



Online Accessibility and Inclusion Toolkit

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Why This Toolkit Matters

Every day, millions of people are locked out of digital spaces - unable to shop, apply for jobs, or access vital services - simply because websites aren't built with them in mind. Despite living in a digital-first world, accessibility barriers still prevent 1 in 6 people from using the internet effectively.

This isn't just an inclusion issue - it's a business problem. The online spending power of people with access needs in Australia is \$54 million. Meanwhile, 97.8% of website homepages contain errors like missing alt text and poor colour contrast, creating unnecessary frustration for users.



Yet, accessibility isn't just about disability. It benefits:



Older users who struggle with small text and complex navigation.



People with temporary impairments, like a broken arm or eye strain.



Non-native speakers who rely on translation or reading support tools.

By removing digital barriers, businesses can enhance customer experience, increase engagement, and future-proof their digital presence. This toolkit will guide you through the essential steps to create an inclusive online experience, because accessibility isn't an add-on, it's a necessity. The question isn't whether you should act, but whether you can afford not to.

A Global View of Access Needs

Digital accessibility is a universal issue, with millions of people around the world facing barriers to access online content every day. Whether due to neurodivergence, disability, or situational challenges, access needs vary widely across populations. Understanding the scale of this issue is crucial for businesses aiming to create inclusive digital experiences.

1,300,000

Estimated number of people live with some form of disability ([WHO](#)).

15-24%

Of the global population identifies as neurodivergent ([Forbes](#)).

2,200,000+

People have a visual impairment ([WHO](#)).

The Business Case for Inclusion

Inclusion isn't just a moral obligation - it's a competitive advantage. Businesses that prioritise accessibility and diversity don't just foster better workplaces; they unlock new revenue streams, enhance customer loyalty, and attract top talent.



Revenue and Market Growth

19%

More revenue made by companies with diverse management teams ([BCG](#)).

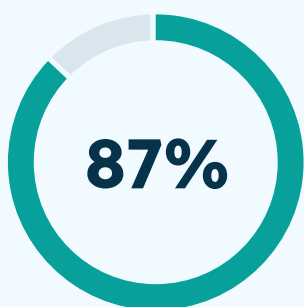
70%

More likely to capture new markets by diverse companies ([Harvard Business Review](#)).

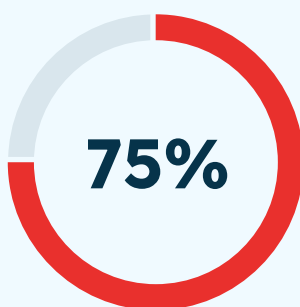
\$45 million

is the online spending power of people with access needs in Australia ([Inclusion Solutions](#)).

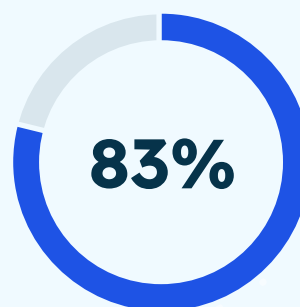
Competitive Advantage and Brand Reputation



Of the time diverse teams make better decisions than non-diverse teams ([Forbes](#)).



Consumers report that a brand's DE&I reputation influences their purchase decisions ([Brand Inclusion Index](#)).



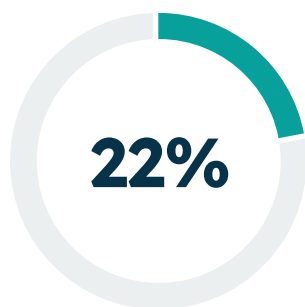
Of users with access needs limit their shopping to websites they know are barrier-free ([The Click-Away Pound](#)).

“1 in 7 of us in the UK is understood to be neurodivergent and we believe it is higher in the food and beverage industry. A neurodiverse workforce is crucial, and brings so many additional skills such as problem solving and creativity, the list is endless!”

**Charlie Cruickshanks,
Talent Acquisition Partner,
KFC**

KFC

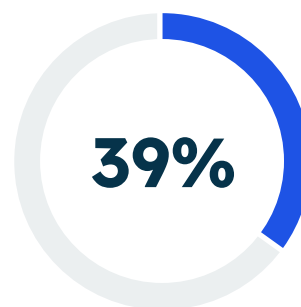
Workforce and Recruitment Benefits



Lower turnover rate for companies with diverse workforces ([Forbes](#)).



Of candidates that inclusion is important when choosing an employer ([Deloitte](#)).



Of employees would consider leaving their organisation for one that is more inclusive ([Deloitte](#)).

Meet Legal Requirements



Disability Discrimination Act 1992 (DDA) is a federal, Australian accessibility law that makes it illegal to discriminate against individuals with disabilities in areas such as employment, education, and the provision of goods and services. The law applies to all individuals and organisations, including websites and online services.



Protect your organisation from legal action, financial penalties, lost contracts, and reputational harm.

Non-compliance with accessibility regulations can lead to significant legal risks. Businesses that fail to meet accessibility standards may face lawsuits, complaints, and financial penalties.



The Australian Human Rights Commission Act 1986 (AHRC Act) is responsible for promoting and protecting human rights in Australia, including the rights of individuals with disabilities. The AHRC has the power to investigate complaints about discrimination and to take action to resolve these issues.

