

[Allan] Good afternoon,

Narelle Gatti. [Narelle] Hello,

Mr. Parker. How are you? [Allan] I'm extremely

well and excited. [Narelle] Yeah, I'm

a wee bit excited too. [Allan] Disability Action Week. [Narelle] That's it!

With the theme of... accessibility. [Allan] Ability. And I love that

it's Action Week. It's not Awareness Week. [Narelle] Not awareness. - [Narelle] Action week.

-[Allan] Not information week. -[Narelle] Nope. Nope.

-[Allan] It's doing something. [Narelle] Yeah. [Allan] Isn't that fantastic? [Narelle] I know!

So what I've done, is I've created

five tips, Allan, for people to action this week. -[Allan] Love it.

-[Narelle] To update websites. [Narelle] Documents,

just simple things. [Allan] Let's get right down

to action, Narelle Gatti. -[Narelle] Okay.

-[Allan] I love that about you. You come up with an idea, and within 30 seconds

you've actioned it. [Narelle] Well, you've got to, because Action Week,

Disability Action Week, I'm challenging everyone

that's listening to this, what are you doing... to action a change in

your organization, business, wherever you are, to be more inclusive? And we focus on

digital communication, because that's where you and

I, Allan, are very passionate. [Allan] We are. -[Allan] I love it.

-[Narelle] Yeah. [Allan] What are we doing?

What action are we taking? No matter who I am listening, what am I doing

moment by moment? Not next week. -[Narelle] Not next week.

-[Allan] This week. -[Narelle] First action.

-[Allan] This week. [Narelle] This week! The first action. [Allan] And you've

got five tips for us. -[Narelle] Five.

-[Allan] Give me the five. -[Narelle] The first action...

-[Allan] I want them straight away. [Narelle] Number one, ask how they want

the information. Does a person want it by email, or on paper, or a phone call, or a video? What are their preferences? It's not about how you

want to get the information, it's how they can best

receive the information. [Allan] Now, Narelle, I want to stop you there and just point out to

you how important that is. And I'm going to give

you a look at a document, if I can lay my

hands on it quickly. I made a request

today for an organization to send me a list of particular

people off their database. [Narelle] Yep. [Allan] So that I could do

something with that group for the organization. [Narelle] Yep. [Allan] And it needed to

be done within half an hour. And the return that was

available was enormous. -[Narelle] Yeah.

-[Allan] You have limited sight. You will not be able to

tell you, see what I'm doing, but when I got the email, I'm holding it up for some

people who are sighted. -[Narelle] Yeah.

-[Allan] They're able to see it. Let me put a little

bit more light on that. Narelle, I have,

with my glasses on, very, very good vision, and I cannot read one word

that is on that document. It is so small. [Narelle] Oh, my god. -[Allan] Narelle,

-[Narelle] Classic problem. [Allan] I sent four messages

back over the next 15 minutes, just saying to them, just it's, we're out of time. Just give me four

of the 20 pages. Cut and paste them into an email so I can at least get to the

people on those four pages. [Narelle] Yep. [Allan] And that didn't happen. Four mails later, it came through like this, which I can read, and so can

anybody clearly who's sighted. -[Narelle] Yeah.

-[Allan] However, there's no phone numbers on it. -[Narelle laughs]

-[Allan laughs] [Allan] We will send information

about an exciting opportunity, and there's no way we can

follow up with a phone call. -[Narelle] Yep.

-[Allan] Or a text! [Narelle] Exactly. -[Allan] See, I say to people,

-[Narelle] Yep. you did that and you

think the task was finished? [Narelle] Yeah. [Allan] You might as

well have done nothing. [Narelle] Yep. [Allan] How profound

is that lesson? Your first tip... is ask people how do

you want the information? [Narelle] Yeah. And it doesn't

matter who you are. Everyone has their

own preferences, Allan. [Allan] Absolutely.

Could not agree more. -[Allan] Couldn't agree more.

-[Narelle] Yeah. [Narelle] Excellent. [Allan] Now they sent back a

message at one stage saying, oh, the spreadsheet we sent you

before has the phone numbers. [Narelle laughs] [Allan] But I can't read them. -[Narelle] Yep.

-[Allan] Yep. [Allan] So I just want to

say to anybody listening, how important is your first... How would you like

the information to arrive? And what, what font size? And and do, going back to what we

were just talking about, with our videos and our podcast, which we now

have captioning for, how useful it would have been if that document could have been captioned? [Narelle] Yep. Minimum font size on a printed document, 12, [Allan] And we would have had the impact we had and we would have had, I think we could have had five or 600 people.. having access to something they all wanted. -[Narelle] Yeah.

-[Allan] But here they are, four hours later, they still don't have it. -[Narelle] Yeah.

