

ICT Procurement Framework Feedback Submission Centre for Inclusive Design

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Centre for
**Inclusive
Design**



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About the Centre for Inclusive Design

Centre for Inclusive Design is a centre of excellence for inclusive design in Australia. Our network of industry experts and global partners bring innovation and global best practice ID so everyone has the opportunity to connect and be a part of our society. CFID delivers innovation and insight, events and partnerships and a practice that helps people reach you. We build inclusive platforms to create more value for industry, government and most importantly meaningful connection for and with the people who are marginalised.

Centre for Inclusive Design, formerly Media Access Australia (MAA), has a rich history in the traditional disability sector both advocating and providing solutions for over 35 years. MAA was formed out of the Australian Caption Centre (ACC), a not-for-profit organisation founded in 1982. The ACC aimed to promote and produce captioning for deaf or hearing impaired Australians. At the Centre's creation, captions were non-existent on Australian TV, the organisation grew to provide captioning services on TV, video and DVD in Australia. In 2005, the Centre sold its commercial operations including the captioning services to Red Bee Media, and formed Media Access Australia.

As MAA, the focus broadened to those disadvantaged in access to media. In the digital age, the role of media and communication grew to include accessibility across digital communication as well as traditional communication. MAA focussed strongly on advocating and providing digital accessibility for Australia in websites, documents and videos. As the role of technology in our lives has grown, MAA realised they needed to tackle design issues in the conception stage and thus created Centre for Inclusive Design.

About this submission

Centre for Inclusive Design (CFID) understands that the Digital Transformation Agency is seeking submissions from government and industry on a draft ICT Procurement Framework for the digital age. This submission follows feedback and initial submission made to the Department of Prime Minister and Cabinet ICT Procurement Taskforce in January 2017.

Our initial feedback centred on why accessibility needs to be considered, what is currently in place and the need to increase awareness and knowledge about existing standards, help with educating ICT suppliers on these standards and the benefits of accessibility in ICT.

The three recommendations in this submission were:

1. An information awareness and education resource is created to upskill procurement managers and teams on how best to practically include accessibility, incorporating all the main standards and digital transformation initiatives in one space for ICT procurements. This should be completed in conjunction with reputable accessibility specialists and could either be in the form of an online guide or online course.
2. Accessibility standards including the Web Content Accessibility Guidelines (WCAG 2.0) are built into procurement processes for all ICT procurements irrespective of size or value of the procurement.
3. Government consider practical ways for vendors and practitioners to demonstrate their knowledge and capability for accessibility.

We are pleased to see our message has been heard and is being incorporated into the draft ICT Framework.

The purpose of this submission is to specifically focus on ensuring accessibility and inclusive service design remains a feature of ICT procurement for the Australian public sector.

To this end we have responded to the following questions, in addition to our advocacy on accessibility in procurement:

Additional questions for people selling to government

- How do you think the proposed framework will change your procurement experience with government?
- Which is the most important principle to your business? Why?
- What is the one thing you would change about how government procures products and services, and why?

Furthermore, if advice, help or assistance is required to provide detailed information and resources in the area of accessibility, CFID is best placed to provide this as an independent not-for-profit peak body.

How do you think the proposed framework will change your procurement experience with government?

The proposed framework will provide greater clarity and detail of the standards and requirements to be met in order to successfully meet the needs of government; in particular, the standards and requirements to ensure accessibility and inclusive service design.

Which is the most important principle to your business? Why?

The most important principle to our business is the ensuring products and services can reach the broadest possible audience through accessibility and inclusive design. This principle is important to our organisation because as the peak body for accessibility and inclusive design it is all that we stand for an aim to educate and engage others to understand and practice.

What is the one thing you would change about how government procures products and services, and why?

CFID have seen the importance and weighting of accessibility diminish in ICT procurements as procurement teams and business areas believe it is too hard to implement. This is a direct result of lack of information and guidance on what to include in requests for tender, how to assess for accessibility effectively and an absence of expertise.

These deficiencies lead to the procurement of inaccessible ICT, systems and software and firms lacking in expertise in this area. The outcome is that inaccessible digital services and experiences are developed that do not meet the Governments' own standards.

Contact for this submission

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