# Centre for Accessibility Australia 2022 Annual Report

CFA Australia respectfully acknowledges the Traditional Owners of Country across Australia and pay our respects to Elders past, present and emerging.

## Contents

[Chairperson’s Report 4](#_Toc122604818)

[Message from our CEO 5](#_Toc122604819)

[Chapter 1: About Accessibility 6](#_Toc122604820)

[What is digital accessibility? 6](#_Toc122604821)

[Why is accessibility important? 6](#_Toc122604822)

[What people have to say 7](#_Toc122604826)

[Chapter 2: About CFA Australia 9](#_Toc122604827)

[Our goals 9](#_Toc122604828)

[Our team 9](#_Toc122604833)

[Our work 10](#_Toc122604838)

[Australian Access Awards 12](#_Toc122604839)

[Chapter 3: Friends of CFA Australia 13](#_Toc122604840)

[Chapter 4: Case Study 15](#_Toc122604842)

[Chapter 5: Reports 16](#_Toc122604844)

[Treasurer’s Report 16](#_Toc122604845)

[Financial Report 17](#_Toc122604846)

# Chairperson’s Report

Once again it is my pleasure to present this report for 2021/22, the second full year of the operation of the Centre for Accessibility Australia (CFA Australia).

It has been an exciting and eventful year, which has seen the agency take a significant leap in its activities. The Australian Access Awards held in November 2021 were a fantastic

celebration highlighting the excellent initiatives taking place across the nation to improve digital access for all.

With thanks to our event partners and sponsors, the involvement of significant Australian companies is a testament to the reputation we’ve garnered in a short time. In February, the Board met to consider the strategic directions for CFA Australia. The timing aligned with the Department of Communities WA Systemic Advocacy Project Grant, which required CFA

Australia to fine-tune its governance and operational processes. Our Board members’ excellent support, guidance and key additional resources provided invaluable business planning tools to see us successful in securing Higher Education For All project funding.

This project is of critical importance to CFA Australia, and will support integral operations for the future of the agency. CFA Australia has also further developed in the provision of services and products including the help desk, audits, accessibility audits and advocacy.

It is noteworthy that our clients already include the banking sector, tertiary institutions, commercial entities and government departments across the nation. I am indebted to the CFA Australia Board who not only contribute their time and expertise but also their enthusiasm and their passion for supporting the mission of CFA Australia. Dr Scott Hollier has once again exceeded our expectations and CFA Australia is on a solid footing to

achieve great success in the next year.

It is wonderful to see that the agency has grown in its workforce and continues to be

disability-led and a leading employer of people with disabilities.

Marina Re

**Chairperson**

# Message from our CEO

As the Centre for Accessibility Australia concludes its second financial year since incorporation, and our forth since the social movement began, we proudly continue on the journey in championing digital accessibility for all.

This year has welcomed growth of our Friends of CFA Australia membership program, which provides much needed accessibility support for both organisations and individuals. We thank our funding partners and the members who have supported us by choosing CFA Australia for their auditing and training services.

In 2021, we once again led in celebrating best practice with the Australian Access Awards. The awards showcase great individuals and organisations making digital access happen. It was a truly fantastic night at the Fremantle Maritime Museum, and I warmly encourage you to watch the awards on our YouTube channel.

The Higher Education For All initiative has also been an impactful project. Funded by the WA Department of Communities, we’ve assessed five university websites in response to accessibility challenges faced by current and prospective students. Our participating universities have received their audit reports, and the project continues onwards in providing a sector-wide report and workshops to provide practical guidance in improving the issues identified.

Over the next year, we plan to continue to promote the accessibility movement through advocacy, research, training and auditing services. Planning for the 2023 Awards is already underway, and I look forward to seeing the nominations when the program opens again next May.

Thank you to everyone for your ongoing support of this movement. If you would like to be part, please consider joining the Friends of CFA Australia membership program. Your support directly helps us to help others.

**Dr Scott Hollier**

**CEO, Centre for Accessibility Australia**

# Chapter 1: About Accessibility

## What is digital accessibility?

Accessibility is the ability for all people, no matter their circumstances, to gain access to information and spaces.

When people talk about “accessibility,” the first thing that often comes to mind is *physical accessibility* – how physical buildings and environments are designed so they can be used by people with disability. This can include things like tactile guidance at road crossings, or braille in lifts or toilets.

*Digital accessibility* refers to the way in which digital spaces are designed so they can be navigated by people with disability. For example, many everyday tasks, such as shopping, banking, checking utility bills and booking reservations, now take place online – and this requires people to fill out an online form.