-[Allan] Wow. [Allan] How many times is this happening in an organization, every minute of every day, Narelle Gatti? [Narelle] Happens all the time. How many times does it happen to

a person with vision impairment? Every hour of every day. -[Allan] Now,

-[Narelle] It's normal for us. [Allan] I'll put it out, if I, with these glasses on, -I have perfect vision.

-[Narelle] Yeah. [Allan] Now I can't see anything if I take them off. -[Narelle] Yeah.

-[Allan] I have perfect vision. [Allan] I can not read one thing that's on that piece of paper. -[Narelle] Exactly, Allan.

-[Allan] Yep. [Allan] And I sent them back a message at one stage saying, Have you user tested the document by printing it out? [Narelle] Yeah. No. [Allan] No user testing. I could stop now and say

I have all the tips I need. I can put that into play. [Narelle] No you haven't! [Allan] Every time. [Narelle] Yep. That's a simple one. Wait

'til you hear the second tip. [Allan] What's number two? [Narelle] You know,

not everyone uses a mouse. [Allan laughs] [Narelle] Make sure your websites all your digital content can

be accessed by a mouse. Test it before you send it out. Use the keyboard yourself. [Allan] So it's to, not to use just a mouse. It's that you need to

use a mouse and pad? [Narelle] Mouse, it could be. Keyboard, it has to be either keyboard only. -[Allan] Yeah.

-[Narelle] Touch screen only, [Narelle] Or mouse only. Again, everyone does things differently. Let's face it, Allan.

You and I are of the generation, well, you're a

bit older than me, where we didn't have a mouse. We only had keyboard. [Allan] See, I didn't have

mouse and didn't have keyboard. I've never used anything

else but a touch pad. [Narelle] Yeah. Well, I used only a keyboard

when I first started working. [Allan] Just a few minutes

ago before we started, I'll just let the the

viewers be aware. Narelle wanted me to share

screen, screen share with her. -[Narelle] Yeah.

-[Allan] And I... I went to screenshare,

and she said, oh, just right click on your mouse. -[Narelle] Yeah.

-[Allan laughs] And, I was immobilized. I went,

I don't even have a mouse. I don't know what, I don't know

how to do that if I had one. [Allan] Yeah, but we

worked our way through it. And isn't this an

extraordinary example of how many times

you and I, or all of us, are in autopilot, and wrongly assume... other people's way of

receiving information? -[Allan] As was someone else.

-[Narelle] Yeah. [Narelle] And I just

did it. Exactly that. -[Allan] Beautiful.

-[Narelle] Yes. Okay. How do they want it? -[Allan] Paper, video, audio?

-[Narelle] Yep. -[Allan] What for?

-[Narelle] Yep. Yep. [Allan] And in the

how do they want it, you're aware that I had

a particular eye problem, and I didn't read

until I was 30. [Narelle] Yeah. [Allan] If you're going

to send me a document, I love it. I love reading text

on screen, particularly, that's no more than

three lines in a paragraph. [Narelle] That is another one. But I haven't done

that tip this week. That's a great

one for readability. -[Narelle] Yeah.

-[Allan] Yeah. [Narelle] One and

a half line spacing. [Allan] If you give me a

page of dense text, I've got to print it out

to be able to read it. -[Narelle] Yeah.

-[Allan] Yep. [Narelle] And one

and a half line spacing. [Allan] Now, now I'm a nerd, yeah, and you're aware

of what a nerd I am. And I'm a researcher. And I'm an inquisitive person. If you go one and a half

space or two and a half space, I can print it out, write my little questions

in my bright coloured pens, photograph it

and text it to you, and you can answer me

the text on your bus home. Pew. [Narelle] Yeah. See? And neither of

those were our tips, so we've added a

couple of extra tips. -Simple stuff.

-[Allan] Narelle, the potential is enormous. -[Narelle] Yeah.

-[Allan] Yeah. [Narelle] It is! [Allan] What's

your number three? [Narelle] Number

three is slightly unusual. How many people do

you know are colour blind? -[Allan] Oh, right, yeah.

-[Narelle] Yeah. -[Narelle] Do you know...

-[Allan] Look at my screens. [Allan] Look at my flip charts. [Narelle] Yeah. [Allan] Now to you,

they're of no value. But to people who have sighted,

they love my flip charts. People who are colour

blind actually get irritated, because they hear how fabulous

the contrasting colours are. [Narelle] Exactly. But my tip for everyone

that builds a website, do you know every iPhone, every Android phone, every computer has

colour filters on it? [Allan] Yep. [Narelle] And all you do, go and test your documents

using the colour filters. -[Allan] Yeah.

-[Narelle] Turn them on. [Narelle] There are seven. There is yellow, blue. -[Allan] Yep.

