



OPPORTUNITY IS CALLING

ACCESSIBILITY: TOP TEN TIPS FOR BUSINESSES



RACE READY FOR BUSINESS



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1. Make it easy (and safe) for people to enter and move around your space



Consider the ease in which people with access needs can enter and move around your physical space. Aisles need to be wide enough to fit pushchairs, wheelchairs and people with prams. Surfaces should be slip resistant and ramps and entrances must be open and clear. Consider access to reception desks, bars and counters and make sure your accessible entrance is clearly identified. A queuing system is a great idea for crowded areas.

2. Ensure EFTPOS machines are easy for customers to reach and use



Your EFTPOS machine should be an appropriate height for all users and beep loudly so customers with low vision know they have successfully entered their pin. Finding the slot on EFTPOS machines can also be challenging for some - if you see a customer struggling, offer to swipe or insert the card for them.

3. Speak directly and clearly to your customers



Make your customers feel welcomed and valued by speaking directly to people with companions, such as those in wheelchairs or older people, and facing the customer when speaking. People with limited hearing must look at your face and lips as you talk, or go a step further and learn some New Zealand sign language. A basic sign such as "hello" or "welcome" is not only fun to learn but can also generate loyal customers. For more information on learning NZSL, contact [Deaf Aotearoa](#).

4. Make sure price lists and menus are readable for everyone



Most people need fonts to be at least 12 point, so check your menus, price lists and product information. A sans serif font style can be read most comfortably by everyone and having Braille menus on hand is a great idea too! If a customer appears to be struggling to read something (such as a price on a blackboard menu) offer to read it out loud.



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5. Check your website is user friendly for all



Most people do online research before going to a restaurant, shop or tourist destination, so ensure your website leaves a positive impression and is user-friendly for everyone. Here are some simple ways to make your site more accessible:

- Use clear and highly contrasting colours.
- Stick to simple English.
- Minimise PDFs, which can distort on many computer screens and are not accessible for people using screen reading software.
- Keep the site clear of clutter and check your designer has used accessible web design standards.

6. Ensure your online services are fully accessible



If you manage bookings or sell goods online, make sure these services are accessible for all. Consider those with limited hand function who use a keyboard to navigate, or visually impaired customers who use screen reading technology and magnification tools. Include clear instructions and contact details for anyone who may get stuck.

7. Ask for specific requests



Give customers the opportunity to state they have an access need and make any specific requests – whether online or in-person. By asking the question and providing an opportunity, your customers will feel valued and your staff will have time to meet their needs. If a request seems complicated or needs specialist knowledge or equipment, contact the [Be. Lab team](#)



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8. Provide suitable (and comfortable) seating and tables



Consider whether your seating and tables are appropriate for those with access needs. Offer seats and tables of varying heights (or are height adjustable), and make sure they can be easily moved to create space if required. Providing seating with armrests and backrests is also helpful for older people, pregnant mums or anyone with balance or strength limitations.

9. Proudly promote the accessible features of your business



If potential customers know you're committed to being accessible, they will choose your business over others. So consider including accessible features in your advertising, on your website and around your business. Remember, you don't have to be perfect and be honest. People understand that improving access takes time. If you don't have features, such as wheelchair access to an accessible toilet, say so as it allow customers to make a plan.

10. Have accessibility information on hand



Go the extra mile by having information available for customers about other accessible locations, businesses and attractions in Auckland. And make sure you know how to help if someone needs medical or health assistance. We can all work together to make sure people with access needs have an easy and enjoyable time in our city.

Want to learn more about how you can grow your business and customer base by becoming more accessible?

Be. Lab's One-Stop Shop is here to support all New Zealand businesses and organisations on their journey to becoming 100% accessible. [Find out more at belab.co.nz](https://belab.co.nz)

