EMPLOYMENT WITHOUT BARRIERS

Partner Kit

Join our campaign to create
#EmploymentWithoutBarriers

LIFE WITHOUT BARRIERS

lwb.org.au/employmentwithoutbarriers

Join us to create employment without barriers

#EmploymentWithoutBarriers
#IDPwD #IDPwD2019 #removethebarriers

Everyone deserves the chance to gain meaningful employment, and yet people with disability are often denied this basic right.

People with disability represent a huge proportion of our society. In fact, 1 in 5 Australians have disability and 50% of these people are of working age. However only half have secured a job and the unemployment rate is double the national average. We think this is unacceptable.

That's why we've launched our Employment Without Barriers campaign.

It aims to generate a national conversation about how we can make workplaces more inclusive and accessible for people with disability, so they can showcase their unique skills, knowledge and experience without unconscious bias.

But to achieve this, we need your help.

This pack contains a suite of resources that you can use to raise awareness of this important campaign within your organisation and among your professional and social networks. It can be used in conjunction with the Toolkit for Workplaces (at lwb.org.au/employmentwithoutbarriers), which aims to generate conversations within organisations about the diversity of employment in their workplace, and how all team members can help to make it a more inclusive and accessible space for people with disability.

By working together, we can achieve cultural change and allow more people with disability an opportunity to not only secure employment, but also pursue career progression.

Claire Robbs
Chief Executive
Life Without Barriers

WE
LIVE
LIFE WITHOUT BARRIERS

What is in this pack?

Key messages and facts:	It's important that everybody is using the same message to talk about the campaign. The message guide is useful when writing copy in-house or doing media within your own organisation.
Creative files:	Creative files will help you promote the campaign through whichever channels you see as appropriate.
Web buttons:	Images to embed into your website and link through to the campaign website.
Email (EDM):	A pre-written EDM you can adapt and send to people on your email lists and to your networks.
Email signature:	To place within your email signature to show support for the campaign and link people to the campaign website.
Social media posts:	Designed graphics and associated copy to post on your social media channels to drive people to the campaign website and Facebook page.
Tweets:	Suggested tweets your organisation/individuals can use to support the campaign.

Key facts

- Over 4 million people in Australia, or 20% of our population, have a disability, and more than half of this population are of working age (15-64 years).

- Yet only 53% of these people have secured a job and the unemployment rate is double that of people without a disability, at 9%.

- Of people who are employed, it is often in lower paid jobs where there is limited scope for career advancement.

- Studies have long shown that people with disability work harder, make more reliable employees and are likely to stay longer in an organisation than the general workforce.

Key messages

- Everyone deserves the chance to gain meaningful employment, however, only half of the people with disability of working age in Australia have been able to secure a job and the unemployment rate is double the national average, at 9%.

- Life Without Barriers' Employment Without Barriers campaign is a call to action for all organisations to foster a workplace culture that is more inclusive and accessible for people with disability.

- The campaign aims to highlight that people with disability have a right to access equitable employment opportunities and employers need to challenge their own recruitment practices to change the barriers faced by people with disability.

- People with disability have the same capacity to contribute to the workforce as the rest of the population and we are all worse off if they are not afforded the same opportunities as everyone else.

- Employing more people with disability is not just the right thing to do – it makes business sense. It gives organisations greater diversity, which inspires innovative thinking and better decision making through a variety of perspectives.

Source: 'Australian Bureau of Statistics (ABS) 2018, 4430.0 - Survey of Disability, Ageing and Carers 2018.

Creative files

It's important that the campaign creative and message are used consistently to build awareness.

You may wish to add the campaign creative to other materials you produce.

Click the images to download the creative files

Web buttons

We've produced images to be placed on supporter websites. In this link, you'll find the same image in a range of sizes.

Click the images to download the web buttons

Let's create inclusive and accessible workplaces for people with disability
JOIN THE CAMPAIGN

600px x 300px

Let's create inclusive and accessible workplaces for people with disability
JOIN THE CAMPAIGN

600px x 300px

Let's create inclusive and accessible workplaces for people with disability
JOIN THE CAMPAIGN

300px x 250px

EDM

The following email can be distributed through your networks to highlight your support for the campaign and encourage them to get involved too.

