

Disability Discrimination Act 1995

The Disability Discrimination Act 1995 requires service providers:

- a. Not to treat disabled customers unfavourably for a reason related to their disability;
- b. To make reasonable adjustments to services and service processes for disabled people;
- c. To make reasonable adjustments to physical features to overcome physical barriers to access.

Archant Life France believes that making adjustments to services as required by the DDA benefits all visitors to its events. Exhibitors are reminded that they have an obligation under the DDA to ensure that their stand and any participation activities:

- a. Do not treat disabled visitors unfavourably as a result of any disability;
- b. Make reasonable adjustments to services and service processes to allow disabled visitors to enjoy the stand and visitor participation events as fully as able bodied visitors.
- c. Have made reasonable adjustments to any physical elements of their stands to overcome physical barriers to access.

The following are some of the principle areas related to the DDA which need to be considered and brought to the attention of your staff and contractors associated with the event. This list is not exhaustive and exhibitors are recommended to seek professional assistance in the matter of accessibility, service process analysis, staff training and access equipment:

- I. Understand physical access requirements of the DDA: for example having level access;
- II. Ensuring signage and stand graphic design complies with the DDA and is appropriate for the partially sighted, or is available in alternative formats or stand personnel are trained to direct visitors appropriately;
- III. Training stand personnel on disability etiquette and conducting service process analysis so that service and sales processes accommodate the needs of disabled customers.
- IV. Anticipating the range of disabilities that can be expected from visitors and ensuring appropriate access equipment is available, for example:
 - a. Arthritis (eg: pen grips)
 - b. Deaf or hearing impaired (induction loops)
 - c. Sight impairment (magnifiers, signage)
 - d. Mobility impairment (level access through ramps)
 - e. Learning difficulties (appropriate training)
 - f. Deaf/Blind (signage)

It is vital that stand personnel are appropriately trained in the use of access equipment.

- V. Provision of marketing materials or information distributed from the stand in alternative formats, for example: Braille, large type, audio cassette, and training stand personnel to adapt to specific requirements of different disabilities.
- VI. Developing a robust, well documented and reasonable response process to complaints from visitors about possible non-compliance.

The above list is by no means exhaustive and intended to illustrate some of the key issues of the DDA.