



Disability Action Plan

August 2009



Disability Action Plan

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Message from ACMI CEO, Tony Sweeney

At ACMI we pride ourselves on our commitment to providing diverse audiences of all abilities with unsurpassed opportunities to actively engage with the moving image as viewer and creator.

While this commitment has long been entrenched in our day-to-day operations, and has been foremost in our strategic planning since the doors opened in 2002, I'm delighted that it is now being formally recognised through the development and adoption of our Disability Action Plan (DAP).

The DAP has been created in the spirit that reflects our organisational Values and Behaviours, which capture our promise to audiences and stakeholders that they are at the heart of everything we do.

As one of Melbourne's major cultural institutions, we play a significant role in building strong and cohesive communities and we have a strong commitment to achieving a broad understanding of, and respect for, the diverse Victorian community.

As a key attraction at Melbourne's most visited tourist centre, Federation Square, fostering access to our programming and physical spaces is vital and the DAP outlines our commitment in detail, as well as our strategy for achieving its aims and objectives.

On behalf of the Board, staff and volunteers, it is my pleasure to endorse the DAP as a statement of our commitment to an inclusive community where diversity is embraced and celebrated.

Tony Sweeney
Director/CEO
August 2009

1.0 Introduction

The Australian Centre for the Moving Image (ACMI) is the world's first, state-of-the-art facility dedicated to the exhibition, promotion and preservation of Victorian, Australian and International screen content. ACMI has developed into a Melbourne cultural landmark and leadership institution, delivering screen culture, education, interactive media, production zones and collections for the moving image in all its forms – film, television, games, video and digital media.

Like many organisations, ACMI has a history of providing access to people with disabilities. Through the development of this Disability Action Plan (DAP), ACMI has reinforced its commitment to people of all abilities to have equal and independent access to all policies, programs and services.

ACMI follows a key principle in the DAP that is the concept of Universal Access. Universal Access is based on social inclusion. It is applied holistically to an organization in its planning, built elements and service provision. ACMI plans to provide access to visitors, clients, business associates, artists, exhibitors and employees to all areas of the organisation.

1.1 Relevant Legislation

Providing access to ACMI's venues and services is the key feature to the DAP. This approach is consistent with the Disability Discrimination Act (1992) (DDA), a Federal act that applies to all Australians, and the State Disability Act (2006) Section 38, which requires the Victorian Government public sector bodies to prepare disability action plans. The DDA drives to eliminate, as far as possible, discrimination against people with disabilities in a range of areas, including access to employment, education, access to premises, and access to the provision of goods and services.

Defining “disability” is difficult as it is a broad term applied to a diverse range of people. Each individual's experience of disability is unique and can be influenced by age, cause, attitude, family or cultural background, opportunity and many other factors. However, there are five main types of disability as defined under the DDA:

- Physical disability
- Mental Illness
- Intellectual disability
- Sensory (sight and hearing),
- The presence in the body of disease (including people living with HIV/AIDS).

The five main types of disability listed are inclusive of, but not exclusive, to the scope of disabilities ACMI needs to support.

In 2003, 4 million people in Australia (20% of the population) had a disability, which restricted their everyday activities and had lasted, or was expected to last, for six months or more.

Whilst organisations are obliged to comply with the legislation, ACMI acknowledges that freedom for individuals is key to the spirit of equality and Universal Access for people of all abilities.

2.0 Objectives for ACMI DAP

2.1 ACMI Specific Disability Access Principles

Establishing key principles of access across the organisation will allow people regardless of access needs, to move around, view and enjoy ACMI's facilities, cinemas, exhibitions, festivals and cultural events.

Applying these key principles is the responsibility of all ACMI staff. There must be organisation wide support of the Disability Action Plan.

The expected outcomes of ACMI Disability Action plan will be a more welcoming and accessible venue and workplace for all.

The key principles of the ACMI Disability Action Plan are:

- ACMI provides access to all public spaces and services for people with disabilities
- ACMI provides accessible website, information, access services (captioning, audio describing), and programs
- ACMI provides equal opportunities for employment and an accessible workplace
- ACMI promotes access features to people with disabilities

These key principles are consistent with the concept of Universal Access.

2.2 Goal Areas for the ACMI DAP

Policy & Programs

ACMI will develop policies that ensure an inclusive and accessible culture in the organisation with the following:

- An Equal Opportunity Employment Strategy to be adopted
- ACMI access and inclusion policies are underpinned by the legal requirements of the Equal Opportunity Act, Disability Discrimination Act (1992) and the State Disability Act (2006)
- ACMI access and inclusion policies support staff work practices, including disability awareness training
- Ensuring access to all events including: festivals, exhibitions, film & public programs

Marketing & Communications

- Ensuring communications, promotions and marketing are accessible to people with disabilities
- Promotion of events including: festivals, exhibitions, film & public programs, to people with disabilities and their representative organisations

Buildings & Infrastructure

- At the commencement of the planning process new development or infrastructure changes must include provision for disability access
- Ensure that all infrastructure planning and development are aligned to the requirements of the Australian Standards for Disability Access

The Action Plan which follows addresses the goal areas identified above.

