

An abstract graphic composed of various geometric shapes (squares, triangles, circles) in shades of green, yellow, orange, and dark blue, arranged in a dynamic, overlapping pattern that tapers towards the right.

Digital Inclusion Standard

Supporting government agencies to design and deliver inclusive and accessible digital experiences

Version 1.0

Digital Transformation Agency



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Introducing the Digital Inclusion Standard

The **Digital Inclusion Standard** sets the requirements for inclusive and accessible digital government experiences..

The Data and Digital Government Strategy (the Strategy) sets a mission for the government to deliver for all people and businesses by embedding inclusion and accessibility at the heart of everything we do. The Digital Inclusion Standard advances this mission, providing agencies with practical advice and guidance on what digital inclusion means and how to apply it.



There are considerable benefits to a more inclusive Australia where everyone has the same opportunity to participate – both socially and economically.

the Strategy

The Digital Inclusion Standard incorporates a wealth of thinking and research traditionally residing in siloed user groups. It seeks to build upon and elevate best practices to a whole-of-government level to foster digital inclusion and accessibility for all people and business.

The **Digital Inclusion Standard** is part of a suite of standards and guidance that sits within the **Digital Experience Policy**. The **Digital Experience Policy** supports a whole-of-government focus on improving the experience for people and business interacting digitally with government information and services. The Digital Experience Policy includes a suite of standards and guidance that supports agencies to deliver cohesive and consistent digital experiences, including but not limited to the **Digital Service Standard**, the **Digital Performance Standard** and the **Digital Access Standard**.

The **Digital Inclusion Standard** builds upon the new Digital Service Standard Criteria 3 – Leave No One Behind, forming part of a set of standards and guidelines committed to improving digital experiences across government.

The scope of the **Digital Inclusion Standard** aligns to a Digital Experience (see definition).

The **Digital Inclusion Standard** does not attempt to address barriers related to:

- access or infrastructure
- affordability
- non-digital services.

These issues are the focus of a range of government digital inclusion programs and initiatives.¹

Services covered by the Digital Inclusion Standard

The **Digital Inclusion Standard** is mandatory and applies to digital services that are:

- owned by non-corporate Commonwealth entities
- informational or transactional
- new or existing public facing
- new staff facing.

This includes services provided through a website, mobile app or other digital platform.

The **Digital Inclusion Standard** will be introduced and enforced in 2 phases. Refer to the Transition approach section for details about the 2 phases.

¹ Digital Inclusion Paper (finance.gov.au)

Informational services

Informational services provide users with information, such as reports, fact sheets or videos. They may include:

- government agency websites
- smart answers and virtual assistants
- e-learning
- publications
- multimedia.

Transactional services

Transactional services lead to a change in government-held records, typically involving an exchange of information, money, licences or goods.

Examples of transactional services include:

- submitting a claim
- registering a business
- updating contact details
- lodging a tax return.

Staff-facing services

Staff-facing services provide information to government employees or support employee transactions. They may include:

- intranets
- learning management systems
- records management systems
- case/client management systems
- decision-making systems.

Digital experience

Digital experiences are the interactions and engagements a user has with a digital service, including its usability and design and the overall user satisfaction.

Digital inclusion

The premise of digital inclusion is that everyone should be able to make full use of digital technologies and the benefits they bring, while avoiding their potential negative consequences.²

Services not covered by the Digital Inclusion Standard

The **Digital Inclusion Standard** does not apply to:

- corporate Commonwealth entities
- state, territory or local government services
- personal ministerial websites that contain a minister's political activities or views on issues not related to their ministerial role.

Services not covered by the **Digital Inclusion Standard**, such as existing staff-facing services, may choose to apply the **Digital Inclusion Standard** to improve their digital services.

Some services may request an exemption from the Digital Inclusion Standard. See the Exemptions section below.

² [What is Digital Inclusion? | Be connected \(digitalinclusionindex.org.au\)](https://digitalinclusionindex.org.au)

Transition approach

The implementation of the **Digital Inclusion Standard** will be phased to give agencies time to plan and update their services.

