

# acmi



# Disability Action Plan

2019 – 2021

# CEO's Message

Film, TV, videogames, digital culture and art. Unique in the museum landscape in Australia, the Australian Centre for the Moving Image (ACMI) celebrates the moving image and its profound impact over the last 120 years as it transports, challenges and entertains people of all ages and backgrounds, right across the globe.

As ACMI embarks on a visionary redevelopment that will transform our institution for our visitor I am pleased to introduce the ACMI 2019-2022 Disability Action Plan. This plan has been created in the spirit of our organisational Values which capture our commitment to inclusion and diversity. It strives to create space for and welcome people with disabilities into our organisation. It calls upon ACMI to confront unconscious biases and exclusionary practices through embracing ambitious goals and exploring new ways of working in our pursuit of equality.

ACMI's vision is to be the leading global museum of the moving image. We aim to connect makers, thinkers, viewers and players in a vibrant physical and digital space; embracing the future, understanding the past and unlocking new types of creativity. We strive to enable dynamic access to our collections, resources and stories, fostering participation and collaboration for both the creative industries and the public at large. We work to empower our communities to become creative and critical consumers and producers of the moving image.

For ACMI to achieve this vision we need to identify and remove the barriers that prevent people with disability engaging with our rich cultural offer. We want ACMI to be recognised as a public space that invites and welcomes everyone. The ACMI 2019-2022 Disability Action Plan is our call to action for our newly imagined museum. I look forward to working with our Board, staff, stakeholders and partners to bring it to fruition.

Situated at the very heart of Melbourne in Federation Square, ACMI explores the rapid evolution and astonishing creativity of the moving image with a vibrant, multilayered program of exhibitions, screenings, installations and commissions, festivals, and public, industry & education programs. ACMI is the most successful museum of its kind in the world. It plays a vital part in establishing Melbourne as a global cultural destination. In 2017/18, ACMI attracted 1.55 million visitors to its Federation Square site, and 556,000 visitors to its national and international exhibition touring program.

Katrina Sedgwick

CEO & Director

# Introduction

This plan outlines the activities that ACMI will undertake towards constantly improving accessibility.

This plan has been developed in line with the *Disability Discrimination Act 1992* (Cth) (DDA) and the *Victorian Disability Act 2006* (Vic) (VDA). The DDA strives to eliminate, as far as possible, discrimination against people with disabilities in a range of areas, including access to employment, access to education, access to premises, and access to the provision of goods and services. The DDA also applies to family, support workers and other associates of any person with a disability. Section 38 of the VDA requires Victorian public-sector bodies to prepare disability action plans.

The principles behind this plan originate from the Social Model of Disability which proposes that people are not disabled by a medical condition but by physical, attitudinal, communication and social barriers. At ACMI we believe it is everyone's responsibility to help break down these barriers. This plan focuses on the action ACMI is taking to identify and remove barriers in relation to:

1. Access
2. Employment Opportunities
3. Inclusion and Participation
4. Attitudes and Behaviours

Against each of these principles ACMI has articulated a goal and series of actions, identified responsibilities, measures, progress and a timeline for achieving those goals.

# 1. Access

**Goal: Identify and reduce barriers for people living with a disability accessing our physical and digital space, our Collection, programs and our services**

Action	Responsibility	Measure	Timeframe
1.1 Increase accessible wayfinding and signage within our venue.	Deputy CEO	Renewal Project incorporates improved wayfinding and signage.	Oct 2019
1.2 Exhibition design plans are reviewed by ACMI Universal Access Committee in the design phase for each exhibition.	Director of Exhibitions and Touring/Head of People & Culture	Access requirements are built into the design and build of ACMI's exhibition.	Jun 2020
1.3 Provide descriptive and dialogue captions for the permanent and temporary exhibitions for visitors who are deaf or hard of hearing via their own smartphone.	Chief Experience Officer	Technology is created and deployed.	Dec 2021
1.4 Provide on-screen dialogue captions on video content for the permanent exhibition and future temporary exhibitions (excepting for specific artworks).	Chief Experience Officer/Director of Exhibitions & Touring	Dialogue captions are provided in permanent exhibition.	Dec 2020
1.5 Review ACMI's Collection to identify captioned content. Include Accessibility in ACMI's Collection Strategy to ensure enhanced access to content by people with a disability. Investigate how to make the existing disability-related collection material available online.	Head of Collections and Preservation	Collection accessibility is comprehensively addressed in Collection strategy. Caption Collection Review is completed and approved by the Executive Team.	Dec 2020
1.6 Ensure that accessibility is clearly communicated across ACMI owned and earned communication channels. Review and update the accessibility page on our website to promote disability access services using disability access symbols.	Head of Communications	Disability access services information is available on the website. Printed media details disability access services.	Dec 2019
1.7 Include access information on our automated phone system.	Head of Visitor Experience	Access information is provided on recorded phone message.	Dec 2020

