



La Mama Theatre

Disability Action Plan

2015 - 2018

**Ensuring a future of genuine
inclusiveness**



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Committee of Management

Sue Broadway, Dur-e' Dara, Liz Jones, Peter Shaw,
Caroline Lee, Kerry Noonan, Adam Cass, Richard Watts

Acknowledgements

We acknowledge that our theatres are on traditional Wurundjeri land and we acknowledge the Wurundjeri people and its traditional owners and custodians. We honour and respect their ongoing cultural and spiritual connections to this country. We aim to respect cultural heritage, customs and beliefs of all Indigenous people.

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Message from the Committee of Management.



As our community becomes increasingly focused on outcomes, the culture that we live in seems to grow harder, more self interested and less concerned with the needs and aspirations of all. The gap between the blessed and the underprivileged grows wider. La Mama continues to be a leader in reducing this gap, encouraging all ages, abilities, and backgrounds to engage in the arts as participants and audiences; inviting the widest community possible to create and enjoy theatre and to experience the particular pleasures of making and attending live art.

In my career as a theatre maker I have worked with deaf performers, dancers in wheelchairs, visually impaired musicians and one-legged acrobats. We all are enriched by this diversity and complexity. We should all contribute what we can to celebrate the seemingly impossible and make the unlikely a reality.

It is a great privilege to work with such a dedicated team who all work so hard to continue the traditions of La Mama – empathy, connection, and hope for the future. It is a wonderful thing to see such a small and overstretched staff finding time to grapple with the problems facing the broader community to continually improve access and engagement for all comers.

This thoughtful document will provide a pathway for all of us to follow as La Mama continues its ongoing commitment to art that embraces difference and to an accessible and diverse workplace.


Sue Broadway
Chair

Message from the Company Manager.



La Mama is an organisation committed to inclusive practice. Since its inception in 1967, openness to all people, from all walks of life, has been essential to our philosophy. Being accessible and providing a welcoming environment has always been a priority in the ethos of La Mama.

This *Disability Action Plan* communicates La Mama's intentions for improving our accessibility, but much more than that, it provides La Mama staff, board, patrons and stakeholders, with an understanding of our strengths and weaknesses in servicing the needs of people of all abilities.

The *Disability Action Plan* has been formed through research, surveys and critical feedback on La Mama's practices. This document is usable, dynamic and flexible and offers tangible actions and a realistic timeframe from which to work. It highlights the challenges, both big and small, and provides a platform for reflection, discussion and positive action.

I trust that this *Action Plan* will support La Mama to become better educated around the needs and wants of people with a disability, and will contribute to making La Mama an accessible and welcoming space for all well into the future.

Many thanks to Dorine Blaise and all the individuals and organisations that contributed their time and offered feedback.


Caitlin Dullard
Company Manager

1. Introduction



Acknowledgments.

La Mama began its *Disability Action Plan* journey at the end of 2014, continuing a long-standing relationship with the disability community since the theatre's foundation in 1967.

La Mama is enormously grateful to organisations *Arts Access Victoria*, *City of Melbourne* and individuals Wendy O'Neill and Peter Whelan for their valuable assistance and advice in the development of its *Disability Action Plan*.

La Mama acknowledges the significant help of patrons, artists and industry friends who completed our survey and gave their valuable feedback during the development process of this Action Plan.

“In our drive to fulfil our vision of genuine inclusiveness, we at La Mama must be accessible to all audiences.”

Dr Elizabeth Jones AO,
Artistic Director & CEO

Who We Are.

Since 1967, La Mama Theatre has been nationally and internationally acknowledged as a crucible for cutting edge, contemporary theatre. Valued by artists and audiences alike, La Mama is treasured for its continued advocacy of those seeking to explore beyond mainstream theatre.

As a non-profit association, La Mama is producing work by theatre makers of all backgrounds and encouraging works that deconstruct and critique form, content and social issues. Described by its founder Betty Burstall as *“essentially a playwright’s theatre, a place where new ideas, new ways of expression can be tried out, a place where you can hear what people are thinking and feeling”*, La Mama is the home of alternative and experimental local theatre.

