

A guide for e-commerce leaders

The Disability Discrimination Act

DDA 2025

Does your business sell to online
customers located in Australia?
Then this guide is for you.

Disclaimer

This guide is provided for informational purposes only and should not be considered legal advice. Please consult with a legal professional before taking any action.

Introduction

Welcome, and thank you for downloading our guide for e-commerce leaders who want to understand how accessibility laws apply in Australia.

I'm Mike Adams OBE, Founder of EnableAll. Our mission is to create an inclusive and accessible online environment by enabling people like me, who live with a disability, to access a website, personalise it to our specific needs, and enjoy a seamless shopping experience.

Accessibility matters, not just because the Disability Discrimination Act 1992 (Cth) (DDA) and relevant State and Territory legislation, such as the Anti-Discrimination Act 1977 (NSW), require it, but also because it opens your business to millions of potential customers who might otherwise be excluded. In Australia, one in five people lives with a disability, and more than 70% report barriers when shopping online. That's a considerable portion of your potential customer base.

Australia's DDA is enforced through a complaint-driven model.

For e-commerce retailers, navigating accessibility compliance can feel confusing. The DDA applies to all goods and services, including e-commerce websites.



Unlike some laws that set detailed technical rules, Australia's DDA is enforced through a complaint-driven model. If a customer finds your site inaccessible, they can lodge a complaint with the Australian Human Rights Commission (AHRC) or a similar State or Territory authority, such as Anti-Discrimination NSW, which may escalate the matter to the Federal Court if not resolved.

That's why we created this guide: to simplify the essentials, reduce your legal risk, and show how compliance also drives growth by making your store more inclusive.

We hope you find it useful, and we invite you to reach out with any questions or to discuss your digital accessibility strategy further.

Mike Adams OBE
Founder. EnableAll

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01

Section 01

Why we're here

Does your business sell goods or services to Australian consumers? If so, this guide is for you.

The DDA provides protection for everyone in Australia against discrimination based on disability. It also aims to promote equal opportunity and access for people with a disability.

Disability can be 'direct' or 'indirect'.

Direct discrimination occurs when people with a disability are treated less fairly than people without a disability in circumstances that are not materially different.

Discrimination can occur if a business does not make 'reasonable adjustments' for the disabled person.

Circumstances are not 'materially different' because a person with the disability required adjustments.

Indirect discrimination occurs when a business requires a person to comply with a requirement or condition and the person cannot comply with that requirement or condition because of their disability and the business has not made 'reasonable adjustments' for that person.

Reasonable adjustments must be provided so that a person with disability can access goods and services, unless it would impose an unjustifiable hardship on the individual or organisation concerned.

For example, an adjustment may cause unjustifiable hardship if it would be far too expensive, difficult, time consuming or cause other hardship to the person or organisation. Unjustifiable hardship is based on an assessment of what is fair and reasonable in the circumstances.

The burden of proof that the requirement or condition is reasonable lies with the business.

Further discrimination can occur in relation to associates (spouse, de-facto, relative; carers, another person who is in businesses or a sporting or recreational relationship with the person with a disability) assistants, assistance animals and disability aids.

The DDA makes it illegal to discriminate against someone for having a disability, in the following areas of life, including the provision of goods, services and facilities.

The AHRC has published Guidelines on equal access to digital goods and services (the Guidelines).[1]

The burden of proof that the requirement or condition is reasonable lies with the business.

Under the Guidelines, everyone has a right to be able to access goods and services. They have a legal right not to be discriminated against when they try to do so. This means that a person with disability should be able to complete the full task or enjoy the use of any good using technology that is readily available to them.

Any digital good or service created for people to consume, engage with and/or control, should be designed to provide equal access of use by all to reduce the risk of discrimination. These include:

- **internet-based technologies**, non-internet technologies and systems that use both;
- **digital content, applications, systems, and services**, including self-service kiosks and systems required to complete a task at work; and
- **digital interfaces including physical devices** embedded with sensors, software, and other technologies for the purpose of connecting and exchanging data with other devices and systems over the internet.

Therefore, the DDA applies broadly to any organisation providing goods or services in Australia, including e-commerce. That means it isn't limited to government agencies or large corporations. If you run an online store that serves Australian customers, you are covered.

Importantly, this means the DDA also applies to overseas retailers operating in Australia. If you target Australian consumers by accepting Australian dollars, shipping to Australian addresses, or running Australia-specific promotions, your website should comply with the DDA.

Unlike some accessibility laws that impose specific technical standards, the DDA is enforced through a complaint driven process. If a customer finds barriers on your website, they can file a complaint with the AHRC. Many cases are resolved through conciliation, but if no agreement is reached, the issue can be escalated to the Federal Court, which has the authority to order compensation and corrective measures.

That's why this guide exists, to explain what the DDA means for e-commerce, and show you how accessibility isn't just about compliance; it's about seizing a growth opportunity in one of the world's most digitally connected markets.

02

Section 02

Introducing the DDA

Australia's Disability Discrimination Act 1992 (Cth) (DDA) is the cornerstone of disability rights in Australia, together with relevant State and Territory legislation. It makes it unlawful to discriminate against people with disabilities in many areas of life, including education, employment, transport, and, crucially for retailers, the provision of goods, services, and facilities. The Australian Government is undertaking a review of the Disability Discrimination Act 1992 (Cth).