## 2. Employment

**Goal: Reduce barriers for people living with a disability obtaining and maintaining employment**

Action	Responsibility	Measure	Timeframe	
2.1	Communicate ACMI's commitment to disability access as part of employee induction.	Head of People & Culture	Induction program updated to include disability access commitment statement.	Dec 2019
2.2	Work with disability recruitment specialists to identify and remove barriers for people with disabilities applying for roles at ACMI.	Head of People & Culture	Recruitment process is updated to remove barriers. Disability recruitment specialist networks are established and utilised as part of our recruitment processes.	Jun 2020
2.3	Record staff access requirements so they can be built into staff plans.	Head of People & Culture/Volunteer Program Manager	Access requirements are recorded.	Oct 2019

## 3. Inclusion and Participation

**Goal: Invite and welcome people with disabilities to ACMI**

Action	Responsibility	Measure	Timeframe	
3.1	Advocate for a person with a disability to be invited to join the ACMI Board.	Board	Person with a disability is asked to join the ACMI Board.	Dec 2021
3.2	Improve ACMI's connection with people with disabilities through regular consultation and engagement.	Head of Visitor Experience/Head of Communications	ACMI advertises all accessible events on Choose Art. Consultation with people from the disability community and engagement with AAV and other stakeholders occurs.	Dec 2019
3.3	Investigate Industry and Government funding opportunities and strategic partnerships to develop a program that creates opportunities in the screen industries for people with disabilities in Victoria.	Chief Curator/Head of ACMI X & Public Programming/ Head of Education/ Director of Film/ Festival and Events Manager	December 2020	Dec 2021

## 3. Inclusion and Participation (cont.)

**Goal: Invite and welcome people with disabilities to ACMI**

Action	Responsibility	Measure	Timeframe
3.4 Develop and deliver an annual offer of programs to support engagement of audiences with disabilities with ACMI.	Senior Curator/ Director of Public Education and Industry Programs/ Director of Film/ Festival and Events Team Leader	Commit to regular seasonal offer of accessible and supported tours and programs. Grow accessibility programming by minimum 10% year on year.	Jan 2021
3.5 Promote our disability access facilities to commercial hirers.	Head of Commercial & Visitor Services	Disability Guideline created for commercial hirers.	Jun 2020
3.6 Engage an accessibility consultant to assess our website and its content	Chief Experience Officer	Action Plan developed for meeting accessibility requirements.	Jun 2020
3.7 Engage an accessibility mystery shopper to review audience access.	Head of Visitor Experience	Mystery shopper is engaged, and findings are integrated into current and future Disability Action Plans	Annually from Jul 2021

## 4. Attitudes and behaviours

**Goal: Develop positive attitudes through increasing awareness and revising policy and practice**

Action	Responsibility	Measure	Timeframe
4.1 Communicate outcomes from the Disability Action Plan and celebrate successes at All Staff & VS meetings	Head of People & Culture	Biannual communications	Sep & Mar each year
4.2 Review and acknowledge the Disability Action Plan as part of ACMI's strategic planning	CEO/Deputy CEO	Disability Action Plan outcomes included in annual Business Plan	Sep 2019
4.3 Review ACMI policies and procedures to ensure they are in line with the vision of this plan	Head of People & Culture	Policies are reviewed and amended as needed	Dec 2019
4.4 Include Access costs in ACMI budgets	Deputy CEO/ Executive members	Specific budget line for access costs included in budgets.	Dec 2020
4.5 Implement a review program to ensure the actions covered by the Disability Action Plan are reviewed by the ACMI Board annually	Head of People & Culture	The ACMI Board understands the requirements of the Disability Discrimination Legislation and how ACMI is tracking	Sep 2019
4.6 Run staff and volunteer awareness training	Head of People & Culture/Head of Visitor Experience Volunteer Program Manager	Staff awareness training is held annually	Dec 2020

# Managing this Plan

The Head of People & Culture is accountable for the overall delivery of the Disability Action Plan. Responsibility for individual actions rests with the nominated manager. The Plan will be referenced in the Business Plan, Department Plans, and individual performance plans as appropriate and will be considered as part of ACMI's budgetary planning.

ACMI's commitment to Disability Action is shared by all its staff and volunteers. To support this ACMI has established a Universal Access Steering Group, chaired by the Head of People & Culture. This is a staff committee comprising representatives of ACMI's key business areas charged with bringing the Disability Action Plan to life across all areas of our work and undertaking status and progress reporting against the objectives and goals of this plan. The Universal Access Steering Group will undertake a half-yearly and end of year status report of progress to the objectives and goals of the Plan which will be presented to the ACMI Executive and the Board.