Receiving at least two hundred unsolicited scripts annually, La Mama provides a low financial risk in the face of a high artistic risk framework, by facilitating the production and presentation of shows.

“25% of people with a disability attended theatres or concerts, compared with 38% of all Australians aged 15 years and over.”

The Cultural Participation of Persons with a Disability
Report, Cultural Ministers Council, 2007

Goals.

For this purpose, La Mama is developing a *Disability Action Plan* focusing on four principle goals, as set out in the 38th section of the 2006 *Victorian Disability Act*.

1. Reduce physical barriers in accessing La Mama’s venues and office.
2. Promote employment of people with disabilities and remove any form of discrimination based on disabilities in accordance with equal opportunity legislation.
3. Facilitate inclusive performances by providing access services and by making publicity materials accessible.
4. Support positive attitudes and practices towards people with a disability, in the short, medium and long term.

Challenges.

In the implementation of its *Disability Action Plan*, La Mama may face challenges such as lack of funds, protected heritage buildings or organisational issues, but its commitment to be a welcoming and accessible place for all will prevail.



2. Presenting Disability

What is a Disability?

The **1992 Commonwealth Disability Discrimination Act (DDA)** defined disability as any impairment that is physical, intellectual, psychiatric, sensory, and/or neurological, whether it currently exists, may exist in the future, or is imputed to a person, through accident for instance, and may be long or short term in nature.

This might be translated in common words to define a person with a disability as anyone who cannot complete everyday tasks because their social and physical environment does not account for their impairment.

A disability is different from a functional impairment, such as a broken leg. It can be presented as one or more medical conditions that affect the ability of a person to undertake physical and cognitive activities, or to understand information in the short or long term.

“For me, and for many other people with disabilities, our status as disabled people is one of which we are fiercely proud.”

Stella Young, Australian comedian,
journalist and disability advocate

Arts and Disability.

Making arts accessible to all audiences is a real priority for La Mama Theatre as **18.5% of the Victorian population and one in five Australians** live with a disability, according to the results of the *2009 Survey of Disability, Ageing and Carers (SDAC)* from the Australian Bureau of Statistics.

87% of those who reported a disability in this survey have a specific limitation or restriction that is an impairment restricting their ability to:

- communicate
- move
- travel
- live independently

This survey also highlights that disability affects both males and females at a similar rate, is increased in older age groups and affects more Indigenous people and culturally and linguistically diverse populations than the Australian average.

Australia was one of the first countries to sign the United Nations Convention on the Rights of Persons with Disabilities when it was opened for signature on 30th March 2007. This means that Australia is a signatory to a legally binding standard recognising people with a disability as equal and active citizens.

Office for Disability - Department of Planning and Community Development Victoria,
December 2008

Disability: A Plural Word.

The United Nations Convention on the Rights of Peoples with Disabilities notes that barriers for people with disability within a social context may be:

- Physical, such as an inaccessible front door for people using wheelchairs
- Infrastructural, such as toilets inaccessible to wheelchair users
- Procedural, such as inaccessible ticketing services
- Social, such as unwelcoming attitudes or poor understanding

Although some disabilities are obvious, other disabilities are hidden, such as:

- Visual impairment
- Diabetes
- Epilepsy

Moreover, some people might have more than one disability at any one time.



The Feast | Explorations 2014
Images by Paul Dunn and Catherine Acin

3. Disability Policies

Social Policy Objectives.

Australia has an encouraging national policy environment for the rights of people with disability, thanks to the *1992 Commonwealth Disability Discrimination Act*, the *United Nations Convention of the Rights of Persons with Disabilities* that Australia ratified in 2007, the *2009 National Arts and Disability Strategy*, and the *2010 National Disability Strategy*.

Government Laws.

