

Start where you are. Learn as you go. Build belonging one step at a time.

Your media and event kit



International Day of People with Disability 2025

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.

Last year we invited you to 'Choose Inclusion' with us and you answered with a resounding YES.

You watched and shared our short film, downloaded resources and engaged with our content.

This year, we're building on that momentum to show you just how easy it is to remove barriers and build belonging one step at a time. You can start where you are, right now.

Introducing the concept of Pragmatic Universal Design.

Identified through our Neuroinclusive Research, Pragmatic Universal Design is an actionable approach for Australian organisations to create more accessible and inclusive workplaces. While Universal Design remains our north star, Pragmatic Universal Design provides organisations with concrete starting points when the scale of change feels overwhelming.

Pragmatic Universal Design meets you where you are, focusing on progress over perfection. Building belonging one step at a time.

On the following pages are some ideas and tools to promote your events or activations. We invite you to share what you are doing to build belonging in your organisation for IDPwD 2025.



How can your organisation acknowledge the day?

In the lead up to this year's day on Wednesday, 3 December 2025, Australian Disability Network will be sharing resources, content, top tips and case studies from our members sharing how starting where you are and learning as you go builds belonging. Here are some ways your organisation can share your commitment to disability inclusion:

Hold an organisation-wide event such as a morning tea, webinar, round table or lunch and learn session.

- Put up posters and share information on your intranet to promote the day and your event.
- Include Senior Leaders and Disability Champions.
- Invite a person with disability, disability advocate, local member or an Australian Disability Network expert to speak.
- Consider making your event hybrid so all employees can attend accessibly.

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

- Having the direct input of employees with disability is vital in any organisation that wishes to truly practice disability inclusion.
- Invite your Employee Resource Group (ERG) or Disability Employee Network (DEN) to plan or advise on the celebrations.
- If you do not have an ERG, IDPwD is the perfect day to launch one. Reach out to Australian Disability Network for support.



Demonstrate your organisation's commitment to disability inclusion

- Working on a Disability Action Inclusion Plan?
- Developing a Workplace Adjustments Policy?
- Participating in Career Mentoring and our Internship Programs?
- Launching an Employee Resource Group or Disability Employee Network?

No matter what it is, IDPwD is a great opportunity to launch an organisation-wide policy, plan or initiative that firmly places disability inclusion on the agenda.

Share your plans, programs or initiatives on your social media platforms so everyone can see how you **build belonging one step at a time and are committed to start where you are and learn as you go.**

Have senior leadership champion disability inclusion.

- Senior leadership, executives and Disability Champions are perfectly placed to share their advocacy through a Q&A or a panel to reinforce that disability inclusion is on the business agenda.
- Alternatively, you can flip the conversation and host a powerful Listen to Lead session facilitated by Australian Disability Network.
- Our Listen to Lead Conversations elevate the voices and lived experiences of employees with disability and assist senior leaders to understand their role in creating an enabling and inclusive environment within their organisation.



How AusDN can support you to recognise IDPwD

Our team can support you to “build belonging one step at a time” in the following ways:

- We can host or speak at your event.
 - We can provide Disability Confidence training in person or online. The following themes are available for 2025.
 - Disability Confident Workforces.
 - Neuroinclusive Workforces.
 - We can deliver Listen to Lead, where we facilitate a safe environment for your employees with disability to share their lived experience with senior leaders.
 - We can provide expert resources to support you to implement best practice, and challenge attitudes and assumptions.
- Contact your Relationship Manager (Members) or reach out to info@AusDN.org.au to discuss how we can support your event.

On the next page we list each potential activity, the cost for membership tiers (ex gst), the value in member hours and the cost for non-members. This includes the preparation time required to support each activity.



