

acmi



Disability & Inclusion Action Plan

2023 – 2025

Director & CEO's Message

Welcome to the ACMI Disability & Inclusion Action Plan – 2023-2025.

Following ACMI's 2021 renewal and transformation into a multiplatform museum, our museum of screen culture is continuing its journey to becoming a globally recognised hub that connects people, communities, technology and ideas to shape our futures.

Creating a hub for audiences of all ages, backgrounds and abilities is contingent on us delivering meaningful ways for diverse communities to engage with the moving image in all its forms. A crucial part of this work is ensuring Deaf and disabled people can explore our full suite of programming in inclusive, accessible and culturally safe ways.

Our 2023-2025 Disability & Inclusion Action Plan outlines the ambitious but vital steps we are taking on our journey to becoming a much more widely accessible museum. Importantly, these actions have been developed in consultation with Deaf and disabled artists and advocates, including our colleagues at Arts Access Victoria, and they build on the achievements of our previous 2019-2022 Disability & Inclusion Action Plan.

The plan recognises that to be a museum for screen culture that is truly welcoming of all individuals, Deaf and disabled people must be able to access and experience ACMI across the breadth of our multiplatform offer. This includes our exhibitions, public programs, screenings, festivals and events, right through to employment opportunities and a workplace defined by supportive policies and practices. It is through this that we will be able to support wider access initiatives across the screen industries and sector, too.

Our 2023-2025 Disability & Inclusion Action Plan backs the entire ACMI team - our Board, staff and volunteers - to work collaboratively with our stakeholders to embrace our shared values. I am proud to lead an organisation that's committed to delivering best practice museum experiences to Deaf and disabled people – where equality of opportunity is available to all and embedded in everything we do.

Seb Chan

Director & CEO

Introduction

This plan outlines the activities that ACMI will undertake towards consistently improving accessibility across our multi-platform museum.

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 builds upon our previous plan and 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, the people responsible for the action, the desired outcome, evaluation measure and a timeline.

ACMI respects how Deaf and Disabled people choose to define disability in their own way. Following the lead of Arts Access Victoria (AAV), we have used the term 'Deaf and Disabled people' throughout this document in line with the Social Model of Disability. We use this definition as an act of pride and solidarity. The term 'Deaf and Disabled people' includes anyone with a lived experience of disability. This could be: visible or invisible, sensory or physical, neurodiverse, cognitive, intellectual or developmental, mental health or illness. We use the term 'Deaf' to respect the right of the Deaf community to label their experience as one of cultural and linguistic difference.

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	Evaluation Measure	Timeframe
1 Research technology for ACMI's permanent and temporary exhibitions that improves accessibility for Deaf, disabled and neurodiverse people including: <ul style="list-style-type: none"> • Auslan, audio captioning or open captions on the display screen or via smart phone technology • The Story of the Moving Image smartphone audio tours • Filter for Auslan captions for ACMI's Collection 	Executive Director of Experience & Engagement	Research is complete and technology moves into the design phase.	Summary of research findings and recommendations included in business planning complete.	Dec 2024
2 Use ACMI's partnership with AAV to conduct audience research with the Deaf and disabled community about their experience of ACMI, its programs and spaces. Include older visitors, young people and disabled children in this research.	Head of Experience, Product and Digital	Work with AAV to obtain this feedback. Develop approach and implement. Research is complete.	Summary of research findings complete and fed into business plan.	Dec 2023
3 Work with AAV to understand how the touchscreen interface in ACMI's lifts can be more accessible. Request Fed Square update the lift.	Head of Technical Services	New lift technology is identified and costed and sent to Fed Square for consideration.	The touchscreen interface in the lift is made more accessible.	Jun 2024
4 Commit to all Collections content and single channel commissions having onscreen captions.	Executive Director of Programming	Captions are present on ACMI Collections content and single channel commissions.	Enhanced access to content by Deaf and disabled people.	Oct 2023
5 Continue to offer digital and/or hybrid exhibitions, films, public programs and events that meet access requirements.	Director & CEO	Exhibitions, films, public programs and events are offered asynchronously online and/or hybrid with open captions, Auslan interpreters or Audio description tracks.	Increased attendance by Deaf and disabled communities measured by audience data.	Oct 2023