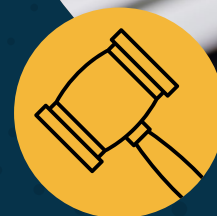
There are key laws businesses need to follow when it comes to website accessibility. We breakdown the key website accessibility laws businesses need to be aware of in the next chapter.

Guidelines and Legislation

The Web Content Accessibility Guidelines (WCAG)

WCAG is the international standard for digital accessibility, developed by the World Wide Web Consortium (W3C). These guidelines help businesses create digital experiences that are inclusive and barrier-free for people with disabilities.

Most accessibility laws worldwide require compliance with WCAG 2.1 Level AA as a minimum standard.



WCAG Compliance Levels

WCAG defines three levels of compliance, allowing organisations to work towards accessibility at a pace that aligns with their resources and goals.

Level A Basic Accessibility

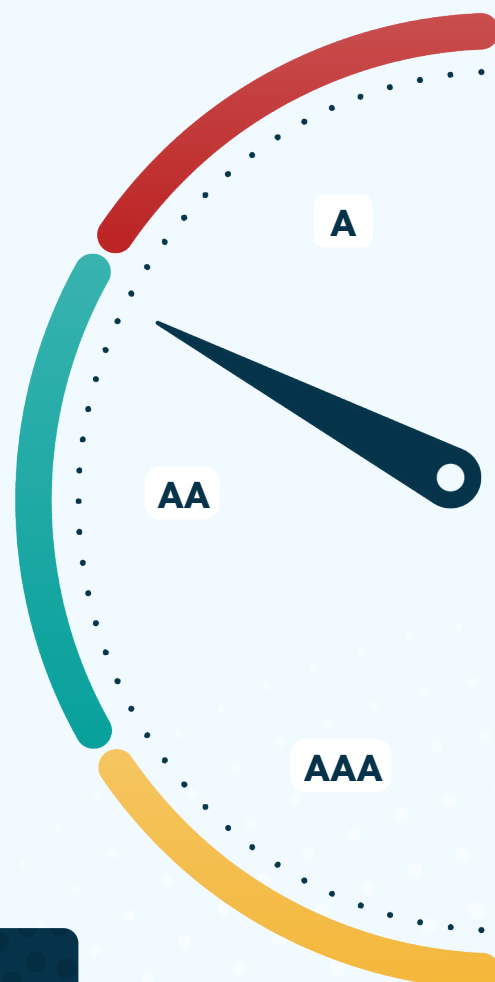
The minimum level of accessibility. Addresses critical issues like missing alt text or non-keyboard accessible elements.

Level AA Legal Standard in Most Countries

The standard required by most accessibility laws. Covers colour contrast, resizable text, error identification, and keyboard accessibility.

Level AAA Highest Standard, Not Always Practical

The most comprehensive level of accessibility. Includes sign language interpretation for multimedia and extended audio descriptions. Often not legally required, but ideal for organisations aiming for full accessibility.



Want to explore the guidelines in more detail? Check out our blog:

[Understanding the Web Content Accessibility Guidelines](#)

The European Accessibility Act

The [European Accessibility Act \(EAA\)](#) is a pivotal piece of new legislation designed to make products and services more accessible to people with disabilities. It comes into force on **June 28, 2025**.

The act mandates accessibility standards for a wide range of sectors, from e-commerce websites to transport services, ensuring equal access for everyone. To comply with the legislation websites, mobile apps, and other digital services must meet WCAG 2.1 AA standards.



Who needs to comply?

There are three main criteria to identify which businesses need to be EAA-compliant:



Organisations within the EU or those trading into the EU.



Private sector organisations with over 10 employees or an annual revenue above 2 million euros.

If you think the European Accessibility Act doesn't apply to you as you are not a business in Europe, think again! Any company selling digital products into the EU must comply, no matter where they're based. Non-compliance may result in fines and legal action.

Helpful Resources

Free EAA Audit of your Website

Download a free accessibility check of your homepage. This report will highlight any EAA non-compliance and how to fix it.

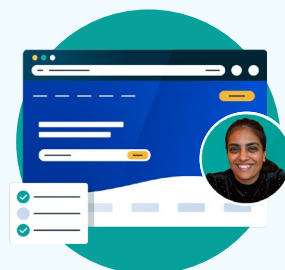
[Download Free Audit](#)



European Accessibility Act Training

Develop your knowledge of the European Accessibility Act, with actionable strategies to make your website EAA compliant.

[Download Free Course](#)



European Accessibility Checklist

Start ticking off European Accessibility Act requirements and ensure your organisation is compliant to avoid the risks.

[Download Free Checklist](#)



The Foundations of an Accessible Website: 8 Key Elements

Here we outline eight key steps to help you create a more accessible and welcoming experience for all users. Let's get started!



1

Colour Contrast

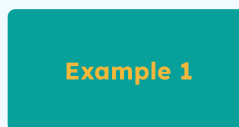
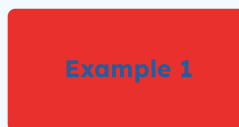
Why it matters:

Poor contrast makes text difficult to read, especially for people with visual impairments, colour blindness, or reading difficulties like dyslexia.

