



International Day of
People with Disability



Event Support Kit

Community and Organisations

Tips, tools and resources to help the community and organisations celebrate International Day of People with Disability.



**International Day of
People with Disability**

**International Day of People with Disability (IDPwD)
is a United Nations (UN) sanctioned day held each
year on 3 December.**

**It is a day that celebrates progress
in breaking down barriers, opening
doors, and realising an inclusive
society for all.**



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What is International Day of People with Disability?

International Day of People with Disability (IDPWD) is a United Nations (UN) sanctioned day held each year on 3 December. It is a day that celebrates progress in breaking down barriers, opening doors, and realising an inclusive society for all.

2016 Theme

The UN theme for 2016 is 'Achieving 17 goals for the future we want'.

This year's theme draws attention to the 17 Sustainable Development Goals (SDGs) and how these goals can create a more inclusive and equitable world for people with disability. For more information on the UN theme, visit http://bit.ly/un_idpd2016.

In addition, we're encouraging individuals, businesses and communities to focus on:

- Starting a conversation and raising awareness about disability issues in their community
- Highlighting examples of Disability Champions who are working to improve the lives of people with disability in communities across Australia.

We're also encouraging people to spread the word through social media by using #idpwd and #includeme, sharing photos of their IDPWD celebrations, and the great things that they are doing to support and create an inclusive community.

Did you know?

- Over four million Australians have a disability – that's almost 18 per cent of our population.
- Accessibility isn't just about ramps; it could be providing braille on toilet doors, or providing voice overs for people with vision impairment
- Not every disability is physical
- Unseen disabilities are more common than most people think. These can include mental illness or intellectual disorders.

Key messages

International Day of People with Disability

- International Day of People with Disability is a United Nations sanctioned day that aims to promote understanding of the issues experienced by people with disability.
- It demonstrates and celebrates what people with disability can achieve when they have the same opportunities to pursue their dreams and to reach their full potential.
- International Day of People with Disability seeks to remove barriers for people with disability and create inclusive communities.
- It celebrates and recognises the achievements, contributions and abilities of people with disability.

How to get involved

- Get involved in International Day of People with Disability by attending an event in your community.
- It's a great opportunity to start a conversation about disability, celebrate the achievements of people with disability or show how we are inclusive in our community/organisation.
- Don't forget to use the #idpwd and #includeme hashtags.

Create 'a voice'/conversation

- Start a conversation and raise awareness about disability and how you can make your workplace, school or community a more inclusive place for people with disability.
- Everyone is different. Disability is one of the many traits that make each person unique. Celebrate the differences in your community/organisation and demonstrate what can be achieved when you create an inclusive community.
- Visit the [IDPWD website](#) for some great ways you can start a conversation and make your community more inclusive.

Let's get started

Participating in IDPwD can take any form you like, big or small, work or school, the opportunities are endless.

One of the most significant barriers for people with disability is the community's assumptions and attitudes. Help create a voice for people with disability by spreading the word and encouraging people to start a conversation about the simple things you and your community can do to make a better life and a stronger community for people of all abilities.

However you choose to spread the word, your goal should be to:

- Promote inclusive and accessible communities
- Help create an awareness of disabilities
- Celebrate what people with disability can achieve when they have the same opportunities to pursue their dreams and reach their full potential.

This kit provides different ways you can celebrate IDPwD, some resources to assist you to hold and participate in local events, and how you can recognise local Disability Champions in your area.

- [Our website](#) provides some great ideas to help you and your community/business to get started.
- Register your event on our website. All registered events will receive a free pack of promotional products to help you celebrate.
- Don't forget to use the #idpwd and #includeme hashtags.

Event ideas and tips

Check out some of the [event ideas](#). We have more ideas and resources available on the website, go to www.idpwd.com.au.

