



Digital Inclusion Standard

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

Version 1.0



1

Embrace diversity

Design for diverse needs from the outset, exercising co-design, and applying cohort specific considerations.

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.

3

Protect users

Establish and maintain a safe digital environment that counters scams and misinformation, and provides transparency, and a feedback mechanism.

4

Make it accessible

Comply with all current legislation and standards relating to accessibility, and ensure from the outset that your service is accessible.

5

Provide flexibility and choice

Create seamless experiences between service delivery channels, and provide flexibility and choice for how users engage with digital services.