- **Phase 1: 1 January 2025** – New services
- **Phase 2: 1 January 2026** – Existing public-facing services

The DTA will regularly review the Digital Inclusion Standard and make improvements as government service delivery and digital services mature. Improvements will be made in line with agency application and feedback.

▶ Phase 1

New services

From 1 January 2025, services that meet the following criteria will be required to meet the **Digital Inclusion Standard**:

- public or staff-facing
- owned by non-corporate Commonwealth entities
- **new** (including redesigned) informational and transactional services.

▶ Phase 2

Existing public-facing services

From 1 January 2026, services that meet the following criteria will be required to meet the **Digital Inclusion Standard**:

- public-facing
- owned by non-corporate Commonwealth entities
- all **existing** informational and transactional services.

Note: existing staff-facing services are excluded

Meeting Digital Inclusion Standard criteria

The **Digital Inclusion Standard** is made up of 5 criteria to help government agencies design and deliver inclusive and accessible services for all people and business.

To successfully apply the **Digital Inclusion Standard**, agencies must meet all the criteria.

Agencies are strongly encouraged to consider how the criteria applies across the whole service lifecycle.

It is recommended that agencies also consider the non-digital experience of users to make sure services are inclusive and accessible for all.

Alignment with the Investment Oversight Framework

Agencies are expected to consider how their proposal aligns to the Digital Inclusion Standard throughout all Digital and ICT Investment Oversight Framework (IOF) states.

During the design phase, agencies should consider how to apply the Digital Inclusion Standard during the Strategic Planning and Prioritisation states to align with the strategic outcomes of Government.

From 1 January 2025, proposals for new digital services will be assessed through the IOF, at the following states:

- **Contestability state:** The **Digital Inclusion Standard** will be assessed as part of the existing ICT Investment Approval Process. Agencies must demonstrate to the DTA how they have, or will, apply the **Digital Inclusion Standard** and provide evidence to support it through the Digital Capability Assessment Process (DCAP). Guidance of what evidence is required will be provided as part of the DCAP Agency Guide.
- **Assurance state:** The **Digital Inclusion Standard** will be assessed through the Assurance Framework. Agencies will be required to demonstrate to the DTA how they applied the **Digital Inclusion Standard** and provide supporting evidence.

For new services, agencies should consider obligations under the Digital Inclusion Standard throughout the Sourcing and Operations states.

For existing services from 1 January 2026, services will be assessed at relevant points throughout the Operations state of the IOF, for example through the Approved Programs Collection (also known as Wave).

Additional information on how the DTA will assess compliance with the Digital Inclusion Standard is provided in the Compliance and Reporting Framework. This framework will continue to be evaluated and is expected to mature over time.

Exemptions

The DTA acknowledge that some agencies may be unable to meet one or more of the criteria set out by the Digital Inclusion Standard due to a range of circumstances. These circumstances may include, but are not limited to:

- legacy technology barriers that cannot be reasonably overcome
- substantial financial burden caused by changing a service to meet criteria.

Exemptions may be granted for one or more of the criteria set out by the Digital Inclusion Standard. This will be assessed on a case-by-case basis. Exemptions must be applied for through the DTA.

Further information can be found in the Digital Experience Policy Exemption Guide.

Note: Even if your service or website is not covered by the Digital Inclusion Standard, or you receive an exemption, you may still have related obligations under relevant Australian legislation, for example accessibility requirements under the *Disability Discrimination Act 1992*.

Measuring success of the Digital Inclusion Standard

We will measure success by reporting on agencies' compliance with the Digital Inclusion Standard.

The DTA will provide oversight of adherence to the Digital Inclusion Standard by collecting self-assessed and quantitative data from agencies. The Digital Inclusion Standard will be implemented in line with existing processes, such as the IOF and Wave, where appropriate, to reduce administrative and compliance burden on agencies.

Agencies are required to report on their compliance with the Digital Inclusion Standard to the DTA within specified timeframes and maintain continuous improvement against performance measures.

