

# Missed Business?

Attract more customers  
by providing better  
access to your business

A guide for small business

City of Ryde

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### Acknowledgements

This guide has been adapted from a collaborative project between Marrickville Council (NSW) and the Human Rights and Equal Opportunity Commission. Cartoons in this guide were created by Simon Kneebone and may only be reproduced with permission. Reproduction of the text in this guide is permitted and encouraged so long as the source is acknowledged.



City of Ryde

# You could be missing out on potential customers

In Australia 3.6 million people, or **19 percent** of the population, have a disability. Together with their friends and families, the number of people affected by a disability is bigger still - and every one of them is a potential customer. Closer to home, in Ryde, 18 423 people, or 19.5 per cent, are identified as having a disability.\* If each of these people is with a friend or family member this means that, every day, some 37 000 local people have to consider some level of disability in the way they live, shop and socialise.

More than half of people aged 55 years and over have difficulties with mobility, sight and hearing. While they may not consider themselves to have a disability, easier access would be a great benefit.

## Which customers are we talking about?

Providing good access to your business will benefit:

- ◆ people with a physical disability who may use a wheelchair or walking frame, or have arthritis
- ◆ people who are blind or partially sighted
- ◆ people who are deaf or hearing-impaired
- ◆ people with long-term illnesses
- ◆ people with learning or intellectual disabilities
- ◆ people with mental health or psychological difficulties
- ◆ people with an acquired brain injury

The City of Ryde is strongly committed to ensuring that everyone in our community is able to enjoy the many social, cultural and business benefits of living here. One way the City meets this commitment is by assisting small businesses to establish and thrive in the area.

As a small business, quality service is one of the most important things you can offer. This guide aims to help you, the small business owner, understand how to improve access to your goods and services for a large part of our community you may be missing out on - customers who have a disability.

\*Australian Bureau of Statistics (1998) Survey of Disability, Ageing and Carers

## Good access also benefits:

- ◆ parents or carers of young children - particularly those with strollers or prams
- ◆ older people
- ◆ delivery people
- ◆ shoppers with heavy bags
- ◆ every customer - particularly when it's busy

## Can you afford to miss out on all this business?



***“I look for businesses that are easy for me to use. When I have no problems with access, there’s good service and an inclusive attitude, I feel welcome. They’re the places I go back to and tell my friends about.”***

Ryde resident and Access Committee Member

## Good access makes good business sense

As potential customers, each of these people will make choices about your business based on how easy it is to use.

### Remember

What you do to improve accessibility doesn't have to be extravagantly expensive - a combination of providing easier entry and improving staff training will go a long way to making your business more attractive to many people including people with a disability, their family and friends.

If a person uses a wheelchair and there is a step at your front entrance, they, and the people who accompany them, will probably go to another business in your area which has a flat entrance or a ramp. If they find your staff unhelpful they probably won't come back to your business.

But if you make an effort to provide corridors that aren't cluttered with boxes that could be tripped over, then people will appreciate the ease of shopping at your business. If you train your staff to be respectful - not patronising - then people with a disability are more likely to become regular customers.

## Meeting your legal responsibilities

Improving access will also assist your business to meet your legal responsibilities. In Australia, the law says that customers with disabilities should be able to access your goods or services just like any other customer. If a customer with a disability cannot get into your building or cannot access your goods or services they could make a complaint of discrimination under NSW anti-discrimination laws, or the Federal Disability Discrimination Act.

Making your business more accessible is also likely to make it safer for both customers and staff and could have an effect on your public liability and workplace safety responsibilities.

For more information on your legal obligations see 'Further contacts' at the end of this guide.

# Four ways to improve access for *all* your customers

## 1 Make it easy for people to find you

To attract customers who have a disability you can take some simple steps to make your business easier to find and get to.

### Advertise your advantages

- ◆ If your business is accessible, let people know. For example, if you have wheelchair access include this in your promotions and advertisements.
- ◆ Put up clear external signs to help people with vision impairments or learning difficulties identify what your shop is.



### Make the entrance easy to see

- ◆ Paint the entrance to your business in a colour that contrasts well with the surroundings. This will make it stand out for people with a vision impairment. Highly contrasting colours not only distinguish an entrance from the general environment but also make it easier to tell the difference between the immediate door surrounds and the doorway itself.
- ◆ If there are multiple entrances, make sure there are clear directions to where each entrance is.
- ◆ Be aware of reflective glass in your shop front. People with a vision impairment

often find this presents them with a confusing picture of reflections, light and shadows. One good solution is to put safety markings on the glass so people don't walk into it. This makes it easier to tell the difference between the window display and the doorway.

