



## VISION SUPPORT



Add alternative text to important visual content such as images and buttons so that assistive technologies can perceive it



Ensure that navigation is in a familiar place so that low vision assistive technology users can find it



Ensure that all content is accessible by keyboard shortcuts on workstation computers and by swipe gestures on mobile devices



Create content with a colour contrast ratio of 4.5:1 on websites and apps



Add audio description to videos



Make sure that forms are labelled correctly so assistive technology users know what to enter in the form fields



Make links descriptive instead of phrases like 'click here' or 'read more' so that the links make sense when read in isolation

# Expand your audience – 1 in 5 people in Australia have a disability

**CENTRE FOR  
ACCESSIBILITY**

The Centre for Accessibility is an industry and not-for-profit collaboration working to promote digital access. We believe accessibility is about more than compliance; it's about people. The information on this postcard is available in digital and plain text versions from [accessibility.org.au](https://accessibility.org.au)



## HEARING



Add captions to video content



Provide a transcript for any audio-only content such as podcasts



Ensure that any audio can have its volume adjusted



If audio alerts are used, provide a visual equivalent



# Accessibility is not a feature; it is a social movement

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## MOBILITY



Add alternative text to navigation elements such as buttons so that assistive technologies can perceive it



Ensure that all content is accessible by keyboard so that assistive technologies can make use of the commands for navigation



Ensure that users can confirm a selection such as in a drop-down menu, so they aren't taken away from the screen if they make the wrong choice



Keep the layout of content uncluttered and intuitive



Provide a clear and intuitive navigation structure



**Technology  
+ Accessibility  
= Independence**

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## COGNITIVE



Keep websites and app screens uncluttered



Make navigation simple and intuitive



Use familiar icons consistently, e.g. a search icon to perform a search



Use language that is easy to understand



Define abbreviations and acronyms on first use



Avoid flashing and distracting content



Provide an 'easy English' summary sheet with contact information



# Accessibility is about more than compliance; it's about people

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