1. **For new services** this will apply from 1 January 2025 through existing processes, as highlighted in the [Alignment with the IOF](#) section above.
2. **For existing public-facing services** this will apply from 1 January 2026, through existing mechanisms such as Wave, where appropriate.

The DTA will engage with stakeholders on compliance implications and develop a reporting framework prior to reporting requirements coming into place.

The Digital Inclusion Standard Criteria

The **Digital Inclusion Standard** consists of the following 5 criteria.

Each criterion is accompanied by:

- an explanation of its purpose
- your responsibilities in meeting it
- when to apply it
- suggested activities to apply it
- further resources and guidance.

1	Embrace diversity	Design for diverse needs from the outset, exercising co-design and applying cohort specific considerations.	page 9
2	Motivate digital use	Understand the motivations of your audience, communicate the benefits of adopting a digital channel and ensure that said channel is easy to use.	page 13
3	Protect users	Establish and maintain a safe digital environment that counters scams and misinformation, and provides transparency and a feedback mechanism.	page 16
4	Make it accessible	Comply with all current legislation and standards relating to accessibility, and ensure from the outset that your service is accessible.	page 18
5	Provide flexibility and choice	Create seamless experiences between service delivery channels, and provide flexibility and choice for how users engage with digital services.	page 21

Criterion 1

Embrace diversity

Inclusive design embraces broad diversity to meet the varied needs and perspectives of a wide range of user groups.

Your responsibilities

To successfully meet this criterion, agencies need to:

- consider diverse user needs from the outset
- co-design the digital service and its accompanying artifacts
- apply cohort-specific digital inclusion requirements (outlined below).

When to apply

Apply Criterion 1 during Discovery to make sure diverse user groups are considered from the start.

Revisit this criterion across the Service Design and Delivery Process to cater for new users and evolving user needs.

How to apply

Questions for consideration

- Who will use this service?
- How might we address the unique needs and preferences of individuals?
- How will we make sure the service is inclusive and useable for everyone?
- Have we conducted thorough user research to understand diverse user needs?
- How might we demonstrate learnings from research and inform decisions?

Consider diverse user needs from the outset

Listen to and understand diverse user needs: Consider diverse user needs from the outset. This will make sure services cater to the greatest range of users possible. Consider the different identities, characteristics and perspectives of users to make sure the digital service is welcoming and inclusive for all.

Conduct usability testing with diverse user groups: Do usability testing with individuals from diverse backgrounds, including those with different abilities, ages and cultural contexts. Adopt inclusive prototyping techniques to simulate the experiences of users with different abilities and identify potential challenges. Recognise that various aspects of a person's identity, such as race, gender and age, all work together to shape their digital experience.

Co-design the digital service and its accompanying artifacts

Co-design with users: Involve users throughout the Service Design and Delivery Process to make sure their perspectives, needs and feedback are incorporated into the final service. Encourage shared ownership by co-designing accompanying artifacts, such as tutorials and guides, using language that is meaningful to all.

Consider cohort-specific digital inclusion requirements (outlined below)

Tailor the digital service to meet the specific needs of user groups and promote inclusion to make sure support is provided at the appropriate level. Consider how to apply the following cohort specific requirements when designing and delivering digital services.

People with disability

Use person-first language: Use respectful language in the design and delivery of your digital service. Say 'people with a disability', not 'disabled person'.

Support independence: Support users to complete their service by providing clear explanations and instructions up front. Advise the user on the documentation they will require at the start of the transaction, so they do not have to get all the way through to understand the requirements.

Avoid story repetition: Where appropriate, seek consent to share data about user accessibility needs with other channels and services. This avoids them needing to repeat their personal information.

Blind or low vision

Consider alternative login approaches: Support your users to access alternative login approaches, such as voice identification, instead of the more traditional password entry methods.

Tag and code headlines: Make the information architecture as simple as possible so information is easy to read and navigate by screen-readers. Tag and code headline types appropriately to support those with vision impairment.

