

International Day of People with Disability

Internal communications plan

Objective/s

What do you wish to achieve with this campaign?

- > Raise awareness and engagement of the International Day of People with Disability (IDPwD), and the opportunity to help make positive changes to the lives of 4.4 million Australians with disability.
- > Engage and influence a more inclusive, proactive and positive workplace culture
- > Challenge misconceptions and stereotypes
- > Influence attendance and participation in the ACMA IDPwD 'guest speaker' event

Key messages

What are the key messages you want to communicate to staff?

- > International Day of People with Disability (IDPwD) is a United Nations (UN) observed day celebrated internationally. It aims to increase public awareness, understanding and acceptance of people with disability and celebrates their achievements and contributions.
- > IDPwD is an opportunity to make positive changes to the lives of Australians with disability, while celebrating the contributions and achievements of people with disability and promote awareness, understanding and acceptance in the community.
- > Almost one in five people, or 4.4 million Australians, have a disability.
- > Challenge stereotypes, misconceptions, break down barriers and encourage inclusive attitudes and behaviours so together we can help make our workplace and communities more accessible and inclusive for people with disability.
- > Celebrate International Day of People with Disability.
- > This year's theme is 'Leadership and Participation of persons with disabilities toward an inclusive, accessible and sustainable post-COVID-19 world.'
- > By acknowledging this important day, we can take action to remove barriers for Australians with disability and contribute to positive change in our workplace and in the community more broadly.
- > Align to and raise awareness of [Australian Public Service Disability Employment Strategy 2020-25](#).
- > We encourage all staff to get involved and join the celebration! Together, we can all take action to challenge stereotypes, remove barriers and promote inclusive and respectful attitudes and behaviours in our workplace.
- > Let's all work together to remove barriers for Australians with disability so that everyone can participate and feel included in our community
- > We all have a role to play in ensuring people with disability have the opportunity to reach their full potential and participate in all aspects of community life.
- > Let's all take action this December, and all year round, to make our workplace and community more inclusive.

- > For more information about IDPwD, including resources, stories, videos and social tiles, visit www.idpwd.com.au
- > Wednesday 30 November 2022, 2:00 – 2:45pm - guest speaker event with [REDACTED] - [REDACTED] is a strong advocate for people with disability and is incredibly passionate about influencing positive awareness and change. [REDACTED] is motivated by an intrinsic desire to contribute to the delivery of services for people with disability to live the life they choose.
- > The [SBS Inclusion module on Disability](#)
- > Podcast called [REDACTED]
- > Dylan Alcott AO YouTube clip on [International Day of People with Disability](#).
- > Promote '[Pictures of You' Art Exhibition](#) in Belconnen: Empowering and representing people with disabilities through art.
- > IDPwD 2022 '[Not All Disabilities Are Visible' Online Forum](#) – 30 Nov 1:00 - 2:30 pm
- > [Chatterbox activity](#)– provide link to enable people to print and make available copies in the lunchrooms
- > Place awareness posters around the office ([free download from the IDPwD website](#)).
- > Any questions please contact [REDACTED]

Date/Timing	Key messages	Channel/s*	Responsible
Week commencing Mon 21 Nov	<ul style="list-style-type: none"> The Hub article published – promoting day, guest speaker and resources All Staff invitation to MS Teams live event 	The Hub ACMA events email	Internal Comms to draft – HR Strategy approve
	<ul style="list-style-type: none"> Upload the IDPwD backgrounds to MS Teams 	MS Teams	HR Strategy to email Corporate Service Desk
	<ul style="list-style-type: none"> Upload IDPwP poster to foyer screen playlists 	Foyer digital screens	HR Strategy to email Corporate Service Desk
	<ul style="list-style-type: none"> Posters and chatterbox printed on site and placed around offices where appropriate (inside lifts, lift foyers, notice boards and office kitchens) 	ACMA offices	HR Strategy to email Corporate Service Desk
Fri 25 Nov	ACMA Newsletter	Email	Internal Comms to draft
Tues 29 Nov	Send all-staff Reminder for Guest speaker event	ACMA events email	Internal Comms
Wed 30 Nov	MS Teams event – Guest speaker discussion and Q&A	Live event via MS Teams	HR Strategy
Mon 5 Dec	Upload recording to The Hub	The Hub	Internal Comms, supplied by HR Strategy
	Removal of posters and foyer screen playlists	ACMA offices and foyer digital screens	HR Strategy to follow up with Corporate Service Desk

*Channels include:

Intranet: Intranet page (permanent), Intranet article (news)

Emails: 'Corporate update' email (sent fortnightly by General Manager of Corporate and Research Division to all staff), 'Leadership talking' email (sent by Executive Manager of People,

Communications and Governance to Section Managers); Corporate Service Desk email (ICT notification sent to all staff)
Events/Information sessions: Face-to-face or MS Teams training/information sessions

Extra information

Additional information regarding IDPwD can be found at: [International Day of People with Disability \(idpwd.com.au\)](https://idpwd.com.au)