

Introduction

For most people, the decision to be exposed to the experience of an arts event is a simple one. You go, because you choose to go.

Providing that choice to people with disabilities is the issue of this guide. This guide is intended to be practical, covering actions which are within reach of arts organisations, especially marketing officers and their departments. How to identify this audience, how to reach them and how to provide what they want is the key advice contained here.

Access all Areas is about offering increased access to the arts. It seeks to show that exploring the fullest meaning of access makes good marketing sense. It is a practical, clear guide to improving your organisation and opening your doors to the whole of the community.

The guide describes positive steps that you can take that benefit both your organisation and the disability community. Marketing to people with disabilities is about equal opportunity, equal access and the recognition that people with disabilities are valuable members of your audience.

The guide not only describes the legal reasons why you must provide equal access but also shows the benefits for yourself and

for people with disabilities. In short, it is a win-win situation.

Many arts organisations have already made the move to a more effective way of marketing, one that includes marketing to the disability community. The comprehensive information in this guide can help these organisations by offering a checklist of what they are doing and offering suggestions of some things they may not have considered. For organisations that have no specific marketing initiatives to attract people with disabilities, this guide offers not only the nuts and bolts of how to market, but also introduces why we should be marketing to people with disabilities.

The guide consists of seven sections. This introduction is followed by a section describing the benefits of marketing to people with disabilities. In section 3 marketing principles are outlined. The next shows how to apply these to people with disabilities. A list of resources available to help you is followed by two case studies of successful organisations. The benefits of marketing to people with disabilities are summarised in the conclusion. The appendices also contain other practical help including more information on what you can do and who you can contact.