Now that you know what type of event you would like to hold, here are a few things to get you on your way:

- Set your goal —decide what you want to achieve from your event.
- Enlist some help — many hands make light work. Consider getting help to organise things like speakers, catering or entertainment.
- Name it — think of a catchy name that captures the spirit of your event.
- Location, location, location! — you might like to think about access to amenities, parking, wet weather options.
- Invites — who will you invite? Will there be any key officials? Check out the Resources section of this kit for invitations.
- Entertainment — think about what entertainment will appeal to the audience e.g. speakers, performers, musicians. and/or activities.
- Promotion — how will you tell people about your event? Will you use social media, media, posters, etc.?
- Media — have you let your local newspaper or radio station know about your celebration?

Make it official

Register your event at www.idpwd.com.au and you can choose to receive FREE promotional material.

Registering your event can also help you spread the word about your celebration. We publish all events open to the public on the website.

Remember, if your event isn't open to the public you can still register to receive free promotional products.

You can also find out what else is happening in your area or near you on the [event calendar](#) or connect with IDPwD on social media.

No time to organise an event?

You can still get involved and spread the word. Why not encourage others to hold an event, or simply just show your support by writing a newsletter article, or sending an opinion piece to your local newspaper. A number of [templates](#) to help you support IDPwD are available in this kit.

Recognise local Disability Champions

In 2016 we're asking community leaders and organisations to identify and acknowledge local Disability Champions. These are people in your community/organisation who champion the benefits of an inclusive society and promote and understand issues facing people with disability.

This might be someone who makes a significant contribution to raising awareness about disability issues more broadly across the community and supports the development of an inclusive community.

How to get involved

You can get involved in IDPwD in the following ways:

1. Attend official IDPwD events
2. Organise your own IDPwD event
3. Promote IDPwD in your area
4. Start a conversation
5. Connect with IDPwD online

Our online community is a great asset for promoting IDPwD and our message of celebrating the achievements and contributions of people with disability. Connect with IDPwD on social media to help spread the word.

www.facebook.com/idpwd

www.twitter.com/idpwd

Don't forget to use the IDPwD hashtags #idpwd #includeme

Spread the word

Using the media

Using the media can be helpful in promoting your event, or to spread the word about your celebration.

Some people find contacting the media daunting, but it doesn't need to be.

To get you started we have provided a few examples of what you could send to the media. We've pulled together some [tips to guide you](#).

Tip: Don't forget to add in all the details about your community/organisation, or event (don't add in any details that haven't been confirmed).

Government officials

Think about how you can involve your local officials. You can invite your local Mayor to open your event, or encourage a local Member to get involved.

It's important to send invitations to local officials and leaders early and to confirm their attendance before promoting your event.

We have included a template invitation letter that you might like to use.

Community leaders and local personalities

Try to identify local community leaders and personalities—such as sporting stars or local musicians to invite to your event.

Sporting personalities can help you promote or participate in your event. Encourage your local sporting teams to get involved, and think about how they can be more inclusive.

You might like to identify local musicians to play at your event or help to promote your event, and identify a community group or leader you would like to involve. Think about contacting these community members early to get involved. You can use the invitations and template letter provided in this Kit.

Businesses

It's always great to support local businesses. Think of ways you can involve local businesses in your event.

You might find some business sponsors in your community that are willing to lend a hand and support your event. Why not ask around and see who is interested in getting involved.

Tip: Why not ask a local business to sponsor your event in exchange for promotion of their business on your promotional materials.

Social media

Social Media can be a great tool to spread the word in your community. We have provided a few suggested posts to get you started.

Facebook

Facebook: We're having a [Insert event] to celebrate International Day of People with Disability on 3 December. If you would like to join in the fun join us for [Inset details of event—time, date, address, RSVP] #idpwd #includeme

Facebook: Celebrate International Day of people with Disability with us on [insert details of event—time, date, address, RSVP]. #idpwd #includeme

Facebook: One of the most significant barriers for people with disability is the community's assumptions and attitudes. Help create a voice for people with disability by starting a conversation about the simple things you and your community/organisation can do to make a better life and a stronger community for people of all abilities. Visit www.idpwd.com.au for free resources and products. #idpwd #includeme

