



**Disability  
Friendly  
Business Basics  
Micro-credentials**

A photograph of a young woman with long blonde hair, wearing a bright yellow sweater, smiling warmly. She is standing behind a counter in what appears to be a clothing store or boutique, with shelves of books or magazines in the background. She is holding a pair of jeans on a hanger, and another person's hands are visible, also holding a hanger. The scene is brightly lit and conveys a positive, customer-oriented atmosphere.

**Media Kit  
for Promotion**

## Acknowledgements

CheckUP staff and board respectfully acknowledge the Traditional Custodians of the land on which we work and live, and recognise their continuing connection to the land, water and community. We pay respect to Elders past and present, and future leaders. CheckUP strongly supports equality for all. We embrace diversity and condemn any kind of discrimination, be it on the basis of race, religion, ethnicity, sexual orientation, gender identity or disability.

## About Disability Friendly Business Basics

Over 5.5 million Australians live with disability; 3 in 4 people live with a physical disability, 1 in 10 people experience some form of learning disability and 1 in 5 people have a mental or behavioural disability, as reported by the Australian Bureau of Statistics.

Disability Friendly Business Basics Training has been created to support small to medium-sized businesses in identifying potential barriers that stop people with disability from accessing goods or services. Being disability friendly isn't just the right thing to do – it's also a profitable business decision. With over 495,000 small businesses in Queensland contributing to the state's economy (Business Queensland, 2025), small business owners are well-positioned to grow their businesses with free, practical training.

CheckUP Australia CEO, Ann Maree Liddy said, "People with disability should have the same access to quality products and experience genuine customer support, whether they are getting their haircut, shopping or calling a customer service centre. Over 1.2 million people in Queensland live with disability, and we need to support all Queenslanders fairly.

The Disability Friendly Business Basics Course is a tremendous opportunity for small business owners because people with disability are known to return to businesses that are truly inclusive and provide an excellent customer service experience."

This new micro-credential will provide businesses with the knowledge, skills, and confidence to engage more effectively with customers with disability, deliver stronger services, build their reputation as an accessible and welcoming business, plus complement existing workplace practices and policies.

## Funding

This program is proudly funded and supported by the Queensland Government.

## Media Enquiries

Please direct media enquiries to David Millichap, CheckUP

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## About CheckUP

CheckUP is a not-for-profit organisation dedicated to improving the health and wellbeing of people and communities in need, especially those in rural, regional, and remote areas. We are committed to advancing equity in healthcare by strategically collaborating at both regional and local levels, ensuring that health and community services are more accessible and responsive to people who need them most.

Since our foundation in 1998, CheckUP has built a broad service footprint across more than 170 communities in Queensland, delivering innovative health programs and community-focused initiatives to reduce disparities in health outcomes.

CheckUP is dedicated to strengthening the sustainability and resilience of the health and community sectors. By focusing on workforce capability, innovation in healthcare delivery, and education-to-employment pathways, we are cultivating a future-ready workforce that can meet the evolving needs of Queensland's communities. Through these targeted initiatives, we are addressing workforce shortages, promoting workforce diversity, and ensuring the right resources are available to support improved health outcomes.

**Access Disability Friendly Business Basics**  
**micro-credentials now!**

## What does this course cover?

Disability Friendly Business Basics is a new online micro-credential that can provide you with the tools and information to meet the needs of people with disability. It is made up of three micro-credentials (ABC) that will take 30 minutes each to complete.

It will equip small business owners and sole traders with the skills and knowledge to make their business accessible, inclusive and disability friendly. Accessibility matters.

### **Micro-credentials (ABC) topics:**

#### **Appropriate services for people with disability**

Gain skills to improve disability awareness to effectively and appropriately cater services to customers with disability, resulting in improved service quality and customer satisfaction.

#### Learnings

- Prevalence of disability in Queensland
- Benefits of providing disability services for your business
- What is the NDIS?

#### **Biases and assumptions**

Organisations can increase their understanding of personal and societal assumptions and biases and how they can impact service delivery.

#### Learnings

- What are biases and assumptions?
- How do they impact the way I deliver my services?



