



# Everyone is welcome

**The Optus Accessibility and Inclusion Action Plan**

**2020–2023**



# Contents

A Message from our Chairman and Chief Executive Officer	02	>	Pillar 2: Enabling Customer Experience	12	>
Introduction	03	>	Pillar 3: Enabling Communities	18	>
Our Approach	05	>	Pillar 4: Enabling Innovations	23	>
Optus Accessibility and Inclusion Action Plan	06	>	Further Information	28	>
Pillar 1: Enabling Work	07	>			



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email at:



**[Audio version of this document.](#)**

**[DiversityandInclusionDropbox@optus.com.au](mailto:DiversityandInclusionDropbox@optus.com.au)**

# A message from our Chairman and Chief Executive Officer

Since our launch in 1992, Optus has understood the value of diversity to our workplace, in our products and services, and in our community. As a company built on creativity and innovation, we continue to support diversity and inclusion at Optus as a core business strategy.

One important aspect of fostering diversity is supporting people with disability, both within and outside Optus. This document – the Optus Accessibility and Inclusion Action Plan 2020–2023 – recognises the huge potential of Australians with disabilities to play a valuable role in the workforce and in society.

Our goal is for everyone to be empowered to actively participate in, and contribute to our company. As you will see in the following pages, key ways that we seek to achieve this is through building an inclusive culture and integrating inclusive practices into our business. As a technology company, we also believe we have a special role to play in championing enabling technologies that maximise the potential of all Australians.

While we recognise there is still much to be done, the Optus Accessibility and Inclusion Action Plan 2020–2023 is our commitment and strategy to make this happen.

We thank you for joining us on this journey, and welcome any suggestions on how we can further improve and support diversity and inclusion at Optus.

**Paul O'Sullivan**  
Chairman

**Kelly Bayer Rosmarin**  
Chief Executive Officer



**Paul O'Sullivan**



**Kelly Bayer Rosmarin**



# Introduction

## At Optus, everyone belongs

Optus believes in the inherent strength of a vibrant, diverse and inclusive workforce. The different backgrounds, perspectives and life experiences of our people help us to forge lasting connections with our customers, create innovative products and services, and make better decisions for our business. Not only does supporting diversity make sound business sense, it also has a positive flow-on effect in the world in which we live.

This belief is embedded into everything we do.

We believe in powering the potential in everyone. This is why we have developed an Action Plan to guide us as we build long-term opportunities and seek to remove barriers to access for people with disability, whether they be our people, our customers or in the community.





# Welcoming people with disability

Part of what it means to be welcoming and inclusive is being accessible. By providing support and promoting initiatives around accessibility, we promote inclusion for everyone.

According to the [Australian Institute of Health and Welfare](#), approximately 1 in 5 Australians are estimated to have a disability (2019). Of these,



**1 in 2**  
are female



**1 in 3**  
have profound  
disability



**1 in 4**  
have experienced  
some form of  
discrimination



**1 in 5**  
have a mental  
or behavioural  
disorder



**1 in 3**  
have had difficulty  
accessing buildings  
or facilities

Since 1999, Optus has had a strategy and an Action Plan for increasing access, and reducing – and where possible, eliminating – barriers to inclusion for people with disability. Over the years, our Action Plans have been tweaked and improved, but the goal has remained the same: to create accessible connections, solutions and services across our customer and community touch points; and enable our people to deliver exceptional customer experiences.

These Action Plans have been informed by the Australian Human Rights Commission's (AHRC) guidelines for Disability Discrimination Act Action Plans. The *Disability Discrimination Act 1992* is a piece of Commonwealth legislation which requires that people with disability be given equal opportunity to participate in and contribute to a full range of economic, social, cultural and political activities. The definition of disability in the Act is very broad, and covers disabilities which are physical, intellectual, psychiatric, sensory and neurological.

We're committed to acknowledging the challenges and barriers faced by people with disability, and to continuing work to remove barriers and promote inclusive work and social cultures.



