

MEDIA RELEASE

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ATTRACT MORE CUSTOMERS THROUGH BETTER ACCESS

By improving some small aspects of your business such as better access, you could help build your customer base and grow!

In Australia, over 4 million people, or 20 percent of the population, have a disability, and more than half of people aged 55 years and over have difficulties with mobility, sight and hearing.

People with vision impairments, a physical disability or that use mobility tools such as wheelchairs, would all benefit from easier access but so too would parents of young children – with strollers or prams, as well as shoppers with heavy bags or people delivering goods.

- Using bright contrasting colours can help make your entrance way stand out but also provide important safety cues for changes in surface levels with ramps and stairs.
- Be aware of reflective glass in your shopfront, one good solution is to put safety markings on the glass so people don't walk into the glass.
- Make sure any items around your shopfront are not impeding the path of your customers
- Ideally a level entry is preferred; however another solution is a portable ramp that can be taken in and out when a person requires entry to your business. If you are leasing your premises, speak with your landlord about making the entrance to your business accessible or moving the entrance to another, more accessible position.

These simple changes can mean the difference between someone making a purchase at your business or taking their business elsewhere. Improving access is not just about investment in new equipment – staff that are ready, willing and able to assist people with disability not only attract customers but ensure repeat sales.

Remember when assisting any customer to be respectful, focus on the person you are with, allow time with your customer, ask questions and be clear.

Applying these simple strategies to improve access to your business will help ensure all of your potential customers aren't missing out.

Improving access is not just a good thing to do, it's good for business!

For more information on ways to improve your business visit www.nswbusinesschamber.com.au

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Precis or Summary: Attract More Customers Through Better Access			
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