## Avoid obstructions

- ◆ Ideally, remove dangerous obstacles such as advertising boards, displays or furniture from the entrance so that people in wheelchairs, older people, or people with a vision impairment don't risk falling over.
- ◆ If you are permitted to have advertising boards, display items or furniture outside your business, make sure there is a clear pathway leading to the entrance.



### Tip:

## Think about your surroundings

It also pays to look at the surroundings of your business. You will probably need to talk to Council about these matters.

**Carparks** Think about making at least one customer car space wider for a person with a disability to use.

**Pathways** Make sure the path from the carpark to your entrance is accessible for a person using a wheelchair (e.g. wider and even) and less slippery for someone older or using walking aids.

**Lighting** Would better lighting make carparks and pathways safer?

**Hazards** Make sure overhanging trees or signage do not cause a hazard to a person who is blind or vision impaired

## Make it easy for people to get in

# 2

In new buildings all customers, including people using wheelchairs, must be able to enter the shop independently. But in many older buildings the main entrance may have one or several steps, heavy doors, or be difficult in other ways. Here are some ideas on how to make it easy for customers to get in to your business.

While many of these ideas are easy to put into practice, some may require technical advice to ensure they are done correctly (see 'Further contacts' at the end of this guide).

### Level access

- ◆ Ideally, get rid of steps and provide a level entry.
- ◆ If you can't provide a level entry, build a ramp.
- ◆ If these are not possible for technical or financial reasons, consider moving the main entrance to another more accessible position.



## Better doors and doorways

- ◆ Reposition the entrance door handles to an easier height.
- ◆ Make the door easier to open by making it automatic or lighter and fitted with lever-type handles.
- ◆ Make the doorway wide enough to allow a person with a walking frame or someone who uses a wheelchair to pass through with ease.
- ◆ If the door has a lot of glass attach prominent safety markings so people do not walk into it.
- ◆ Make sure any doormats are secure and only use them if they can be made flush with the surrounding floor.
- ◆ Put in a compliant handrail.

## Clear sight lines

- ◆ If possible make sure there are clear sight lines between the entry and the counter so that staff are aware when a customer needs assistance to enter the premises or purchase goods.



*This pharmacy has a clear, level, wide entry from the footpath for all customers. In addition to clear signage, the layout of shelving and merchandise helps to provide visual clues for someone with limited sight. The layout also improves circulation throughout the shop without losing display space.*

***“We get lots of customers in wheelchairs and parents with prams, because they like the easy access and good circulation space. This is a bonus for our business.”***

Ryde business owner

# 3 Make it easy for people to get around

Ideally, once inside your shop or premises, customers with disabilities should be able to find their way to all sales areas, browse and inspect goods, bring them to the cash desk or received services in the same way as people without a disability.

The following tips are designed to assist you to better understand and meet the needs of customers with a range of disabilities.

## For people who are blind or have vision impairments

- ◆ **Signs:** Make sure signs and product pricing labels are clear and use high contrast colours. Ensure overhanging signs do not cause a hazard.
- ◆ **Information:** Make board menus in cafes or product information displays easier to read. Provide written menus or other product information in large print versions (e.g. 18 point Arial) or have staff read information out to customers. Look at the possibility of providing information such as menus in Braille.
- ◆ **Lighting:** Think about improving lighting, especially around service counters.
- ◆ **Layout:** Avoid having dangerously placed fittings and fixtures that can make independent movement difficult for customers who are blind. Make sure your aisles provide a clear path of travel and do not have displays sticking out into them.
- ◆ **EFTPOS:** Make sure the electronic payment systems (and EFTPOS machines) have the features that enable people who are blind to use them.

## For people who may have difficulty hearing

- ◆ **Noise.** Find ways to reduce the amount of background noise and to easily turn down the music when necessary.
- ◆ **Hearing loop.** Look into installing a 'hearing loop' or other system to assist people using hearing aids at counters, especially if there is a security screen from the public at the counter.



## For people with mobility impairments

- ◆ **Aisles:** Make sure shopping aisles are wide enough (preferably 1.2 metres).
- ◆ **Counters:** Ensure at least part of your customer service area is at a height that is suitable for people using wheelchairs (750-800mm from floor level). Make sure that at least one of your checkout aisles is wide enough, has a lower checkout counter (750-800mm) and is always open.
- ◆ **Reach:** Try to place goods, particularly the most popular ones, within reach of someone using a wheelchair. If this is not always possible, make sure staff are trained to offer assistance.
- ◆ **Chairs:** If your customers need to wait, make a chair available for someone who may be older and frail, use crutches, or have poor balance.