# Our approach

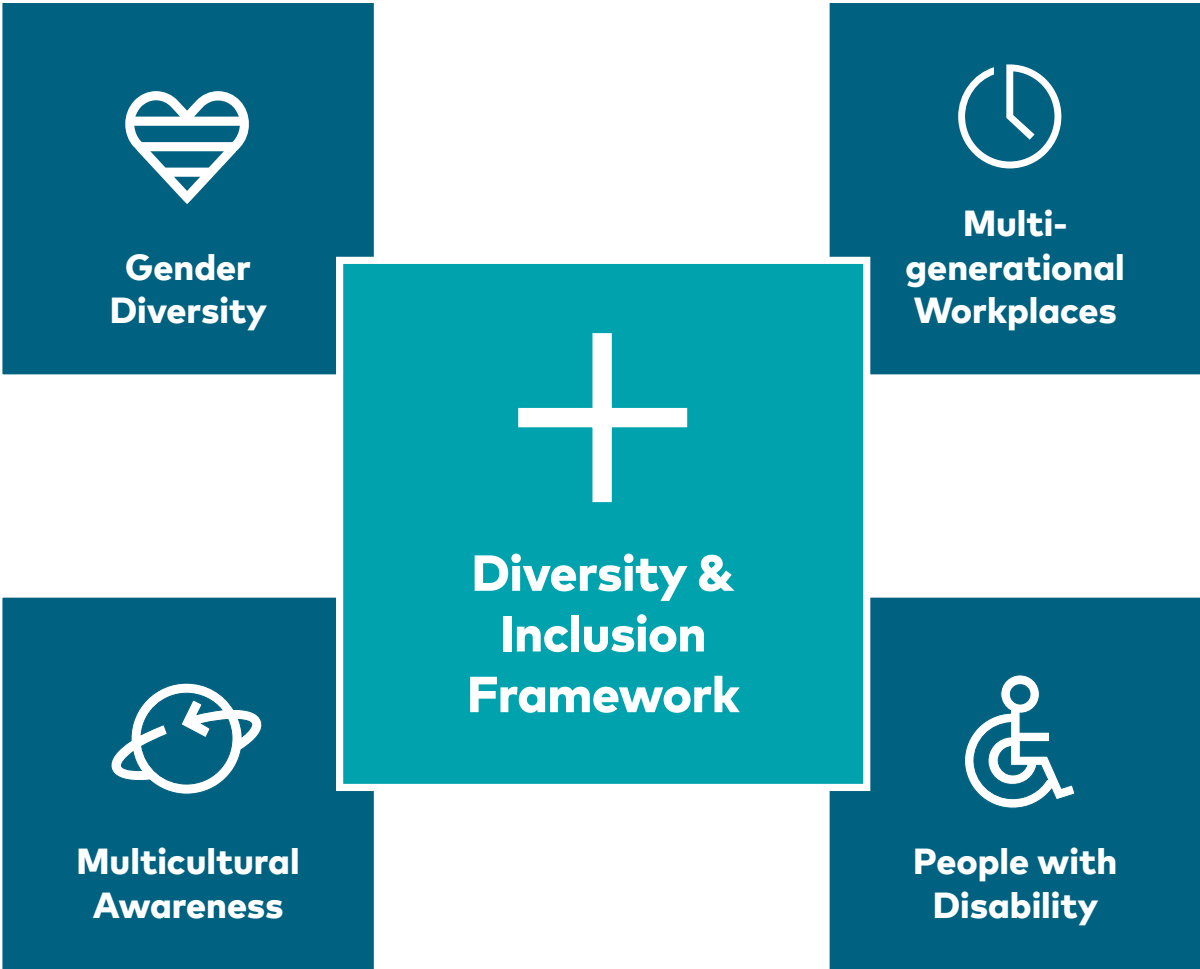
We want everyone to feel welcome at Optus. That is why we developed our Optus Diversity and Inclusion Framework to support and embrace our diverse workplace and customers.

# Our goal

To minimise and, wherever possible, remove barriers to access for our people, our customers and members of our community with disability.

# Who does this Plan seek to support?

The Optus Accessibility and Inclusion Action Plan specifically looks at how we can do this for people with disability.



# How are we going to do it?

## Optus Accessibility and Inclusion Action Plan 2020–2023

In 2016, Optus joined the Australian Network on Disability (AND) and one year later participated in their Access and Inclusion Index. This helped us identify our strengths and areas for development to become a disability-confident employer; as well as areas in which we can improve to become more accessible to our customers.

Since participating in the Index, we have already started to action AND's recommendations and have now created a roadmap to work towards our long-term goals.

We're calling that roadmap – this document – the Accessibility and Inclusion Action Plan 2020–2023.