-[Narelle] Blue, yellow. [Narelle] Red, green,

green, red. Gray scale, inverted gray

scale, and inverted. Go and check that it's readable

using all of those things. -[Allan] Isn't that wonderful?

-[Narelle] It's a simple one. [Narelle] It's so simple. And then you're giving

people with colour blindness, you're bringing them

into the equation. -[Allan] Yep. May I,

as a neuroscientist say, the minute you

put those filters on, you access a tiny

piece of the visual brain, at the back, called V4. -[Allan] Victor. V,

-[Narelle] Yeah. One, two, three, four. -[Narelle] Yeah.

-[Allan] Four, does two things that,

if you get them to work, it puts whatever it is
in long-term memory. -[Narelle] Yeah.

-[Allan] Number one, is if you can get a colour
blind person to have a filter, and they have a
version of colour, it excites V4, and V4 sends a message
to the hippocampus, which is the part of your brain
that decides what you remember and what you forget, it says to the
hippocampus
that's coloured! I get excited.

Stick it in long-term memory. [Narelle] Yeah! [Allan] So we're
actually liberating... people who have
colour blindness, we're liberating their
long-term memory just by changing the filter. -[Narelle] Exactly!

-[Allan] Woo! [Narelle] How
simple is that one? And everyone can do it. [Allan] Narelle,
you're unstoppable. What's number four? [Narelle] Number four is
another really simple one, okay? Everyone uses zooming, right? You zoom
things up on

your phone or whatever. [Allan] Yep. [Narelle] When
you build a website, I want you to zoom up
your website to 400 percent. The reason?

People with low vision. They will, seriously, they can use up to 400
percent. -[Allan]

-[Narelle] Is it still readable? [Narelle] Is it accessible? Is the
information still

there? If it's not, fix it. Don't send it
out until it's done, because, Allan, what happens if you
put your glasses down? Then you've gotta zoom things
up to read them, don't you? [Allan] I'm so dependent on

them. I never take them off. -[Allan laughs]

-[Narelle] Yeah, but, you know what I mean? [Allan] I'd be lost.
[Narelle] Yeah. But being

able to zoom things up , for even people that

are losing their sight, they've got low vision. -[Narelle] The elderly,
Allan.

-[Allan] Yeah. [Narelle] You know, there's

people that break their glasses. I used to break my

glasses regularly. Don't talk to my

mother about it. I think still upsets her,

because it used to be every... five or six months,

I had to get new glasses. And every three or four months. Well, yeah, and
they

didn't have a lot of money. And we were two

hours from a town, so whenever I broke the glasses, mum would have to
drive

me, pick it up, bring it back. And sorry. And then I had to

wait until the glasses came, because I hated wearing glasses -[Narelle]
But...

-[Allan] Question. -[Narelle] Yeah.

-[Allan] Question if I may. [Allan] If I'm the person

who's got limited sight. [Narelle] Yeah. -[Allan] And you haven't

made it 400 for me, is there a way that I can

easily access and make it 400? Like the technical

whizz that you are? [Narelle] Okay, now if you,

there's a couple of ways. You can, and I

won't go into it fully. The cheat way if

you're using a mouse, and this is only when

you're using a mouse, hold your control key down and use your, the, the
wheel

in the middle of your mouse, and zoom it right up. On a browser, down in the

bottom right hand corner, there is normally a button or the ability to increase the

zooming down to 400 percent. But no website should be just, you should never build a

website for people with low mag, you know, needing it zoomed up, and just have one

website for them and one website for

people with screen readers. Have one website.

Bring your costs down. [Allan] We live in a world

where adaptability is required, is now being demanded. And boy, oh, boy, is

that one of our actions. Because how much

more accessible, because of my adaptability, can I be? [Narelle] And number two, you're bringing down the

cost a website makes. [Allan] Of course. Yep. Number five. What is it? [Narelle] Number five,

you're going to love this one. Captions! -[Allan laughs]

-[Narelle] Okay? [Narelle] How many people get a

letter with bad grammar, or bad punctuation

or bad spelling? Do you use it?

Do you look at it? Think about what

AI-generated captions are like. That's what you ask people with

hearing impairment to accept. Bad spelling,

bad grammar, bad punctuation. There's two problems with it. Number one, it distracts the person away from

the information you try to give, because if they're

like me or like you, I'll be thinking that

needs a comma there, that spelling's not right,

and it drives me crazy. -[Allan] Yeah. Yeah.

-[Narelle] Number two, you're not getting the information

across that you wanted to do, so you've wasted all your time. [Allan] Yeah, yeah. [Allan] Don't rely on

AI-generated captions. [Allan] Yeah. So

what do I do instead? [Narelle] Well, if you like,

you can contact us. We have a wonderful lady

that does the captions for us, and we can organize that. -[Allan] Our caption queen in... -[Allan] Holland? Holland.