Imagine if you rely on Assistive Technologies (AT) such as a screen reader to use the internet. These technologies are often operated by keyboard or swipe gestures with audio feedback and can work on websites that are coded for accessibility. In the above example, online form fields need to be tagged correctly for the screen reader so the user can hear what information needs to be entered. The buttons need clear text so the user knows what to select after completing each section of the form. If the form includes A CAPTCHA test, there needs to be an audio or other accessible alternative for users who cannot see the puzzle. Accessibility advocate Chancey Fleet says CAPTCHA is a form of ‘encoded inhospitality’ because it assumes everyone can discern graphics, audio messages and can speak English – this is not the case for many people who, or who utilise AT.

There are two things that need to occur to ensure effective digital access:

1. People with disability need accessibility support on their device of choice. This is usually in the form of software or hardware known as Assistive Technology (AT).
2. Content needs to be created in a way that supports the needs of people with disability, including compatibility with AT.

For people with disability, the internet is more than the sum of its parts: it represents independence. Digital access means ensuring people with disability can navigate online spaces and the associated devices such as computers, smartphones and tablets.

## Why is accessibility important?

Emergencies and disasters magnify the existing issues and barriers experienced by people with disability.

Recent global and local events have placed a spotlight on how governments, services and systems respond during times of crisis. As outlined by the UN’s Policy Brief on a Disability-Inclusive Response to COVID-19:

Even under normal circumstances, persons with disabilities are less likely to access health care, education, employment and to participate in the community. They are more likely to live in poverty, experience higher rates of violence, neglect and abuse, and are among the most marginalised in any crisis-affected community. COVID-19 has further compounded this situation, disproportionately impacting persons with disabilities both directly and indirectly: United Nations, Policy Brief: A Disability-Inclusive Response to COVID-19, May 2020, p.2.

### The research

Globally

* In developing countries, around 90% of children with disabilities don’t go to school: [35 Crucial Disability Statistics & Facts to Know in 2022](https://medalerthelp.org/blog/disability-statistics/#:~:text=%20Disability%20Statistics%20Worldwide%20%201%20Around%2015%25,go%20to%20school..%20Child%20disability%20statistics...%20More%20), 2022. Aleksandar Hrubenja
* Around 15.6% of the world’s population lives with some form of disability, which is approximately 785 million people: [World Report on Disability Summary](https://www.who.int/publications/i/item/WHO-NMH-VIP-11.01). 2011.WHO
* Globally, employment rates are lower for disabled men (53%) and disabled women (20%) than for non-disabled men (65%) and women (30%): [World Report on Disability Summary](https://www.who.int/publications/i/item/WHO-NMH-VIP-11.01). 2011.WHO

Australia

* 4.4 million people in the Australian population have some form of permanent disability: [Disability, Ageing and Carers, Australia: Summary of Findings. 2019](https://www.abs.gov.au/statistics/health/disability/disability-ageing-and-carers-australia-summary-findings/latest-release#articles). Australian Bureau of Statistics
* Disability discrimination accounts for the highest volume of all complaints made to the Australian Human Rights Commission: [Australian Human Rights Commission 2018-19 Complaint Statistics.](https://humanrights.gov.au/sites/default/files/2019-10/AHRC_AR_2018-19_Stats_Tables_%28Final%29.pdf) 2019. Australian Human Rights Commission
* People with disability in Australia are three times as likely to avoid an organisation because of an organisation’s negative diversity reputation: [Missing out: The business case for customer diversity. 2017](https://humanrights.gov.au/our-work/rights-and-freedoms/publications/missing-out-business-case-customer-diversity-2017). Australian Human Rights Commission

## What people have to say

“Accessibility is about making sure that people have equitable opportunities to access physical and digital infrastructure.”

Marit Kragt: Associate Professor and Pro Vice-Chancellor Diversity, Equity & Inclusion, University of Western Australia

“Raising awareness of any concept and especially digital accessibility, I would say it takes a whole village to make it happen. You know, at the macro, mezzo as well as micro levels.”

Irene Lee: Educational Technologist, University of Western Australia

“The kind of technology that they’ll do in classrooms and on a university campus gives me the confidence to think that I can do things that I didn’t think I could do before.”

Laetitia Thompson: Curtin University Student

# Chapter 2: About CFA Australia

Our vision is an inclusive world without accessibility barriers to content or spaces.

CFA Australia is an award-winning not-for-profit organisation that promotes accessibility throughout Australia. Founded in 2018, CFA Australia was established to promote the accessibility movement through advocacy, research, training services, auditing services and celebrations such as the Australian Access Awards.

