

# Planning tips for event organisers

This guide has been collated by the Hobart Access Advisory Committee and reflects the experiences of the committee members, particularly those with a lived experience. The resource provides useful tips for planning an accessible and inclusive event.



Inclusive Creatives



City of **HOBART**



# Tip 1 Venue

## **Make sure the venue is easy for everyone to use.**

- ☐ Accessible bathrooms, and if possible, have a bathroom that is gender-neutral.
- ☐ Easy to open push button doors.
- ☐ Make sure the elevators are in good working condition.
- ☐ Use clear signs that are easy to understand.
- ☐ Install handrails on both stairs and ramps.
- ☐ Ensure doorways are wide enough for wheelchairs to fit through.
- ☐ Leave enough space between chairs and tables for wheelchair movement.
- ☐ Clearly mark the edges of steps for safety.
- ☐ Provide accessible parking spots nearby.
- ☐ Ensure that counters and payment machines are at a reachable height for everyone.

## **Choose a venue that is close to public transport.**

- ☐ Avoid scheduling events late at night when public transport might not be available.

**Make sure accessible parking spaces and pick-up/drop-off spots are easy to see and understand.**

- ☐ If you are setting up temporary accessible parking, get in touch with your local council for guidance.

**Check that the entrance doesn't have steps.**

- ☐ If there are steps, make sure there's a ramp with the correct slope for people to use instead.
- ☐ When advertising the event, give clear directions on how to enter. If there are specific ways for people to get in, explain those too.

**Choose a venue that is large enough.**

- ☐ Check the venue is set out so everyone can use it when it is crowded. Including those with disability and using wheelchairs, prams and scooters.

**Have seats that are easy to get to for people with disability.**

- ☐ Let people with disability choose where they want to sit. This should include seats where they can see the stage or speaker's platform clearly.
- ☐ Make sure there is room for someone in a wheelchair to be part of the event without any problems.
- ☐ Have enough different types of seats available. This means having chairs with arms and footrests for those who need them.

### **Reserve seats at the front of the venue.**

- ☐ These front-row seats are helpful for people who have vision or hearing impairment.
- ☐ This helps them hear better, read lips, or see the Auslan interpreter clearly.

### **Check tables, places where you get tea and coffee, and where food is served are easy for people in wheelchairs to reach.**

- ☐ Set up raised platforms for speakers to stand on. This makes it easier for everyone to see them.

### **Think about how background noise might affect people.**

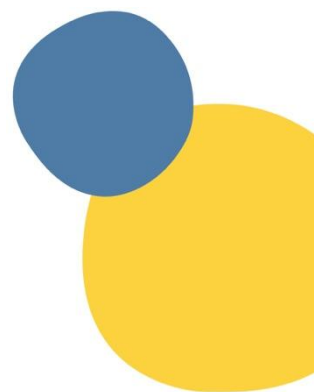
- ☐ Make sure to check the audiovisual (AV) equipment to see if it works properly.
- ☐ Use good sound equipment that is clear and can be made louder or softer as needed.
- ☐ When you talk, use a microphone if there is one available. This helps everyone hear you better.
- ☐ Provide helpful devices like a Hearing Loop for people to use during speeches or presentations. This makes it easier for those who have trouble hearing.

### **Think about making a designated area for guide dogs or assistance animals.**

- ☐ This could be a green space just for them.
- ☐ Make sure there is a place for the assistance animals to get water. This way, they can stay comfortable while attending the event.

**Make sure hygiene requirements are easy for everyone to understand and use.**

- ☐ This includes where you place hand sanitising stations or QR codes.
- ☐ Help those who need it with keeping a safe distance if required, reading signs, and following instructions.



# Invite Auslan (sign language) interpreter/s.

Also provide other language  
interpretation whenever applicable.



# Tip 2 Promotion

**Use images that portray diversity and inclusion.**

**Use high contrast colours.**

- ☐ Dark text on a light background.

**Promote event with both audio and visual announcements.**

**Use alt text to ensure everyone can ‘see’ the image.**

**Connect with more people by using a range of methods:**

- ☐ Printed posters
- ☐ Email
- ☐ Social media
- ☐ Websites
- ☐ Radio.

