



AccessOntario.com



# The Business of Accessibility

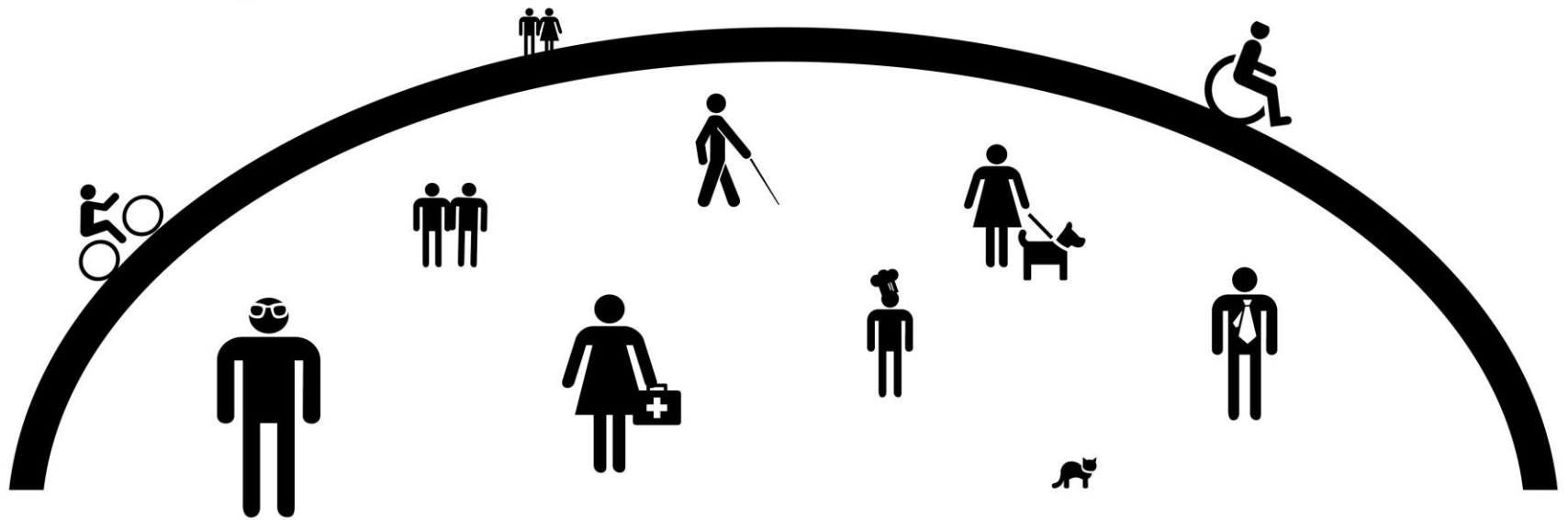
**Constance Exley**

CEO, Accessibility Ontario

&

Project Coordinator, “Accessible Main Streets”

**2019 BIA National Conference (April 3, 2019)**



**Baby boomers everywhere  
are aging.**

# 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**.

**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.**

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



Improved accessibility in Ontario can help generate up to:

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

# Accessibility for Ontarians with Disabilities Act

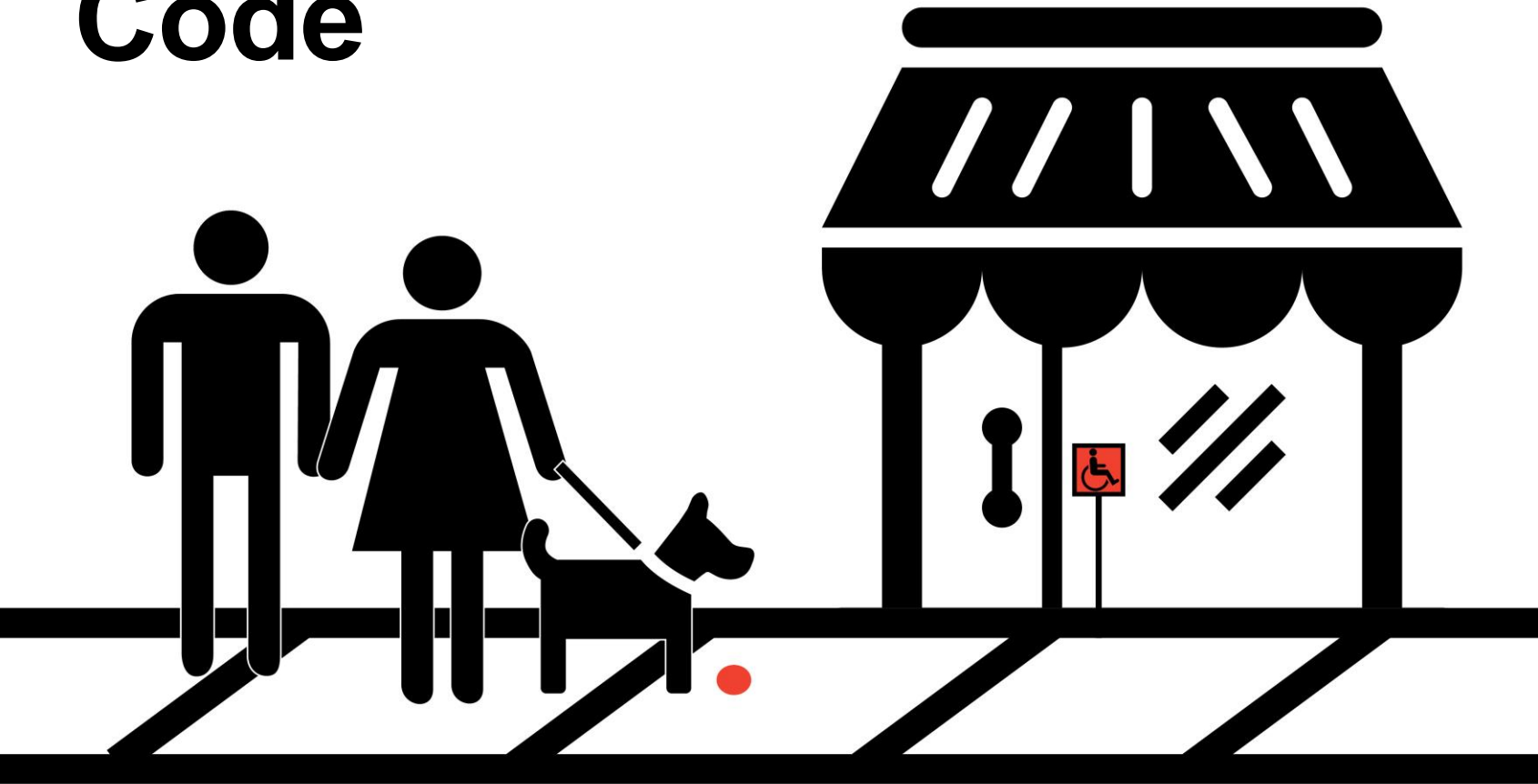
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1. Customer Service
2. Information and Communications Standard
3. Employment
4. Transportation
5. Design of Public Spaces