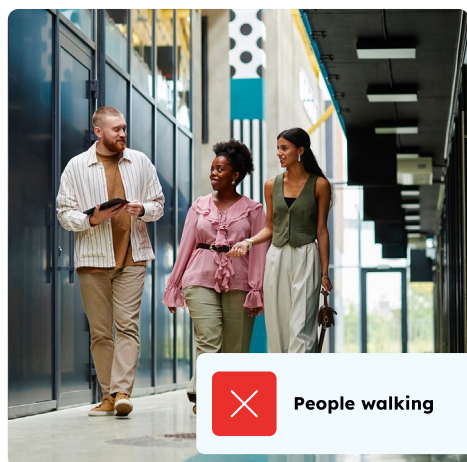
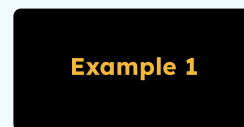
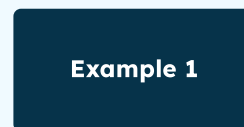
Best practices:

- Ensure a minimum contrast ratio of 4.5:1 for normal text and 3:1 for large text (WCAG 2.1 guidelines).
- Avoid using colour alone to convey meaning (e.g., error messages should include both colour and text labels).
- Use tools like the [Recite Me's Colour Contrast Checker](#) to evaluate the contrast between foreground and background colours on your webpage.

Incorrect



Correct



People walking



3 colleagues talking to each other, while walking down an office corridor

Alternative Text (Alt Text) for Images

Why it matters:

Screen readers rely on alt text to describe images for visually impaired users. Missing or vague descriptions create barriers.

Best practices:

- Provide concise, meaningful descriptions of images.
- Avoid phrases like "image of" - screen readers already indicate it's an image.
- If an image is decorative (not essential to understanding content), use empty alt text (alt="") to prevent distraction.

2

3

Headings & Structure

Why it matters:

Headings help users, including those with screen readers, navigate content efficiently. Poor structure makes websites confusing.

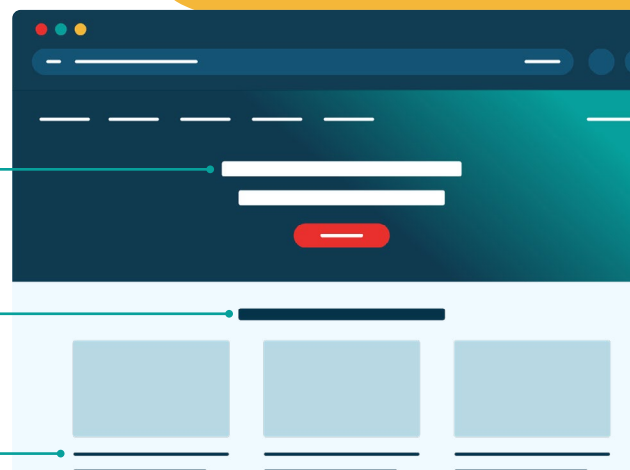
Best practices:

- Use H1 for main titles, H2 for sections, H3 for sub-sections, etc. Avoid skipping levels.
- Ensure page content follows a logical reading order.

Heading 1

Heading 2

Heading 3



Keyboard Navigation

Why it matters:

Many users rely on keyboards instead of a mouse, particularly those with motor disabilities. If a website can't be navigated using only a keyboard, it creates a significant barrier.

Best practices:

- Ensure all interactive elements (menus, buttons, forms) are keyboard-accessible.
- Provide a visible focus indicator (e.g., a highlighted box around links and buttons).
- Avoid trapping users in modal windows - always allow the Esc key to close pop-ups.
- Test It: Unplug your mouse and try navigating your site using only Tab and Enter.

4

5

Forms & Interactive Elements

Why it matters:

Forms are critical for user engagement (e.g., sign-ups, contact pages). If they're not accessible, users with disabilities may struggle to complete them.

Best practices:

- Use clear, descriptive labels instead of placeholder text alone.
- Ensure error messages explain what went wrong and how to fix it.
- Example: Instead of just "Invalid input", write: "Error: Please enter a valid email address (e.g., name@example.com)."
- Allow ample clickable areas on checkboxes and buttons for easy selection.

First Name

Eg. John

Last Name

Eg. Smith

Email

Please enter a valid email address: Eg. name@example.com

☒

I agree to the terms and conditions

Send Request

Video & Multimedia Accessibility

Why it matters:

Videos and other multimedia content need to be accessible to people who are deaf, hard of hearing, blind, or have cognitive disabilities.

Best practices:

- Provide closed captions for all videos.
- Include audio descriptions for key visual content.
- Offer transcripts for podcasts and videos to provide a text alternative.



Readable & Simple Language

Why it matters:

Using complex language can create barriers for individuals with cognitive disabilities, neurodivergent people, and non-native speakers. In fact, [the average reading age of adults in Australia is between 11 and 12 years old](#). By using clear, simple language, you ensure that everyone can understand and engage with your message.

Best practices:

- Use plain language and avoid jargon.
- Write in short, clear sentences (aim for a reading level of age 12 or below).
- Break up long paragraphs with bullet points and subheadings.

✗ Complex

Ascertain
Commence
Facilitate
Proficiency
Absent
Category

✓ Simplified

Learn
Start
Help
Skill
Away
Group



Mobile Accessibility

Why it matters:

More users access websites via mobile devices, so accessibility must extend beyond desktop design.

Best practices:

- Ensure text is resizable without breaking layout.
- Use large, touch-friendly buttons for easier interaction.
- Avoid hover-only interactions - use tap-friendly elements instead.



How to Get Started with Digital Inclusion

Many businesses want to improve accessibility but struggle with where to begin. Here are four key steps to set a strong foundation.