-[Narelle] Netherlands. Holland. [Narelle] She's in Holland,

and she does a fabulous job. She's just started with us,

and she does a brilliant job. [Allan] She certainly does. [Narelle] She does, I mean,

and she's seriously on fire. But you know, when

you think about it, if you're not willing to

accept bad grammar, bad spelling, bad punctuation, why should a person

with hearing impairment? [Allan] Yeah, yeah. Yep. [Narelle] It comes down to that. [Allan] Yee-haw. [Narelle] So

that's my five tips. [Allan] What's the one, what's your one tip

about how do we all... stay out of autopilot, just doing what

we habitually do, be conscious, and make better in the

moment informed decisions, so that we take action to

be adaptive, for adaptable? What's your comment? -[Allan] What's your...

-[Narelle] My comment? Do it and make it a habit. [Allan] Yeah. [Narelle] What's that, it's

three months to make a habit. It's one week to break it,

I think is the thing. Make it a habit, that

I don't care who it is. Make sure, if you put,

you know, use these five tips, and you can contact us

for tons of more information. -[Allan] Yep.

-[Narelle] But... Just make it a habit

as you do it all the time. [Allan] We made point earlier that I'm older than you, and older than most. [Narelle] I didn't say older than most. You're younger than my mother. -[Allan] But I did. I did.

-[Narelle laughs] [Allan] I'm way over the average age of the population. And I have a desk here and it has a a ledge in front of me. [Narelle] Yeah. [Allan] I have the things that I want to make sure I stay attentive to today, [Narelle] Yeah. [Allan] On my three pieces of paper. [Narelle] Oh, that's a good tip. [Allan] I've got three things that I'm focusing on today on a card in front of me. [Narelle] That's a really good tip. So that there's no way I cannot be attentive to the new behaviours I'm installing. -[Allan] Bingo. Now,

-[Narelle] Bingo. here's an interesting one. The first one's white and it's horizontal. The second one is yellow, and it's horizontal with a contrasting pink pen. The next one is vertical, yellow, with a navy blue pen. [Narelle] Nice. [Allan] Now spatially different, colour difference and contrast. All of those stimulate V4, which sends the message to which part of the brain? -[Narelle] The hippocampus.

-[Allan] The hippocampus, yes. [Allan] And it decides what goes into long term memory. -[Narelle] Yeah.

-[Allan] So, if we can leave ourselves little cues every now and again... But I put them there, so there's no way I can miss them. [Narelle] Fantastic, Allan. -[Allan] Yep. Another one.

-[Narelle] Yeah. I've got my cup of green tea here. -[Narelle] Yep.

-[Allan] Sitting on a coaster. [Allan] And the coaster has another message for me, So that each time I pick this up, [pc alerts] [Allan] I look there and it says, remember to acknowledge others contribution. -[Narelle] Good one. Excellent.

-[Allan] So I've got... four different locations where I've got reminders. -[Narelle] Yeah.

And if you're like me... [Allan] We need reminders and practice. -[Narelle] Yeah.

And if you're like me, the trick, because obviously reading doesn't work for me, I will have my reminder list on my phone, and I might, I check it every day. It'll be, Oh, yep, gotta do that. Gotta do that. And I don't forget, because I get the voice reading it to me. I might read it a couple of times. It's embedded. Off I go. [Allan] Yep. Yep. [Narelle] It's just different ways work for different people. -[Allan] Yep.

-[Narelle] So Allan, Disability Action Week. Do you think we've given some people some challenges? [Allan] Yeah. The thing I love about what you've done there, is every one of them's loaded with little... what I call, you know, velcros. -[Narelle] Yep.

-[Allan] They are velcros. They've got something that you can hook something else onto. [Narelle] Yeah, and everyone can do it. [Allan] Yeah. Yeah. [Narelle] It's not reliant on a developer. [Allan] And I love how Narelle Gatti comes up with five that are really 15. -[Allan laughs]

-[Narelle] Well, you joined in. Let's give credit

where credit's due. -[Narelle] You started adding some.

-[Allan] Nice work. [Narelle] Nice work, Allan. So look to everyone,
that's our challenge. From Allan Parker from Peak

Performance Development. And me, I am Digital

Access Solutions. I will tell you, Allan is

also the director of... the business side of

Digital Access Solutions. So Allan's got two hats on. And strategy. So we
challenge. Disability Action Week.

Let's see what you can do. [Allan] Yeah. Narelle Gatti, it's been a joy.

-[Allan] Thanks.

-[Narelle] It's been wonderful. [Allan] Ladies,

gentlemen, boys, girls, and all others who

want to be with us. -[Allan] And who are.

-[Narelle] Yeah. [Allan] We say thank you. And have an action fuelled,
awareness oriented,

adaptive week. Take care. Bye for now. [Narelle] Bye.