**Include text with event details if the promotion is only a graphic image or a map.**

**Consider the communication offerings for your audience:**

- ☐ Use live captions so people can read what is being said.
- ☐ Provide audio descriptions to explain what is happening for people who cannot see or understand visual content.
- ☐ Add captions to videos so everyone can understand.
- ☐ Have Auslan interpreters for people who use sign language.
- ☐ Offer visual or sound options for announcements to make sure everyone gets the information.

**Think about showing the event live on the internet for those who cannot come in person.**

- ☐ You can use platforms like Zoom, Skype, or Facebook Live.
- ☐ Or you can record the event and put it online later for people to watch.
- ☐ Make sure the recording or live stream has good pictures and sound, including Auslan interpreters for sign language and alt descriptions for images.

**Make sure all printed materials are also available in large print and braille formats (whenever applicable).**

**Avoid hard to read or decorative or stylised text and ensure text size is 14 plus.**

**Use plain language in your verbal and written communication.**

**When you promote the event, tell people about how accessible it is:**

- ☐ Mention if there are captions for videos
- ☐ Say if there are audio descriptions
- ☐ Let people know about Auslan interpreters for sign language
- ☐ Tell them if the place is easy to use with a wheelchair
- ☐ Explain if the event is good for those with sensory sensitivities
- ☐ Say that guide dogs and assistance animals are welcome
- ☐ Mention if they can use the Companion Card
- ☐ Let people know if you have payment cards\* available
- ☐ Rate how well the event is for visual and sound experience
- ☐ Make sure to be honest about how accessible the event really is.

**If possible, offer alternative 'quiet' spaces particularly when event is high stimulation.**

**Include warnings for any potential triggering content:**

- ☐ Lights
- ☐ Sound
- ☐ Scent.

**Use Image Descriptions/Alt text when advertising event online.**

**Think about putting a tool (widget) on your website that lets people adjust things based on their needs:**

- ☐ Allow access to image descriptions
- ☐ Let them make text bigger
- ☐ Offer a way to have text read aloud
- ☐ Allow changing the contrast and text size to make it easier to read.

**Ask people what would make the event easy and more accessible for them.**

- ☐ You can do this by using an accessibility tag\*\* on the invitation or in the promotional material.

**Make it clear who to contact if anyone has accessibility needs that are not being met at the event.**

- ☐ This might be an information booth or roaming staff and volunteers.

**Provide a variety of methods for people to contact and/or RSVP:**

- ☐ In person
- ☐ Over the phone (including by use of a TTY and National Relay Service)
- ☐ Text
- ☐ Email.

**Make sure booking forms and mobile apps are accessible to people with disability.**

*\* **What is a payment card?** If you are running a cashless event offering the ability to buy a payment card means people without credit or debit cards or people who are unable to remember a PIN, can purchase items at the event.*

*\*\***Example Accessibility Tag** “The venue is accessible for people using wheelchairs, prams and mobility scooters. [Insert here accessibility features of the event]. All handout materials will be available in accessible electronic format. If you have any other accessibility requirements, please let us know, and the event organiser will contact you”.*

# Connect with more people by using a range of methods:

- ☐ printed posters
- ☐ email
- ☐ social media
- ☐ websites
- ☐ radio.



# Tip 3

## Induction

**Make sure that all the people working or helping at the event know what to do for accessibility.**

- ☐ Teach them the steps to follow and tell them who to ask if there are questions or requests for accessibility.

**Choose one or more specific staff members or volunteers to handle any accessibility issues that come up during the event.**