The Plan outlines our commitments under each of these pillars, and how we will measure progress and success.

In the following pages, we will take you through each pillar in more detail.

This Plan is built on four pillars, or priority areas:

Enabling Work



Enabling Communities



Enabling Customer Experience



Enabling Innovations



## We will do this in collaboration with:

Our inclusion champions, our people, our customers, volunteers, partners and communities.



6

10 REDUCED INEQUALITIES



All of which delivers on Sustainable Development Goal 10: Reduced Inequalities.

To learn more about how Optus is delivering on the United Nations' Sustainable Development Goals (SDGs), visit the [Sustainability](#) section of our website.





## Pillar 1: Enabling Work



## Why we think it's important

## What is it?

Enabling work means fostering an accessible, supportive and inclusive workplace with equal opportunities for everyone to participate.

Optus believes in the inherent strength of a vibrant, diverse and inclusive workforce. The different backgrounds, perspectives and life experiences of our people help us to forge strong connections with our customers, create innovative products and services, and make better decisions for our business.



We recognise that putting our people front and centre, and creating an inspiring work environment that embraces new ideas and approaches, allows our people to truly make a difference. More than acceptance, we embrace our differences. It's our varied perspectives, backgrounds and life experiences that brings diversity of thought which delivers exceptional outcomes for our customers.

**Veronica Lakin,**  
*Diversity & Inclusion Manager*

# What we're already doing

## Events

## Each year, Optus celebrates International Day of People with Disability (IDPwD)

[International Day of People with Disability](#) is an important day of celebration at Optus.

As part of this day's celebration, each year we invite guests with disability to share their career and personal stories with us. This raises awareness and educates us about the varied experiences of living with disability.

### In 2017...

Kurt Fearnley, one of Australia's most well-known and respected athletes, joined us at Optus to address the theme, 'Transformation towards sustainable and resilient

society for all'. Kurt shared his personal experiences of living with disability, including his achievement of crawling the Kokoda Trail.

### In 2018...

Actor Gerard O'Dwyer joined us to address the UN theme, 'Empowering people with disability and ensuring inclusiveness and equality'. Gerard shared his story, his love for acting and his recent performance of Shakespeare in Tokyo.



8

### In 2019...

Erik Horrie, a five-time medallist and Paralympian rower, joined us to share personal insights into how people with a disability experience everyday life. He gave practical advice on how to interact with people with disability, and spoke about how events like the Paralympics represents a broader positive shift in how people with disability are being seen more broadly in society.



# What we're already doing Stories

## Matthew Formston

I live with Macular Dystrophy which causes loss of vision. I have been working at Optus for over 15 years across our Consumer division, our Small Business division, and our Government and Strategic business division. I've also worked as a leader in our call centres, as a Business Analyst, in Operations Management, and in Strategic Sales. I currently run Corporate Social Responsibility for Optus Business.

I've had so many opportunities to grow, learn and make mistakes in a supportive environment. I've learned a lot about business, I've learned a lot about Optus and the ICT market, but most

importantly I've learned a lot about myself – what I'm good at, what I'm not so good at, what I enjoy and where I can add the most value to our business.

During my time at Optus, I've also pursued a career as a professional athlete. Optus has supported me with leave and my team have supported me with my workload whilst I've been overseas competing. During my time at Optus I've become a Paralympian; a World Champion and World Record Holder as a Cyclist; a three-time World Champion in Adaptive Surfing; and have won Cycling and Surfing competitions all over the globe.

**Knowing that I have the support of the Optus team and the freedom and flexibility to pursue my sporting career in parallel with my professional career has really given me the confidence and freedom to excel in both arenas.**





# What we want to do better

## We're committing to

## What does success look like?

Building employee engagement, awareness and empathy through celebrations including International Day of People with Disability (IDPwD) and Inclusion forums

Increased employee engagement as part of our Optus people opinion survey, 'Your Voice'

Reviewing and redeveloping disability confident educational resources to upskill Optus employees to welcome customers and colleagues with disability

Employee and customer feedback, NPS

Formalising Workplace Adjustments strategy and policy to attract, retain and engage candidates and employees with disability

Increase in candidates applying for positions

Optus' Talent Acquisition team undertaking the Disability Confident Recruiter Workshop with Australian Network on Disability

100% completion

Updating guidelines for employee workspace refurbishments to ensure accessibility and inclusiveness