6	<p>Create an ACMI Education Access Strategy by:</p> <ul style="list-style-type: none"> • Conducting an Audit of current specialist school visits to obtain base numbers • Using the base data (collected through the audit) to increase bookings from specialist schools and students in next DIAP. • Researching and consulting with specialist schools/teachers and support agencies to understand the barriers for Deaf and disabled children participating in education programs and best practice support needs. • Updating ACMI's website and education booking forms to ensure support requirements are clearly requested. <p>Train Education Facilitators to support Deaf and disabled students in line with the audit findings.</p>	Head of Education	<p>Strategy developed, shared with the Senior Leadership Team and implemented.</p> <p>Budget ensured to adapt existing programs to increase accessibility and/or target attendance from special needs schools.</p> <p>Wording on website and education booking forms are updated.</p> <p>Education facilitators are trained in line with audit findings.</p>	<p>Base data collected and recorded for next DIAP.</p> <p>Schools are clearly invited to provide support requirements in line with research and consultation feedback.</p> <p>Measure success of implemented strategies through post-workshop survey.</p>	<p>Audit data Dec 2023</p> <p>Contact agencies and schools by Oct 2023</p> <p>Complete access strategy by Apr 2024</p> <p>Train education facilitators Oct 2024</p>
7	Investigate a pilot program with Arts Access Victoria Youth program.	Head of Education	Education team to reach out to AAV to find out about this program.	Contact is made	Sep 2023
8	Review Education and Public Programs promotional and bookings process including the website, ticket path and emails, to ensure barriers are removed and services are clearly communicated.	Executive Director of Experience and Engagement	Review is complete and recommendations shared with the Senior Leadership Team for planned implementation.	Feedback on booking process is complete and shared and implementation steps are planned.	Dec 2023
9	<p>Work with AAV to host The Other Film Festival annually on Cinema 3 and collaborate with AAV to offer in person sessions.</p> <p>Conduct audience research during the festival and use this to develop an open captions program for ACMI cinemas.</p>	Executive Director of Programming	<p>The Other Film Festival is successfully hosted.</p> <p>Open Caption program/process is developed in line with audience research.</p> <p>Process is embedded into the film acquisition workflow.</p>	Open caption screenings are scheduled and marketed to the disabled community.	<p>Dec 2023</p> <p>Mar 2024</p>
10	Provide Deaf and disabled people with a free, annual ACMI membership. Ensure there is a self-identification component to this as not all Deaf and disabled people are eligible for Disability Support (DSP) or NDIS.	Head of Experience, Product and Digital	Increase in number of Deaf and disabled visitors to ACMI.	Self-identification process is put in place for Deaf and disabled people to request a 3-year free membership.	Sep 2023
11	Use matte finishes to minimise challenges associated with glare for future exhibitions	Director of Exhibitions and Touring	Matt finishes are considered at design phase	<p>Reduction in reports of glare.</p> <p>Number and location of matt finishes incorporated at design phase.</p>	Nov 2023

