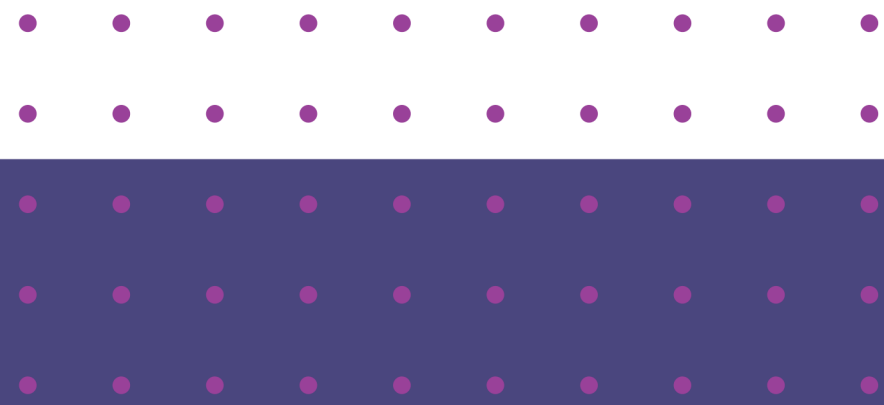


Yarra Ranges Council acknowledges the Wurundjeri and other Kulin Nations as the Traditional Owners and Custodians of these lands.

We pay our respects to all Elders, past, present, and emerging, who have been, and always will be, integral to the story of our region.

We proudly share custodianship to care for Country together.





# 10 tips for accessible content

*Yarra Ranges Council – Communications and Engagement team*

# Hello!

**Welcome**

# Accessibility is about inclusion

People can experience ongoing, temporary or situational barriers to access information they need.

It's critical we design accessible and inclusive content.



# Accessibility is about inclusion

Inclusive content recognises:

- our diversity
- the diversity of technology Australians use to engage with us.

Inclusive content accommodates:

- cultural and linguistic diversity among users
- diversity of abilities among users
- how users interact with technology in different contexts.

# WCAG 2.2 Standards

The Web Content Accessibility Guidelines set the standard for which we are obligated to meet.

The guidelines centre on four key principles:

- Content is perceivable
- Content is operable
- Content is understandable
- Content is robust

**01.**

**Give your content a  
unique title**

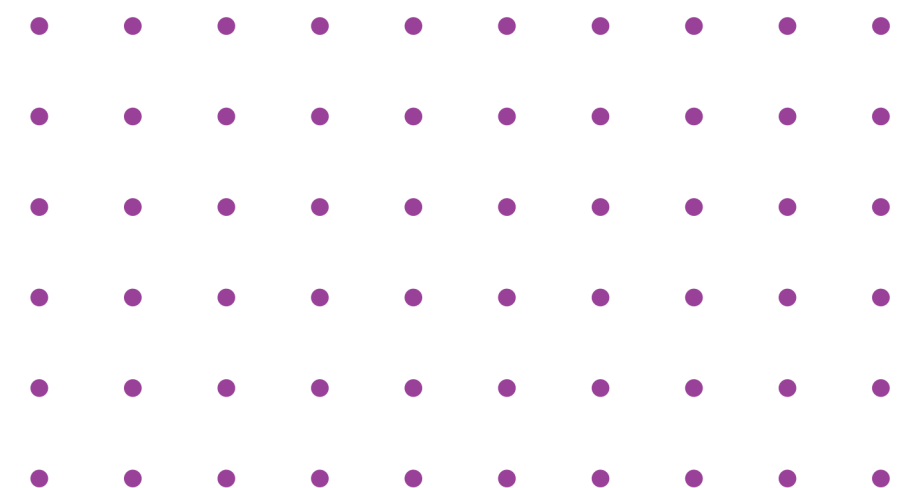


Use a strong, unique and meaningful titles that will clearly describe the purpose your content.