Make it audible: Offer information in audio formats to support easy access to information. Consider if you can provide audio instructions for how to complete the service to support users to complete their interactions digitally end-to-end.

Deaf or hard of hearing

Use interpretation technologies: Where available, consider how you can take advantage of best practice and leading technologies for Auslan interpretation (i.e. PiP solutions).

First Nations Australians

Respect family structures: Be aware of and respect family structures and the dynamic and complex nature of Aboriginal kinship relations. Collaborate and co-design with Elders and other First Nations Australians throughout the Service Design and Delivery Process.

Recognise that some information may not exist: Understand that some documents do not exist, due to historical factors, remoteness or lack of available services. Where no legislative barriers exist, consider what alternative documents can be used to support the completion of a service.

Use visual communication tools: Use visual communication to supplement wordy paragraphs and visual cues. Visual communication should be meaningful from a First Nations perspective.

Respect privacy: Only request information that is legislatively required and avoid unnecessary additions. Acknowledge that trust may be lacking and be transparent about what the information will be used for and who can access it.

Use culturally safe language: Consider how chatbots and staffed chat functions can use culturally appropriate language. For example, “Are you living with extended mob?”

Persons impacted by family and domestic violence

Provide visibility of who has access: Consider providing users with a clear and easily accessible list of who can access the service and who will be notified of any changes for example, a change of address. Give users the choice of when and how they receive government communications and make it easy to change, in the event they need to do it quickly.

Make it easy to remove multiple users: Support survivor-victims to remove multiple users from accessing a shared government service or account. Consider privacy enhancing ways for users to do, so it does not unnecessarily trigger or notify other users.

Support 'quick exit': Consider the use of 'quick exit' buttons within your digital service to help re-direct users to other digital pages if they are in an unsafe environment.

Clearly communicate tasks and actions: Use simple steps and actions to clearly communicate what is required and limit the impacts on survivor-victims. Consider the use of checklists and easy-to-follow formats to avoid decision fatigue and to support the survivor-victims to complete the service.

Neurodiversity

Keep interfaces and interaction patterns predictable: Be clear on the expectations and next steps by letting users know exactly what will be required of them ahead of time. Consider using consistent designs and patterns to support a seamless transition within the service.

Make users feel welcome and accepted: Cater to different learning styles and preferences by offering supplementary options to text, such as audio and visual formats and through pictures or images. Allow users to customise their interface by changing colour schemes and making other types of personalisation.

Simplify the language and service: Simplify language to make it easy to understand and follow without being condescending or minimising the user. Break up tasks into manageable sections and allow forms to be saved so users can return to them later.

Communicate status: Support users to track the status of their digital services and interactions by communicating status information. Proactively remind users to finish tasks using alerts and notifications, if paused part-way through.

Culturally and linguistically diverse communities

Use visual communication tools: Provide visual ways of communicating as a supplement to wordy paragraphs and visual cues that can be easily interpreted. Create repeatable steps and actions to support users to complete tasks. Consider the use of video conference and other software to help users understand the context through body language.

Offer language options: Identify the most common languages used across your service and offer in language options on the front page of websites so it can be easily changed. Consider how you can offer your guidance materials and tools in other languages to support the user to complete the service.

People with low digital ability

Clearly communicate tasks and actions: Use simple steps and actions to clearly communicate what is required. Consider using checklists and easy to follow formats to avoid decision fatigue and to support the user to complete the service.

Support users to move between service channels: Where appropriate, consider how you can support your users to move through your service channels using easy to gather information. For example you may offer downloadable content that they can print out and take into a shopfront to complete the service.

Apply search engine optimisation: Consider how you can effectively apply search engine optimisation to support users to find information and services easily.