1. Assess Your Current Accessibility Status

Before making improvements, you need to understand where you stand. Conduct an initial accessibility audit using:

Automated tools to identify common technical barriers. [Check the accessibility of your homepage](#) for free using Recite Me's Website Accessibility Checker. ☐

Manual testing (e.g., keyboard-only navigation, screen reader testing) to uncover usability challenges. ☐

User feedback from disabled individuals or employees to gain real-world insights. ☐

3. Start with Quick Wins

Some accessibility improvements are simple and can be implemented right away, such as:

Adding Alt text to images. ☐

Ensuring clear colour contrast for readability. ☐

Providing closed captions for video content. ☐

Allowing keyboard navigation across all interactive elements. ☐

2. Develop an Accessibility Strategy

Treat accessibility as an ongoing commitment, not a one-time fix. A strategy should include:

Clear objectives (e.g., making your website WCAG 2.1 AA compliant within six months). ☐

Roles & responsibilities (Who owns accessibility? How will it be monitored?). ☐

Budget considerations for tools, training, and potential website updates. ☐

4. Commit to Continuous Improvement

Accessibility isn't a 'set and forget' task - it requires ongoing monitoring, testing, and training. Consider:

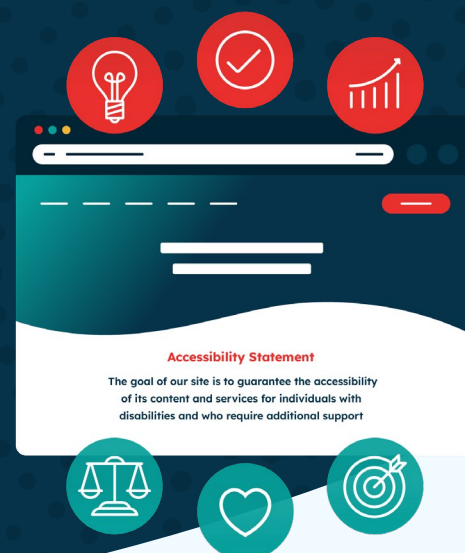
Performing regular accessibility audits and updates. ☐

Staff training on inclusive design and content creation. ☐

Creating a feedback loop where users can report barriers and potential website updates. ☐

How to Write an Accessibility Statement for Your Website

A web accessibility statement declares the levels of accessibility a website aims to achieve. It signals to website visitors that your business is dedicated to providing equal access to information for everyone. People will appreciate the open acknowledgement that accessibility is a crucial motivation for the company.



What to Include in an Accessibility Statement?

Writing an accessibility statement doesn't have to be complicated. You can update it at any time to reflect changes and improvements. We recommend that you state clearly:



Any additional accessibility tools that are available



The level of accessibility that is currently available



Any limitations or areas that are inaccessible



Contact information for reporting accessibility difficulties



Future accessibility goals and developments



Where to place the Accessibility Statement

Many companies hide their accessibility statements away in a difficult-to-find location on their website, but this is not recommended. Visibility is vital, so your accessibility statement should be included on the footer of every page alongside the links to your privacy policy, security policy, terms of service etc. This way it is easily accessible.

Need some help getting started? You can use:
[Recite Me's free accessibility statement generator](#)

Designing for Inclusive Experiences

Neurodiversity Best Practices

Neurodivergent individuals - including those with dyslexia, autism, ADHD, and other cognitive differences - interact with digital content in unique ways. Designing with neurodiversity in mind ensures that websites, applications, and digital content are accessible, reducing barriers and improving usability for everyone.



Clarity & Simplicity

Use plain language and break up complex information into short, digestible sections. ☐

Avoid unnecessary jargon and provide clear explanations for technical terms. ☐

Use bullet points and headings to make content easy to scan. ☐

Predictability & Consistency

Ensure navigation is logical and consistent across pages. ☐

Avoid unexpected pop-ups or sudden layout changes that can cause confusion or sensory overload. ☐

Maintain a clear page structure with familiar patterns to reduce cognitive load. ☐

Flexible Interaction

Allow users to customise their experience (e.g., adjusting font size, colour contrast, and spacing). ☐

Provide keyboard-friendly navigation for those who prefer not to use a mouse. ☐

Avoid autoplaying videos or animations that can be distracting. ☐

Inclusive Imagery

Visual content plays a significant role in shaping perceptions. Using diverse and representative imagery ensures that everyone sees themselves reflected in your brand.

Best practices for inclusive imagery:

- Represent diverse identities and experiences, including different ethnicities, genders, ages, and disabilities.
- Show people with disabilities in a positive and empowered way rather than reinforcing stereotypes. (e.g., portray disabled people in professional settings, social situations, and leadership roles - not just in medical or caregiving contexts.)
- Avoid tokenism - representation should feel natural and authentic, not forced or performative.



If you're in need of inclusive photography, below is a curated list of sites that specialise in stock photos and illustrations featuring people from underrepresented groups:

[View Inclusive Photography Collection](#)

Choosing Inclusive and Respectful Terminology

The words we use shape perceptions. Inclusive language avoids reinforcing stereotypes, respects individual identities, and ensures that all audiences feel valued.