- ◆ **Surfaces:** Make sure the floor surface is free from trip hazards and is non-slip.
- ◆ **EFTPOS:** Ensure that electronic payment systems and EFTPOS machines are on a long enough cord to pass over to someone using a wheelchair.



## Tip:

### Should you be providing accessible toilets?

- ◆ Where toilets are provided for the public (e.g. in cafes or in other situations where customers may be on the premises for a period of time) an accessible toilet should be provided where possible. Under building laws a unisex accessible toilet counts as a male and a female toilet.
- ◆ If you do not have an accessible toilet make sure all staff know the location of the nearest accessible toilet and, if necessary, get approval for your customers to use it.
- ◆ If you decide to make your toilet accessible you should get technical advice on how to do so.

## Make the most of customer service

# 4

When talking about 'improving access' it's easy to think only in terms of installing ramps, toilets and other fixtures. But one of the simplest and cheapest solutions is to change the way you think about customer service for people with disabilities

It's not difficult to train your staff on how to communicate effectively with all your customers and how to give practical assistance when it's needed.

### Respect

You and your staff should treat customers with disabilities as you do all customers – with respect:

- ◆ **Focusing on the person:** Treat each customer with a disability as an individual customer with their own likes and dislikes. Always focus on the person, not their disability. Always address the customer directly, not the other people who may be with them (such as a Deaf sign interpreter).
- ◆ **Giving assistance:** Always ask the customer first if they want help; do not assume they need assistance. Always accept the answer if the customer declines your help. If you have a conversation that will last more than a few moments with a customer using a wheelchair, bend to eye level or pull up a chair.
- ◆ **Asking questions:** Always ask customers with disabilities how they would like goods and services to be provided particularly where barriers limit equal access.

### Communication

For people who may have a learning difficulty, an intellectual disability or brain injury:

- ◆ **Being clear.** Address the customer directly, listen carefully, speak clearly and check for understanding. Always use clear language without being patronising.
- ◆ **Allowing time:** Allow your customer time to ask questions and try not to rush them. Try not to overload people with an intellectual disability with information. Reassure your customer you are there to help if they forget the information.

### For people who have a hearing impairment or are deaf:

- ◆ **Lip reading:** Always face the customer so they can read your lips. Try to make sure there are no bright lights behind you that may limit their ability to see your lips.
- ◆ **Sound:** Use your normal tone of voice and volume. If possible, move out of the way of background noise.
- ◆ **Interpreters:** If your customer is there with a sign language interpreter always address your comments directly to your customer rather than to the interpreter.
- ◆ **Pen and paper:** Have a pen and paper on hand to help you communicate with your customer.

### For people who have a vision impairment or are blind:

- ◆ **Using names:** Always identify yourself by name. If appropriate, ask for their name so you can address them directly and so that they know you are talking to them and not to someone else.
- ◆ **Giving assistance:** If a customer asks for assistance to go somewhere ask which side you should be on and offer your arm so they can hold just above your elbow.
- ◆ **Guide dogs:** Never pat or distract a guide dog or offer it food while it is in harness, it is a working animal under the control of its owner.

## Tip: What's the best language to use?

If you are making the effort to make your business more accessible it is also important to make sure your staff and the signage you use is part of that effort. Use signage that identifies:

- ◆ 'Accessible Toilet' not 'Disabled Toilet'
- ◆ 'Accessible Parking' not 'Disabled Parking'
- ◆ 'Accessible Entry' not 'Disabled Entry'.

And always refer to:

- ◆ a *person with a disability* rather than a *disabled person*
- ◆ a person who *uses* a wheelchair rather than someone *confined* to one
- ◆ a person who *is* blind rather than a person who *suffers* blindness

## Finding alternative ways to provide service

The best way of attracting business and fulfilling your legal responsibilities is to make your business as accessible as possible. Where it is not possible to provide full access in the short term, you might also consider alternate ways of providing the same service. Here are some examples:

- ◆ A butcher's shop might consider operating a telephone, mail order or local delivery scheme.
- ◆ A florist might have a call bell at the entrance and have staff put together an order and bring the goods to the front door or the nearest easy collection point.
- ◆ A hairdresser might consider offering a home visiting service for a customer with a disability.
- ◆ An estate agent might consider providing their service in an alternative, accessible location either by appointment or on a regular basis.