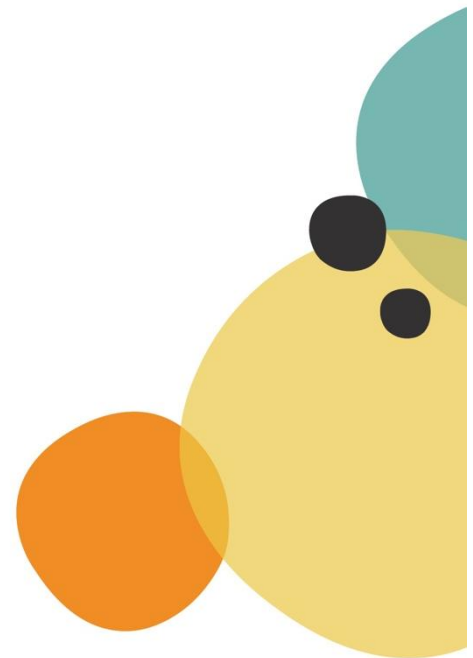
- ☐ Make sure everyone working at the event knows who these people are. This way, they can direct anyone with accessibility concerns to the right person.

**Brief the registration staff and volunteers that they must treat everyone fairly.**

- ☐ Let them know about access concerns, like letting people with guide dogs or assistance animals to come in, where the accessible toilets are, where to park for accessibility, and where to sit.
- ☐ Also, tell them that materials should be available in formats that are easy for everyone to use.

**If the event needs people to show a form of identification, for example to enter a place with age limits, accept different types of identification.**

- ☐ Don't only ask for a driver's license because some people with disability might not have one.
- ☐ Make sure you tell people about this requirement when you advertise the event.



# Give this information to event organisers before the event.

- ☐ You can write it down or talk about it in a meeting/briefing before the event starts.
- ☐ Make sure staff understand how to share information and treat everyone with respect.



# Tip 4 Evaluation

**Encourage event attendees to provide feedback about the event.**

- ☐ This can be done at the event if you have available resources where people can collect this information.
- ☐ You may also consider providing an iPad (with accessibility features) for people to rate the event in relation to accessibility.
- ☐ Consider having an accessible, user-friendly customer survey on your website.

**Coordinate a post event session with event organisers, stall holders and interested event attendees.**

- ☐ This is a helpful way to receive feedback and identify things that worked well and areas for improvement.

**Share your findings, feedback and strategies for improvement on your website.**

- ☐ Provide these findings directly with event attendees if they have opted to be part of improving the event.

**Approach your  
local Council about  
working with the  
Access Advisory  
Committee.**

# Accessibility icons you can use.

Accessibility icons are an easy way to let guests know what to expect when attending an event. Icons such as these are available on stock image sites, such as Adobe iStock, or Shutterstock.



# Helpful links and information

## Event Planning Links

[Tasmanian Government Accessible Events Guidelines](#)

[Events Tasmania Accessible Events Guidelines](#)

[State Growth Accessible Business Booklet](#)

## Access for All poster

You can download this poster as a guide to help set up the physical layout of your event to make it accessible for everyone.

[Access for All poster](#)

## Further Information

To learn more about how to make your event accessible you can contact the services below:

### Blind Citizens Australia

Blind Citizens Australia (BCA) is the national representative organisation for people who are blind or vision impaired

<https://www.bca.org.au/>

### VisAbility Tasmania

VisAbility supports people with vision impairment across Tasmania to live the life they want, with confidence

<https://www.visabilitytas.com.au/>

### Expression Australia

Through their interpreting service they provide Auslan (Australian Sign Language) interpreting, notetaking, captioning, transcription and translation services for people who are Deaf and hard of hearing <https://www.expression.com.au/>

### Disability Voices Tasmania

Disability Voices Tasmania is a community organisation run by people with disability, working with people with disability, families and allies to build a collective voice

<https://www.disabilityvoicestas.org.au/>

## **People with Disability Australia**

Australia's peak rights and advocacy organisation by and for people with disability <https://pwd.org.au/>

## **Physical Disability Australia**

Physical Disability Australia is a national peak Disability Peoples Organisation (DPO) run by people with physical disability for people with physical disability <https://www.pda.org.au/>

## **Brain Injury Association of Tasmania**

The Brain Injury Association of Tasmania (BIAT) provides a voice for people living with or impacted by brain injury in Tasmania.

<https://www.biat.org.au/>

## **Communication Access Tips**

[Communication Access | Scope Australia](#)

## **For more information contact:**

Accessible City Coordinator on 62 382100 or  
[cunningham@hobartcity.com.au](mailto:cunningham@hobartcity.com.au)