Guidance and resources

- ▶ [First Nations Digital Inclusion Plan 2023-26 \(niaa.gov.au\)](https://www.niaa.gov.au)
- ▶ [Disability Strategy | Department of Social Services, Australian Government \(dss.gov.au\)](https://www.dss.gov.au)
- ▶ [What do we mean by diversity and inclusion? | vic.gov.au \(www.vic.gov.au\)](https://www.vic.gov.au)
- ▶ [Co-design | vic.gov.au \(www.vic.gov.au\)](https://www.vic.gov.au)
- ▶ [Research with diverse user groups to improve a product or service | vic.gov.au \(www.vic.gov.au\)](https://www.vic.gov.au)
- ▶ [Inclusive design | Digital.NSW](https://www.digital.nsw.gov.au)
- ▶ [Good Practice Guidelines for Engaging with People with Disability | Disability Gateway](https://www.disabilitygateway.gov.au)

Criterion 2

Motivate digital use

Motivation acts as a driving force for users to overcome digital barriers, such as a lack of skills and confidence. When users engage digitally, make sure their experience is as easy and enjoyable as possible to keep them engaged.

Your responsibilities

To successfully meet this criterion, agencies need to:

- communicate the benefits of adopting a digital channel
- understand the motivations of your audience
- make the digital service easy to use.

When to apply

Apply Criterion 2 throughout Discovery as you gather research and insights on your target audience. Revisit this Criterion:

- once you go Live and assess uptake of your service.
- across the Service Design and Delivery Process to remain relevant as users wants and needs evolve.

How to apply

Questions for consideration

- What needs or goals motivate users to engage digitally?
- Have we gathered feedback or analytics to understand user needs?
- How might we customise the user experience to resonate with diverse user needs?
- Have we addressed digital barriers causing users to seek alternate service delivery channels?
- Have you considered how others have overcome similar issues across government?

Communicate the benefits of adopting a digital channel

Demonstrate why going digital is worthwhile: Provide clear and comprehensive information about the purpose and benefits of digital services. Where possible, highlight time savings, convenience and emphasise how these enhance the overall user experience.

Use inclusive language and imagery: Use inclusive language and imagery, avoiding stereotypes and biases when communicating with your audience. Consider diverse cultural perspectives and make sure content is simple, respectful, and welcoming for all.

Understand the motivations of your audience

Understand motivational drivers: Use research and insights to understand the motivations of users, and encourage them to remain engaged. This will help you understand if a service is too complicated or lacks support. To determine the current baseline of engagement, assess what proportion of your target audience engages online and work towards practices that encourage greater inclusion.

Make the digital service easy to use

Demonstrate ease of use: Consider demonstrating the service to new users. If possible, allow them to interact with the service and experience it firsthand. Prioritise interfaces that prioritise content that's easy to find and make interactions as straightforward as possible.

Provide supporting guides and materials: Craft user guides with step-by-step instructions and include visual aids to support deeper levels of understanding. Provide a tiered structure in your support documentation, such as basic content for beginners and advanced topics for more experienced users. Determine where a self-service approach, such as online forums, can help users through their challenges.

Address barriers and concerns: Address challenges and make sure services are accessible so they allow for independence, empowerment and dignified access. Remove barriers that may force users to look to others for help. This is particularly important for services that detail financial or health-related information that users may prefer to keep private.

Provide gradual transition options: Encourage users to take their first digital step by lowering the barriers to getting started. For instance, promote awareness of the service through a variety of channels and offer hybrid service options, where available, that allow users to start a process offline and complete it online, easing them into the digital option.

Ask for information only once: Review internal and external data collection methods, and where possible, support users to provide information only once. Minimising duplication helps reduce frustrations for users.

Guidance and resources

- ▶ [Motivational barriers of non-users of the internet - Good Things Foundation](#)
- ▶ [Digital New Zealanders: The Pulse of our Nation \(mbie.govt.nz\)](#)
- ▶ [Inclusive language by design - Home Office Digital, Data and Technology \(blog.gov.uk\)](#)
- ▶ [Attitudes and motivations | eSafety Commissioner](#)

Criterion 3

Protect users

Create an environment where users feel safe to foster trust and participation for a more inclusive digital community.