This will not only assist screen readers, but also search engines.

e.g. 'Maternal and Child Health Locations' not just Locations

**Principle: content is operable**



**02.**

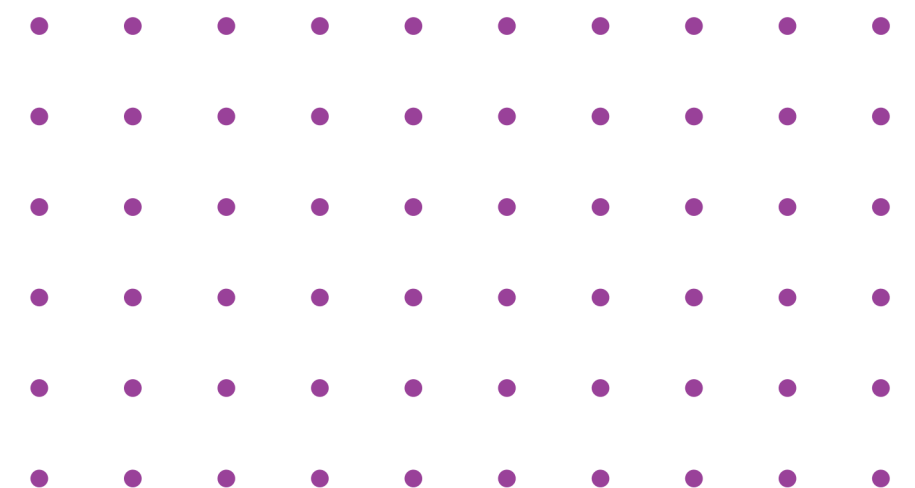
**Use headings to organise  
content**



Make use of the formatting tools in your content editor to ensure it is structured correctly.

- Use predefined styles and headings e.g. Heading 1, Heading 2, Body text etc

**Principle: content is operable**



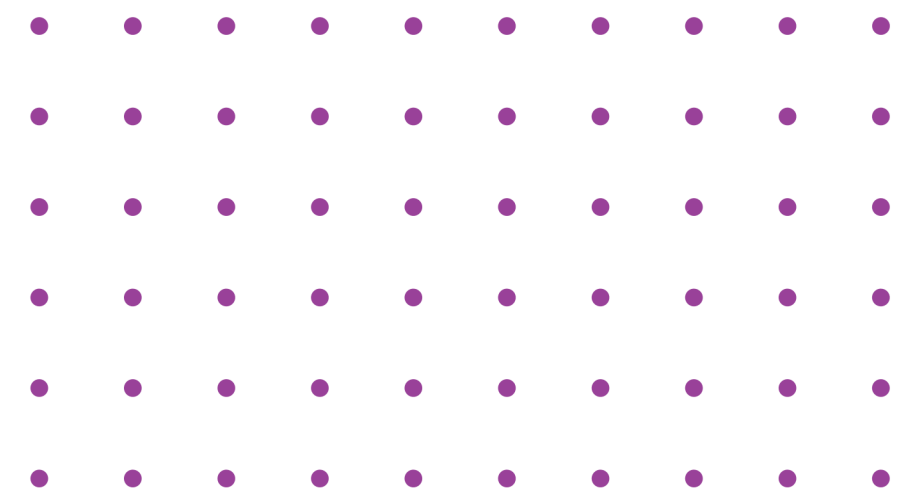
**03.**

**Use plain English**



- Keep your language simple, at a Year 7 level
- Use simple words e.g. start not commence
- If acronyms, jargon or technical language is required, provide plain English alternatives or a glossary
- Use active not passive voice e.g. 'Council made the road' not 'The road was made by Council'

**Principle: content is understandable**





## Hemingway *Editor*

### Readability

**Grade 11**

OK. Aim for 9.

Words: **51**

Show More ▾

1. Aid Agency works to bring immediate assistance to people whose lives have been devastated by natural disasters and conflict. Through our work we provide emergency relief in the initial stages of the disaster, and we also provide continued support to affected communities as they rebuild and rehabilitate towards a sustainable future.\

0 adverbs. Well done.

1 use of passive voice, meeting the goal of 1 or fewer.

1 phrase has a simpler alternative.

0 of 4 sentences are hard to read.

2 of 4 sentences are very hard to read.

Aid Agency helps people after natural disasters and conflict

We can:

- Help soon after the disaster
- Continue support as they rebuild and rehabilitate

## Readability

**Grade 6**

Good

Words: **23**

Show More ▾

0 adverbs. Well done.

0 uses of passive voice. Nice work.

0 phrases have simpler alternatives.

0 of 5 sentences are hard to read.

0 of 5 sentences are very hard to read.

