[Insert Date]

[Mr/Mrs/Ms/Dr First Name Last Name]

[Company]

[Address]

[Suburb State Postcode]

Sent Via Email: [Inset email address]

Dear [First Name],

I am writing to you as a committed advocate for accessibility and inclusivity residing in [your city]. It is my firm belief that by collaborating together, we can bring about a transformative impact on the lives of individuals with disabilities.

I would like to begin by sharing a personal experience that has deeply resonated with me in regard to inaccessible packaging. [Share your personal experience with disability or limited mobility here.]

I am reaching out to bring your attention to the Accessible Product Design Alliance, an alliance of non-profit organisations dedicated to representing individuals with chronic conditions who are significantly affected by inaccessible products and packaging. As a passionate advocate for accessibility, I kindly request your support and consideration for the initiatives undertaken by the Alliance.

The core vision of the Accessible Product Design Alliance is to ensure that the design of products and packaging is accessible to all consumers, regardless of their level of ability. With the growing prevalence of chronic conditions and an aging population, it has become imperative to address accessibility issues that hinder people's ability to use products effectively and independently. The Alliance specifically focuses on conditions such as arthritis, chronic pain, stroke, Parkinson's disease, cerebral palsy, multiple sclerosis, muscular dystrophy, cystic fibrosis, motor neurone disease, and Huntington's disease, which can lead to impairments in strength, dexterity, and coordination.

I have attached the Accessible Product Design Alliance's position statement and a two-page summary for your reference. These documents outline the objectives and actions that need to be taken to ensure products and packaging are accessible to all consumers.

Alliance member Arthritis Australia’s Accessible Design Division also has decision-making tools and research to allow companies to measure and develop accessible packaging, making them usable for more consumers. Their program includes benchmark testing through to Easy to Open and Use certification, as well as ‘first of their kind’ packaging design guidelines to assist companies with designing products based on consumer abilities. You can find free guidelines as well as other research on their website [www.arthritisaustralia.com.au/accessible-design-division](http://www.arthritisaustralia.com.au/accessible-design-division).

By collaborating with the Alliance, your organisation has the opportunity to make a significant impact on the lives of millions of individuals living with disabilities. Together, we can work towards creating a society that embraces inclusivity, accessibility, and empathy for its diverse population.

Thank you for taking the time to consider this important matter. I would greatly appreciate the opportunity to discuss the Accessible Product Design Alliance further and explore how we can enhance accessibility.

Yours sincerely,

[Insert Your Full Name]

[Your Address]

[Your Suburb State Postcode]

Attachment: Accessible Product Design Alliance - Position Statement and Two-Page Summary