Your responsibilities

To successfully meet this criterion, agencies need to:

- establish and maintain a safe digital environment for users
- counter scams and misinformation
- provide transparency and feedback loops.

When to apply

Apply Criterion 3 throughout Live as you to build and maintain a safe user environment.

Revisit this criterion across the Service Design and Delivery Process to ensure Safety by Design principles are incorporated where appropriate.

How to apply

Questions for consideration

- How can we establish confidence and trust among users?
- Are we clear about potential risks to users and proactive in mitigating these risks?
- How can we monitor and respond to safety-related incidents quickly?
- Have we incorporated safeguards that allow services to be used in public spaces, such as libraries and service centres?

Establish and maintain a safe digital environment for users

Create psychological safety: Hate speech and online abuse impacts the participation and inclusion of all those targeted by it. Establish clear community guidelines on acceptable behaviour and proactively moderate digital content. Where appropriate, leverage technology to identifying instances of malicious behaviour and align to best practices outlined by the [eSafety Commission](#).

Counter scams and misinformation

Mitigate risk: Many digital users have encountered scams, fraud and loss of personal information. These experiences impact attitudes towards digital use. Help to 'Build [Trust in Design](#)' by supporting the work of the [National Anti-Scams Centre](#) and mitigate misinformation by supporting the work of the [Australian Communications and Media Authority](#).

Provide transparency and feedback loops

Communicate safeguards: Communicate the safety measures that are in place to safeguard users against potential threats. Set up clear communication channels to report safety concerns and commit to resolving issues promptly.

Guidance and resources

- ▶ [Understanding digital exclusion \(digitalinclusionindex.org.au\)](https://digitalinclusionindex.org.au)
- ▶ [Digital New Zealanders: The Pulse of our Nation \(mbie.govt.nz\)](https://mbie.govt.nz)
- ▶ [Online hate and discrimination | LGBTQI+ | eSafety Commissioner](#)
- ▶ [Digital Service Standard v2.0 guides and tools](#)

Criterion 4

Make it accessible

Accessible digital design makes sure all individuals engage with digital services and content.

Your responsibilities

To successfully meet this criterion, agencies need to:

- make your digital service accessible
- comply with legislation and standards, including the:
 - *Disability Discrimination Act 1992*
 - latest version of the Web Content Accessibility Guidelines (WCAG)
 - Australian Government Style Manual.

When to apply

Apply Criterion 4 across the Service Design and Delivery Process to ensure accessibility is considered at all stages. For example, prior to procurement and as the service evolves.

How to apply

Questions for consideration

- Is the digital service designed to accommodate various assistive technologies?
- Have we provided alternate formats and multiple pathways for information?
- Are we regularly testing and refining digital interfaces to address any emerging accessibility challenges?
- Have new procurements and contract renewals considered accessibility and inclusivity?
- Are we promoting the importance of accessibility in our community?

Make your digital service accessible

Make content accessible: Simplify language, provide consistent navigation, and minimise distractions on interfaces to help users access content. Use proper heading structures, descriptive links, and alternative text for images to enhance the user experience. Offer multilingual support to cater to a diverse range of users and make sure translations are accurate and maintain the same level of accessibility.

Leverage technology: Leverage Australian Government technology options and anticipate how emerging technologies, such as artificial intelligence impact accessibility. Use automated accessibility testing where appropriate, in addition to testing services with real people. These tools can help identify common issues and streamline the testing process.

Keep technology compatible: While services may be inclusive, they can remain inaccessible if they do not work with the tools users rely on. To mitigate this, keep your technology compatible with assistive technologies such as keyboard inputs, voice commands and screen readers. Update software, plugins and third-party tools as your service evolves. As new features are deployed, provide users with time to learn not only the new features of the service, but also how to use them with assistive technologies.

Ensure accessibility in procurement: When procuring services, determine if the proposed solution can be used by everybody. Include accessibility requirements in your procurement processes so vendors adhere to accessibility standards when developing components for your digital services. Where appropriate, refer to established standards.

