



ACCESSIBLE MARKETING AND COMMUNICATION FOR ARTS EVENTS

BY **DADAA** [ONLINE]

Note: All modules are compulsory and must be completed to move to the next 'act':

ACT 1: AN ONLINE SELF-LED ACCESS INTRODUCTION COURSE

Length: Approximately 40 mins to complete

Platform: Moodle

TOPICS

Why learn about disability?

1. Prevalence of disability
2. Disability Standards, WA, Commonwealth and Singapore

Inclusivity

1. Types of disability
2. Inclusive Language
3. Stigma and stereotypes

Barriers to attending arts and cultural institutions and strategies to eliminate barriers

1. Accessible Performances
2. Assistive technology

ACT 2: LIVE LECTURE BY DR SCOTT HOLLIER

Length: 2.5 hours

Platform: Zoom

LECTURE CONTENT

- How people with disability engage with your content: experience your content in a similar way to a blind user.
- Web accessibility concepts: learn about the international WCAG standard and what it means in preparing your communications.
- Document accessibility: understand the accessibility tools in Word and PowerPoint to ensure your content is accessible for the web. Includes a hands-on document remediation
- Social media accessibility: learn how to ensure your messaging is presented in the most accessible way possible.
- The future: with emerging technologies just over the horizon such as XR, learn how you can ensure your future communications processes are also accessible.

ACT 3: AN ONLINE SELF-LED COURSE ON MARKETING STRATEGIES AND AUDIENCE DEVELOPMENT

Length: Approximately 40 mins to complete

Platform: Moodle

Marketing strategies to different audiences with disability

1. Channels of Distribution
2. Audience Development
3. Government, Local Government and Corporate Engagement
4. Sector Engagement
5. Audience Engagement

NAC Arts Plan and Implications

THINGS TO REMEMBER:

- Programme is active over January - February 2021, and participants have 4-6 weeks to complete it, before gaining certification.
- We will then hold three live 'surgeries' on Zoom for follow up questions around implementation of strategies for the graduates. This will happen in Feb - April 2021.
- Participants will need to complete each module to access the next.
- It will be hosted on Moodle – an e-classroom virtual environment

If you have any questions, please contact Rebecca at rebecca@srt.com.sg

ACCESS DEVELOPMENT PARTNER

**TEMASEK
FOUNDATION**

ABOUT DR SCOTT HOLLIER, LECTURER FOR ACT 2

Dr Scott Hollier specialises in the field of digital accessibility and is the author of the book 'Outrunning the Night: a life journey of disability, determination and joy'. With a Ph.D. in Internet Studies and senior management experience across the not-for-profit, corporate and government sectors, Scott is an internationally-recognised researcher and speaker.

Scott's roles include CEO and co-founder of the Centre For Accessibility Australia, holds academic positions at Edith Cowan University and the University of South Australia, and is an Invited Expert for the W3C Accessible Platform Architectures Research Questions Task Force. In addition, Scott is legally blind and as such has both a professional and personal understanding of the importance of accessibility.

Webpage: <https://www.hollier.info/>