Use person-first language unless an individual or community prefers otherwise, for example **a person with a disability rather than **a disabled person**.**

However, some groups, such as the Deaf and autistic communities, may prefer identity-first language such as **an autistic person.**

Avoid stereotypes or language that implies pity, for example **suffers from or **wheelchair-bound**. Instead, use neutral terms like **uses a wheelchair**.**

- Use clear and respectful terminology when discussing disability and accessibility, staying up to date with evolving preferences.
- **Tip:** If unsure, refer to guidance from disability organisations or follow the preferences of the individuals you're addressing.

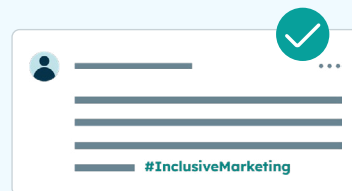
Accessible Social Media

Visual content plays a significant role in shaping perceptions. Using diverse and representative imagery ensures that everyone sees themselves reflected in your brand.



Best practices for accessible social media

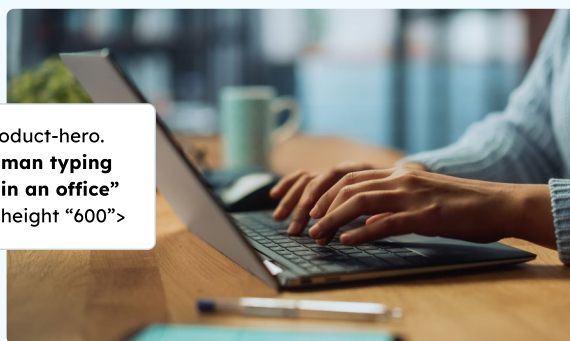
Use CamelCase for hashtags. For Example **#InclusiveMarketing** instead of **#inclusivemarketing**, so screen readers pronounce each word correctly.



Provide alt text for images to describe key content for users with visual impairments.

```

```



Avoid excessive emojis - screen readers read them aloud, which can make posts hard to understand.

A post with emoji that reads:

We've just launched the Recite Me Toolbar! 🚀🌐💡 Try it out today and make your website more inclusive! 🙌👤🗑️

What a screen reader might announce:

We've just launched the Recite Me Toolbar! Rocket Globe with meridians Light bulb Try it out today and make your website more inclusive! Raising hands Person with white cane Laptop

Use clear, descriptive link text rather For example: **"Read our accessibility guide"** instead of **"Click here"**



Test It

Use a screen reader to check how your social media posts sound without visuals.

Accessible Fonts

To choose an accessible font, you first need to recognise what makes one readable. Some fonts may look stylish but lack features that support users with disabilities.

Look for fonts with:



Clear letter shapes – similar characters like ‘I’, ‘l’, and ‘1’ should be easy to tell apart.



Consistent weight – even stroke thickness reduces eye strain.



Generous spacing – helps prevent visual clutter.



Open apertures – letters like ‘e’ and ‘o’ should have clear, open shapes.



Simple, sans-serif design – decorative features can reduce readability.



Balanced ascenders/descenders – avoid exaggerated letter extensions.



Consistent alignment – keeps text flow smooth and readable.

5 Examples of Accessible Fonts

1. Lexend

Lexend is an accessible font designed to enhance reading clarity and reduce visual stress. Its optimised letterforms improve readability for individuals with dyslexia, ADHD, or other reading challenges.

Example of Lexend

2. Arial

Arial is a widely used sans-serif font known for its simplicity. Its uniform shapes and clean design make it a reliable choice for accessibility.

Example of Arial

3. Verdana

Verdana was created for digital screens. Its wide letterforms and generous spacing make it highly legible, even at smaller sizes.

Example of Verdana

4. Tahoma

Tahoma leverages sharp, clean lines, which make it a favourite for digital content.

Example of Tahoma

5. Open Sans

Open Sans is a friendly, neutral font with open apertures (the negative space within a character’s shape) and consistent alignment. It works well for both print and digital use.

Example of Open Sans

Create Inclusive Online Experiences with Assistive Technology

Deliver seamless, personalised digital experiences for every user. Recite Me removes barriers and empowers people with disabilities to access, navigate, and engage with your content more easily, improving usability and driving deeper engagement.



Text to Speech

Providing our text to speech will help website visitors to perceive and understand your digital content by reading aloud website text, which can be customised to suit the viewer.



Reading Aids

To support your website visitors, our Ai powered accessibility toolbar provides tools such as a page summariser, ruler, screen mask, magnifier and dictionary.



Styling & Customisation

Users are able to customise the website's colour scheme as well as the text, font style, size, colour and cursor size.



Translation

Quickly and easily translates all your web content into over 100 languages, including 65 text to speech voices.

Over 1 billion people worldwide encounter barriers when trying to read and understand content online. This can be due to disabilities, learning difficulties, visual impairments, or a language barrier.