12	Create a more inclusive gallery space for blind and low vision visitors eg large print labels, clear signage, audio described programs/ labels, touch items in exhibitions, exhibition design and lighting.	Director of Exhibitions & Touring Head of Film, Public Programs and ACMI X E&E	Access for blind and low vision visitors improved. Blind and low vision visitor numbers increased.	Large print labels are created and made public. 100% for G4 shows and 70% for The Story of the Moving Image of written information converted Audio Description program is created and advertised on ACMI's website. Six described tours for SOMI per year Four described tours for G4 shows per year.	Oct 2023
13	Improve the accessibility of ACMI's website by including hidden disability specific information on the 'Accessibility' webpage to help people know that they are welcome, including: <ul style="list-style-type: none"> • Moving the access page on website so that it is easier to find. • Updating information about lift access. • Including an access statement. • Sunflower imagery. 	Head of Experience, Product and Digital	Improved engagement with the neurodiverse communities.	Sunflower imagery and Hidden Disability specific information is included in ACMI's website. The access page is moved. Lift information is updated. Access statement is included.	Oct 2023
14	Include access information for each exhibition/event/program on the event page of the ACMI website. Include recommended age range. Update website so visitors view events through the calendar to utilise the filter and search ACMI's program through accessibility needs (i.e. Auslan, wheelchair accessible etc)	Head of Experience, Product and Digital	Feedback and increased engagement with a broad range of people.	Access information for each exhibition/event/program is included on the event page of the ACMI website. Recommended age range is included. Website is updated so visitors view events through the calendar to utilise the filter and search ACMI's program through accessibility needs.	Dec 2023
15	Provide people with the opportunity to book seats near the door of cinemas and make sure this is advertised.	Executive Director of Experience & Engagement	Visitors provide their access requirements (including seat placement) through purchase pathway.	Additional access information introduced into the purchase pathway, with customers provided with an opportunity to state their access requirements (including seat placement) prior to attending a session.	Nov 2023

16	<p>Design and make available an ACMI social story, pre-visit exhibition plans and sensory maps (visual and narrated).</p> <p>Ensure the accessible toilets are clearly shown.</p> <p>Advise people that they can use power points in the red chill-out space beside the gift shop to reduce anxiety over phones, laptops etc running out of charge while at ACMI.</p> <p>In Visual Story warn visitors of:</p> <ul style="list-style-type: none"> • Rumble from train station below • Echo in main foyer • Sloping floors in main foyer • Glare in 'Costumes' • Sound bleed in different areas • 'Memory Garden' is mirrored on all walls <p>Implement sensory signage as well as a sensory map to help visitors to know what experiences may be right for them.</p> <p>Develop a familiarisation video for a Visual Story.</p>	Head of Experience, Product and Digital	<p>Visitors provided with advance information on the website to let them know:</p> <ul style="list-style-type: none"> • How to get to ACMI • What you might see/ experience • Sensory information • Hidden Curriculum information (i.e. the unexplained social and practical rules we assume everyone just knows) 	A General Access Visual Story is created and hosted on the accessibility page of ACMI's website, which provided visitors helpful access and sensory information before they visit, and/or when they arrive, so visitors can make informed decisions about which exhibitions may be suited to them.	Sensory guide by Sep 2023 and social script by Oct 2023
17	Arrange for hand-dryers in all bathrooms to be turned off during Quiet Hour sessions and identify these as sensory-friendly bathrooms during these sessions).	Building and Operations Manager	Visitors attending quiet sessions are not impacted by the noise of hand dryers.	Building and Operations manager is notified of Quiet Hour sessions and arranges for the hand dryers to be turned off during this time.	Oct 2023
18	Increase size of 'no touching' signs.	Director of Exhibitions and Touring	More accessible signs are created.	Signs are installed.	Oct 2023
19	Use contrasting colours for seats in darker areas of the museum to reduce trips and falls for people with sensory differences.	Director of Exhibitions and Touring	Contrasting coloured seats are used in museum design.	<p>Reduced reports of trips and falls in the museum.</p> <p>Number and location of coloured seats included in museum design.</p>	Nov 2023
20	Cinema 3.	Head of Experience & Engagement	Ongoing partnership with The Other Film Festival. Develop year-round program on Cinema 3 for Deaf and Disabled people. Establish ACMI as collaborator in the global disability screen advocacy movement.	Increase visitation from Deaf and Disabled people to ACMI's online programming. Report on number of films programmed for or by Deaf and Disabled people.	Dec 2023

