

# Accessibility Is Good For Business

## What You Need To Know

People with disabilities have a buying power of over **\$50 billion** in Canada and **\$1 trillion** globally.<sup>1</sup>

**6.2 million** Canadians identify as having a disability. Together with their friends and families, people with disabilities, represent the **third-largest market segment in North America**.<sup>2</sup>

There are **2.6 million** people in Ontario with a disability – that's **24% of Ontario's population**.<sup>3</sup>



- About 45% or **1.12 million Ontarians** with disabilities have mobility related disabilities.<sup>4</sup>
- **More than 40%** of this population is over the age of 65. As the population ages, this number will only grow.<sup>5</sup>



**A business that commits to accessibility sends a strong message that people with disabilities are welcome. For this reason, it is much more likely to attract people with disabilities and their families.**

In a 2018 report by Accenture in the US, companies that championed people with disabilities outperformed others – driving profitability and shareholders returns. Revenues were **28%** higher, net income **200%** higher and profit margins **30%** higher.<sup>6</sup>



# Accessibility Resources

Your business may already meet legislative accessibility requirements, but the tools below provide useful tips and information that can take you beyond and help better serve and attract more people with disabilities and their families.

## [\*\*Making Your Business Accessible for People with Disabilities\*\*](#)

Guide developed by the Conference Board of Canada helps small businesses employ and serve people with disabilities, attract customers and improve services.

## [\*\*EnAbling Retail for Accessible Employment\*\*](#)

Retail Council of Canada's guide features tips and templates to help you find, hire and support employees with disabilities under Ontario's accessible employment standard.

## [\*\*AccessForward.ca\*\*](#)

Free online training portal with modules and videos that you can use to train your staff on Ontario's accessibility laws.

## [\*\*Planning Accessible Events: So Everyone Feels Welcome\*\*](#)

Brochure with low-cost and no-cost tips for accessible events that can be used to create an inclusive place of business where customers with disabilities feel welcome.

## [\*\*What Ontario's Accessibility Laws Mean to You: A Guide for People with Disabilities, Their Family, and Friends\*\*](#)

Introductory brochure on Ontario's accessibility laws and what people with disabilities can expect from organizations in Ontario, including businesses.

## [\*\*AODA Toolbox\*\*](#)

Online subscription to the ministry's monthly newsletter where you can read about accessibility news in Ontario, access helpful tools and resources, and learn about upcoming deadlines.

## Additional Resources

[Canadian Standards Association](#) has the CAN/CSA-B651 – Accessible design for the built environment standard which specifies technical requirements on how to make buildings and the exterior built environment accessible and safe for people with physical, sensory or cognitive disabilities to use.

[Facility Accessibility Design Standards \(FADS\)](#) is a technical design document used by City of London staff to enhance accessibility beyond the minimal requirements. FADS is used when planning and designing municipal facilities as an aid to remove and prevent barriers for people with disabilities.

[The 7 Principles of Universal Design](#): 7 principles compiled by advocates of universal design, funded through The National Institute on Disability and Rehabilitation Research U.S. Department of Education (The Centre for Universal Design, North Carolina University).

## Sources

1. 2016 Annual report – The Global Economics of Disability, The Return on Disability Group
2. Statistics Canada (2017), Canadian Survey on Disability
3. Statistics Canada (2017), Canadian Survey on Disability
4. Statistics Canada (2017), Canadian Survey on Disability
5. Statistics Canada (2017), Canadian Survey on Disability
6. Accenture (2018) Getting to Equal, The Disability Inclusion Advantage