Independent accessibility audit, increase in Access and Inclusion Index results

Establishing a Senior Leader Accessibility Action Group to provide insight, thought leadership and take action to ensure products, solutions and customer touchpoints are accessible

Active engagement of senior leaders in meetings and actioning requests

Retaking the Australian Network on Disability Access and Inclusion Index in 2021 to assess our strengths and areas for further development against our 2017–2018 results

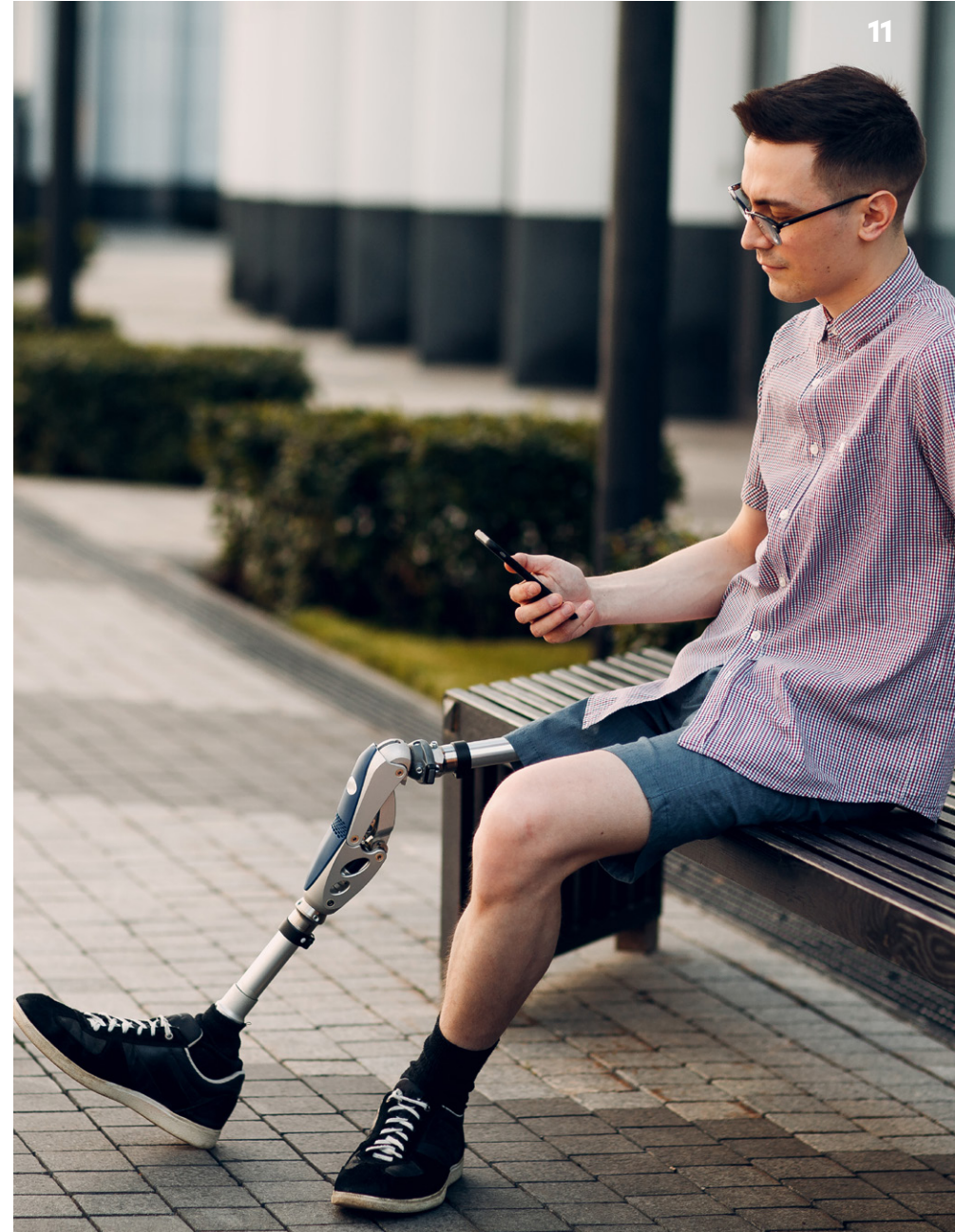
Percentage increase across the key areas

## One way we're getting there

**We're working with our vendors to align them with Optus' goals regarding accessibility.**

While Optus is working hard to improve our own accessibility, we also want to ensure our vendors are in line with our commitments.