The Commonwealth legislation states that equal opportunities to participate or contribute to cultural activities are provided to disabled people and that systemic changes are implemented. The *United Nation Convention of the Rights of Persons with Disabilities* recognises “the rights of persons with disabilities to enjoy access to cultural materials in accessible formats and to enjoy access to places for cultural performances or services, such as theatres, museums, cinemas, libraries and tourism services”.

Moreover, the *2010 National Disability Strategy* states that “all governments are committed to a national approach to supporting people with disability to maximise their potential and participate as equal citizens in Australian society”.

La Mama Statement.

La Mama values the importance of each person's individual right to participate in the culture of Australia. Since its inception in 1967, La Mama has been a welcoming place for people of all abilities. Artists with a disability have regularly been programmed at La Mama and embraced as audience members. Over the years, La Mama has run many programs and participated in numerous events that support artists and audiences with a disability.

This DAP is an opportunity to formalise the commitment La Mama has towards inclusive arts practice. In doing so, La Mama is implementing government policies around accessibility and inclusion strategies into all areas of its operations.

***“By far, the most disabling thing
in my life is the physical environment.
It dictates what I can and can not do
every day.”***

*Stella Young,
Australian comedian, journalist
and disability advocate*

4. Consultation Process

A person with curly hair, wearing a white tunic with a red and white checkered collar, dark sunglasses, and blue sneakers, stands in a dark space. The floor is covered with chalk drawings, including the words 'DIAGNOSIS', 'CRIMINAL TAP', 'SKETCH', and 'CHEESE'. The person is holding a thin stick or wand.

The Survey Consultation Process.

The consultation took place from the **12th of January to the 28th of February 2015**.

Patrons, artists, friends and members of La Mama's family kindly completed the survey after it was circulated via its website, e-news, social networks, and community.

100 people took part in the consultation process, providing feedback about their own experience at La Mama. Of these 100 surveys, 56 were completed on-site and 44 were completed online.

74% of those who completed the survey were women and 26% were men. **20% of the people** who completed the survey identified themselves as living with a disability. 83% of the people who completed the survey are regular attendees of theatre, and 68% of those surveyed heard about La Mama through word of mouth and its website.

The Survey Results.

The consultation process was useful in that it gave an insight into external views regarding La Mama's accessibility. It also highlighted priorities of what should be included in the *Disability Action Plan*.

48% of those who completed the survey answered that La Mama needs **better physical access** to its theatre and its facilities. Of the 48%, 85% were over 30 years old.