3.0 Action Plan

3.1 Policy & Programs

Goal - An Equal Opportunity Employment Strategy to be adopted

Objective	Key Actions	Role Responsible	Measure	Timeline
Introduction and implementation of an equal opportunities employment strategy at ACMI	<ul style="list-style-type: none"> Research and develop the equal opportunities employment strategy Implement in recruitment & staff policy areas 	Head of Human Resources Head of Human Resources	Human Resources policy in place Candidates with disabilities employed at ACMI	Ongoing

Goal - ACMI access and inclusion policies are underpinned by the legal requirements of the Equal Opportunity Act, Disability Discrimination Act (1992) and State Disability Act (2006)

Objective	Key Actions	Role Responsible	Measure	Timeline
Development of policies to ensure inclusive and accessible culture at ACMI	<ul style="list-style-type: none"> ACMI Disability Action Plan developed, adopted and implementation commenced Establishment of ACMI Disability Action Plan Committee including representatives with disabilities Reporting on progress to executive and Board 	ACMI Executive Visitor Services Manager	Creation of committee at adoption of Plan Progress reporting presented to Executive and Board	2009 Ongoing

Goal - ACMI access and inclusion policies support staff work practices, including disability awareness training

Objective	Key Actions	Role Responsible	Measure	Timeline
ACMI working culture is accessible and inclusive	<ul style="list-style-type: none"> Provision of disability awareness training for ACMI employees Disability Action Plan promoted and available to all staff Responsibilities of the Disability Action Plan understood by all staff 	Head of Human Resources	Provision of training for employees on a regular basis	Ongoing

Goal - Ensuring access to all events including: festivals, exhibitions, film & public programs

Objective	Key Actions	Role Responsible	Measure	Timeline
Review patrons recommendations and complaints	<ul style="list-style-type: none"> • Explore accessible format feedback options • Include opportunity for feedback on access • Develop accessibility of feedback system 	Visitor Services Manager	Collection and review of feedback on access at ACMI	Ongoing
Ensure access to Mediatheque and collection	<ul style="list-style-type: none"> • Catalogue films in collection with access features - subtitles/audio description • Advertise collection in alternate formats - large print/easy English 	Collections Manager	Ease of use of collection by people with disabilities	2010
Access to programs and exhibitions	<p>Access review at planning stage of programs and exhibitions to include:</p> <ul style="list-style-type: none"> • Provision of alternate technology for audio tours appropriate for use by visitors with vision impairment • Ensure accessible ticketing practices are in place • ACMI to become Affiliate of the Companion Card Program • Captioned films and moving image screenings available for deaf visitors • Development of tactile tour program 	Head of Exhibitions Head of Public Programs Visitor Services Manager	<p>Accessible services introduced at ACMI - including captioned screenings and audio described exhibitions</p> <p>Increased attendance at programs and exhibitions of people with a disability</p>	2010
Funding & Resource development	<ul style="list-style-type: none"> • Liaise with philanthropic sector and investigate opportunities to fund access services such as captioning and audio description • Sponsorship sought to support access for events with a focus/interest for audiences with disabilities 	Marketing & Development Director	<p>Philanthropic or corporate partnerships sought</p> <p>Program items selected for targeting sponsorship</p>	2009 Ongoing

3.2 Marketing & Communications

Goal - Ensuring communications promotions and marketing are accessible to people with disabilities

Objective	Key Actions	Role Responsible	Measure	Timeline
Develop an accessible marketing and communications strategy	<u>Website:</u> <ul style="list-style-type: none"> Inclusion of international symbols on web and print information sources Investigate, identify and include areas of improvement for website development Include access information on ACMI website <u>Information:</u> <ul style="list-style-type: none"> Ensure ACMI information is available in alternate formats upon request – large print/audio files/word files Inclusion of access information on ACMI automated phone system 	Marketing & Development Director Visitor Services Manager	Up-grades of Website to include new access features	2010
			Improved access information on website	2009

Goal - Promotion of events including: festivals, exhibitions, film and public programs, to people with disabilities and their representative organisations

Objective	Key Actions	Role Responsible	Measure	Timeline
Promote access features at ACMI to people with disabilities	<ul style="list-style-type: none"> Development of target networks with disability groups Development & distribution of access guide 	Marketing and Development Director Visitor Services	Marketing and communications staff have disability organisations included on promotion data base	2009
			Access guide available for patrons at venue foyer and on website	2010

3.3 Buildings & Infrastructure

Goal - At the commencement of the planning process new development or infrastructure changes must include provision for disability access

Objective	Key Actions	Role Responsible	Measure	Timeline
Ensure access to Mediatheque and collection	Review and assess built elements of the new fit-out for Mediatheque for physical and sensory access	Visitor Services Manager Facilities Manager	Mediatheque will be accessible for people with mobility and sensory impairments	2010

Goal - Ensure that all infrastructure planning and development are aligned to the requirements of the Australian Standards for Disability Access

Objective	Key Actions	Role Responsible	Measure	Timeline
Ensure best practice access in ACMI Way Finding design.	<ul style="list-style-type: none"> • Clear signage indicating access facilities and pathways • Addition to audio information in lifts outlining floor features 	Facilities Manager Head of Design	Completion and installation of Way Finding Project Clear signage, pathways and audio information	2010
Ensure best practice physical access	<ul style="list-style-type: none"> • Provision of adequate circulation for free movement in all areas • Provision of accessible seating & counters • Review & testing of cinema hearing augmentation system • Review operation of cinema 1 lift to make more effective for independent use • Upon project approval incorporate accessibility principles in master plans 	Commercial Manager Facilities Manager	Ongoing access to facilities and services	Ongoing

4.0 Conclusion

The development of the ACMI DAP will ensure that ACMI achieves its goal of Universal Access and provides diverse audiences of all abilities with unsurpassed opportunities to actively engage with the moving image as viewer and creator. The Plan will also ensure equal employment opportunities for all staff.