Alternatives such as these will not provide full equality for people with disabilities, but they will assist in reducing the chances of a complaint.



***A low central counter serves everyone. It allows easy communication and exchange of goods and services.***

**Thank you** for taking the time to read this guide.

*The City of Ryde appreciates your support in making Ryde an accessible community for all its residents and visitors. The City of Ryde encourages you to use the suggestions made in this guide and, by so doing, increase your business.*

## ENGLISH

If you do not understand this document please come to Ryde Civic Centre, 1 Devlin Street, Ryde Monday to Friday 8.30am to 4.30pm or telephone the Telephone and Interpreting Service on 131 450 and ask an interpreter to contact the City of Ryde for you on 9952 8222.

## ARABIC

إذا تعذر عليك فهم محتويات هذه الوثيقة، نرجو للحضور إلى مركز بلدية رايد Ryde Civic Centre على العنوان: 1 Devlin Street, Ryde من الاثنين إلى الجمعة بين الساعة 8.30 صباحاً والساعة 4.30 بعد الظهر، أو الاتصال بمكتب خدمات الترجمة على الرقم 131 450 لكي تطلب من أحد المترجمين الاتصال بمجلس مدينة رايد، على الرقم 9952 8222، نيابةً عنك.

## ARMENIAN

Եթե այս գրույթիւնը չէք հասկնար, խնդրեմ եկէ՛ք՝ Րայդ Իվից Ենթոնը, 1 Տեյվլին փողոց, Րայդ, (Ryde Civic Centre, 1 Devlin Street, Ryde) Երկուշաբթիէն Ուրբաթ կա. ժամը 8.30 – կ.ե. ժամը 4.30, կամ հեռաձայնեցէ՛ք Հեռաձայնի եւ Թարգմանութեան Այսասարկութեան՝ 131 450, եւ խնդրեցէ՛ք որ թարգմանիչ մը Րայդ Բաղաքապետարանին հետ կապ հաստատէ՛ ձեզի համար, հեռաձայնելով՝ 9952 8222 թիւին:

## CHINESE

如果您看不懂本文，請在週一至週五上午 8 時 30 分至下午 4 時 30 分前往 Ryde 市政中心詢問 (Ryde Civic Centre, 地址: 1 Devlin Street, Ryde)。你也可以打電話至電話傳譯服務中心，電話號碼是: 131 450。接通後你可以要求一位傳譯員為你打如下電話和 Ryde 市政廳聯繫，電話是: 9952 8222。

## FARSI

اگر این مدرک را نمی فهمید لطفاً از 8.30 صبح تا 4.30 بعد از ظهر دوشنبه تا جمعه به مرکز شهرداری رايد، Ryde Civic Centre, 1 Devlin Street, Ryde مراجعه کنید یا به سرویس مترجم تلفنی شماره 131 450 تلفن بزنید و از یک مترجم بخواهید که از طرف شما با شهرداری رايد شماره 9952 8222 تلفن بزند.

## ITALIAN

Se non capite il presente documento, siete pregati di rivolgervi al Ryde Civic Centre al n. 1 di Devlin Street, Ryde, dalle 8.30 alle 16.30, dal lunedì al venerdì; oppure potete chiamare il Telephone Translating and Interpreting Service al 131 450 e chiedere all'interprete di contattare a vostro nome il Municipio di Ryde presso il 9952 8222.

## KOREAN

이 문서가 무슨 의미인지 모르실 경우에는 1 Devlin Street, Ryde 에 있는 Ryde Civic Centre 로 오시거나 (월 – 금, 오전 8:30 – 오후 4:30), 전화 131 450 번으로 전화 통역 서비스에 연락하셔서 통역사에게 여러번 대신 Ryde 시청에 전화 9952 8222 번으로 연락을 부탁하십시오.

# Further contacts

For more information on **planning issues**, building approvals and City of Ryde access requirements:

Contact City of Ryde

Phone: (02) 9952 8222

Web: [www.ryde.nsw.gov.au](http://www.ryde.nsw.gov.au)

Ask for:

A Client Manager, or

The Community Project Officer

- Access and Equity

For more information on **design issues**, developing alternative access methods, or to contact an Access Consultant:

Association of Consultants in Access Australia Inc

Phone: (03) 5221 2820

Web: [www.access.asn.au](http://www.access.asn.au)

For more information on **legal issues** and **responsibilities**:

Human Rights and Equal

Opportunity Commission

Phone: (02) 9284 9600

Web: [www.humanrights.gov.au](http://www.humanrights.gov.au)

or the NSW Anti-Discrimination Board.