To do this, we will include a well-defined accessibility clause within relevant future tenders and contracts to ensure our vendors have appropriate levels of accessibility compliance within their premises, systems, process and policies.





## Pillar 2: Enabling Customer Experience

### What is it?

Enabling Customer Experience (CX) means ensuring our products, services and support are accessible to customers with disability.

Understanding our customers is the first step in delivering products and services that suit their individual needs and requirements.

Moving forward, we will implement an Inclusive Design approach that seeks to reduce bias. We'll do this by designing products and services which reflect the society in which we work and serve, including people with a variety of accessibility requirements. We will also be including Accessibility and Inclusion (A&I) criteria in our Quality Assurance Framework, as well as A&I principles in our Service Design Framework.

We don't just want to meet accessibility and inclusion requirements – we want to exceed them.

### Why we think it's important



At Optus, CX is human centred – and this starts with developing a diversity of ideas and perspectives in our thinking, designs and delivery.

In turn, this leads to ensuring that how we design and deliver our products and services are inclusive in all respects and are as diverse and broad as the communities we serve across Australia.

**Charles Weiser**  
*Head of CX / CX Chapter Area Lead*



# What we're already doing

## In-person stores

## We built a new class of retail experience – Optus on George

We believe all customers should have the same world-class retail experience in Optus retail stores, regardless of their accessibility needs. That is why all Optus retail stores undergo a rigorous BCA (Build Code Australia) compliance review both before and after construction. This ensures that all of our stores are designed and delivered in compliance with *Disability Discrimination Act* requirements.

Optus on George represents an example of a truly immersive store experience. Opened in 2017 in the heart of Sydney CBD, Optus on George brings together the old with the new – employing a range of innovative customer technologies to ensure everyone is able to access our new products, all housed in a beautiful heritage building.



# What we're already doing

## In-person stores

Our store was designed with a high degree of customer input. Here's what makes it so special:

- Entry way is double the legal required width, at 2400mm
- IOT 'smart home' technology allows appliances to be used remotely through voice activation
- Lift is available for customers with mobility challenges to access second floor
- Open floor planning with wide gangways to ensure access is not limited
- A variety of seating arrangements available throughout the first floor
- Discussions between customers and our retail team members can be held in a variety of ways to meet our customer needs. We have a range of seating options and can move tables to accommodate wheel chairs and mobility aids as required
- Simple transactions occur in the entry level courtesy of the operational area with point of sale devices with no fixtures.





# What we're already doing Online

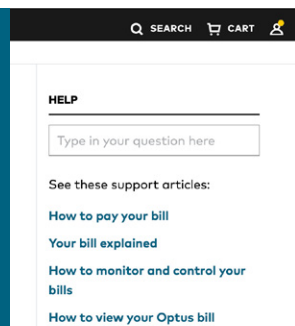
## Optus Online Shop

Our Optus online shop is one of the most important ways we connect with our customers by providing a single, integrated platform for online shopping and account management. Our aspiration is to provide equal digital access to our platforms for everyone, including people using assistive technologies. Our My Account and Online Shop will deliver more engaging experiences

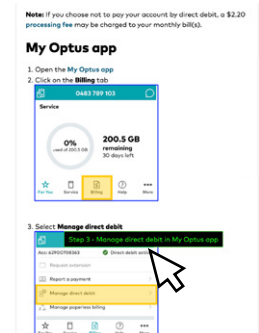
with an objective to deliver AA accessibility standards in accordance with WCAG 2.1 guidelines.

Our online content is built and tested to fully comply with accessibility standards, including:

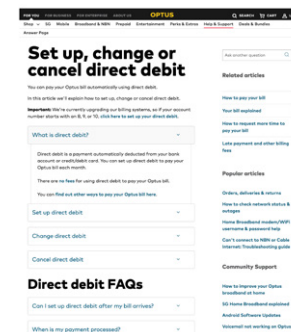
Clear and easy-to-understand language, presented in a logical, linear layout