5,000+

Websites now using Recite Me



7,172,877

Toolbar launches

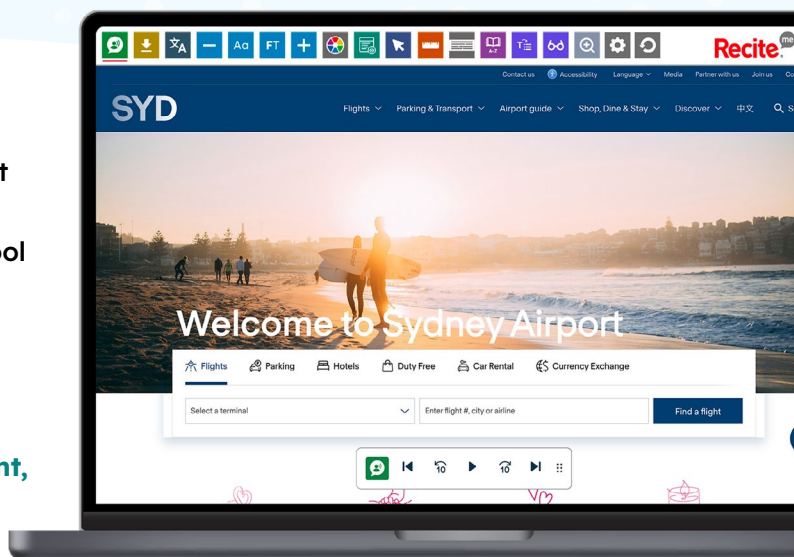


43,023,183

Pages made inclusive

“We believe the magic of flight should be available to everyone, which is why the airport is always looking for new ways to make travel more accessible. Our website is an essential tool for passengers, and we are proud to partner with Recite Me to ensure it can be more easily accessed and navigated by all travellers.”

Claire Garth,
Head of Stakeholder & Customer Engagement,
Sydney Airport



Monitoring and Testing Digital Accessibility

Creating an accessible digital experience isn't a one-time task - it's an ongoing commitment. To maintain and improve accessibility, organisations must implement a structured approach to monitoring and testing. Regular assessments help identify barriers, ensure compliance with accessibility standards, and enhance usability for all users.



Why Monitoring and Testing Matter

Without regular testing, even well-intended accessibility efforts can fall short. Websites frequently undergo changes - new content is added, design updates are made, and third-party integrations evolve. Each update presents a risk of introducing accessibility barriers. Ongoing monitoring ensures:

- Consistent compliance with WCAG and legal requirements.
- Improved user experience for people with disabilities.
- Proactive identification and resolution of accessibility issues.
- Alignment with organisational inclusivity goals.

Key Methods for Monitoring and Testing Accessibility

1 Automated Accessibility Testing

Automated tools provide a fast and efficient way to detect common accessibility issues. They scan web pages for errors such as missing alt text, low colour contrast, and improper heading structures. While automated testing is a great starting point, it cannot catch all issues, particularly those related to usability.

Best Practices:

- Run automated scans regularly, especially after website updates.
- Prioritise fixing high-impact issues flagged by these tools.
- Combine automated testing with manual reviews for a more comprehensive approach.

Check if your website meets accessibility standards

[Free Website Check](#)



2 Manual Testing

Manual testing complements automated tools by assessing the user experience. This involves navigating a website using different assistive technologies and evaluating real-world usability barriers.

Key manual testing methods include:

- Keyboard Navigation Testing – Ensure all interactive elements (links, buttons, forms) are accessible using only a keyboard (Tab, Enter, Space, Arrow keys).
- Screen Reader Testing – Use screen readers like JAWS, NVDA, or VoiceOver to verify content is correctly interpreted and navigable.
- Colour Contrast and Text Legibility – Check that text is readable against its background using colour contrast checkers.

Best Practices:

- Engage accessibility experts or internal testers with lived experience of disabilities.
- Conduct manual tests alongside automated scans for a holistic view of accessibility.



3 User Testing with People with Disabilities

Nothing replaces real-world feedback from users with lived experience. Conducting user testing sessions with people who have diverse access needs ensures that accessibility efforts align with actual user challenges.

Approaches to user testing:

- Conduct moderated usability testing sessions, where participants complete key tasks while providing feedback.
- Gather insights through surveys or interviews with users who rely on assistive technology.
- Implement an accessibility feedback mechanism on your website to allow users to report issues in real time.

4 Ongoing Accessibility Monitoring

Accessibility is an evolving process, and continuous monitoring ensures that digital content remains inclusive over time.

Effective monitoring strategies:

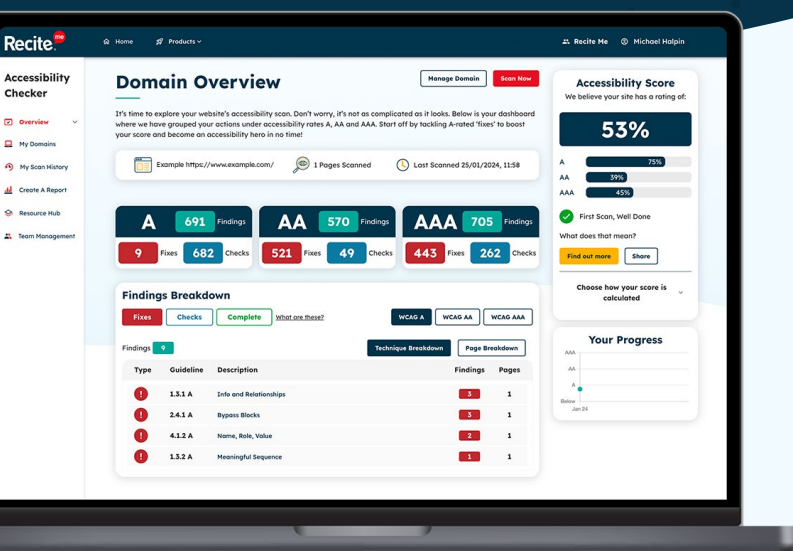
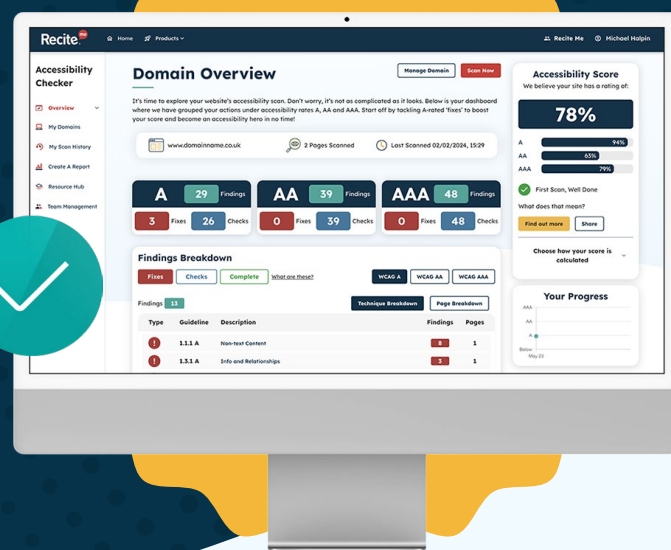
- Schedule regular accessibility audits (quarterly or biannually) to assess compliance.
- Train content creators and developers on accessibility best practices.
- Maintain an accessibility statement that outlines your commitment to digital inclusion and provides users with a way to report barriers.
- Use analytics tools to track user interactions and identify potential accessibility pain points.

