



INCLUSIVE FITNESS GUIDANCE FOR INCLUSIVE BUSINESS PRACTICE



INCLUSION ALLIANCE
AUSTRALIA

Goal

Strengthen the culture within the fitness industry which embraces diversity and effectively includes anyone who wants to take part. Inclusion is reliant upon the fitness environment having positive attitudes, effective communications and appropriate access to fitness services.

Benefits of Inclusion

- Reflective of the Community.
- Enhanced customer service skills.
- Increased referral pathways and membership.
- Improved social networks.
- Access to elite pathways.
- Sponsorship opportunities.
- Access to inclusion grants.
- Positive public image.
- Supporting physical and mental health awareness.
- Advocating inclusive best practices showcases leadership.

About

The Inclusion Alliance, formed in 2020, is a collaborative partnership between Sport Inclusion Australia, Deaf Sports Australia and Blind Sports Australia, which maximises resources, expertise and vast experience over many years working to improve the lives of people with a disability through sport. This shared vision will effectively build the capacity of the sporting, recreational and fitness sectors to be more inclusive of all people with a disability.

Fitness Australia are proud partners of Inclusion Alliance which share a similar purpose, to encourage more Australians to be more active, more often in a safe and effective way.

How to become more inclusive?

- Remember that the needs of each person with a disability are unique.
- Ask questions to determine whether participants have any specific requirements.
- Written material needs to be simple and in a range of formats (e.g. Braille, font size, simple text, clear and brief).
- Encourage inclusive imagery and communications with any promotional materials.
- Ensure venue has appropriate lighting.
- Remember to provide verbal description of the layout of the venue, such as location of toilets, entrances and exits, and telephones.
- Limit movement and re-arrangement of furniture/equipment.
- Develop strong policies and practices which represent an inclusive culture.
- Ensure staff and trainers are provided with resources to support best practice.
- Seek external assistance if required to ensure sustainable inclusion.

Communication Tips

- Speak clearly and keep explanations brief and simple.
- Use accurate and specific language when giving directions. For example, "the door is on your left", rather than "the door is over there".
- Name the person when introducing yourself and in a group situation introduce each member and take turns speaking.
- Seek clarification from the participant of their needs and check if help is needed.
- Avoid situations where there is competing noise.
- Be patient and don't rush instructions.
- Face participants when delivering instructions and never channel conversation through a third person.
- Check for understanding by asking questions.
- Use visual aids and signs.
- Be adaptable and flexible in your approach.
- Use body language and age-appropriate tone when communicating.
- Respect all participants for their individuality.
- Use demonstrations to explain verbal instructions.

Always put the PERSON FIRST. Avoid using words and phrases which can be demeaning.

Words to use

The person has a disability/ A person who has a disability.

"X has a disability"

The person has an intellectual impairment

"X has an intellectual impairment"

The person has a vision impairment.

"X has a vision impairment"

The person is Deaf or hard of hearing.

"X is deaf or hard of hearing"

Seizure

"X is having a seizure"

Words to Avoid

A disabled person/the disabled/the handicapped.

"X is a disabled person"

Afflicted with or suffers from.

"X suffers from a disability"

The blind: "X is blind"

The deaf: "X is hearing impaired"

Fit: "X is having a fit"



INCLUSION ALLIANCE FOUNDING MEMBERS



Sport Inclusion
AUSTRALIA



Deaf Sports
Australia



Blind Sports
Australia

Supported by



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Funded by