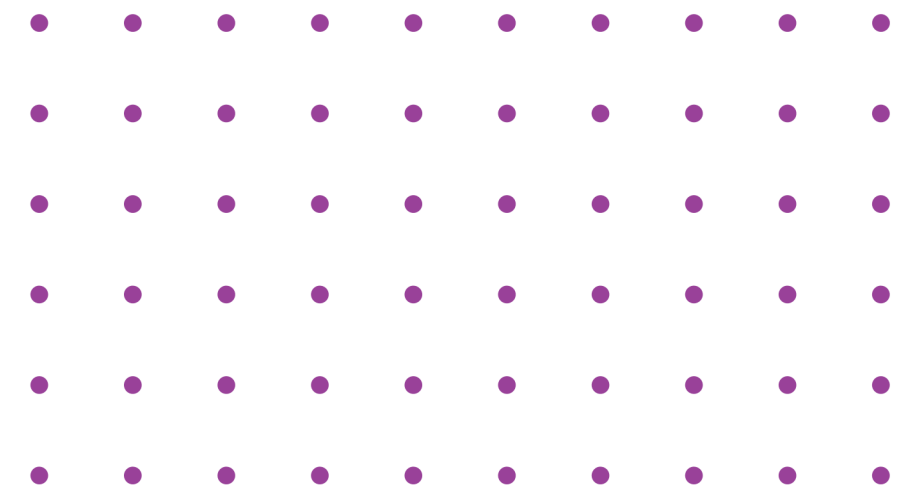
04.

**Make your text easy to  
read**



- choose left aligned text to improve readability
- chunk content into short paragraphs - keep it to one sentence
- use ordered lists and headings to break up text
- choose sans serif and non cursive fonts (one exception!).

**Principle: content is understandable**  
**content is robust**



05.

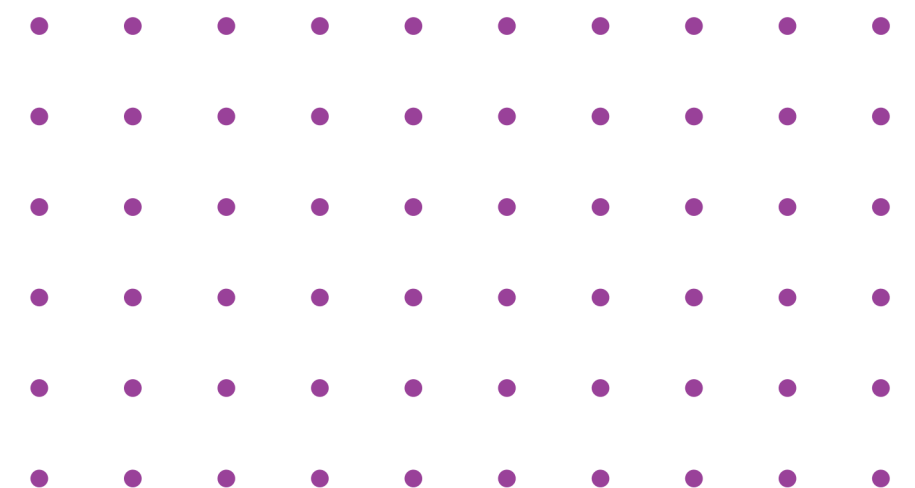
**Make links descriptive**



Avoid using catchalls like ‘Click here’, ‘More info’ and ‘here’. Give your link a meaningful description to assist scan reading and screen readers.

e.g. [Find your waste collection day](#)

**Principle: content is operable**



06.

**Use meaningful alt-text  
on images**

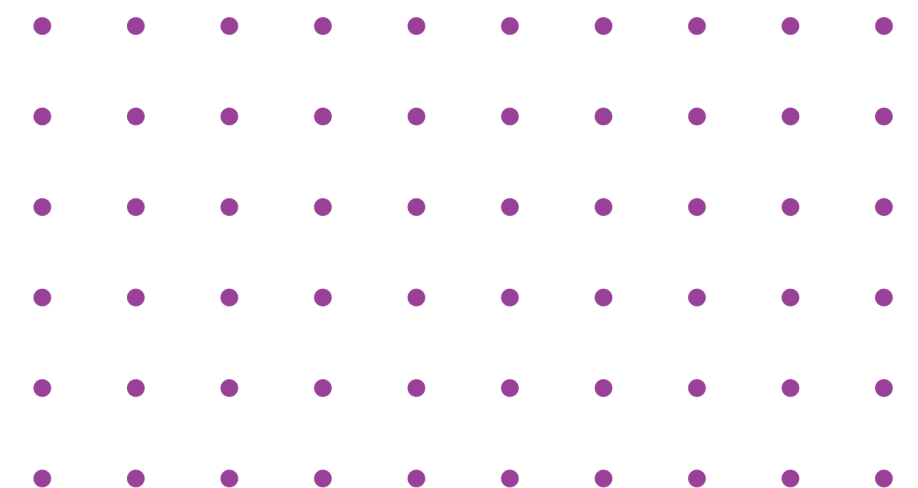


Use a description that would help a visually impaired person understand what is being shown on the screen/page.