Facebook: International Day of People with Disability (IDPwD) is nearly here – only [x] sleeps to go until 3 December. [Organisation/Location] can't wait to celebrate and IDPwD is a great day to get involved, participate and recognise the wonderful contributions people with disability make to this country. Find out what else is happening near you at www.idpwd.com.au. #idpwd #includeme

Twitter

Twitter: We're having a [insert event] on #idpwd 3 Dec. Love you to join us. Find out more www.idpwd.com.au #includeme

Twitter: #idpwd is a time to celebrate our nation's progress in breaking down barriers, opening doors, and realising an inclusive society. Visit www.idpwd.com.au today!

Twitter: #idpwd is on 3 December. Visit www.idpwd.com.au and find out how you can participate. Looking forward to seeing what is planned! #includeme

Twitter: It's #idpwd. A time to celebrate the contributions made by people with disability. Visit www.idpwd.com.au today and join the fun!

Don't forget to use the hashtags #idpwd #includeme.

Tip: Make sure people get reminded of your event. If you have a Facebook page, create an event through your page, which will automatically remind people to RSVP, and when the event is coming up.

Other resources, graphics and shareables

We have a range of resources and graphics available on our website you can use to promote IDPwD online. Go to www.idpwd.com.au/celebrate/promotional-products or contact idpwd@dss.gov.au for assistance.

Questions?

Get in touch!

Email us at idpwd@dss.gov.au or call: 1800 440 385.

TTY users please phone 1800 555 677 and ask for 1800 440 385.

Connect and share with us!

We would love to see your celebrations, so don't forget to tag us and use the hashtags #idpwd #includeme



www.facebook.com/idpwd



www.twitter.com/idpwd

www.idpwd.gov.au

Resources and Templates

Resources

The IDPwD website has a range of resources, graphics and downloadable products to help you promote your event. Go to www.idpwd.com.au/celebrate/promotional-products to find out more.



Letter template

[Make sure you use your letterhead if you have one]

[DD/MM/YYYY]

To [name of community/organisation leader],

[Council/organisation] is holding [event] on [date] at [venue] to celebrate International Day of People with Disability.

International Day of People with Disability is held each year on 3 December. It is a day that celebrates progress in breaking down barriers, opening doors, and realising an inclusive society for all. It's also a celebration of the contribution people with disability make to the community.

[Council/organisation] would like to invite you to [describe official role] at the [event].

For more information on [event] please contact [community/organisation organiser] by phone on [phone number] or via email [contact email address].

To find out more about International Day of People with Disability visit the IDPwD website www.idpwd.com.au.

I look forward to your involvement.

Kind regards,

[Community representative/Head of organisation]

Shell Media Release

For use in the lead up to IDPwD.

[Community/Organisation] gets involved in International Day of People with Disability on 3 December

[Name of Community/Organisation] of [Community/Organisation/Location] is celebrating International Day of People with Disability – on [3 December or date].

[Community/Organisation] is encouraging the community to come together and celebrate. Help spread the word and raise awareness about people with disability.

Join us [event details] on [date] at [venue].

[Name of spokesperson] for [Community/Organisation] said it was marking this year's International Day of People with Disability, held each year on 3 December, with an event that showcased the [Location/region's] strong spirit of inclusiveness for everyone.

“Our event is to remind the community why accessibility and inclusion is so important, and the difference it can make,” said [Community/Organisation spokesperson].

“There will be [briefly outline activities, i.e. music, food, entertainment] on offer.

“We want everyone, no matter who they are or where they are from, to come along, have fun, and appreciate the abilities of our community.”

For more information about [Community/Organisation event] visit [website address] or contact [phone number/email address].

To learn more about other ways you can celebrate and get involved visit www.idpwd.com.au.

Newsletter article

Join **[Community/Organisation]** and celebrate International Day of People with Disability!

International Day of People with Disability (IDPwD) on 3 December is an opportunity for the community to make positive changes to the lives of four million Australians with disability.

