



Accessible and Inclusive Sport and Active Recreation



Accessible marketing and promotion

<input type="checkbox"/>	Widely promote the accessible and inclusive features of your programs and premises. e.g. 'Naturally Accessible' (2017) provide information that makes bushwalking accessible; naturally. Includes details about the track conditions and what people can expect
<input type="checkbox"/>	Ensure the content on your website is accessible with information that is easy to locate and view, layout is simple e.g. left justified, good use of colour contrast, text direction is horizontal
<input type="checkbox"/>	Website text is easily distinguishable, use sans serif font types and minimum font size 12, don't italicise or underline as this restricts readability
<input type="checkbox"/>	Use succinct, descriptive URL link descriptions that clearly indicate the destination of the link to the website
<input type="checkbox"/>	Ensure graphics are clear and legible and all pictures and images have an image description for assistive technologies to pick up to describe to a person with a vision impairment what is in the picture
<input type="checkbox"/>	Ensure that presentation of information does not rely solely on text and contains symbols and pictures to support it
<input type="checkbox"/>	Ensure documents are bound so they can be opened flat
<input type="checkbox"/>	Use image descriptions for non-text content – see the instructions for using the Alt Text function later in this document
<input type="checkbox"/>	Distribute your information in alternative formats e.g. Easy English document version, captioning or Auslan interpreted video content, Braille versions , audio. Easy English versions of documents convey information that is easy to understand using everyday words, simple sentences, images and symbols to enable people who have lower levels of literacy or where English is not the first language understand the information.
<input type="checkbox"/>	Include an accessibility statement on your recruitment, induction and pre-season registration material that encourages people of all abilities and backgrounds to join and what adjustments/modifications you may offer
<input type="checkbox"/>	Actively extend your marketing to hard to reach, marginalised and isolated groups through community and advocacy groups, not for profit organisations, service providers, sector interagencies and local government ,
<input type="checkbox"/>	Make your organic search marketing more accessible by including: <ul style="list-style-type: none"> • Use Alt-Text fields to describe images and videos • Optimize and create friendly URLs and image names