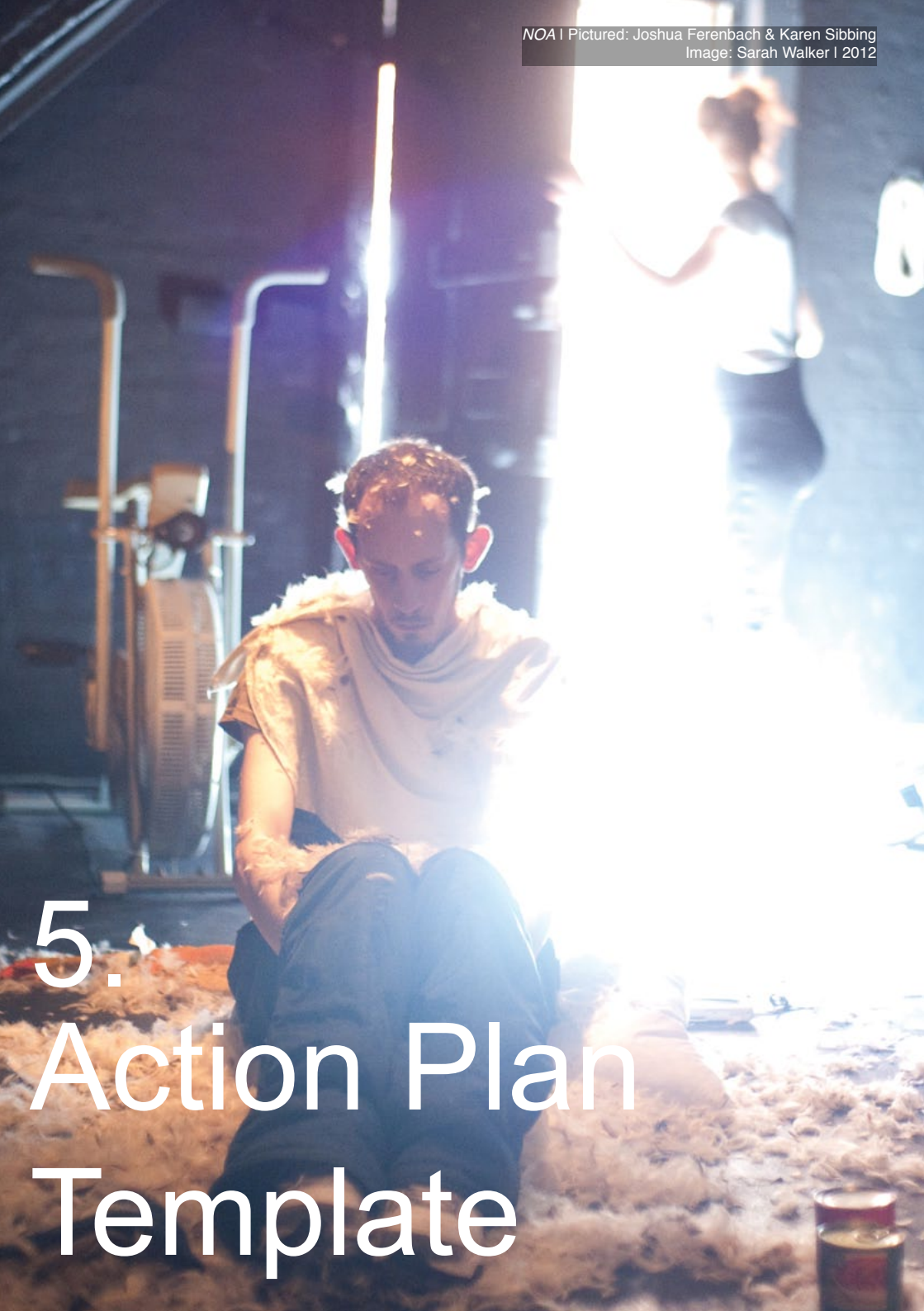
25% of those surveyed answered that La Mama needs to provide **more interpreted performances** in order to make them accessible to all audiences. Of the 25%, none were people that identified themselves as having a disability, and 70% were under 30 years old.

Responses also drew attention to the inaccessibility of marketing and communication content and format and the need for specific parking areas for disabled people.

Thanks!

This consultation process was also a chance for La Mama to question its practices and receive invaluable advice from the community in order to be a more welcoming organisation.

La Mama would like to sincerely thank everyone who took part in the consultation process and gave La Mama such valuable feedback.



5. Action Plan Template

Overall Access Strategic Goals.

La Mama aims to engage the participation of artists and community members who face challenges in accessing arts and cultural opportunities.

For this purpose, La Mama is dedicated to implementing, maintaining and reviewing its *Action Plan* in order to create positive discrimination for patrons with a disability and encourage their ongoing involvement with the arts.

Access Strategy Plan 2015 - 2018: Focus Areas.

This *Disability Action Plan* has prioritised strategies that are realistic and achievable with the current resources and in the actual operating environment, while producing the greatest benefits for the everyday experience of patrons and artists with disability as well as staff members. La Mama is focusing upon 4 key strategy areas:

1. Increase participation of people with disability through better access to La Mama.

2. Reduce barriers to persons with disability obtaining and maintaining artistic opportunities and employment.

3. Create audience development by making performances inclusive and accessible.

4. Lead changes in attitudes and practices that will enhance access for all.

The initiatives contained in this *Action Plan* will deliver benefits for all patrons and artists as well as demonstrate to the community that improving access is an ongoing organisational commitment for La Mama Theatre.

Focus Area 1:

Increase the participation of people with disabilities through better access to La Mama.