Join **[Community/Organisation]** to celebrate IDPwD on **[date]**. **[Briefly outline activities, i.e. music, food, entertainment]**.

IDPwD is a United Nations sanctioned day that celebrates progress in breaking down barriers, opening doors, and realising an inclusive society for all.

IDPwD gives the community the opportunity to promote an understanding of the issues experienced by people with disability and celebrate their achievements.

How to get involved

Show your support and join **[Community/Organisation]** to break down barriers, open doors and realise an inclusive society for all.

Join **[Organisation/Council's]** by coming along to **[briefly provide event details including date, location, time, activity and RSVP details, if required]**

To find out what events are happening near you, check the event calendar or connect with IDPwD on social media and get involved.

www.facebook.com/idpwd

www.twitter.com/idpwd

#idpwd #includeme

Event ideas for International Day of People with Disability

Below is a table, with ideas of events you and your community could hold to celebrate International Day of People with Disability (IDPwD).

Activity	Description	Suited to
Art	<ul style="list-style-type: none"> Ask local artists to dedicate an art show or develop a piece of art on the lives of people with disability, or Run an art class painting with restricted senses e.g. without use of your hands or blindfolded. 	Community
Awards	<ul style="list-style-type: none"> Hold a local awards ceremony that recognises the achievements of people with disability in your community/organisation. You could recognise local sportspeople, employers, carers, and businesses with good disability access. 	Community
Awareness in action	<ul style="list-style-type: none"> IDPwD lapel ribbon – Make these available in your school, community or organisation and encourage people to take a photo (why not take a group photo?) and post on Facebook. Don't forget to link to www.facebook.com/idpwd. Put up posters. 	Everyone
Awareness day	<ul style="list-style-type: none"> Mark the day within your school, organisation or business by promoting IDPwD as a staff awareness day in conjunction with other activities. 	Business Organisations School
Breakfast or brunch	<ul style="list-style-type: none"> Host a breakfast or brunch to mark IDPwD and invite a guest speaker or make an announcement. 	Businesses Organisation
Creative Competition	<ul style="list-style-type: none"> Use the theme 'break down the barriers and celebrate ability' for a creative writing competition. A fiction or nonfiction short story, poem, artwork, multimedia production. 	Community School
Concert	<ul style="list-style-type: none"> Tickets to a special concert or performance, or a concert for people with disability. 	Everyone
Cocktail Party	<ul style="list-style-type: none"> Host a cocktail party to mark IDPwD and invite a guest speaker or make an announcement. 	Business Organisation
Discounts	<ul style="list-style-type: none"> Provide discounts, maybe a come and try day or two for one offer for people with disability and carers. This might suit sport, recreation, leisure and event venues. 	Business
Expo	<ul style="list-style-type: none"> A disability expo where local disability organisations can set up stalls with information about goods and services. 	Business Organisations Community

Activity	Description	Suited to
Fundraise	<ul style="list-style-type: none"> Find out more about an organisation providing services and support for people with disability and undertake a funding drive or identify a volunteering opportunity. 	Everyone
Guest Speaker	<ul style="list-style-type: none"> Organise a guest speaker to talk about disability issues or to share their story in your workplace, school or community. 	Everyone
Lunch	<ul style="list-style-type: none"> Host a lunch to mark IDPwD, and invite a guest speaker or make an announcement. 	Business Organisation
Open day	<ul style="list-style-type: none"> If you are an employer of people with disability, or a school with a focus or a facility with new accessible equipment or feature, or hold an open day. 	Everyone
Morning tea	<ul style="list-style-type: none"> Host a morning tea. 	Everyone
Sports carnival	<ul style="list-style-type: none"> Run an inclusive sports carnival featuring seated volleyball, wheelchair basketball etc. 	School Community
Sport game	<ul style="list-style-type: none"> Run a sports game like seated volleyball, wheelchair basketball, goalball, treasure hunt relay (in a wheelchair), wheelchair dancing, bushwalk with blindfolds, or navigate the playground. 	School
Sausage Sizzle	<ul style="list-style-type: none"> A sausage sizzle in a local park or community or organisation locations where every dollar can support a local organisation helping people with disability. 	Everyone
Working bee	<ul style="list-style-type: none"> Have a working bee to remove obstacles which might create barriers for people with disability as employees, visitors or customers in your organisations. 	Organisation Business

Tips for using the Media

Step 1 — Prepare your media release

A media release summarises the key points about your event and explains what you are celebrating.