By incorporating automated tools, manual testing, user feedback, and ongoing monitoring, organisations can create and maintain an accessible digital environment.

Achieve and Maintain Web Accessibility Compliance

Scale your accessibility compliance with confidence. Built for organisations that take compliance seriously, the Recite Me Accessibility Checker provides AI testing, developer-ready fixes, and ongoing insights to align your digital presence with WCAG and EAA requirements.

[Run Free Check](#)



Website Accessibility Checker

Website accessibility and compliance made simple. The Recite Me Accessibility Checker identifies accessibility code issues and shows you exactly how to fix them through the power of AI.

[Book a Checker Demo](#)

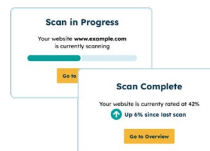
Plan

Identify the scope of your digital landscape to determine which pages and documents need testing for compliance.



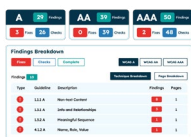
Scan

Conduct a comprehensive scan of your website against WCAG 2.2 success criteria to pinpoint accessibility issues.



Fix

Utilise AI-powered insights to prioritise and guide you on fixing issues for the most significant improvements in accessibility.



Maintain

Implement programmatic scanning to ensure ongoing compliance and that new content remains accessible to all users.



Emerging Trends and Risks

WCAG 3.0 Preview

The Web Content Accessibility Guidelines (WCAG) are set for a major update with WCAG 3.0, currently in draft. This new version will offer a more flexible framework for achieving digital accessibility across various platforms and technologies, focusing on outcomes and real-world impact rather than a pass/fail model.



Key Changes in WCAG 3.0



Scoring System

WCAG 3.0 introduces a scoring system, replacing the pass/fail model with ratings such as Bronze, Silver, and Gold. This will allow businesses to track progress and set actionable goals over time.



Outcomes and Critical Errors

The focus shifts to outcomes, ensuring accessibility in real-world user scenarios, with a clear focus on critical errors that significantly impact user experience.



Expanded Inclusivity Focus

WCAG 3.0 will address assistive technology compatibility, cognitive accessibility, and mobile responsiveness - areas often overlooked in current standards.

Looking Ahead

With all the new changes coming to WCAG 2.2, you're likely wondering when the new changes will be introduced. You don't need to start reviewing WCAG 3.0 right away. The W3C has stated "WCAG 3 is not expected to be a completed W3C standard for several more years."



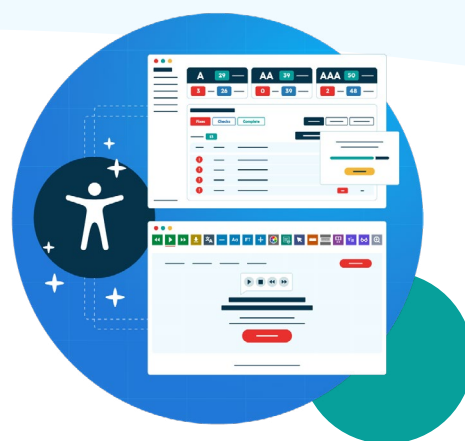


AI in Accessibility

Artificial Intelligence (AI) is transforming industries, promising breakthroughs in efficiency and problem-solving. However, in the world of digital accessibility, AI has become a controversial topic. While some see it as a tool to advance inclusion, others argue that poorly implemented AI solutions often overpromise, underdeliver, and even worsen usability for those they aim to support.

What AI Can and Can't Do in Accessibility

Currently, AI is not a magic wand for digital accessibility, and it's important to set realistic expectations about its capabilities:



What AI Can Do



Identify Accessibility Issues

AI-powered tools like scanners can detect common WCAG violations (e.g., missing alt text, poor contrast ratios) quickly and at scale.



Provide Temporary Fixes

AI can offer autofixes for certain surface-level issues, such as adding alt text or applying colour contrast adjustments.



