

Inclusive by Design: unpacking the Equal Access digital guidelines

with Sarah Pulis, Director at Intopia



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DISABILITY
NETWORK

| intopia

About Australian Disability Network

Australian Disability Network works with organisations across Australia to make workplaces more inclusive for people with disability.

We know that many of you are at different stages of this journey - some are just getting started, others have been working on inclusion for years but want to do more.

You are in the right place!





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Acknowledgement of Country

We acknowledge Indigenous Australians as the traditional custodians of the land on which we meet, and acknowledge their continuing connection to land, sea and community.

We pay our respects to the people, the cultures and the elders of Indigenous communities past and present.



Agenda

- 1. Housekeeping notes** – Rosie Lane, AusDN
- 2. Introduction to guest speaker** – Rosie Lane, AusDN
- 3. Presentation by guest speaker** – Sarah Pulis, Intopia
- 4. Q & A** facilitated by Rosie Lane, AusDN
- 5. Wrap-up and close** – Rosie Lane, AusDN



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Accessibility Features for this session

Live Captions are provided by Deaf Connect

Auslan Interpreters are provided by Deaf Connect.

Recording: This webinar will be recorded and will be shared with the transcript to all registered attendees.

Housekeeping notes

Chat & Q&A: Chat and Q&A will be monitored, please add questions for Sarah and Rosie into the Q & A and upvote those that you want answered.

If we don't get to your question, we will share a FAQ after the event.

Technical issues: If you encounter technical issues during the webinar, please note that we will be sending everyone the recording and transcript.




Introducing today's speaker

Sarah Pulis is a digital accessibility and inclusion expert and co-founder of Intopia, a digital inclusion consultancy.

Sarah has over 10 years' experience working with non-profits, corporates and individuals to create a more inclusive digital world. Her experience ranges from strategy and culture to technical accessibility and usability.

Sarah is also founder of A11y Bytes and A11y Camp, Australia's largest events on digital accessibility and inclusion.

Decorative wavy lines in shades of purple, red, and orange, mirroring the colors of the Australian Disability Network logo, located at the bottom right of the slide.



Guidelines on Equal Access to Digital Goods and Services

Sarah Pulis

Director



Today's discussion

- ✓ What the Guidelines are and why they are important
- ✓ What they mean for your organisation and team
- ✓ Practical steps you can take to align with them

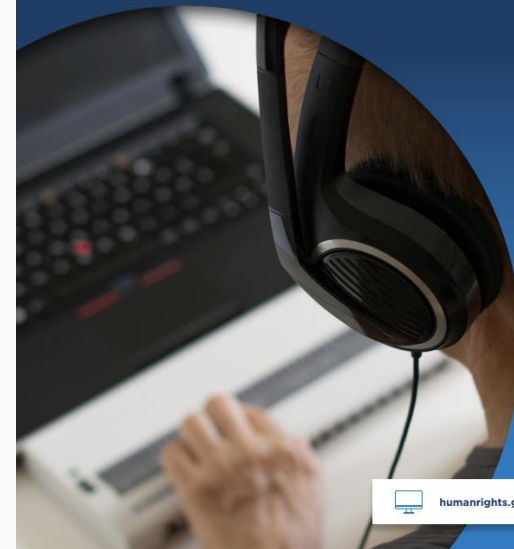






Guidelines on equal access to digital goods and services

April 2025



Relationship with the Disability Discrimination Act

Disability Discrimination Act (1992)

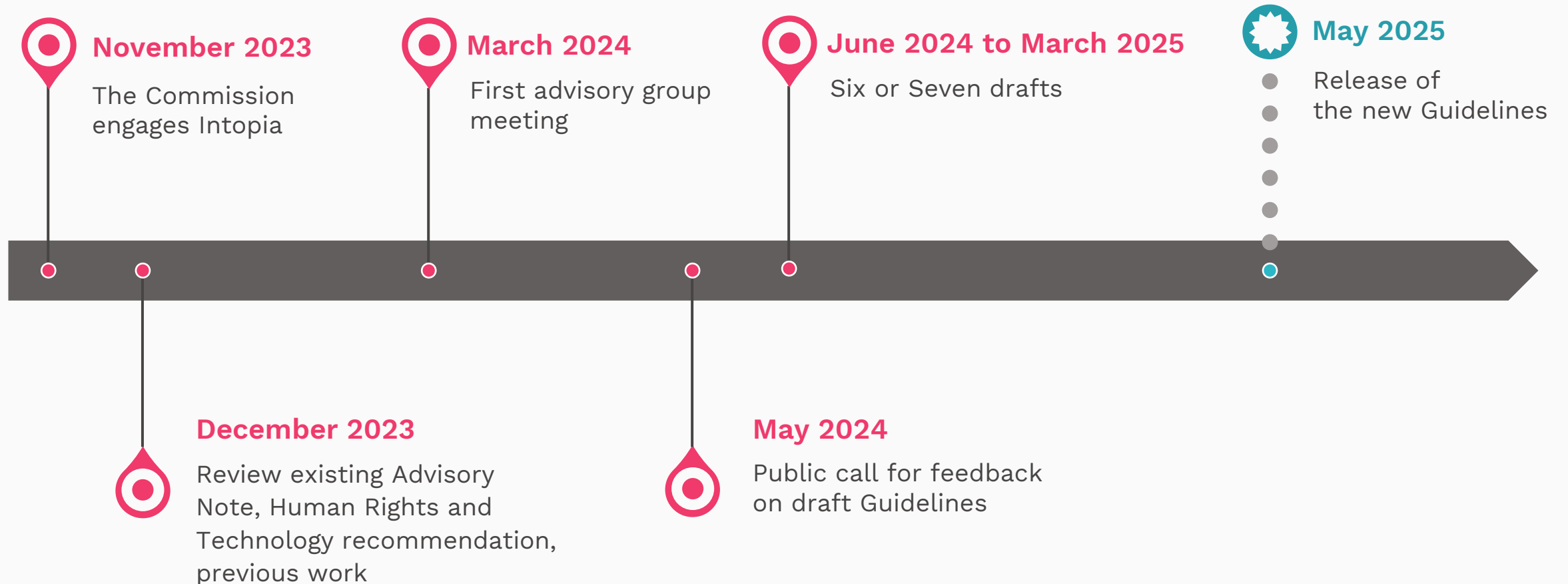
- The **law**.
- Covers **all areas of public life**.
- **Difficult** to update.

