
Team members & customers

Our accessibility action plan

coles | Good things are happening



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Working together

At Coles we are constantly looking at ways we can do a little better every day to improve how we serve our customers, continue to build the best team in Australia and become a world class retailer.

We understand that disability touches all aspects of our business – our team members, customers, suppliers, and the communities in which we operate.

The Coles Accessibility Action Plan demonstrates our continued commitment to challenge and improve accessibility for all Australians with disability, along with their carers.

Our focus is simple; to continue to work towards a sustainable future while supporting Aussie farmers, food producers and the local community, all supported by a diverse and inclusive team. It's important that we continue to make a difference to our customers, communities and our teams wherever possible.

I fully support the relaunch of our Plan, and look forward to reporting on our progress as we continue to make a positive contribution to Australians and our communities.



John Durkan
Managing Director
Coles Group

Working together

Coles has undertaken significant work, including direct feedback from people with disability, to identify opportunities for improving the accessibility of its products, services and facilities.

We welcome this approach and the actions that Coles is taking. We have seen great leadership, energy and drive within the Coles business to make positive change to include people with disability in all areas of its businesses.

The Australian Network on Disability seeks to promote the equitable inclusion of people with disability in all aspects of business. We welcome Coles' continued commitment to people with disability as team members, customers and within the broader community.

As a significant employer of people with disability, it is pleasing to see that Coles is increasing strategies to attract, recruit and retain skilled and talented people with disability. Businesses that have the vision to welcome people with disability in their day-to-day operations have a powerful impact on the whole of society. In Australia this will help to create a level playing field for people with disability and boost the competitiveness of our economy.

The Australian Network on Disability looks forward to supporting Coles and other leading Australian organisations with a passion to create a more equitable and inclusive Australia.



Suzanne Colbert,
AM Chief Executive
Australian Network
on Disability



What is disability?

A disability is any condition that restricts a person's mental, sensory or mobility functions. It may be caused by an accident, trauma, genetics or disease. It may be permanent or temporary, total or partial, lifelong or acquired, visible or invisible. (Australian Network on Disability).

This can include a wide range of aspects such as:

- Physical
- Intellectual and learning difficulties
- Mental illness
- Sensory such as hearing and sight impairment
- Physical disfigurement and Chronic pain or discomfort causing restriction
- No two people with the same disability experience their disability in the same way.

Did you know?

- At age 45, 1 in 5 people will have developed disability
- By age 60, 2 in 5 people will have developed disability

Although the likelihood of living with disability increases with age, anyone can be living with a disability.

In 2012, there were 2.1 million (14.4%) Australians aged 15-64 years, of 'prime working age', with disability." (Source: ABS 4433.0.55.006 Disability and Labour Force Participation, 2012) (<http://www.abs.gov.au/ausstats/abs@.nsf/mf/4433.0.55.006>).

However, where someone with a disability has a job it is in much the same type of role as someone with no disability.

1 in 5 
Australians have a **disability**
(4 million Aussies)

Source: <https://www.and.org.au/pages/disability-statistics.html>

2.1 million
of working age
Australians
have disability
(15-64 years)

Source: <https://www.and.org.au/pages/disability-statistics.html>

Accessibility at Coles

We continually strive to improve the accessibility of our stores, sites and workplaces for people with disability, whilst supporting our customers and the community with some long standing and leading initiatives.

Coles has an established Accessibility Working Group with Peter Sheean, General Manager Hotels, as our Chair. The Accessibility Working Group is accountable for the implementation and monitoring of the Coles Accessibility commitments and will meet on a quarterly basis to review progress.

A formal, annual review will be conducted, with key findings presented to the Coles Leadership Team. As part of the review process, various disability stakeholder groups will be engaged to provide comment and feedback.



Our plan

Coles engaged a number of internal and external stakeholders in the development and review of our Accessibility Action Plan to ensure a best practice approach. Coles would like to acknowledge the continued support and contribution made by the Australian Network on Disability.

The actions within our Plan are a consolidation of the successful initiatives already established at Coles and include identified opportunities over the next two years.

Our actions, accompanied by timings, will be implemented over the next two years in a commercially and financially sound manner.

Our Plan enables us to better connect with the community by:

- providing accessible products, services and facilities both physically and digitally,
- creating opportunities for greater participation for people with disability and their carers, and
- enhance our attraction, recruitment and retention of people with disability by improving access to employment and ongoing development opportunities within an inclusive work environment.

Our Plan focuses attention in three key areas: **Community and Engagement, Great place to work, and Products and Services**. For every action we have assigned timeframes to gauge our progress and achievements. Some actions will be reviewed on an ongoing basis, whilst others by Year 1 (2018) or by Year 2 (2019). Our plan has been prepared for lodgement with the Australian Human Rights Commission (AHRC).

Three way focus

1. Community & engagement

Continue building inclusive communities; creating opportunities for greater workforce participation whilst maintaining ongoing support through community partnerships.