#### **Communication and understanding behaviours**

Learn about building effective communication to enhance service delivery and positive client engagement.

#### Learnings

- Why communication matters
- The relationship between communication and behaviour for people with disability
- Communication strategies for effective service delivery.

**This course is free to complete.**

**Access Disability Friendly Business Basics  
micro-credentials now!**

## What will learners gain from the course?

- Improve diversity and inclusion awareness
- Enhanced skillset for effective service delivery
- Stronger connections with your customer base
- Opportunity to build your business
- Promote your business as disability friendly
- An understanding of inclusive language and communication principles

## Course highlights

- User-friendly
- Includes video, quizzes, and games for learning
- Offers flexibility. Progress is saved, and the learner can stop and start at anytime
- The course provides immediate feedback/course results
- Tracks progress
- Features practical scenarios
- Addresses real-life people management challenges

## How can you help? Share Disability Friendly Business Basics News on your social media platforms

Re-share CheckUP's Disability Friendly Business Basics course information and promotional posts with your social media networks and groups that would find this course valuable.

Follow CheckUP on social media.

- Facebook [www.facebook.com/checkupaustralia](https://www.facebook.com/checkupaustralia)
- Instagram [www.instagram.com/checkup\\_australia](https://www.instagram.com/checkup_australia)
- LinkedIn [www.linkedin.com/company/checkup-australia](https://www.linkedin.com/company/checkup-australia)

Keep reading to access more resources and information on how you can promote this course to your network.

**Access Disability Friendly Business Basics**  
**micro-credentials now!**

## What promotional assets are available?

Promotional tiles are available for promotion.

[Disability Friendly Business Basics free micro-credential is available now!](#)

Sample promotional text that can be featured in newsletters, emails, or on social media channels is shown below:

### **Ready to open your doors wider and improve your service?**

Be recognised as one of Queensland's Disability Friendly Businesses.

Inclusive businesses attract more customers, boost their reputation, and meet legal and community expectations?

**Disability Friendly business Basics Micro-Credentials** is a suite of free, bite sized online, flexible learning designed specifically for sole traders and small-to-medium businesses.

1 in 5 Queenslanders live with disability, and rely on everyday businesses for equitable, respectful service.

**Being disability friendly isn't just the right thing to do—it's good business.**

### **Register now**

The first 50 employers to complete the suite of **Disability Friendly business Basics Micro-Credentials** will be promoted on the website and socials.



*This program is proudly funded and supported by the Queensland Government.*

#DisabilityInclusion #AccessibleBusiness  
#InclusiveWorkplaces  
#SmallBusinessSupport  
#JobsandSkills #QueenslandWorkforce  
#SkillsPower  
#DisabilityFriendlyBusinessBasics #CheckUP

**[Access Disability Friendly Business Basics micro-credentials now!](#)**

## What promotional assets are available?

Sample promotional text that can be featured in newsletters, emails, or on social media channels is shown below:

### **Being disability friendly isn't just the right thing to do—it's good business.**

Be recognised as one of Queensland's Disability Friendly Businesses. 1.2 million Queenslanders live with disability (Qld Govt). 1 in 5 Queenslanders rely on everyday businesses—like yours—for equitable, respectful service.

Sign up for **Disability Friendly Business Basics**—a free, bite-sized practical micro-credentials designed to help sole traders and small-to-medium businesses build inclusive services.

Did you know inclusive businesses attract more customers, boost their reputation, and meet legal and community expectations for accessibility?

Build you and your team's confidence to:

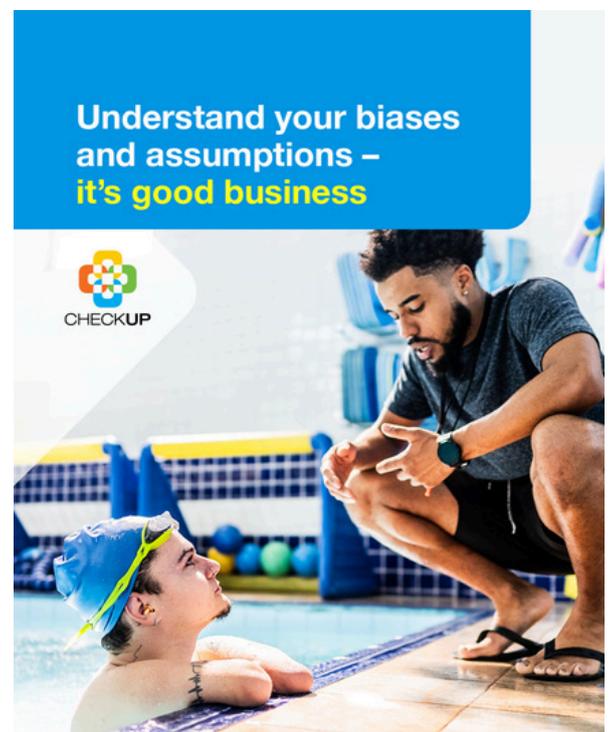
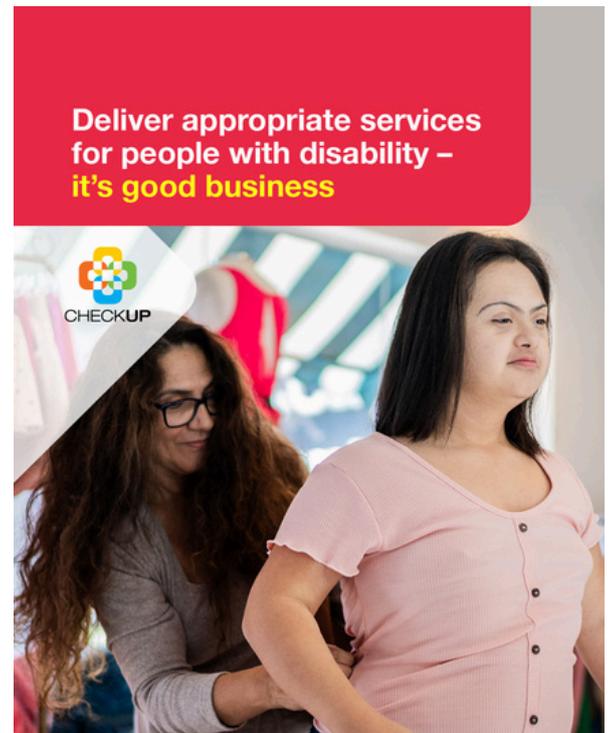
- ✓ Engage more effectively with customers with disability
- ✓ Deliver stronger, more inclusive services
- ✓ Build your reputation as an accessible and welcoming business
- ✓ Complement your existing workplace practices and policies.

If you're in retail, hospitality, health, or any customer-facing industry, this course will help your business grow by making everyone feel welcome.

**📢 Registrations are open.** Start your Disability Friendly Business Basics training today. The first 50 employers to complete the suite of **Disability Friendly business Basics Micro-Credentials** will be promoted on the website and socials.

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#DisabilityInclusion #AccessibleBusiness  
#InclusiveWorkplaces #SmallBusinessSupport  
#JobsandSkills #QueenslandWorkforce #SkillsPower  
#DisabilityFriendlyBusinessBasics #CheckUP



## What promotional assets are available?

- Social tile text) Understand your biases and assumptions - it's good business
- Social tile text) How accessible is your business for people with disability?
- Social tile text) 1 in 5 customers in Queensland have a disability.
- Social tile text) Strengthen your service delivery for all customers - it's good business



Disability Friendly Business Basics social media tiles are shown above.

## What promotional assets are available?

- [Email signature](#)



- [Postcard](#)



- [Checklist](#)



### Other resources available include:

- [Disability Friendly Business Basics landing page](#)
- [Disability Friendly Business Basics news article](#)
- [Banner](#)
- [Promotional flyer](#)



**Do you have any questions about promotional assets?  
Contact us**

Email [comms@checkup.org.au](mailto:comms@checkup.org.au)

**Do you have questions about the course?**

Contact CheckUP's Workforce and Industry Team

**Thank you for helping us to drive awareness about Disability Friendly Business Basics! Access to quality goods and services for people with disability is vital.**

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micro-credentials now!**