Australian Disability Network

IDPWD Services and Schedule

Activity	Cost – based on Membership Level	Or Cost in Member Hours
Panellist	Gold \$885 Silver \$975 Bronze \$1,050 Non- member \$1,185	3 hours
Presentation – 5 -15 minutes	Gold \$885 Silver \$975 Bronze \$1,050 Non- member \$1,185	3 hours
Presentation – 15 - 30 minutes	Gold \$1,180 Silver \$1,300 Bronze \$1,400 Non- member \$1,580	4 hours
Webinar	Gold \$2,950 Silver \$3,250 Bronze \$3,500 Non- member \$3,950	10 Member hours
Webinar Themes 2025:	Disability Confident Workforces webinar (60 mins – 50 mins for content and 10 mins for questions) Neuroinclusive Workforces webinar (60 mins – 50 mins for content and 10 mins for questions)	

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](#)
- This International Day of People with Disability we choose inclusion and build belonging
- Choose Inclusion this International Day of People with disability.
 - Start where you are.
 - Learn as you go.
 - Build belonging one step at a time.

Social Media

Tag, comment and follow us on the following platforms:

- LinkedIn [@AusDisabilityNetwork](#)
- Facebook [@AusDisabilityNetwork](#)
- Instagram [@AusDisabilityNetwork](#)
- Website [AustralianDisabilityNetwork.org.au](#)

Image sizes:

- LinkedIn – 1200 x 658,
- Facebook tile – 1080x1080

Hashtags:

- #IDPwD25
- #StartWhereYouAre
- #BuildBelonging
- #PragmaticUniversalDesign
- #ChooseInclusion



Digital Assets

Feel free to download and use these digital assets to promote your commitment to the access and inclusion of people with disability.

Below are links to posters to use in your workplace, a backgrounds to use for your presentations and tiles for social media – space is provided for your logo.

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

All your assets can be found here: [Posters and Social Media Assets for IDPwD 2025](#)

Sample Social Media text:

- This International Day of People with Disability we're building belonging by.... (insert your initiative or achievement)
- This International Day of People with Disability we Choose Inclusion
- Choose Inclusion this International Day of People with disability.
- Start where you are.
- Learn as you go.
- Build belonging one step at a time.
- In 2024 we chose inclusion, in 2025 we're building belonging
- This IDPwD and every day, let's choose inclusion and build belonging



Digital Assets

Social Media Tiles

Image Alt text: Text reading 'We choose inclusion. We build belonging. International Day of People with Disability 2025'. With the Australian Disability Network, International Day of People with Disability and (INSERT YOUR ORGANISATION NAME) Logos.



Image Alt text: Text reading 'Start where you are. Learn as you go. Build belonging one step at a time. Day of People with Disability 2025'. With the Australian Disability Network, International Day of People with Disability and (INSERT YOUR ORGANISATION NAME) Logos.



Digital Assets

Posters



Teams Background



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.

Accessible Communications

- ☐ Use an easy-to-read font (San Serif).
- ☐ Alt text all images or mark as decorative.
- ☐ Check colour contrast.
- ☐ Use Microsoft's built in accessibility checkers
- ☐ Provide information in different formats.



More ways to acknowledge IDPwD this year.

Support staff to learn about disability and inclusion.

- We know that education and conversation can be the biggest lever to engaging team members to build belonging.
- IDPwD is a great opportunity to organise training so employees can learn about disability, and the benefits of disability inclusion in the workplace.
- This IDPwD we will be releasing a new short animation introducing the concept of Pragmatic Universal Design.
- We will also be sharing a new suite of resources to distribute amongst your team.
- The media kit with posters and social media tiles will be released on October 27, 2025

Storytelling is a powerful tool that connects us all.

- If comfortable, employees with disability may share their story, as no two experiences of disability are the same.
- Organisations can share stories across the intranet, at an event or even at a lunch and learn.
- Note: It is important to prioritise psychological safety and don't assume that a team member will be comfortable sharing with everyone.



Need more info?

- Check out our website
www.AustralianDisabilityNetwork.org.au
- Chat to your relationship manager.
- Learn about International Day of People with Disability
(idpwd.com.au)
- Follow us on socials and share resources and information for this campaign.

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

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

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

 AustralianDisabilityNetwork.org.au