Action 1: Improve physical access

According to data from the *Australian Bureau of Statistics (ABS)*, 2.6 million Australians, representing approximately 14% of the population, have a physical impairment. Physical barriers such as uneven floors, steps or cobblestone surfaces may make it difficult for people with an impairment to access and enjoy cultural facilities and activities.

For this purpose, La Mama's venues, foyers, gardens, toilets, bars and office will become wheelchair accessible via the main entrance and will offer enough space for people with disabilities to easily move around. The dressing rooms will also become accessible to all artists. All doors accessing the venues, dressing rooms, toilets and office will be easy to open. Finally, dedicated spaces inside the venues will be created within each production's seating configuration for patrons in a wheelchair.

- ❖ Status: under progress (grants research, technical meetings, quotes)
- ❖ Responsibility: House Managers, Access Program Coordinator, Company Manager
- ❖ Timeline: by the end of 2018

La Mama's foyers and gardens will also offer enough seats for all the patrons who do not have the ability to stand up for long periods. These areas will provide an allocated welcoming space for guide dogs.

- ❖ Status: to be implemented during the gardens re-construction
- ❖ Responsibility: House Managers
- ❖ Timeline: Spring 2015

La Mama will improve and advertise parking spots accessible to persons with disability around its venues, in order to make sure that everyone can access the performances on time. La Mama could make its forecourt available for parking on busy nights, such as weekends when reserved parking spots might be full. La Mama will promote its access via accessible public transport, such as trams and buses.

- ❖ Status: in development
- ❖ Responsibility: Access Program Coordinator, Marketing and Communication Coordinators
- ❖ Timeline: Spring 2015

“My disability exists not because I use a wheelchair, but because the broader environment is not accessible.”

Stella Young, Australian comedian, journalist and disability advocate



Action 2: Improve La Mama's communication and information access

Artists and audiences with a disability may find it difficult to get information about opportunities, artistic support or programs that could help them in their arts practice or engagement. La Mama needs to think about how to communicate and engage with people with a disability and make its communication accessible to all.

La Mama's publicity, communication and marketing content will be accessible to all audiences, by offering multiple formats of and options for communication as well as using only accessible fonts and colour contrast. This includes its season brochure (by creating a special readable size), its website (by offering enlarging options by Australian WCAG 2.0 standards and audio described pages and programs), and the regular communication material, such as show programs, e-news, or special event invitations. Likewise, every video used as publicity content will offer closed caption.

- ❖ Status: in development
- ❖ Responsibility: Marketing and Communication Coordinators
- ❖ Timeline: by the end of 2016

La Mama will enforce the visibility and the clarity of its warning notices in media content and social networks prior to performances, and also through Front of House staff and clear signs at the entrance of the building before performances start. Moreover, La Mama will provide both visual and audio warnings in case of an emergency during the performance.

- ❖ Status: ongoing
- ❖ Responsibility: Marketing and Communication Coordinators, House Managers, Front of House staff
- ❖ Timeline: by the end of 2015

In order to improve the diversity of its audiences, La Mama will increase publicity about its accessibility through all forms of communications, such as its website, season brochures, social networks, e-news. La Mama will use appropriate symbols when needed to promote its accessible performances. La Mama will also advertise programs through targeting specific communities such as Infoxchange Australia, Vision Australia Radio, Radio for the Print Handicapped (RPH), Better Health Channel, and specific newspapers and networks, like Arts Access Victoria e-news, Deaf Arts Network, Vic Deaf and Deaf Children Australia.

- ❖ Status: in development
- ❖ Responsibility: Marketing and Communication Coordinators
- ❖ Timeline: by the end of 2017

Focus Area 2: Reduce barriers to persons with a disability obtaining and maintaining artistic opportunities and employment.

Action 1: Give equal artistic opportunities to all artists and enforce positive discrimination in favour of artists with disability

Artists with a disability might encounter unwelcoming attitudes that could deter or prevent them from engaging in the arts or developing new artistic projects.