## Our goals

### Spark and nurture the accessibility movement

Provide opportunities for people to become actively involved in the movement, and celebrate the good work being done through positive reinforcement and by highlighting the importance of equal access by sharing success stories.

### Build advocacy capacity

We will develop resources and projects to build capacity for people with disability to access content and have the ability to self-advocate.

### Gather data and knowledge

Through research partnerships, disability-led consultations and evaluations we aim to further understand the state of accessibility in Australia.

### Increase employment opportunities for people with disability

Provide accessible, affordable training and workshops for organisations to encourage accessible workplaces and the employment of people with disability.

## Our team

The board at CFA Australia is a diverse, knowledgeable volunteer team with extensive experience in the fields of accessibility and disability services.

### Board Members

* Marina Re (Chair)
* Jackie Weinman (Deputy Chair)
* Stanley Lai (Treasurer)
* Dr Michelle Bunn (Secretary)
* Scott La Vertu
* Yuemei Lim
* Stewart Luxton

### Auditing Team

* Christopher Edwards
* Chris Leighton
* Dhiren Patel

### Admin

* Anna Dantschin
* Colleen Hunter

### CFA Australia Founding Partners

* Dr Scott Hollier
* DADAA
* Media on Mars

“Since starting work with CFA Australia I have found a whole new appreciation for what others struggle with when dealing with digital accessibility. I look forward to a future where everyone can do everyday things for themselves like shopping online and filling in digital forms, without having to rely on a third person to help.”

Colleen Hunter, Officer Coordinator, CFA Australia

## Our work

CFA Australia supports people with disability directly, through the production of resources and a helpdesk, and indirectly by supporting businesses throughout Australia to become accessible.

Since the release of our last Annual Story, we have provided auditing, training and consulting services to over 29 businesses, ranging from state and federal government to education institutes and other research and technology centres throughout Australia.

For people living with disability, CFA Australia provides a free Assistive Technology Helpdesk to help people with disability by:

* Recommending alternative accessible websites or apps to support your everyday activities.
* Providing advice on how to enable accessibility features on popular computing and mobile operating systems such as Microsoft Windows 10, Apple Mac OS, Apple iPhone and Google Android.
* Providing links to useful tutorials and other online resources that explain AT features in popular operating systems, and how to use them.

In addition to the AT Helpdesk, CFA Australia also provides a Digital Access Helpdesk service exclusively for members of CFA Australia. This includes unlimited email support and two hours of free phone support. The Digital Access Helpdesk can help individuals and organisations to become more inclusive by answering questions such as:

* What is digital access?
* What is WCAG?
* How do I make sure my website, documents or apps comply with the Current WCAG standard?
* What is my legal obligation to make content accessible?
* I’m not sure how to implement a specific WCAG guideline or success criteria, how do I do it?

To contact the helpdesk:

Email

[helpdesk@accessibility.org.au](mailto:helpdesk@accessibility.org.au)

Call us

+61 (0)466 099 101

# Australian Access Awards

Launched in 2019, the [Australian Access Awards (AAA)](https://www.accessibility.org.au/awards/) is an event held every two years that brings together Australian businesses, parliamentary decision makers, disability advocates and key members of the community to celebrate organisations that have implemented accessibility in their digital campaigns or online resources.

The 2021 Awards were sponsored by Infosys (Sponsoring Partner), Coles (Platinum Sponsor), ANZ (Gold Sponsor), EverAbility Group (Sector Sponsor) and OZeWAI Australian Web Adaptability Initiative (Sector Sponsor).

The next Awards will be held in 2023. CFA Australia welcomes self-nominations and independent nominations for the following award categories:

* Corporate Website of the Year
* Government Website of the Year
* Educational Website of the Year
* Not-for-profit/Community website of the Year
* International Website of the Year
* Corporate App of the Year
* Government App of the Year
* Educational App of the Year
* Not-for-profit/community app of the year
* International app of the year
* Accessibility Initiative of the Year
* Accessibility person/organisation of the year

# Chapter 3: Friends of CFA Australia

Be a part of the change needed to make the world more inclusive.

One of the most common barriers to accessibility as seen in our work, is the ability to provide affordable support to organisations that will lead to sustainable improvements for people who will benefit the most.

Far too many business owners see building their website as a ‘set and forget’ exercise; once it’s online, they move on with other operations and only revisit their website to add new content as needed. This mentality is not in tune with the realities of modern business. As the COVID-19 pandemic as shown, businesses must rapidly change their operating models in response to global events. Even without a global crisis, technologies continue to evolve. This means accessibility is not static, it needs to be reviewed as dynamically as our world continues to change.