e.g 'young child wearing a blue tshirt, sunglasses and a hat, eating ice cream in the park on a sunny day.'



- **Context is perceivable**
- **Content is understandable**
- **Content is robust**





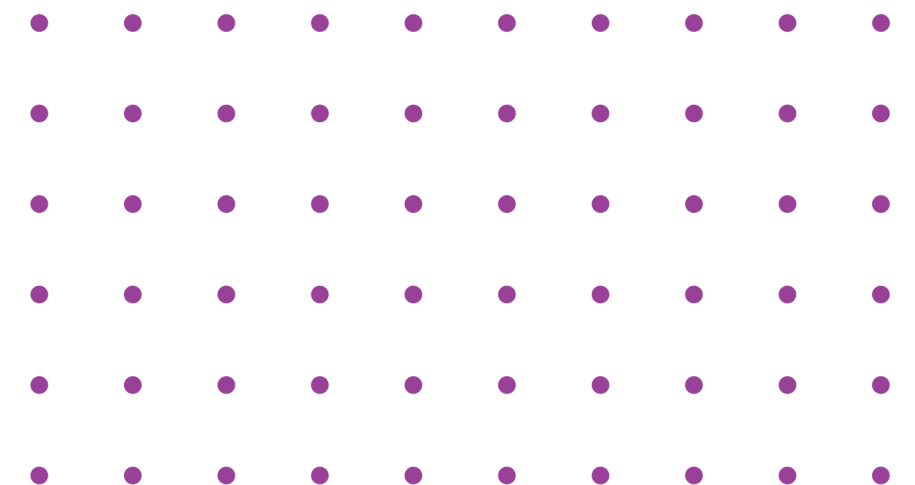
07.

**Provide text alternatives for  
audio and video**



Add synchronised captions to your video and provide a full transcript for both audio and video.

**Principles: Context is perceivable**  
**Content is understandable**  
**Content is robust**



08.

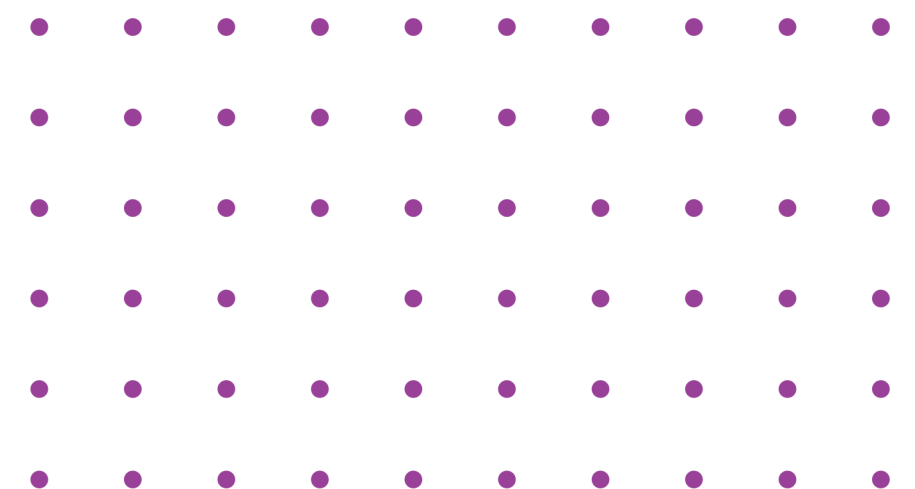
**Use tables appropriately**



When presenting tabular information, use an actual table, not an image.

Use table formatting tools to ensure column and row headings are marked.

**Principles: Context is perceivable**  
**Content is understandable**  
**Content is robust**



09.