It is designed to be edited to suit your tone of voice, or you can leave it as is.

Click here to download the EDM

Employment without barriers for people with disability

People with disability have a right to access equitable employment opportunities and employers need to challenge their own recruitment practices to change the barriers faced by people with disability.

Only half of the people with disability of working age in Australia have been able to secure a job and the unemployment rate is double the national average, at 9%.

That's why we're supporting Life Without Barriers' Employment Without Barriers campaign, and we urge you to join us.

The campaign aims to highlight that people with disability have a basic human right – and a deep desire – to join the workforce and establish a career, but they need to be given the chance to showcase what they have to offer.

Employing more people with disability is not just the right thing to do – it makes business sense! It gives organisations greater diversity, which inspires innovative thinking and better decision making through a variety of perspectives.

Life Without Barriers has developed a Toolkit for workplaces, which provides guidance about embedding a workplace culture that is more inclusive for people with disability.

Please join us in supporting the campaign.
For more information visit lwb.org.au/employmentwithoutbarriers

LIFE WITHOUT BARRIERS   #EmploymentWithoutBarriers #IDPwD2019

Email signature

Download this email signature and place it below your own email signature to show support for the campaign and link people to the campaign website.

> **Click the images to download the email signature**

Let's create inclusive and accessible workplaces for people with disability
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EMPLOYMENT WITHOUT BARRIERS

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Social media posts

Copy and paste the caption below or adapt it how you see fit. Be sure to download and post the graphic to increase engagement.

> **Click on the image to download it.**

Please tag all posts with
#EmploymentWithoutBarriers

- We're proud to support @Life Without Barriers #EmploymentWithoutBarriers campaign.

  People with disability have a right to access equitable employment opportunities and employers need to challenge their own recruitment practices to change the barriers faced by people with disability.

  However, only half of the people with disability of working age in Australia have been able to secure a job and the unemployment rate is double the national average, at 9%. We believe this is unacceptable. Join us in committing to make Australian workplaces more inclusive and accessible for people with disability. For further information and resources visit lwb.org.au/employmentwithoutbarriers #IDPwD #IDPwD2019 #removethebarriers #EmploymentWithoutBarriers

- Employing someone with disability is not just the right thing to do; it makes good business sense. It gives people with disability greater financial independence, higher standards of living and a sense of identity and self-worth. It gives organisations greater diversity, which inspires innovative thinking and better decision making through a variety of perspectives. Join @Life Without Barriers #EmploymentWithoutBarriers campaign and play your part in making Australian workplaces more inclusive for people with disability. Visit lwb.org.au/employmentwithoutbarriers #IDPwD #IDPwD2019 #removethebarriers

Let's create inclusive and accessible workplaces for people with disability
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FaceBook

Let's create inclusive and accessible workplaces for people with disability
JOIN THE CAMPAIGN
EMPLOYMENT WITHOUT BARRIERS
LIFE WITHOUT BARRIERS

LinkedIn

- Together we can create employment without barriers **#EmploymentWithoutBarriers #IDPwD @LWBAustralia**

Instagram

Suggested Tweets your organisation/ individuals can use to support the campaign.

- People with disability have a right to equitable employment opportunities, that's why we're supporting @LWBAustralia #employmentwithoutbarriers campaign http://bit.ly/2XdNT5u #IDPwD #removethebarriers

- Employing more people with disability is the right thing to do & it makes sense! It enhances diversity, inspires innovative thinking & better decision making. That's why we support @LWBAustralia #employmentwithoutbarriers campaign http://bit.ly/2XdNT5u #IDPwD #IDPwD2019 #removethebarriers

Twitter

Thank you

For getting involved and partnering with us through the Employment Without Barriers campaign. Together we can ensure there are no barriers for people with disability in gaining meaningful employment and the personal, social and financial benefits it provides, and importantly, feel valued and included in society.

If you would like to know more about the campaign please contact:

Chris Chippendale – Executive Lead Disability Engagement chris.chippendale@lwb.org.au or call 02 9307 9302

Tabatha Feher – Communications and Media Manager tabatha.feher@lwb.org.au or call 0436 655 034

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