Item	What we commit to do	By when
1.1	Participation in forums with other organisations, sharing experiences and promoting ongoing progress in removing employment barriers for people with disability	Ongoing
1.2	Expand our offering of Quiet Hour to additional stores nationally	Ongoing
1.3	Engage key disability stakeholder groups in line with our annual Accessibility Action Plan review	Ongoing
1.4	Explore options to expand our work experience/ internship program to build skills and employability of people with disability	Year 2
1.5	Include accessibility considerations in our sponsorships, events and training planning	Year 1

2. Great place to work

Continue building an inclusive and supportive culture; improving access and development opportunities for team members with disability, whilst enhancing our team members' level of disability awareness.

Item	What we commit to do	By when
2.1	Capture engagement results annually of team members with disability to understand what we do well and identify further opportunities	Year 2
2.2	Build disability awareness by promoting success stories, key events and initiatives	Ongoing

2.3	Review and enhance our recruitment processes to promote Coles as an accessible employer for people with disability	Ongoing
2.4	Enhance our internal communications and team member awareness of information on accessibility support and services; whilst ensuring available in accessible formats	Year 1
2.5	Review our reasonable adjustments process incorporating opportunities for improvement	Year 1
2.6	Implement disability awareness training for our team members	Year 1

3. Products and services

Continue to consider customer needs by improving accessibility of products, services and facilities.

Item	What we commit to do	By when
3.1	Review our Tell Coles customer feedback surveys to ensure accessibility issues are reviewed by the Coles Accessibility Working Group.	Ongoing
3.2	Make our digital experiences accessible by considering the WCAG 2.0 recommendations and engaging independent expert testers and users with disability	Ongoing
3.3	Explore ways to further improve the accessibility of our marketing material for customers with disability	Ongoing
3.4	Comply with minimum Building Code accessibility standards, and exceed where possible, whilst reviewing and enhancing internal accessibility guidelines that are to be implemented for all new and refurbished stores	Ongoing
3.5	Provide increased support to include disability enterprises or suppliers who sponsor or support disability	Ongoing

Community & engagement

Australian Network on Disability

In 2013 Coles became a gold member of the Australian Network on Disability (AND) a not-for-profit organisation resourced to support its members to advance the inclusion of people with disability in all aspects of business.

This relationship has enabled us to share and learn from experiences across the member network and contribute to events and forums. The team at AND have also played an important role in developing and reviewing our Action Plan.

Customer contact

To make sure all our customers have an opportunity to share their feedback, there are many ways customers can get in touch with us. This includes calling our Customer Care Team who are National Relay Service friendly, completing our online form, email, writing to us and via social media. Facebook and Twitter has enabled us to respond quickly to concerns and questions raised by our customers anywhere in Australia.

These social platforms provide our customers with a very transparent channel for feedback and engagement with our business and we respond directly to questions raised.



Guide Dogs Australia

Since 1982, Coles has supported the Guide Dogs Australia Collection Dog Program. The iconic Collection Dogs raise money to give people who are blind and vision impaired the skills and confidence to move around their local communities safely and independently.

Coles and our customers have raised over \$7 million since 1982 for Guide Dogs Australia. You will find collection dogs in many Coles supermarkets and Liquorland stores throughout Australia.

With the number of Australians needing Guide Dog Australia's services set to significantly increase by the year 2020, each act of kindness matters, big or small. So when you are next in a Coles store be sure to drop a coin or two in the collection dogs.

Great place to work

mycoles.com.au

mycoles is our team member engagement platform providing up-to-date and reliable information on various topics, benefits and Coles news. The mysupport area contains useful information including topics like Flexibility, Carers, Ageing, Disability and Social and Emotional Wellbeing. The mynews area provides a direct way to raise awareness and share the latest Coles news, celebrations and important information. mycoles is available to all of our team members nationally.

Inclusion at Coles

At Coles, we strive to create an inclusive environment where our team members can come to work, be offered the same opportunities, perform at their best, be happy, healthy and safe and go home feeling accepted for who they are.

"Working for an organisation that makes people feel like they can be the best and genuine version of themselves is really important and is one of main reasons why I applied for Coles" **Sarah**

Physical, social and emotional wellbeing

If one of our team is looking for a support service for themselves, for a family or a friend they can find information on what assistance is available long with useful reference material. A great example of this is our Mind Your Health resources.



Products & services

Flexibility at Coles

Being a workplace that supports diversity and inclusion comes hand in hand with providing flexibility; a truly inclusive workplace will strive to support the needs of people from all backgrounds, and at all stages of their life journey.

Flexible working can also benefit people with disability in a number of ways; enable travel outside of busier times on the road or public transport, make medical appointments easier to schedule, and adjust their working patterns to allow them to be more productive.

Carers, aging and disability

There are times when our team may need some practical advice and information. This area provides links to organisations where they are able to receive this assistance.

Recognition of key events

Each year, Coles recognises and celebrates International Day of People with Disability. Through various activities, we hope to support and educate our team members on disability as well as encourage our teams to share stories and recognise this day with their teams and wider communities.

Access and Inclusion Index

In December 2017, Coles completed AND's **Access an Inclusion Index** which measures an organisation's maturity on the journey towards disability confidence. The findings from this will help inform our strategy moving forward.