**Pay attention to colour  
contrast**



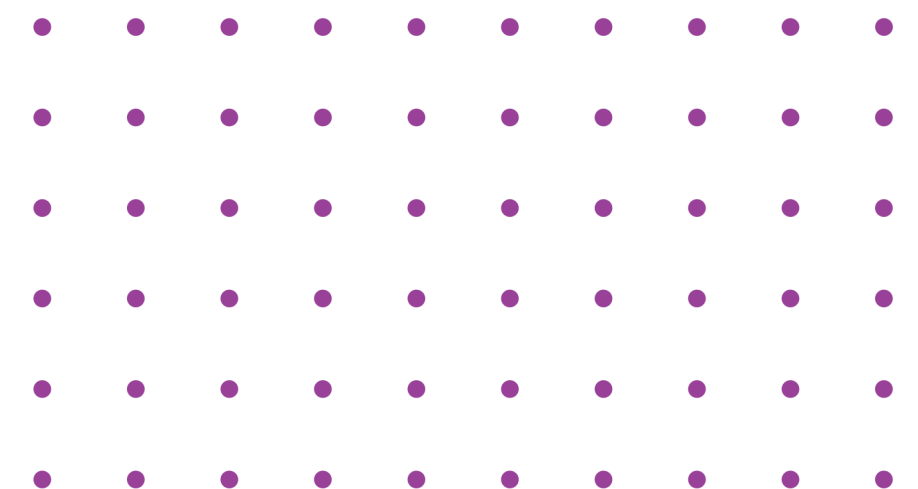
Consider the colour contrast when creating content, documents and graphics.

Refer to our brand guidelines and if in doubt use an online colour contrast tool to check

**Principles: Context is perceivable**  
**Content is understandable**  
**Content is robust**

White text on this green background is difficult to read

The stronger contrast makes it much easier to read



10.

**Images of text are bad**

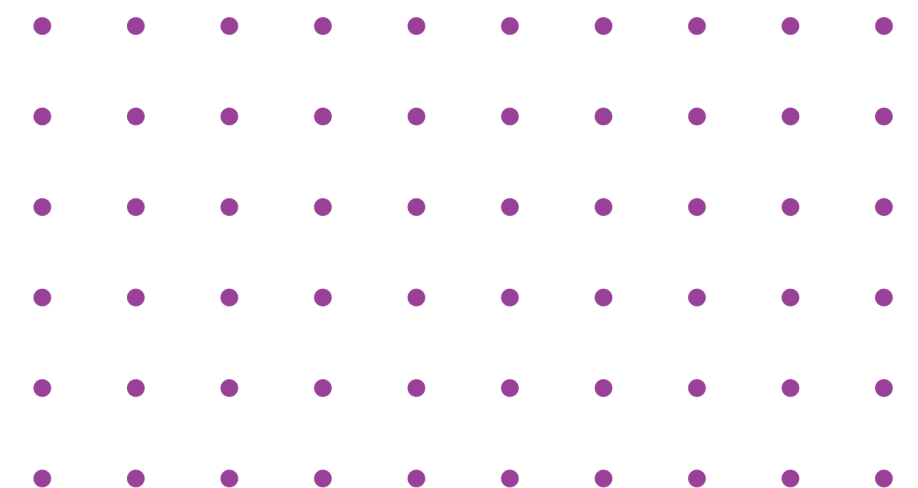


Avoid using images of text except for purely decorative purposes.

Instead, use real text or ensure there is a text alternative (like an alt tag) available.



**Principle: content is perceivable**  
**content is understandable**  
**content is robust**



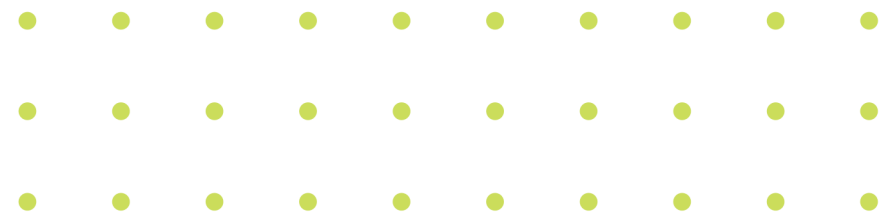


# Tools and resources to help

- Yarra Ranges User Experience Framework
- Australian Government Style Guide
- Online colour contrast checker
- Hemmingway web content editor
- Accessibility pane in MS Word

## User tools on our website

- UserWay
- Translation tools



**Thank you!**