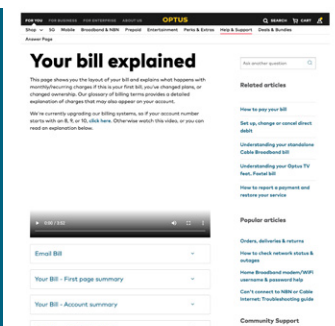
Descriptive alternative text on images and links for people with impaired vision



Large, simple fonts and a high-contrast colour palette



Captioning or transcripts for multimedia content to increase access for all our customers





# What we want to do better



## We're committing to

## What does success look like?

Ensuring our content is up to date and provides customers and Optus employees with all the information they need to find out about accessibility features of handsets, services and products to suit each individual customer's needs

Positive assessment of disability service websites and internal knowledge base

Driving awareness and understanding of the variety of disabilities and how to fulfil individual needs with the services Optus provides

Positive awareness campaign of accessibility services Optus offers

Ensuring Accessibility and Inclusion is an essential factor in our Quality Assurance Framework

Inclusion of Accessibility and Inclusion criteria in Quality Assurance forms

Reviewing and improving our delivery options for greater convenience and choice

Continue to increase the number of accessible locations for customer pick-ups

Implementing an Inclusive Design approach and focus groups into our Human Centred Design Framework. This design process will reduce bias and help us to design products and services that work for the majority of the population, including people with a variety of accessibility requirements

Implementation of Accessibility and Inclusion criteria as well as Inclusive Design methods in the Human Centred Design Framework and inclusion of focus groups in UX design processes

## One way we're getting there

### We're improving convenience and choice for our diverse customers' deliveries.

Customers with disability such as low vision, hearing impairment and the use of a wheelchair require more accessible pick-up and delivery options for their Optus products and services.

In collaboration with our vendors, we will share information on current and future accessible stores so our

customers with disability can find convenient pick-up locations that suit their needs.

Additionally, we will improve the delivery experience by ensuring our delivery drivers are trained to give the best possible service to people with disability.





## Pillar 3: Enabling Communities



### What is it?

Enabling Communities means connecting people with disability to reach their potential through our digital technologies and innovative community programs.

At Optus, creating connected communities with a focus on enabling vulnerable youth is a huge priority for us. We want every person with disability to achieve, thrive and belong in a community that is diverse and inclusive.

Our approach to supporting people with disability in our community follows a multi-prong approach:

- **Our mentorship program**

Optus executives mentor potential talent of people with disability to support their professional development, and build their skills and employability. Participating in the program provides our executives with many benefits including growing their disability confidence, strengthening their leadership capability including empathy as well as becoming better champions for inclusive employment.

- **yes4Good**

To encourage our people to engage with and support people with disability, our yes4Good platform connects our people to workplace giving and volunteering opportunities with hundreds of charities and non-profit organisations – many of which support the disability sector. We also match our people's workplace giving to these charities, and our paid volunteering leave scheme supports two days paid leave for general volunteering, and up to five days for skilled based volunteering programs.

- **Strategic partnerships**

We support a number of disability-related non-profit organisations. For example, since 2016 Optus have partnered with the Australian Paralympics. Given Australians' love for competitive sports and our position as a major distributor of exclusive Optus Sport content, this partnership has been a great way to demonstrate our support of inclusive and diverse communities, as well as raise awareness of the incredible potential of people with disability to excel in all areas of life.

- **Our supply chain**

Fostering diversity and support for Disability Advocating Employees in our supply chain.



## Why we think it's important



A company's talent and diversity is ultimately shaped by the talent and diversity that exists in our broader community. So, whatever skills, capability and culture of inclusion we support in our communities, and the understanding we build of our diverse customer base, ultimately benefits the business.

### **Andrew Buay**

*Vice President,  
Group Sustainability and Optus  
Talent Coach*





# What we're already doing

## Partnerships

### Ten years of Optus and Paralympics Australia

In 2016, Optus entered a ground-breaking 10-year agreement to become the official Team Partner of the Australian Paralympic Team.

We will be proudly supporting our Summer and Winter Australian Paralympic teams in all competitions until 2026.

In 2016, we launched Paralympic Connect – an online coaching app that allows Para-athletes and their coaches to run live training and feedback sessions via two-way video.

Connecting people is one of the basic services of a telco, but at Optus we want to push the boundaries of what connecting means. That is exactly what we did for our Para-athletes.

For many of our Paralympians, travelling for training can be challenging. Some athletes used apps such as Skype to train remotely, however poor video quality reduced the value of these sessions.