La Mama will ensure that its programming process is accessible for artists with all kinds of abilities. Creating quotas might be necessary to make sure La Mama is programming a certain amount of artists with disabilities every year and staying open-minded. La Mama will advertise its openness and welcomeness to script proposals by artists with disability as well as material written about people with disabilities.

- ❖ Status: ongoing
- ❖ Responsibility: Artistic Director and La Mama Curators
- ❖ Timeline: 2015 - 2018

Action 2: Improve La Mama recruitment processes to be fully accessible

A person with a disability might face the same challenges as an artist with disability in looking for employment.

La Mama will promote and develop a non-discrimination employment policy for staff nomination and board positioning in order to increase and facilitate the employment of people with disabilities.

La Mama will also create a welcoming environment for every potential employee with a disability, especially by making its office accessible, training co-workers to work with people with disabilities and providing sign language courses in order to create an inclusive work environment.

La Mama will be flexible and facilitate a work-from-home position to be more accessible to all potential employees. A review and update of the recruitment procedures might be necessary in order to ensure accessibility. Job advertisements will also be accessible to people with a disability.

In line with the government policy and the Australian legislation such as the *Disability Discrimination Act (DD)*, when advertising a position, La Mama will use sentences such as “people with disability are encouraged to apply”, or “La Mama is an inclusive workplace and welcomes applications from people with disability”.

- ❖ Status: in development
- ❖ Responsibility: Company Manager as Human Resources Manager
- ❖ Timeline: 2015 - 2016



Focus Area 3:

Create audience development by making performances inclusive and accessible.

Action 1: Offer an accessible ticketing scheme

People with disabilities may face financial barriers in engaging with the arts. In order to reduce those barriers, La Mama will display the Companion Card logo on its communication materials and will add this as a ticketing option along with full and concession in an effort to increase the visibility of the Companion Card scheme. La Mama will also continue to keep concession prices as low as possible (currently at 60% of full price).

Moreover, La Mama will investigate and offer more accessible options for patrons with a disability to book tickets. For this purpose, La Mama will join the National Relay Service, an Australia-wide telephone access service providing solutions for people who are deaf or have a hearing or speech impairment. This will assist people with a range of disabilities to book tickets via the phone. La Mama will also offer further booking options via sms and email. In this way, La Mama will ensure all ticketing is accessible.

- ❖ Status: ongoing
- ❖ Responsibility: Company Manager, Access Program Coordinator
- ❖ Timeline: by the end of 2017

Action 2: Organise an accessible performances

It is commonly estimated that, in Australia, one in six people are deaf/hard of hearing and that number in Victoria is about 260,000. It is also well-known that people who are deaf/hard of hearing is linked with people's age and thus increases with age.

In order to offer performances that are accessible to all, La Mama will endeavour to facilitate at least four captioned performances per year. La Mama will also organise Auslan interpreted performances at least once per season. Audio described performances giving spoken description of the visual elements, hearing loop, and relaxed performances offering relaxed noise, movement, lights and sound effects will be considered, especially for children's shows.

To implement this goal, La Mama will need to seek funding. Multiple associations, private and governmental organisations might be contacted for this purpose.

- ❖ Status: ongoing
- ❖ Responsibility: Company Manager, Access Program Coordinator and House Managers
- ❖ Timeline: 2015 - 2018



Action 3: Promote and encourage participation of the community

To encourage patrons with disabilities to attend performances, La Mama will involve itself more with Disability Service Offices, and other communities supporting people with disability. Improving La Mama's participation within the community will help La Mama to offer clearer communication and information about its artistic program and access to the community. It will also be an opportunity to build a consultation process, in order for La Mama to meet the community's expectations and desires.

Being more widely involved with the community will also lead La Mama to build long-term partnerships with associations and local communities to develop the diversity of audiences, and to identify any marginalised communities that need to be supported in order to attend performances. From an artistic point of view, La Mama will build and maintain long-term partnerships with fusion theatre (companies of artists with and without disabilities), theatre companies that focus on artists with disability such as Rawcus, Back To Back Theatre, Australian Theatre of the Deaf, and inclusive companies such as Weave Movement Theatre. A good way to involve the community long-term might be to give away invitations to representatives of those companies and their members, and to enter the Arts Access Victoria Membership program. La Mama will also maintain a strong advisory link with Arts Access Victoria throughout the implementation of this *Action Plan*.

