

Products and packaging should be designed to be accessible for all consumers, regardless of their level of ability.

THE ISSUE

Many people have impairments that limit their ability to open, use and enjoy standard consumer products, including poor vision, issues with mobility and limited strength and dexterity. An ageing population and the increasing prevalence of chronic conditions means that more and more people are being significantly affected by accessibility issues.

Inaccessible products and packaging can cause unnecessary physical pain or discomfort, stress and frustration and can undermine a person's health, independence and self-esteem. In some cases people may injure themselves from using sharp objects to open packaging to access products.

We need measures to improve the availability of accessible products and packaging, offer new opportunities for government and industry to support inclusivity and independence for people with disability, as well as a more positive consumer experience for all.

The Accessible Product Design Alliance has been established to advocate to government and industry to improve access to products and packaging that are easy to use for consumers with physical and other impairments.

OBJECTIVES

The objectives of the Alliance are to support the development of more inclusive product and packaging design through awareness raising, research, and the adoption by government and industry of systemic changes to policy and standards that incorporate accessible design principles.



**LIVING WITH MS
AND ARTHRITIS,
THERE ARE
PRODUCTS I
SIMPLY NO
LONGER BUY
BECAUSE I
CANNOT
INDEPENDENTLY
OPEN THEM**



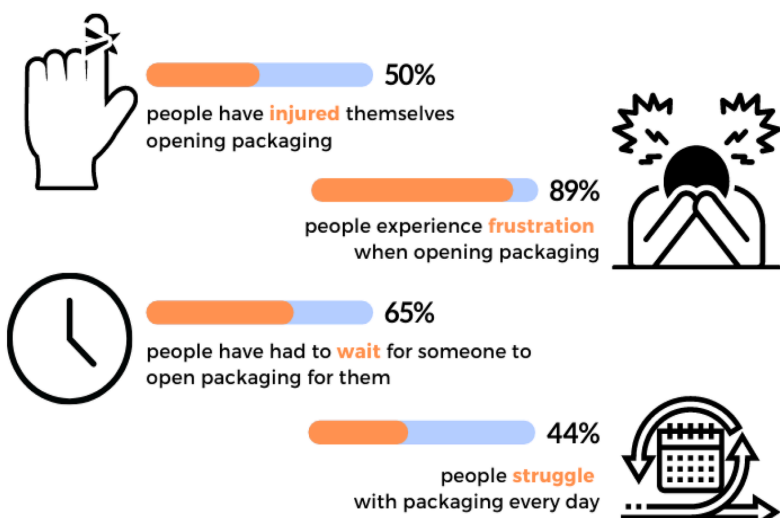
5 million
Australians and
New Zealanders with
disability

5 million
Australians with
**disabling
chronic
conditions**



4.5 million
Australians and
New Zealanders
aged 65+





BASICALLY ANYTHING THAT'S WRAPPED OR STICKERED IS IMPOSSIBLE FOR ME. PILL PACKETS AND KIDDO LOCKS ON PILL CONTAINERS ARE VERY FRUSTRATING

WHAT YOU CAN DO TO BRING ABOUT CHANGE

Consumers and the community

1. Get in touch with the brand owner directly and tell them what packaging is problematic, and why.
2. Make a complaint to the Australian Packaging Covenant Organisation (APCO) by filling out its [Consumer Packaging Complaint Form](#).
3. Fill out Arthritis Australia's [packaging feedback form](#), and nominate a product for its annual 'That's a wrap' campaign which awards companies for worst (and best) packaging.

Industry

1. Use the [Food Packaging Accessibility Design Guidelines](#) to improve your packaging design.
2. Discover how to receive a [Packaging Accessibility Rating](#).
3. Use [labelling guidelines](#) to reduce barriers that prevent people who have low vision from accessing printed information.

Government

1. Ensure accessible design principles are considered in packaging policy and regulation.
2. Understand that sometimes sustainability measures can impact accessibility.
3. Ensure that hospital inpatients and aged care residents have accessible food packaging to prevent injury and have the nutrition they need.



MEMBERS

The Accessible Product Design Alliance is a group of not-for-profit consumer health organisations that represent people with chronic conditions who are significantly impacted by inaccessible products and packaging. The Alliance was formed in 2019 to advocate to government and industry to improve access to products and packaging that are easy to use for our consumers and to increase research in the area.

To read more about the work of the Accessible Product Design Alliance, please visit: <https://arthritisaustralia.com.au/accessible-design-division/accessible-product-design-alliance/>

Contact the Accessible Product Design Alliance by email to: design@arthritisaustralia.com.au