Train your team: Make sure teams are well-versed in accessibility principles that empower them to incorporate best practices throughout the service lifecycle. Engage with accessibility experts during the design and development process and use their insights to overcome potential accessibility challenges.

Regularly update documentation: Keep accessibility documentation current. This includes guidelines, standards and resources. Provide accessible support resources such as tutorials and contact information that will empower users to find the help they need, when they need it.

Comply with legislation and standards

Understand applicable legislation as well as best practice: Apply the legislation or policies relevant to your service including the [Disability Discrimination Act 1992](#), the latest version of the [Web Content Accessibility Guidelines \(WCAG\)](#) and the government's [Australian Government Style Manual](#).

Guidance and resources

- ▶ [Disability Discrimination Act 1992](#)
- ▶ [Web Content Accessibility Guidelines \(WCAG\)](#)
- ▶ [Australian Government Style Manual](#)
- ▶ [First Nations digital inclusion plan](#)
- ▶ [Accessibility Toolkit – Vision Australia](#)
- ▶ [Dos and don'ts on designing for accessibility – Accessibility in government \(blog.gov.uk\)](#)
- ▶ [Four Principles of Web Content Accessibility Guidelines \(apsacademy.gov.au\)](#)
- ▶ [Online Accessibility Toolkit | Online Accessibility Toolkit](#)
- ▶ [Accessibility and Inclusivity Toolkit – NSW Government](#)
- ▶ [Buying accessible digital products and services everyone can use | info.buy.nsw](#)
- ▶ [AS EN 301 549:2020 - Standards Australia](#)
- ▶ [Accessibility and Inclusive Design | Australian Public Service Academy \(apsacademy.gov.au\)](#)
- ▶ [Accessible procurement – save money and lower the barriers to government services | NZ Digital government](#)
- ▶ [\[Draft\] Easy Checks – A First Review of Web Accessibility | Web Accessibility Initiative \(WAI\) | W3C](#)
- ▶ [Hemingway Editor \(hemingwayapp.com\)](#)

Criterion 5

Provide flexibility and choice

Enhance digital experiences by providing flexibility and choice so users can tailor interactions to their individual preferences and needs.

Your responsibilities

To successfully meet this criterion, you need to:

- provide flexibility and choice, where available, for how users engage with your digital service
- create seamless experiences across service delivery channels.

When to apply

Apply Criterion 5 in Alpha and Beta as you integrate service features.

Apply Criterion 5 across the Service Design and Delivery Process to ensure seamless experiences are upheld across service delivery channels.

How to apply

Questions for consideration

- How can we integrate the digital services with non-digital pathways?
- How can we create a seamless experience before, during and after the user interactions?
- For those who need it then, what alternative channels exist for users to interact with your service?

Provide flexibility and choice for how users engage with your digital service

Incorporate responsive design: Make sure your service has a responsive design that allows for compatibility across various devices and screen sizes, accommodating users who access services through different platforms.

Incorporate adaptable user interfaces: Design services that can be customised and adapted to allow personalised experiences. This may include flexible layouts, themes that support enhanced day and night vision and tailoring the user interface to meet device-specific considerations. Include preferences for written, audio and visual information and other settings that enhance user comfort and accessibility.

Be considerate of time: Implement save and resume functionality that allows users to complete tasks immediately, or later. This is beneficial for processes that may require multiple steps to complete or information gathering. Disperse information gradually to prevent overwhelm. Be mindful to provide enough time to complete tasks and avoid time constraints that may pose challenges to individuals with cognitive or motor disabilities.

Create seamless experiences across service delivery channels

Support users to move between service channels with ease: Consider the support users need for a complete service experience and maintain non-digital channels for those who need it. Map user experiences to identify pain points and opportunities and ensure a consistent look and feel across all channels, including websites, mobile apps and in-person interactions.

Enable real-time data synchronisation: Where possible, use real-time data synchronising across all service channels. This prevents inconsistencies and lets users to access to the most up-to-date information regardless of where or how they interact with the service.

Guidance and resources

- ▶ Services Australia CX Standard