National Relay Service

By becoming National Relay Service (NRS) friendly we provide even better service and support to a wide range of people in the community. The NRS is a free phone service that assists people who are deaf or have a hearing or speech impairment to make phone calls which they could otherwise not make. Partnering with the NRS makes it even easier for our customers to get in touch.

Improving our technology

Coles is committed to ensuring that our digital products and services can be easily used by all of our customers, including those with disabilities. To that end, we have established accessibility standards by referencing technical criteria for digital accessibility, and we regularly review our digital sites to improve access for people with disability.

"The reason I'm passionate about digital accessibility is because of the freedom that it gives our customers to choose which channel they interact with Coles." **Laila**

Store layout and design

As Coles open new stores, disability needs and access requirements is an integral part of planning to ensure the needs of our customers and team members are met.



Hear from some of our team members on why they are excited about our Accessibility Action Plan

Improving the shopping experience

Trolleys designed to support our customers

Coles now has two trolley designs in their fleet to better support our customers with their shopping experience. One which specifically supports customers in a wheelchair, and the other uniquely designed trolley to support families with children who have disabilities.

The wheelchair trolley simply clicks onto the front of a wheelchair and is at the right height for the customer. They have been specially designed for a customer who uses a wheelchair to assist them to be able to complete their shop independently.

Our additional needs trolley has been specifically engineered to provide secure seating for children with disabilities. They allow children to share in the shopping experience without their parents or carers having to juggle both a wheelchair and trolley around the stores.

New initiatives

At Coles, we are always looking at ways we can meet the differing needs of our customers by creating a shopping environment in which our customers and team members feel comfortable. In line with this, we partnered with Autism Spectrum Australia (Aspect) to trial a low sensory shopping experience called Quiet Hour in two of our Victorian stores. The feedback from our customers and team members regarding Quiet Hour was extremely positive and we are excited to now offer Quiet Hour in over 65 stores nationally!



"I am passionate about what we do within the Accessibility program here at Coles because we have the ability to make sure that those with some level of disability have as much of an equal opportunity as anyone else to find employment at Coles"

Genevieve

"I am really encouraged by the commitment we have at Coles in driving greater inclusiveness for team members and customers living with disabilities. Our focus continues to be making it seamless for people to work, shop and engage with Coles both 'on-line' and in our stores. I am particularly hopeful we will make significant progress of recruitment for people with disabilities during the next stage of our Accessibility Action Plan."

Pete

"I am absolutely passionate about accessibility because I believe a company of our scale, size and breadth has a duty to make our stores as welcoming as possible to everyone in the community. Whether online, in store, at the register or searching for a product we have to think accessible."

Amber

"Here within the Store Support Centre (SSC) we have a great opportunity to create an open, engaging and welcoming environment for all. So, over the past year Coles Liquor has been working with AND (Australian Network on Disability) to place two interns into our business. These team members have immersed themselves seamlessly into a variety of BAU (Business As Usual) and project work. I encourage everyone in the SSC to find opportunities for people with accessibility challenges, so that Coles is an employer of choice for all Australians."

Grant

A message from our sponsor

At Coles, we strive to foster a safe and supportive environment for all team members and customers, regardless of age, race, accessibility needs, gender identity, sexual orientation, ethnicity or background. Having a team with diverse backgrounds, genders and accessibility needs is so important to ensure we are representing the communities in which we operate.

Since launching our first Accessibility Action Plan 2015-2017, we have made some real progress in this space such as:

- Additional needs trolleys are now available in all Coles Supermarkets
- Modification of car parks in our new stores to ensure better access for people with disability
- Participation in AND's Stepping Into Program providing internship opportunities for university students with disability
- Recognition of International Day of People with Disability to raise awareness and educate our team members on disability
- Continued partnership with Guide Dogs Australia with team members and customers raising nearly \$7 million to date
- Dedicated team focused on digital accessibility and user experience

I am pleased to support the relaunch our Coles Accessibility Action Plan 2018-2020, highlighting our continued commitment to improve the accessibility of our stores, sites and workplaces for team members and customers with disability.



Roger Sniezek
**Digital and Financial Services
Director Accessibility Director
Sponsor**

Sharing your feedback

We'd love to hear from you. So if you have any questions or feedback relating to our Accessibility Action Plan 2018 -2020 which can assist us to better connect with our teams, customers and the community please contact us:

Email us: diversity@coles.com.au

Phone us: Feedback – Coles Customer Care **1800 061 562**

If you are deaf, or have a hearing or speech impairment:

1. Contact us through the National Relay Service
<http://relayservice.gov.au/support/training/nrs-call-numbers/>
2. Provide the NRS with the Coles Customer Care number 1800 061 562

For more information, visit <http://relayservice.gov.au/>

Access our online form: www.coles.com.au and complete the form at the end of the Contact Us page.

Write to us: Customer Contact Centre
PO Box 480
Glen Iris VIC 3146
Australia
Fax: (03) 9829 3818

Alternative access formats

Our Accessibility Action Plan 2018- 2020 is available on our Coles website at www.coles.com.au.

Our Plan is also available in alternative formats and can be provided by making contact with us.

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