2. Employment

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

Action	Responsibility	Measure	Evaluation Measure	Timeframe
1 Ensure the Impact21 participants have the resources required to achieve the goals of the internship and to gain employable skills.	Head of People & Culture	ACMI meets the requirements of its Employer Partner with Impact21.	Requirements fulfilled.	Jan 2024
2 Participate in Impact21's Foundation Program to provide work experience to young adults with down syndrome.	Head of People & Culture	Work experience opportunity offered annually.	Work experience provided by 2 teams annually.	Annually
3 Investigate best practice employment processes to support Deaf and disabled people including invisible disabilities eg physical, sensory, neurodiverse, cognitive, mental health issues, chronic illness. Train managers to better understand how to modify workflows, timelines, breaks etc. P&C team participate in AAV's work practices for Deaf and disabled employees training.	Head of People & Culture	Develop a practices procedure. Develop customised access plans to meet individual needs.	Practices procedure is complete. Access plans are in place. Completion of AAV's work practices for Deaf and disabled employees training by P&C. Work culture is more inclusive (based on annual anonymous survey from Deaf and disabled staff) including work social events.	Dec 2023
4 Invite feedback from Deaf and disabled staff members on all parts of employment at ACMI, hiring process, social events, building access etc and use this feedback to continually improve ACMI's practices.	Head of People & Culture	ACMI's employment practices for Deaf and disabled employees improved as seen in feedback (via an anonymous survey) from this group of employees. ACMI is seen as a safe employer by Deaf and disabled workers.	70% response rate to anonymous survey. Feedback submitted to the Senior Leadership team and incorporated into practice or planning for next DIAP.	Conduct annually
5 Include Auslan, audio description and open captions during ACMI's recruitment process.	Head of People & Culture	Auslan, audio description and open captions are available during ACMI's recruitment process.	Number of jobs advertised with Auslan, audio captioning and open captions.	Dec 2024
6 Research and implement an easy and safe way for current ACMI staff to identify as having a disability. Commit to increasing the number of Deaf and disabled staff. Provide DAAT training before employing Deaf people.	Director & CEO and Head of People & Culture	The number of staff who identify as Deaf and disabled increases. Training is provided to all staff.	Target From 1.5% to 5% 10% 15%	Dec 2023 Dec 2024 Dec 2025

3. Inclusion and Participation

Goal: Invite and welcome people with disabilities to ACMI

	Action	Responsibility	Measure	Evaluation Measure	Timeframe
1	Work with Arts Access Victoria to host The Other Film Festival (TOFF).	Memberships & Engagement Officer and Festivals & Events Manager	Festival is hosted at ACMI.	Strengthened partnership with AAV. Agreement that TOFF will be hosted at ACMI in 2023.	Oct 2023
2	Advocate for a Deaf and disabled person to be invited to join the ACMI Board.	ACMI Board President	Deaf and disabled views are incorporated into ACMI's strategic governance.	A Deaf and/or disabled person is asked to join the ACMI Board.	Dec 2025
3	Work with AAV to arrange for Deaf and disabled mystery shoppers with different lived experiences and access needs to review audience access.	Head of Visitor Experience	Improved experience for Deaf and disabled visitors.	Mystery shoppers are engaged and findings are integrated into practices and future Disability & Inclusion Action Plans.	Jan 2024
4	Research ways to increase the network of Deaf, disabled and/or neurodiverse artists, producers and arts workers who are included in advisory groups, panel discussions, events, season programs and marketing campaigns including work with AAV and other specialist organisations.	Exec Director of Programming	Actions successfully increase the work of Deaf, disabled and neurodiverse artists, producers and arts workers in ACMI events and programs.	Research and secure funding. Develop network list and open source with other arts agencies. Deliver a disability led show.	Dec 2023 Dec 2024 2025
5	Prioritise images of people who are Deaf, disabled and or neurodiverse in promotional imagery using Visit Victoria's Get Skilled Access Program and other talent agencies.	Director of Brand & Marketing	Images are used in more than ACMI's access page and include people with non-visible disabilities.	At least 25% of photo shoots at ACMI use images of people who are Deaf, disabled and/or neurodiverse.	Dec 2023
6	Promote events and artist opportunities through access and disability organisations, and event listings.	Director of Brand & Marketing	Create and use a list of media and partner organisations to promote all ACMI events and artist opportunities.	Report the number of organisations and the number of promotions to Universal Access Steering Group quarterly. Use this data as basis for increasing targets each year.	Dec 2023
7	Research partnership opportunities with the Writers Festival and Wheeler Centre to run a writing skills development workshop for Deaf and disabled writers and offer workshop participants the opportunity to submit pieces for Stories and Ideas.	Director of Commercial and Development and Director of Brand & Marketing	Partnership is formed and writing skills development workshop delivered. Deaf and disabled writers are commissioned to contribute to Stories and Ideas.	Increase representation of Deaf and disabled writers in Stories & Ideas to 5% in 2023/2024FY	Jun 2024

