



OBIAATM

Accessibility Smart

Make It Your Business

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&

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An untapped consumer market

Customers with disabilities are a growing market no business can afford to overlook.



In the next 20 years, an aging population and people with disabilities will represent **40% of total income in Ontario** — that's **\$536 Billion**.

A more accessible Ontario is good for our economy and our communities.

360,000

Ontario businesses and organizations affected by Ontario's accessibility law. It helps them meet the needs of people with disabilities and **attract their growing spending power.**



Improved accessibility in Ontario can help generate up to:

\$9.6 Billion in new retail spending **&** **\$1.6 Billion** in new tourism spending

Small businesses are a vital part of their communities. By visibly creating inclusive work environments for employees with disabilities, small employers can demonstrate that they care about every member of their community and attract new business.

Bottom-line Results

Companies that invest in accessible employment practices report:

- ✓ Better job retention
- ✓ Higher attendance
- ✓ Lower turnover
- ✓ More enthusiastic and energized employees
- ✓ Enhanced job performance and work quality
- ✓ Better safety records
- ✓ Strengthening of their company's competitive capabilities

Journey from Compliance to Inclusion



Source: Adapted from van Biesen and Rudy, *Executive Inclusion*, 4.

7 Steps to Becoming an Accessibility Champion

1. **Spread the News!** Regularly share information from the Accessible Employment Information Kits with your members
2. **Engage Your Members!** Participate in the "Accessibility Smart: Make it Your Business" social media campaign (May 30th – June 5th)
3. **Share the Wealth!** Put a link on your website directing your members to the accessibility resources at: obiaa.com/accessibility
4. **Adopt the Resolution!** Incorporate accessibility for persons with disabilities as a strategic focus in your annual planning
5. **Connect with Peers!** Participate in the monthly Accessibility Community of Practice calls (first Monday of the month, 10:00-11:30am)
6. **Educate Yourself!** Become familiar with the essential information found in the BIA Handbook on the AODA
7. **Increase Your Accessibility!** Enable BrowseAloud on your website



For more information:

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