studies from our members highlighting what you can do to choose inclusion by removing barriers for people with disability. Visit [www.AustralianDisabilityNetwork.org.au](http://www.AustralianDisabilityNetwork.org.au)

Here are some ways your organisation can show commitment to disability inclusion. To see how Australian Disability Network can support you please view the accompanying document: NAME TBC

- Hold an organisation-wide event
- Collaborate with your Disability Employee Network (DEN)/Employee Resource Group (ERG) and/or employees with disability
- Celebrate your plans, programs or initiatives on your social media platforms so everyone can see how you Choose Inclusion and are committed to #RemoveBarriers
- Share stories of lived experience within your organisation.
- Ask senior leaders to champion disability inclusion.
- Offer training to staff to further embed disability and inclusion
- Engage with Australian Disability Network's social media campaign; comment and share your stories of removing barriers in your workplace.

# Tools to help you communicate

## Key messages to note and share

- International Day of People with Disability (IDPwD) is a United Nations day held on 3 December each year.
- Be part of creating an inclusive and diverse community and help promote awareness, understanding and acceptance of more than 5.5 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 unintentional) barriers.
- I/we/organisation choose inclusion, today and every day. It's not hard to be inclusive, I am / we are doing ...to remove barriers.  
This IDPwD and everyday, lets choose inclusion and work to make our society more inclusive for people with disability. Visit Australian Disability Network to find out what action your organisation can be undertaking to make Australia disability confident.

## Social Media

Tag, comment and follow us on the following platforms.

 [@AusDisabilityNetwork](#)

 [@AusDisabilityNetwork](#)

 [@AusDisabilityNetwork](#)

 [AustralianDisabilityNetwork.org.au](#)

LinkedIn – 1200 x 658 Facebook tile – 1080x1080

Hashtags #IDPwD24 #AusDN #RemoveBarriers  
#ChooseInclusion

Get involved in IDPwD at [www.idpwd.com.au](#)

# Tools to help you communicate

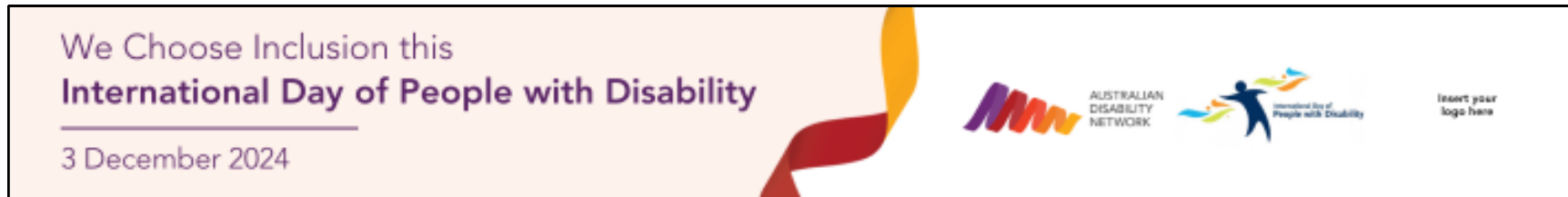
Feel free to download and use these digital assets to promote your commitment to the access and inclusion of people with disability. Below are posters, banners, tiles for use in email signatures, meeting backgrounds and social media - space is provided for your logo.

Don't forget to make any digital assets accessible, including image descriptions and camel case.

## Posters



# Tools to help you communicate



Leader Board - 728x90px  
Large rectangle – 336 x 280px

Image Alt text: Banner reading 'We choose Inclusion this International Day of People with Disability. 3 December 2024' with the Australian Disability Network, International Day of People with Disability and [YOUR ORGANISATION NAME] Logos.

# Tools to help you communicate

## Sample Post #1

This International Day of People with Disability we choose inclusion. We're removing barriers by...  
(insert your initiative, testimonial, achievement).

It's not hard to be inclusive, every one of us has a responsibility to #RemoveBarriers.

Image Alt text: Text reading '3 December 2024. We Choose Inclusion this International Day of People with Disability'. With the Australian Disability Network, International Day of People with Disability and (INSERT YOUR ORGANISATION NAME) Logos.



# Making every event accessible



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. Here are some quick tips to consider.

## **In-person events**

- In the invitation, ask your guests for their accessibility and dietary requirements.
- Ensure all guests will be 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?
- Consider wayfinding; including braille and Tactile Ground Surface Indicators (TGSIs). Are lift floors announced?
- Provide breaks and a quiet room.

## **Virtual - events**

- In the invitation, ask your guests for their accessibility and dietary requirements.
- Are 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



# Need more info

- Check out our website  
[www.AustralianDisabilityNetwork.org.au](http://www.AustralianDisabilityNetwork.org.au)
- Chat to your relationship manager (if you are a member).
- Email [info@AusDN.org.au](mailto:info@AusDN.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))

Follow us on socials and share resources and information for this campaign over 5 weeks.

 [@AusDisabilityNetwork](https://www.linkedin.com/company/AusDisabilityNetwork)

 [@AusDisabilityNetwork](https://www.facebook.com/AusDisabilityNetwork)

 [@AusDisabilityNetwork](https://www.instagram.com/AusDisabilityNetwork)

 [AustralianDisabilityNetwork.org.au](http://AustralianDisabilityNetwork.org.au)