Things to remember:

- Who, what, where, when, why? Include this key information in the first one or two sentences.
- Quote it — include a quote from the spokesperson or head of your organisation.
- Keep it simple — media releases should be kept to one page. Use simple and clear language.
- Make it stand out — highlight why your event is different, unique and newsworthy. Do you have strong visuals? Events with lots of colour will maximise the interest of photographers or TV.
- If you don't have an event, but want to help promote the day, you could also think of a local disability champion or other human interest story to share with local media.

Step 2 — Who to contact

Now that you have drafted your media release, think about the publications and journalists who will be interested in your event. Write down a list of journalists and/or publications to contact.

- To find local media outlets, you can visit the website www.newspapers.com.au, The White Pages or visit your local library to see if they have a copy of Margaret Gee's Media Guide. You can also contact your local newspaper – or community/organisation magazine.
- Where is your event? Local media are most likely to be interested in events held where their publication is distributed.
- What type of event is it? Journalists often have particular areas they cover e.g. sports, education, health.

Step 3 — Reach out

It's best to contact journalists two weeks before from your event. Before you start dialling make sure you have:

- A copy of your media release
- Contact details of someone to interview e.g. a spokesperson or head of your organisation, or a disability champion (where possible) and contact details of the event organiser on the day.
- Call the news desk and introduce yourself. Outline the key points that make your event newsworthy.

Here is an example:

“Hi it's **[insert name]** from the **[insert community/organisation]**. It's International Day of People with Disability on 3 December, which gives people across Australia the opportunity to celebrate the contribution and abilities people with disability have in our community. Our **[community/organisation]** is holding a special event where **[briefly explain details of event]**. I thought this might be of interest to you as it will be a great photo.”

Step 4 — Follow up

After each phone call, follow up by emailing through a copy of the media release. You may like to phone any interested journalists again one or two days before the event to remind them.

FAQs

When is International Day of People with Disability celebrated?

- International Day of People with Disability is celebrated internationally on 3 December each year.
- In the lead up to International Day of People with Disability, the National Disability Awards, now in its 10th year, are held to honour and recognise the outstanding achievements of individuals and organisations that have improved the lives of people with disability and contributed to increased recognition of equality and human rights of all Australians.

What is International Day of People with Disability?

- International Day of People with Disability is a United Nations sanctioned day celebrated internationally on 3 December each year.
- International Day of People with Disability is an opportunity for the community or your organisation to identify changes that can positively impact the lives of the four million Australians with disability.

What is the 2016 International Day of People with Disability theme?

- In 2016, the United Nations theme is: ***Achieving 17 Goals for the Future We Want.*** For more information on the UN theme, visit http://bit.ly/un_idpd2016

What is the message for International Day of People with Disability?

- The central message for International Day of People with Disability is to start a conversation and raise awareness about disability issues, promote positive attitudes towards people with disability, and celebrate the achievements and contributions of people with disability within your community or organisation.

How does the community or organisation celebrate International Day of People with Disability?

- Disability organisations, businesses, organisations, schools, and community groups come together to organise events across Australia to mark the occasion and celebrate the achievements of people with disability.
- Breakfasts, morning teas, lunches, concerts, creative competitions, discos, guest speakers, expos, sport games and awareness days are among the different events that have been organised to promote positive attitudes towards people with disability and celebrate the day.
- Get connected to your International Day of People with Disability community today on: Facebook, Twitter @idpwd.

Visit our website for free resources and products
www.idpwd.com.au

 [facebook.com/idpwd](https://www.facebook.com/idpwd)  twitter.com/idpwd