Through the Friends of CFA Australia membership program, we invite organisations and individuals to partner with us to reduce the accessibility gap and be part of a transformative social movement.

Aside from directly supporting the employment of people with lived experience of disability and committing to long-term change, members receive a range of benefits, including unlimited email support from our helpdesk, free resources, discounted training and auditing, invitations to workshops and networking events, and knowledge of the latest accessibility initiatives.

Together we will not just envision an inclusive world – we will make it happen.

## Membership Benefits

* One free half-day online or face-to-face CFA Australia Training session
* Discounts on subsequent training sessions
* Unlimited email support from Helpdesk
* Two hours free phone support which can be used in 15-minute Increments (more support can be provided at an additional cost)
* 20% discount on events
* 10% discount on speaking engagements
* Friends of CFA Australia Badge for display on your business profiles / websites
* Exclusive invitation to our State of Accessibility Digital Address (twice a year)
* Opportunities to feature stories in CFA Australia’s Media Calendar
* Subscription to the CFA Australia Bimonthly news letter
* Annual accessibility review (free for business members)

For more information about our membership packages:

Visit our website

[accessibility.org.au/membership](https://www.accessibility.org.au/become-a-member/)

Contact us

[membership@accessibility.org.au](mailto:membership@accessibility.org.au)

# Chapter 4: Case Study

## World Wide Web Consortium Web Accessibility Initiative

The World Wide Web Consortium (W3C) is an organisation that works toward improving global digital accessibility.

The Web Accessibility Initiative (WAI) brings together people from industry, disability organizations, government, and research labs from around the world to develop guidelines and resources to help make the web accessible to people with disabilities.

CFA Australia has been working with the W3C to develop the Synchronised Accessibility User Requirements (SAUR), a document that outlines accessibility-related user needs and associated requirements for the synchronization of audio and visual media. The successful synchronization of multimedia content, especially audio and video, is essential to accessible web-based communication and cooperation. The SAUR will be applicable to general multimedia content, from stagnant media sources to live interactive environments.

Other recent W3C WAI work supported by CFA Australia includes the XR Accessibility User Requirements (XAUR) which focuses on the accessibility of immersive environments such as Virtual Reality, Augmented Reality, Mixed Reality and Extended Reality. The published Note features use cases for people with disability and how immersive environments can become beneficial technologies. Currently in development is the Accessibility of Remote Meetings in which CFA Australia is in a leadership role to provide international guidance on how remote meeting platforms such as Zoom and Teams can be developed and used in an accessible way.

# Chapter 5: Reports

## Treasurer’s Report

The 2021/22 financial year has proudly delivered significant growth and sustainability for CFA Australia.

The second financial year for CFA Australia has surpassed our expectations. As we experienced restrictions ease around COVID-19, our activities have increased and our organisation has taken a significant step forward. I acknowledge the incredible hard work of our CEO and all of the team in making CFA Australia not only socially important but financially successful.

Notably, we have increased our revenue streams through securing additional grants, audits, and membership programs. We’ve seen the organisation’s revenue triple in the span of a year. This also reflects in an increase in expenditures, especially in wages that have effectively doubled. CFA Australia has grown its team with employees, additional consultants, and partnerships with other organisations.

Gratefully this shows the strong demand for and importance of our work. While we see both revenue and costs increase in the 2021/22 period, the closing position is still in a notable profit of $195,667, supported by a solid net position with our balance sheet.

In the next financial year, I expect CFA Australia to continue to hold a strong financial position, with the profit stabilising. I expect revenue to increase due to the Department of Communities grant and audits and training income, projected to be offset by expenses as we grow in wages, consultants, and rent. The organisation is able to fulfil any future debts.

Overall, I’m pleased to see the organisation’s growth; the future of CFA Australia looks very promising.

**Stan Lai**

**Treasurer**

## Financial Report

### Statement by directors or the board

In the opinion of the board the financial report:

1. Centre for Accessibility Australia Ltd (Company) is not a reporting entity because there are no users dependent on general purpose financial statements. Accordingly, as described in note 1 to the financial statements, the attached special purpose financial statements have been prepared for the purposes of complying with the reporting requirements of the Company’s constitution and the Australian Charities and Not-for-Profit Commissions Act 2012
2. The attached financial statements and notes thereto have been prepared in accordance with the accounting policies prescribed in note 1 to the financial statements and to comply with the Australian Charities and Not-for-Profit Commissions Act 2012, the Australian Charities and Not-for-Profit Commissions Regulations 2013 and other mandatory professional reporting requirements;
3. At the date of this statement, there are reasonable grounds to believe that the company will be able to pay its debts as and when they fall due and
4. The attached financial statements and notes thereto give a true and fair view of the Company’s financial position as at 30 June 2022 and its performance for the financial year ended on that date.
5. Signed in accordance with a resolution of the directors made pursuant to section 60.15(2) of the Australian Charities and Not-for-Profit Commissions Regulation 2013.