To overcome this, the Optus IT Innovations team designed and developed an app that allows Para-athletes to train more efficiently. This app is called Paralympic Connect.

Our solution allows for multiple high-resolution video cameras to be used, which provides different angles for the coach and great video quality transmission via the Optus network.

The app allows coaches to interact directly with athletes, and even gives other athletes the ability to join a session and learn.



### Fundraising Commitment

Each year we take our sponsorship of Paralympics Australia a step further by developing fundraising initiatives, such as the Gold Medal Dinner, to raise money to support Paralympians and Para-athletes as they aim to compete at this pinnacle event in their sports.

# What we're already doing: Stories

## Ellie Cole

In 2019, Optus joined forces with para-swimming powerhouse Ellie Cole. Ellie joins other sporting greats Ian Thorpe, Jade Hameister and Mack Horton as official Optus Ambassadors.

Ellie first began swimming eight weeks after her right leg was amputated due to cancer, at the young age of three years old. She started her professional swimming career in 2003 and since then has competed at a number of national and international events, including the Commonwealth

Games, the IPC Swimming World Championships and the Paralympic Games. At the 2012 Games in London, Ellie won four gold and two bronze medals; and at the 2016 Games in Rio de Janeiro she brought home two gold, three silver and a bronze medal.

Fast-forwarding to now, the Tokyo Games will be the fourth time Ellie has represented Australia at the Paralympics. Ellie will be fighting at these Games to defend her title in the 100m backstroke.

**The Tokyo 2020 Paralympic Games will now be taking place in Summer 2021. We'll be cheering on Ellie all the way — we hope you will too!**



21





# What we want to do better

We're committing to	What does success look like?
Establishing executive mentoring programs	Our executives and our people are engaged in mentoring through the Australian Network on Disability's PACE mentoring program
Raising awareness for and promoting workplace giving and volunteering opportunities for our people in the disability sector	Campaigns to raise awareness and support for disability related charities on yes4Good
Strategic support for a disability-related non-profit organisation	Ten-year agreement as the official telecommunications and mobile multimedia partner of the Australian Paralympic Team Proudly supporting our Summer and Winter Australian Paralympic teams in all competitions until 2026
Inviting disability advocating employers (DAE) and organisations for market tenders	Evidence showing WISE Employment are invited to market tenders

## One way we're getting there

### We're creating value in enabled communities

At Optus, we believe that enabling people with disability to find meaningful and sustainable employment is the ultimate form of independence.

One way we will be doing this in the future is by inviting non-profit organisations that specialise in helping with people with disability find employment, such as WISE Employment, to bid in relevant market tenders.







## Pillar 4: Enabling Innovations



### What is it?

Enabling Innovations means supporting the development of assistive and enabling technologies that support independent living and employability.

As a technology company, we see a huge potential for assistive technologies, digitisation and innovation to remove barriers and increase inclusion for everyone – be that in the workplace or in the community.

Technology can assist in enabling skill and capability building, enable independent living and increase employability of people with disability.

### Why we think it's important



At Optus, innovation plays an important role in enabling the lives of our customers. Whichever industry or life stage our customers may be in, the advancements in technology are pushing boundaries and powering the possibilities for people with disability.

**Chris Smith,**  
*Vice President, Digital*

# What we're already doing

## Optus Future Makers

**The Optus Future Makers social innovation program supports, funds and mentors social impact start-ups and non-profit organisations developing technologies in support of people with disability.**

Since the program's launch in 2016, we have empowered 25 Future Makers to use their technology to create a brighter future.

Every second year, we open the program for applications. Shortlisted applicants are then invited to participate in a six-month program to advance their technology-based minimum viable product and build their start-up, social impact and tech expertise. Participants are coached by Optus top talent

and business leaders, and have the opportunity to network with each other and connect with other social innovation leaders.

At the end of the Optus Future Makers program, participants have the opportunity to apply for the Singtel Group Future Makers Program, which comprises of leading telecommunications companies across Asia.

Finalists also have the opportunity to access a share of funding.



24

**To find out more about the Optus Future Makers program, including previous years' finalists and their projects, visit the [Optus Future Makers page of our website](#).**

# What we're already doing

## Optus Future Makers

Since the program started in 2016, we've seen excellent and diverse technological solutions be developed and come to life in the real world – here are just a few of our favourites.

