Removing Barriers: Improving Digital Accessibility in the Public Sector

TRAINING

Creating and Curating Inclusive Digital Spaces and Content

Facilitated by
MAURICIO PEREZ
HCD Strategist and Accessability Specialist
Good HCD

Online → 7 and 14 December 2023

PUBLIC SECTOR NETWORK

Certified B Corporation

Overview

Access to digital services is not a luxury – it is a requirement for full participation in contemporary social, economic, and civic life. Therefore your online and digital content must be inclusive to all your users. From people with disabilities to those with differing literacy levels your web-based content needs to be accessible to all.

This is where WCAG guidelines come in, providing a benchmark and roadmap in your journey to greater accessibility. Attend this course to discover the principles and practices of creating accessible content that meets the four principles of WCAG 2.1: perceivable, operable, understandable, and robust. Our training covers guidelines, content design and human centred design prinicples. It will provide you hands-on practice to ensure you master the techniques for creating accessible text, multimedia, tables, forms, and more. Our expert trainer will guide you through best practices for creating accessible PDFs and e-books, testing and evaluating WCAG 2.1 compliance, and implementing these practices in public sector agencies.

Developed for content creators, curators, designers; this course will equip you with the knowledge and skills needed to create and curate compliant, inclusive content for all users, including those with disabilities.

Learning Outcomes

- **Understand the importance of accessibility of web and online services**
- **Unpack WCAG 2.1 principles and compliance**
- **Think creatively about content design for accessibility**
- **Develop empathy for people with disabilities and promote inclusivity**
- **Increase engagement, satisfaction, and participation for all user**

Who should Attend

This will benefit public sector professional in the following roles:

- Web designers
- Content Designers
- Online Content Design specialists
- Digital Marketing Specialists
- Online marketing Specialists
- Web designers
- Content Editors
- Online marketing

- Digital Communications specialists
- CX, UI, Experience Designers
- Digital Accessability Specialists/ Consultant
- Digital Communications
- CX, UI, Experience Designer
- Digital Accessability Specialist Consultant

Why Attend

- Learn about WCAG 2.1 AA and WCAG 2.1 AAA
- Learn how to make your online and digital content accessible
- Understanding your users and their different needs
- Apply principles of content design to create and curate inclusive content
- Applying Human Centred Design principles to unlock greater online and web accessibility

Meet Your Facilitator

MAURICIO PEREZ
HCD Strategist and Accessability Specialist
Good HCD

Mauricio Perez is a Human Centred Design (HCD) strategist in Sydney, Australia.

He specialises in Service Design, User Experience (UX) and Customer experience (CX). He is focused on making products and services better for your users, customers, citizens and even staff by placing their needs at the centre of the design process.

He works to find the right problem through research, analysis and synthesise – to find the right solutions through design, testing and iteration. He works across government, financial, health and communication sectors. He has a passion for accessibility, inclusive, environmental and ethical design practices.

Preparation

This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you are facing in your organisation.

To participate you'll need:

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space

Register Early & Save

Extra Early Bird	Early Bird	Standard Price
Register by 6th Oct	Register by 3rd Nov	Register by 6th Dec
$795 + GST	$995 + GST	$1,195 + GST
Save $400	Save $200	-

CLICK HERE TO REGISTER

*Group Discounts Available - Contact Registration at

registrations@publicsectornetwork.co or Call on **(02) 9057 9070**

Explore the Agenda

10:00am	**Welcome and Opening Remarks**
10:10am	**Objectives, Outcomes and Tools**

Module 1: WCAG 2.0 AA, WCAG 2.1 AA, and Accessibility

10:20am — **Unpacking the Guidelines and What it Means for Accessibility**

- An overview of WCAG 2.0 AA and WCAG 2.1 AA
- Key terms and definitions
- Unpacking the key differences between WCAG 2.0 AA and WCAG 2.1 AA
- Evaluating how they effect the user experience

11:05am	**Break**

11:15am — **Disability and Web Accessibility in Government Agencies**

- Exploring the different types of disability
- How this impacts the online and
- Uncovering the specific accessibility challenges
- Common accessibility challenges of government websites

12:00pm	**Lunch**

Module 2: Your Users and Their Web Accessibility Challenges

12:30pm — **Understanding Culturally and Linguistically Diverse Users and Users with Differing Literacy Levels**

- How web accessibility can exclude users from CALD backgrounds
- Exploring how WCAG guidelines can help you develop inclusive content
- Things to consider when developing online content for users with varying literacy levels

1:05pm	**Break**

1:15pm — **Understanding Your Users**

- User insights and analytics
- Evaluating user research and feedback
- Identifying your different user groups
- Uncovering their needs and preferences

2:15pm	**Closing Remarks**
2:30pm	**End of Day 1**

Explore the Agenda

10:00am **Welcome and Recap**

Module 3: Designing for Inclusion

10:15am **Personas and Problems**

- Persona creation
- What are the questions that you need to ask
- Framing the right problem
- How Human-Centred Design can help

11:00am **Break**

11:15am **Structure and Tone**

- How do people read
- The power of plain English
- Testing and feedback
- Assessing different formats

12:00pm **Lunch**

Module 4: Exploring Temporary Disabilities, Neurodivergence, and Assistive Technology

12:30pm **Temporary Disabilities and Neurodivergence**

- Learn about temporary disabilities and how they effect the online user experience
- Contextual disabilities
- Designing for neurodivergence

1:15pm **Assistive Technologies**

- Exploring assistive technologies and accommodations
- How do they enable accessibility
- Testing to ensure digital content is compatible and functional

2:15pm **Closing Remarks and Feedback**

2:30pm **End of Day 2**

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