### Centre for Accessibility Australia Ltd

### Statement of Profit and Loss

For the year ended 30 June 2022

|  |  |  |
| --- | --- | --- |
|  | **30 Jun 2022** | **30 Jun 2021** |
| **Trading Income** | | |
| Donations | 100 | 5,000 |
| Grants | 164,000 | - |
| Sales | 344,018 | 164,241 |
| **Total Trading Income** | **508,118** | **169,241** |
| **Gross Profit** | **508,118** | **169,241** |
| **Operating Expenses** | | |
| Advertising | 1,581 | - |
| Annual Leave | 4,684 | 3,927 |
| Bank Fees | 105 | - |
| Conference | 188 | 48 |
| Consulting & Accounting | 181,945 | 10,837 |
| Depreciation | 3,963 | - |
| Freight & Courier | 1,372 | - |
| General Expenses | - | 371 |
| Insurance | 3,517 | 1,669 |
| Merchant Fee | 74 | 112 |
| Office Expenses | 2,533 | 18,364 |
| Printing & Stationery | 730 | - |
| Stripe Fees | 642 | 56 |
| Subscriptions | 1,970 | 3,076 |
| Superannuation | 6,674 | 4,631 |
| Telephone & Internet | 417 | 948 |
| Travel - National | 3,279 | 1,472 |
| Wages and Salaries | 98,775 | 48,750 |
| **Total Operating Expenses** | **312,451** | **94,261** |
| **Net Profit** | **195,667** | **74,980** |

### Statement of Financial Position

As at 30 June 2022

|  |  |  |
| --- | --- | --- |
|  | **30 Jun 2022** | **30 Jun 2021** |
| **Assets** | | |
| **Bank** | | |
| Cash at Bank | 290,199 | 274,382 |
| Stripe AUD | 1,622 | 1 |
| **Total Bank** | **291,820** | **274,383** |
| **Current Assets** | | |
| Accounts Receivable | 2,050 | 1,995 |
| Prepaid Expenses | - | 20,000 |
| **Total Current Assets** | **2,050** | **21,995** |
| **Total Assets** | **293,870** | **296,378** |
| **Liabilities** | | |
| **Current Liabilities** | | |
| Accounts Payable | 233 | 230 |
| Income Received in Advance | - | 191,200 |
| GST | 9,401 | 23,343 |
| PAYG Withholdings Payable | 2,880 | 2,142 |
| Provision for Annual Leave | 8,611 | 3,927 |
| Superannuation Payable | 2,099 | 556 |
| **Total Current Liabilities** | **23,224** | **221,398** |
| **Total Liabilities** | **23,224** | **221,398** |
| **Net Assets** | **270,647** | **74,980** |
| **Equity** | | |
| Current Year Earnings | 195,667 | 74,980 |
| Retained Earnings | 74,980 | - |
| **Total Equity** | **270,647** | **74,980** |

### Statement of Cash Flows

For the year ended 30 June 2022

|  |  |  |
| --- | --- | --- |
|  | **30 Jun 2022** | **30 Jun 2021** |
| **Operating Activities** | | |
| Receipts from customers | 316,862 | 394,446 |
| Payments to suppliers and employees | (295,462) | (120,063) |
| Cash receipts from other operating activities | 0 | 0 |
| **Net Cash Flows from Operating Activities** | **21,400** | **274,383** |
| **Investing Activities** | | |
| Payment for property, plant and equipment | (3,963) | - |
| **Net Cash Flows from Investing Activities** | **(3,963)** | **-** |
| **Financing Activities** | | |
| Other cash items from financing activities | - | - |
| **Net Cash Flows from Financing Activities** | **-** | **-** |
| **Net Cash Flows** | **17,437** | **274,383** |
| **Cash and Cash Equivalents** | | |
| Cash and cash equivalents at beginning of period | 274,383 | - |
| Cash and cash equivalents at end of period | 291,820 | 274,383 |
| **Net change in cash for period** | **17,437** | **274,383** |

### Statement of Change in Equity

For the year ended 30 June 2022

|  |  |  |
| --- | --- | --- |
|  | **30 Jun 2022** | **30 Jun 2021** |
| **Equity** | | |
| Opening Balance | 74,980 | - |
| Current Year Earnings | 195,667 | 74,980 |
| **Total Equity** | **270,647** | **74,980** |