### Program criteria

To be selected for the program, applicants' solutions need to demonstrate the following criteria:

- Be a technology-based solution that improves outcomes for disadvantaged and vulnerable people
- Demonstrate how it embraces diversity and addresses inequality for minority groups
- Must have a current minimum viable product of the solution
- Address one of our focus areas: education, employability and health
- Have the potential to grow and scale locally, across Australia or overseas

### 2016 Finalist: Aubot

#### The challenge

Transport and access to, from and within a workplace can be a significant hurdle for someone with mobility challenges. Even though telecommuting and working from home is an option, often the lack of person-to-person interaction undermines the concept of an inclusive workplace for a person with mobility challenges.

#### The solution

Teleport is a telepresence robot which allows a person with mobility-based challenges to visit somewhere or someone in a mobile video-conferencing experience from a remote location. No need to schedule calls, just Teleport in and find yourself in any location you choose!

### 2018 Finalist: Equal Reality

#### The challenge

One of the greatest barriers to inclusive employment is not the lack of capability and skills of people with disability – rather, it's often a lack of empathy, understanding and knowledge of colleagues and customers with disability.

#### The solution

Equal Reality is a software tool that allows content creators to generate high-quality virtual reality (VR) simulations for the purpose of Diversity and Inclusion training. By walking (virtually) in someone else's shoes, Equal Reality works to build empathy and understanding of what it is like to live with discrimination or to face barriers – thereby affecting behaviour change in the real world.

### 2018 Finalist: Xceptional

#### The challenge

For persons with cognitive diversity, one of the challenges for inclusive employment is that interviews and assessments are often unable to identify and assess their suitability for the role. In many cases, such individuals may also perform weaker in a social context even though they possess highly relevant technical skills and competencies needed for the role.

#### The solution

Xceptional is a technology services firm which recognises the unique strengths of people with autism such as pattern recognition, sustained concentration and precision, which they call the "autism advantage". Xceptional's app, MyXceptional, is an online matching service that helps get more people diagnosed with autism spectrum disorder into employment in tech jobs.



# What we want to do better

## We're committing to

## What does success look like?

Fostering and supporting assistive and enabling technologies in support of the skills, employability and inclusive employment of people with disability

Annually supporting, funding and mentoring a cohort of social impact start-ups and/or non-profit organisations developing such assistive technologies

Fostering shared-value collaboration between the disability-focused social impact start-ups and the Optus business and partners

Facilitate ongoing shared-value collaboration workshops between the social impact start-ups and business and partners to achieve collaborative opportunities

## One way we're getting there

**We're going to continue rolling out the Optus Future Makers program as an effective method of empowering social innovators to change the world.**

We believe the potential of technology to enable inclusive communities and workplaces is infinite. We will continue to roll out the Optus Future Makers

program and support dreamers and makers who see beyond the challenges of today to build tomorrow's solutions.



# Glossary of terms

Term	What does this mean?
Access and Inclusion Index	Developed by AND, this Index is a benchmarking tool for inclusion of people with disability. It provides businesses and organisations with the insights to where they can improve access and inclusion outcomes
AHRC	Australian Human Rights Commission
AND	Australian Network on Disability
DAE	Disability Advocating Employers
Inclusive Design	An approach to design that takes into account the diverse capabilities, needs and aspirations of those that will use the product or service
PACE	Positive Action towards Career Engagement, or PACE Mentoring, connects jobseekers with disability to mentors from leading Australian businesses
The Act	The <i>Disability Discrimination Act 1992</i> (the Act) is a piece of Commonwealth legislation which requires that people with disability be given equal opportunity to participate in and contribute to the full range of economic, social, cultural and political activities. Also referred to as DDA.





## Further information

Got a question about the Optus  
Accessibility and Inclusion Action Plan?



Get in touch with the team via email at  
**[DiversityandInclusionDropbox@optus.com.au](mailto:DiversityandInclusionDropbox@optus.com.au)**



Prefer to chat? Give us a call on **[1300 272 521](tel:1300272521)**

Monday–Friday 8am–6pm AEST  
Saturday 8am–3pm AEST

## Want to know more?

For more information on our services and  
products for people with disability,  
including the PDF and audio version of the  
Accessibility and Inclusion Action Plan  
2020–2023, **[please visit the Disability  
Services section of our website.](#)**

