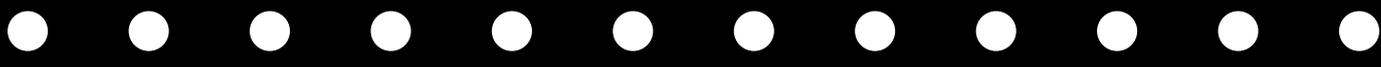


May 2019



The Benefit of Designing for Everyone

Report prepared by PwC Australia

Centre for
**Inclusive
Design**

If products and services are designed with unique needs in mind, organisations have the potential to reach **four times** the number of intended consumers.

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Key Findings

Every stakeholder wins when designing for individuals is standard practice. Inclusively designed products and services that have edge users in mind, can reach and benefit up to four times the size of the intended audience.

Across Australia there are people that are constantly unable to appropriately access products and services because of poor design, where there is inappropriate availability, usability, utility or desirability. At least five million Australians are vulnerable to exclusion based on the number of Australians living with disability and the elderly alone. They possess over \$40 billion in annual disposable income, a significant portion of which is untapped due to design exclusion. This does not take into account people that are excluded due to other circumstances (e.g. location, gender, ethnicity, financial status, etc.), nor does it take into account their respective friends and family, whose disposable income is almost double that.

1. Three industries formed the core of our research. Within these, we found that implementing inclusive design can lead to financial, economic and social benefits. Some of these include:
 - an increase in higher education for excluded population groups, resulting in 228,000 additional tertiary qualifications gained, which in turn can increase employment and salaries by \$4.5 billion annually
 - within the retail industry, increases of \$4 billion in 'household goods' and 'clothing, footwear and personal accessory sales' due to non-inclusively designed products
 - reductions to the disadvantage experienced by people that are financially excluded. Over 4 per cent of Australians gaining financial inclusion as a result of inclusively designed and targeted financial services.

2. Inclusive design enables organisations to increase their revenue by growing the size of their target markets and reducing the need to make costly retrofits when products and services don't meet the needs of excluded population groups. In turn, organisations can improve their brand reputation and recognition.
3. Inclusive design should be used at the beginning of the design process because the cost to implement inclusive design increases the later it is introduced. Design that is not inclusive can lead to complaints, legal challenges, planning delays and costly retrofits as a product or service matures. Poor design can also negatively impact brand reputation. The relative cost of retrofitting a product or service to become inclusive will increase significantly over time and can reach up to 10,000 times the cost of introducing inclusive design earlier on.

3-4x a product or service's intended audience benefits from inclusive design

\$40b annual disposable income of Australians living with disability

228,000 additional tertiary (e.g. university and TAFE qualifications) qualifications could be earned as a result of inclusive design in higher education

\$4b in potential increased retail industry revenue from better designed products and services*

4.2% of financially excluded Australians gaining financial independence

*This is based on 'household goods' and 'clothing, footwear and personal accessories' industries only

The Value that Inclusive Design Can Bring

Education



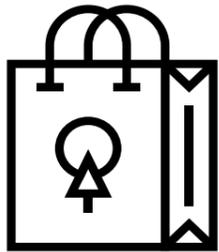
228k

additional tertiary qualifications could be earned as a result of inclusive design in higher education

\$4.5b

in annual economic benefit through additional salary earnings

Retail



5 million

overlooked Australian adults due to lack of inclusion in retail products

\$4b

increase in revenue for these retail categories.

\$2.8b

in household goods benefits

\$1.2b

in clothing, footwear and personal accessory

Financial services



832k

additional Australians that become financially included

\$1.5b

additional revenue for the financial services industry from annual fees

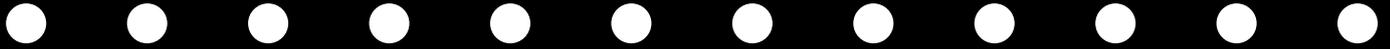
Economic benefits:

\$1.6b

in reduced government spending on welfare, health and criminal justice systems

\$11.9b

in increased Gross Domestic Product (GDP).



About the Centre for Inclusive Design

The Centre for Inclusive Design is a social enterprise that helps government, educators, business and community organisations design and deliver products, services and experiences that are accessible and usable by as many people as possible. We provide a hub for design thinking and inclusion practice. We also advocate for change and contribute to policy debate and consultation, through government submissions, partnering, events and thought leadership.

Our team is comprised of multidisciplinary professionals in fields including strategy, digital, customer experience, accessibility, policy, stakeholder and employee engagement, product development and service engineering. In each of these contexts, we seek to realise the value of Inclusive Design in a way that is relevant, usable and valuable. That value includes breakthrough innovation, connection, efficiency in service delivery and operations, de-biased decision-making, access to markets, and compelling customer and employee experience.

Our mission: to champion Inclusive Design, reduce disadvantage and increase participation and possibility for everyone.

Thank you

The Centre for Inclusive Design wishes to thank everyone involved in the production of this work.

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To the group of people who have contributed to this work at its various stages, including but not limited to the team at the Inclusive Design Research Centre, David Masters, Matt May, Jennifer Mulveny, Kevin Stolarick, and the many people who attended workshops and provided feedback during the process – thank you. This is but the start of the conversation.

Manisha Amin
CEO Centre for Inclusive Design

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