- ❖ Status: ongoing
- ❖ Responsibility: CEO, Company Manager and Access Program Coordinator
- ❖ Timeline: 2015 - 2018

La Mama will be more engaged with disabled communities and better develop children's interest in arts and theatre. For this purpose, La Mama will provide opportunities for children and students with disabilities to participate in the arts by organising public dress rehearsals dedicated to specialised schools, or curate performances from students with disabilities. La Mama will also build new partnerships with local schools, as well as universities.

- ❖ Status: to be created
- ❖ Responsibility: Learning Program Coordinator
- ❖ Timeline: by the end of 2016

To be more visible in the various disabilities communities, La Mama needs to take further part in public events related to disability. La Mama will be involved in the *International Day of People with Disability* happening on the 3rd of December. La Mama could for instance take part in hosting workshops, performances, making official acknowledgements, and creating a partnership with *The Other Film Festival*.

- ❖ Status: to be researched
- ❖ Responsibility: Artistic Director, Company Manager, Access Program Coordinator, Marketing and Communication Coordinators
- ❖ Timeline: 2017



Focus Area 4: Lead changes in attitudes and practices that will enhance access for all.

Action 1: Train staff to be welcoming and accommodating to all audiences

People with a disability can encounter attitudes that deter or prevent them from engaging in the arts.

In order to prevent any unintentional discrimination at La Mama, special training will be offered to Front of House staff in order to educate them about the special needs of people with a disability. Some simple rules should be applied such as: putting people first and not their disability, offering verbal descriptions of the venues to people with vision impairment, using paper or tablets to communicate fluently and easily with hard of hearing people. Staff members will also be trained to be aware of the emergency procedures to assist people with disability evacuating. To this end, La Mama's staff will participate in the *Inclusive Arts Training* of Arts Access Victoria.

- ❖ Status: to be created
- ❖ Responsibility: House Managers
- ❖ Timeline: 2015

Action 2: Train artists about inclusive theatre

Producing and presenting more than 60 new theatre works and engaging more than 1300 artists each year, La Mama has the capacity to significantly influence the perception of disability in the arts sector. Working with artists to imbue the vision of disability into each production not only ensures that works presented at La Mama are friendly to artists and audiences with disability but also contribute to the development of individual artists' practices.

For this purpose, La Mama needs to educate artists about inclusive theatre by promoting work with and by artists with disabilities, and create and support accessible content. La Mama will also engage in promoting the positive portrayal of artists with disability.

La Mama attracts more than 20,000 audience members to its theatres each year and communicates regularly with a large cohort of loyal followers. As such La Mama is well positioned to convey important messages and advocate for artists and people with disability within the broader community.

- ❖ Status: to be created
- ❖ Responsibility: Access Program Coordinator, Company Manager
- ❖ Timeline: 2016 - 2017

6. Review Strategy

Action 3: Contribute to community fundraising in order to engage with communities dedicated to working with people with a disability

Engaging with communities dedicated to working with people with a disability can be achieved by taking part in common public events. For example, La Mama could be more involved and engaged in fundraising events that support people with disabilities by providing complimentary performance tickets, as well as connecting with Disability Service Offices.

- ❖ Status: to be created
- ❖ Responsibility: Company Manager & CEO
- ❖ Timeline: 2015 - 2018



Disability Action Plan Approval And Registration.

When finalised, the *Disability Action Plan* will be presented to the Committee of Management via the Company Manager. From there, the *Action Plan* will be registered for the [Human Rights Commission](#) and communicated internally to all staff members, and externally to all patrons, partners and artists.

The *Disability Action Plan* will also be widely distributed around the community and disability networks and will be published on La Mama's website and newsletter. Also, the *Disability Action Plan* will be included within the [La Mama Business Plan](#).