Augment Human Efforts

AI can streamline workflows by prioritising issues and reducing manual effort, allowing human experts to focus on complex challenges.

What AI Can't Do



Guarantee Compliance

AI cannot ensure full WCAG or legal compliance because accessibility requires a holistic approach, including design, structure, and user testing.



Understand Context

AI often misinterprets context, such as improperly adjusting keyboard navigation order, which can make it difficult or impossible for users relying on keyboards to interact with a website effectively.



Replace Human Oversight

Accessibility is deeply tied to user experience, which requires empathy and human judgment to address.

For more on this topic check out our article:

[Digital Accessibility and AI: Balancing Innovation with Responsibility](#)

Key Takeaways and Actions

Creating an accessible and inclusive digital experience is an ongoing commitment. By making your website and online content more accessible, you're not only complying with legal requirements but also opening your business to a wider audience, improving user experience, and demonstrating your commitment to inclusion.



Key Takeaways

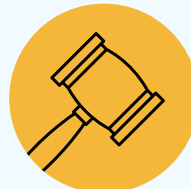
Digital accessibility benefits everyone

From disabled users to those with temporary impairments, older adults, and non-native speakers. An inclusive approach ensures a better experience for all.



Compliance isn't optional

Regulations like the European Accessibility Act (EAA) mandate accessibility standards, with strict deadlines for compliance.



The business case is clear

Accessibility drives customer engagement, brand reputation, and revenue growth while reducing legal risks. Organisations that prioritise digital inclusion gain a competitive advantage.



Quick wins can make a big impact

Small changes like improving colour contrast, adding alt text, and ensuring keyboard navigation can immediately enhance accessibility.



Long-term commitment is key

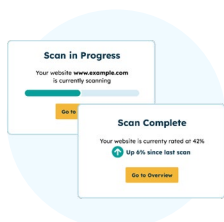
Accessibility isn't 'set and forget.' Regular audits, staff training, and user feedback loops help maintain and improve inclusive experiences.



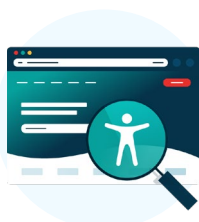
Next Steps: How to Take Action

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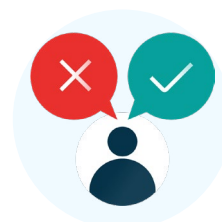
Evaluate Your Website's Accessibility



[Run a free accessibility check of your homepage](#) to identify issues.



Conduct manual testing, such as navigating with only a keyboard or using a screen reader.



Gather user feedback from people with lived experience of accessibility barriers.

Prioritise Fixes and Build an Accessibility Strategy



Start with quick wins like fixing colour contrast, adding descriptive alt text, and ensuring proper heading structures.



Develop a longer-term plan to meet WCAG 2.2 AA standards and beyond.



Assign responsibility for accessibility within your organisation and integrate it into your digital strategy.

Provide Inclusive Tools for Your Users



Consider implementing assistive technology like the Recite Me toolbar to support users with diverse access needs.



Ensure your content is available in multiple formats, such as captions for videos, transcripts for audio, and easy-read documents.

Educate Your Team on Accessibility Best Practices



Train web developers, designers, and content creators on inclusive design principles.



Embed accessibility into your workflows, ensuring new content and updates meet best practices.



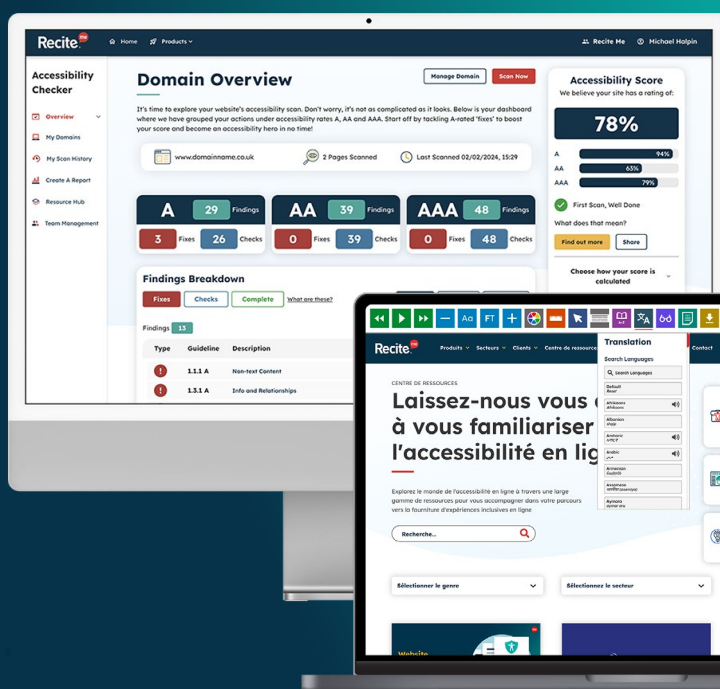
Commit to Ongoing Improvement

- Schedule regular accessibility audits and updates.
- Create an accessibility statement that outlines your commitment and provides users with a way to report barriers.
- Stay informed on evolving accessibility laws and industry standards to remain compliant and proactive.

Start Your Digital Inclusion Journey

Let's work together to make your online experiences more inclusive. Schedule a free demonstration today and discover how we can help transform your business with online accessibility.

[Book a Demo](#)





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Believing in Accessibility for All