Guidelines on Equal Access to Digital Goods and Services (2025)

- Authoritative **guidance**.
- Covers **digital goods and services**.
- Can **respond** to rapidly changing technology.



Creating the Guidelines



Overview of the Guidelines

CHAPTER 1

The Act and digital goods and services

CHAPTER 2

Providing equal access to digital goods and services

CHAPTER 3

Standards and Guidelines on digital accessibility



CHAPTER 1

The Act and digital products and services

- Defines what are **digital goods and services**
- Explains **direct and indirect** discrimination
- Identifies **reasonable adjustments** when needed
- Highlights **changing and emerging** technology



CHAPTER 2

Techniques for achieve equal access

- Adopt and apply recognised standards
- **Actively involve** people with disabilities
- Integrate accessibility at the start
- Promote an **inclusive culture and mindset**



CHAPTER 3

Standards and guidelines

- **W3C standards**, such as WCAG, ATAG
- **Australian Standards**, such as AS EN 301 549
- **Australian Government/State Standards**
- **Industry requirements**, such as banking, telcos



Where do I start?



Discover

Understand your current state

Define

Create a shared vision and roadmap

Deliver

Put accessibility into practice

Sustain

Foster ongoing success and improvement



Discover

Understand your current state

Products and services

For example:

- What digital products and services do we have?
- What is their current level of accessibility?
- What constraints do we have to consider?

Organisation

For example:

- How mature is our governance, policies and processes?
- What is our current knowledge and skills level?
- Do we have a culture of accessibility?



Define

Create a shared vision and roadmap

Products and services

For example:

- How am I going to fix existing products and services?
- How am I going to ensure new products and services are accessible?
- How am I going to address constraints?

Organisation

For example:

- How do I make accessibility 'business as usual'?
- How do I make sure people have the right knowledge and skills?
- How do I foster an inclusive culture and mindset?



Deliver

Put accessibility into practice

Products and services

For example:

- Execute your remediation plan
- Set up reasonable adjustment processes
- Set up accessible procurement practices

Organisation

For example:

- Set up governance and policy structures
- Implement accessible ways of working
- Roll out training program



Sustain

Foster ongoing success and improvement

Products and services

For example:

- Optimise accessibility (for example through automation, reusable components)
- Move to a mature inclusive design process

Organisation

For example:

- Implement long-term plans
- Be a visible leader in access and inclusion



What next?

**Visit our Guidelines
resource kit**

bit.ly/guidelines-info-kit



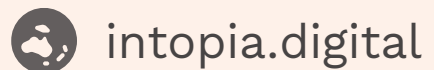
**Take our Accessibility
Maturity Snapshot**

bit.ly/accessibility-snapshot



Let's chat

Connect with [Sarah on LinkedIn](#)





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Q&A

Facilitated by Rosie Lane, AusDN



The Access and Inclusion Index has three **proven benefits**



Measuring
Progress

- Identify strengths and areas for improvement
- Track progress with benchmarked data



Enabling
Delivery

- Create evidence-based inclusion plans
- Focus resources for maximum impact



Driving
Engagement

- Foster organisation-wide inclusion conversations
- Strengthen the business case for investment

Get a taste of the Index with our [Quick 10 quiz](#)

Join us to find out more at our
'All about the Index' webinar on Sept 3, 2025 [register here](#)



If you're looking for ongoing support with your inclusion journey, and you are not yet a member of Australian Disability Network, our Bronze membership is a great place to start.

We give you the framework, community, and ongoing support to create meaningful action.

Find out more: www.AustralianDisabilityNetwork.org.au