# Ontario Building Code



# Ontario Human Rights Code



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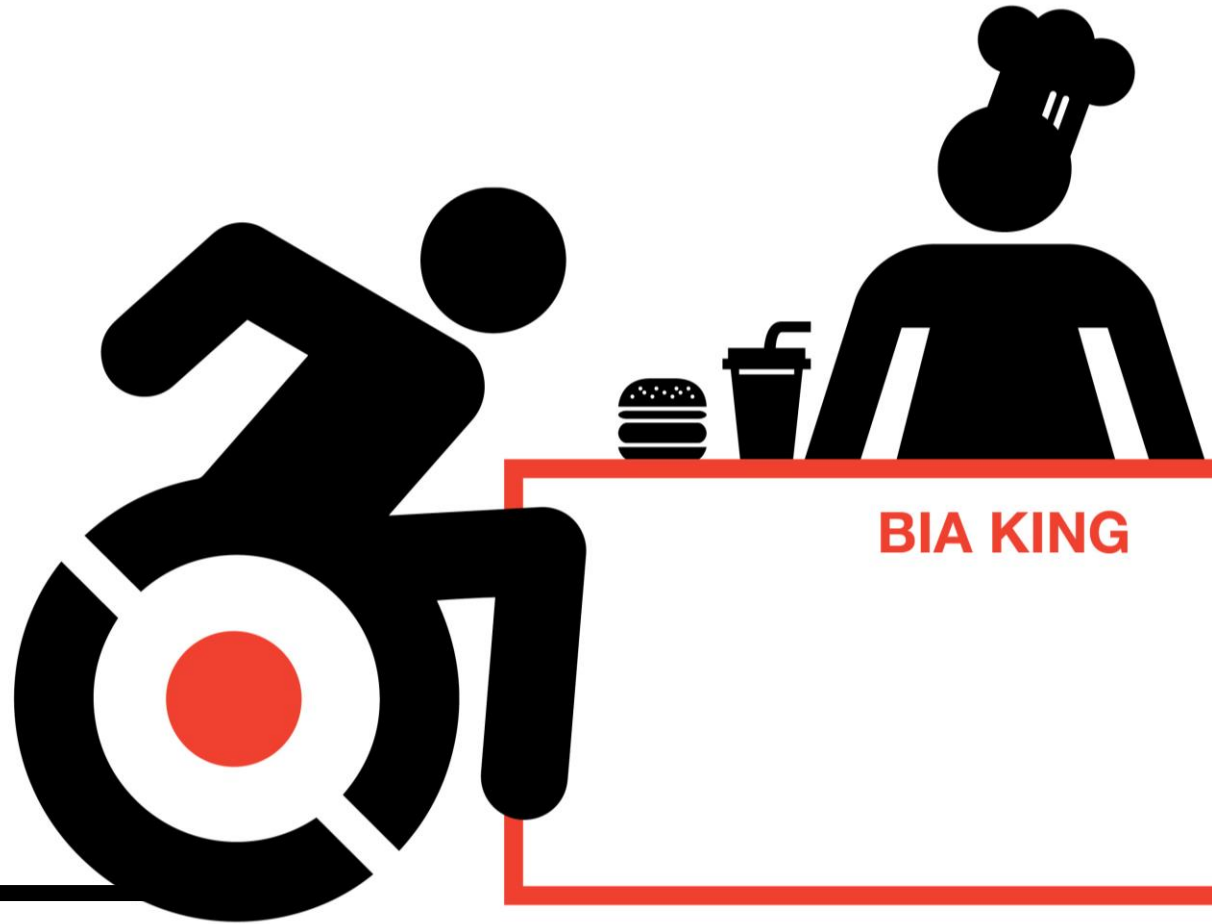
How to Make Your Main Street  
Business Accessibility Smart



**OBIAA**<sup>™</sup>

Produced by  
The Ontario BIA  
Association

# The Role of BIAs in Main Street Accessibility





# Upcoming Webinars

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Webinar #1: **Role of BIAs in Accessible Main Streets**

**Date/Time:** March 28<sup>th</sup>, 11:00am-12:00pm

**Target Audience:** BIA Staff and Board

Webinar #2: **Accessible Customer Service**

**Date/Time:** April 11<sup>th</sup>, 11:00am-12:00pm

**Target Audience:** BIA Staff and Business Members

Webinar #3: **The Business of Aging**

**Date/Time:** April 17<sup>th</sup>, 11:00am-12:00pm

**Target Audience:** BIA Staff and Business Members

Webinar #4: **Accessible Heritage**

**Date/Time:** April 24<sup>h</sup>, 11:00am-12:00pm

**Target Audience:** BIA Staff and Board