Implementation Timeline.

Internally, practices should be reviewed on an annual basis and reviewing will be lead by the Access Program Coordinator.

Monthly staff meetings should be used by staff members to present their progress and open up discussions about working and challenging practices. [Two reviewing meetings per year](#) gathering all people in charge of a focus area will also be held and lead by the Access Program Coordinator, in order to acknowledge the realisation of goals, track progress and communicate internally.

Progress will be communicated in the Strategic Business Plan, and on the website/e-news in the middle of the period, at the beginning of 2017. Progress will be measured through [Key Performance Indicators \(KPI's\)](#) and reviewed at the end of the *Action Plan*.

People involved in the implementation of the *Disability Action Plan* should take into account the *Action Plan* is a living document that is always evolving. Moreover, the *Disability Action Plan* is a [guideline document](#) about what, *at the very least*, needs to be done. Further developments are welcomed and should be reported and communicated through the team and the general public.

By the end of 2018, a new strategic *Disability Action Plan* will be created according to the results of and suggestions from this current plan.

Key Performance Indicators.

Strategy	Measure	2015 Forecast	2016 Forecast	2017 Forecast	2018 Forecast
Increase the participation of people with disabilities through better access to La Mama	Improve physical access to all La Mama's facilities	Order an audit on how to make La Mama physically accessible	Identify priorities, get quotes for the cost and create an implementation timeline of the necessary work	Research and make applications for grants and philanthropic funding	Ongoing improvement to the physical accessibility of the spaces
	Improve the accessibility of communication, publicity and marketing content	Ensure the website is fully accessible with audio descriptions and accessible formats	Ensure La Mama brochure and all marketing contents are available in an additional accessible version	Use established networks and relationships to promote La Mama's accessibility	Build network relationships, get informed about accessible marketing standards and implement them

Strategy	Measure	2015 Forecast	2016 Forecast	2017 Forecast	2018 Forecast
Reduce barriers to persons with a disability obtaining and maintaining artistic opportunities and employment	Provide equal artistic opportunities to all artists	Increase the amount of artist with disability programmed by 10%	Increase the amount of artists with disability programed by 20%	Increase the amount of artists with disability programmed by 30%	Increase the amount of artists with disability programmed by 40%
	Improve La Mama recruitment processes to be fully accessible	Meet the legislation on the accessibility of the recruitment process	Advertise a position for a person with disability		

Strategy	Measure	2015 Forecast	2016 Forecast	2017 Forecast	2018 Forecast
Create audience development by making performances inclusive and accessible	Offer accessible ticketing scheme	Join the NRS and create reserved seats for interpreted performances	Make the booking process accessible to people with disabilities	Provide options on the ticketing system to inform La Mama of any special needs	
	Organise accessible performances	Present 1 Auslan interpreted performance per season + 1 consultation meeting with the community	Research grants in order to get funding to present accessible performances on a regular basis	Research and implement an audio described performance and one captioned performance	Organise a relaxed performance for kids
	Promote and encourage participation of the community	Create and strengthen a partnership with 1 fusion theatre or focus theatre companies	Engage specialised schools and children with disability in the La Mama Learning Program	Be part of the International Day of People with Disability	Create and strengthen 2 partnerships with fusion theatre or focus theatre companies

Strategy	Measure	2015 Forecast	2016 Forecast	2017 Forecast	2018 Forecast
Lead changes in attitudes and practices that will enhance access for all	Train Front of House staff to be welcoming and accommodating to all audiences	Train Front of House staff on an Inclusive program	Train Office Staff on an Inclusive program		
	Educate artists about inclusive theatre		Promote a positive portrayal of artists with disability by publishing and reposting photos on social media every month	Encourage inclusive theatre initiatives	
	Engage with communities dedicated to working with people with disabilities	Engage with one event organised by the community	Engage with one public event supporting disability organisations	Engage with two events organised by the community	Engage with two public events supporting disability organisations



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White Spots
Pictured: David Maney
Image: Tom Riley | 2014