8	Identify opportunities to feature Deaf, disabled and neurodivergent creators in The Story of the Moving Image and the ACMI program. Increase representation of Deaf and disabled artists in SOMI and ACMI's broader program offer.	Executive Director of Programming	Opportunities are identified and a plan is created to increase representation of Deaf and disabled artists in SOMI and ACMI's broader program.	Report on opportunities identified, what and how many took place and when. Plan is created.	Dec 2023
9	Ensure that staff from external events (MIFF, MQFF etc) are trained/briefed on our accessibility policies, so that while they are working in our building, they can uphold our image and make our patrons comfortable and welcomed.	Festival and Events Manager and Volunteer Manager	ACMI's approach to making visitors comfortable and welcome is incorporated into Partner staff and volunteer briefings.	Feedback and increased engagement with a broad range of people.	Dec 2023
10	Train VX staff on how to support people with hidden disabilities. Include hidden disabilities Sunflower imagery and signage at the museum and provide Sunflower lanyards to staff to help people with a hidden disability feel welcome.	Head of Visitor Experience	Visitors with hidden disabilities feel safe and supported at ACMI.	Trained staff and volunteers may choose to wear a Sunflower sticker or badge, so that they can be quickly identified by a person who needs help.	Dec 2023
11	Develop communication tools such as communication cards or visual schedules to support visitors with different communication preferences attending access events and school excursions.	Head of ACMI X and Public Programming and Head of Education	Communication tools are developed and used during access events and school excursions.	Two or more tools or visual schedules have been developed, trialed and evaluated.	Dec 2023

4. Attitudes and behaviours

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

Action		Responsibility	Measure	Evaluation Measure	Timeframe
1	Review ACMI's Recruitment Policy and Process through an intersectional lens in line with ACMI's Gender Equality Action Plan.	Head of People & Culture	Review complete and policies updated.	Relate the evaluation of the DIAP every year to the evaluation of a business or strategic plan.	Oct 2023
2	Develop and implement an evaluation process to measure DIAP progress.	Chair Universal Access Steering Group	DIAP remains a living and impactful document.	Evaluation process is developed and implemented.	Dec 2023
3	Refresh ACMI's Universal Access Steering Group, the group responsible for bringing the Disability Action Plan to life across all areas of the organisation and undertaking status and progress reporting against the objectives and goals of the plan and invite external Deaf and Disabled artists and advocates to join the Universal Access Steering group.	Chair Universal Access Steering Group	New Universal Access Steering Group is established with updated Terms of Reference and this is communicated to the organisation.	95% attendance from the Universal access steering group meetings. Increased updates to the organisation about the DIAP.	Sept 2023
4	Create an Access Officer role which will be a point of contact for both ACMI staff and visitors to ask for information and support about museum accessibility and available services. This role would also build capacity within ACMI to integrate the DIAP into all aspects of work. Ensure role is flexible ie accommodate part time, working from home, etc.	Director & CEO	Role is budgeted for, created and recruited.	ACMI visitors report improved information about museum accessibility and available services through visitor feedback. Staff report improved information about museum accessibility and available services through an annual staff survey.	Dec 2024

Managing this Plan

The Head of People & Culture, as the Chair of ACMI's Universal Access Steering Group, is responsible for the overall delivery of this plan. Responsibility for individual actions rests with the nominated manager. The plan will be referenced in the Corporate 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.

The Universal Access Steering Group is a staff committee comprising representatives of ACMI's key business areas charged with bringing the Disability and Inclusion 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. The status report will be presented to the ACMI's Leadership team and the Board.