

## A Planning Access fact-sheet

### Universal Access Symbols

Using internationally recognised access symbols and text as part of all marketing and publicity encourages potential customers with disability to feel welcome. Audiences with disability are looking for this kind of information to make their purchasing decisions.

The Graphic Artists Guild (USA) have provided twelve downloadable [Universal Access Symbols to promote](#) accessibility.

Universal access symbols should be used in all marketing materials, websites and programs to promote the access features of venues and services at all arts and cultural events. These symbols are intended to help you advertise your access services to visitors, audiences and staff.



**Wheelchair access** – specific seating is reserved for wheelchair users and accompanying companions in most venues. Bookings can also be made in easily accessible areas and on the end of aisles for people wishing to transfer from a wheelchair to a fixed seat.



**Access (other than print or Braille) for people who are blind or have low vision** - Guided Tours and tactile displays are run prior to some audio described performances to give audiences members who are blind or vision impaired an opportunity to explore the stage, sets and costumes prior to the show. Some performances feature reserved seating close to the front for patrons who are vision impaired.



**Audio Description** is a service that enhances the live theatre experience for people who are blind or have low vision. Through the use of a small radio receiver, audience members can listen to a description of the visual aspects of the performance during appropriate breaks in the dialogue.



**Sign interpreting** – AUSLAN interpreters are available at many live theatre performances, guided tours of museums and galleries and exhibitions.



## Top Tips: what can I do straight away for little or no money?

- Download and use these symbols in conjunction with your accessible communication, marketing and programming.
  - Educate your audiences about the use and meanings of these universal symbols.
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## Credits

The Planning Access fact-sheets were funded by the Australian Government through the Department of Regional Australia, Local Government Arts and Sport and managed by Arts Access Australia. Access 2 Arts undertook the research and created these fact-sheets.

Please let us know if you'd like this information in another format.