The purpose of the review is to consider options to implement the 15 recommendations from the Royal Commission into Violence, Abuse, Neglect and Exploitation of People with Disability, as well as further changes to improve the experiences of people with disability.[2]

The DDA applies to e-commerce; this means your website may be legally classified as a 'service'. If your online products create obstacles that prevent someone with a disability from shopping or completing a transaction, whether by direct or indirect discrimination, you might be in breach of the DDA for unlawful discrimination.

Key features of the DDA and relevant State and Territory disability discrimination legislation:

- **Year Commonwealth Act introduced:** 1992, making it one of the earliest comprehensive disability rights laws.
- **Scope:** Applies to all organisations providing goods and services in Australia, from sole traders and small shops to multinational corporations.
- **Digital inclusion:** Even though the DDA predates widespread internet use, the AHRC Guidelines confirm that it applies to websites and online services.



Standard applied

The Web Content Accessibility Guidelines (WCAG) is the key international standard for web accessibility, developed by the World Wide Web Consortium (W3C).

It provides detailed criteria for making digital content accessible to people with a wide range of disabilities including visual, auditory, physical, speech, cognitive, and neurological.

While the DDA does not explicitly reference the WCAG, the Commission recommends WCAG 2.0 Level AA and higher (WCAG 2.1 or 2.2 Level AA) to minimise discrimination.

The Australian Standard AS EN 301 549: 2020 (Accessibility requirements for ICT products and services) also aligns with EU accessibility requirements and reinforces WCAG as the guiding framework. The AS EN 301 549 provides best-practice guidance on the accessibility requirements for Information and Communications Technology (ICT) products and services and is harmonised with the WCAG.

Key takeaway

The DDA establishes a broad legal obligation, making accessibility mandatory for e-commerce. WCAG 2.2 remains the practical standard to assess compliance, even if the law itself doesn't specify it.

What this means for retailers

- **If you sell goods or services online to Australian consumers**, you must assume the DDA applies to you.
- **The law applies regardless of company size.** Unlike [Ontario's AODA](#) or [the EU's EAA](#), the DDA does not include small-business exemptions.

Exemptions[3]

There are some exemptions including acts of statutory authorities in compliance with a court order.

Complaints

Enforcement relies on complaints:

- **if a customer with a disability encounters a barrier on your website**, they can complain to the AHRC. Many cases are settled through conciliation, but unresolved complaints can be escalated to the Federal Court, which can order compensation and site remediation.

Do Australian accessibility laws apply to my website?

✓ Yes, if you:

- ✓ The DDA applies to any business providing goods or services in Australia, whether locally or overseas.
 - ✓ If your e-commerce site accepts Australian dollars, ships to Australian addresses, or targets Australian consumers, the DDA applies.
 - ✓ There are no exemptions for small businesses or foreign retailers targeting Australians
 - ✓ There are limited exemptions under the DDA.
-

The DDA has extraterritorial application, meaning it can apply to acts done outside Australia, including by foreign companies, under specific circumstances. The primary threshold is whether the company is "carrying on business" in Australia or providing services to Australians.

🎯 The bottom line

If you sell into Australia, you should assume the DDA applies to you and align your website with WCAG 2.2 standards.

There are other Australian laws that may apply, including the Australian Consumer Law, which sets out statutory consumer rights and guarantees.

03

Section 03

Why accessibility matters for your business

Accessibility in Australia isn't just about legal compliance; it's a powerful way to reach more customers, build brand loyalty, and gain a competitive edge in a crowded e-commerce market.



The Australian market you can't ignore

- Around one in five Australians lives with a disability. That's more than 4.4 million people.
- A 2020 Australian Institute of Health and Welfare report found that more than 70% of people with disabilities experience barriers when shopping online.
- Collectively, Australians with disabilities and their households represent tens of billions of dollars in annual disposable income.

For e-commerce retailers, accessibility isn't a niche issue; it's a massive untapped customer base.



Reputation and loyalty

Australian consumers are increasingly values-driven:

- Brands perceived as inclusive and socially responsible garner greater trust and loyalty.
- Accessible websites not only attract more customers but also decrease abandonment rates, resulting in fewer lost sales.
- Accessibility improvements also contribute to stronger ESG (Environmental, Social, and Governance) credentials, which matter for investors, partners, and procurement processes.



Legal and financial risks

- Under the DDA, inaccessible websites can lead to complaints being lodged with the AHRC by Australian consumers.
- If conciliation fails, cases can escalate to the Federal Court, where businesses may be ordered to pay compensation and implement accessibility fixes.
- Cases such as *Maguire v Sydney Organising Committee for the Olympic Games* [2000] FCA 1112 (*Maguire v SOCOG*) and the more recent *Coles* online shopping case in 2014 show that even high-profile brands can encounter costly and reputation-damaging disputes.
- Disability discrimination is an active area of regulatory compliance, with the Anti-Discrimination New South Wales publishing disability discrimination case studies on its website.[4]

This isn't just about ticking a legal box. Getting accessibility right helps you reach more people, grow your brand, and do the right thing.

↗ A competitive edge

Despite the DDA being in place for over 30 years, many Australian businesses still fall short on accessibility. This creates a clear opportunity for forward-thinking retailers:

- Set yourself apart from competitors who are not yet compliant.
- Boost conversions and revenue by lowering online barriers.
- Easily expand into other markets (such as the EU and U.S.) because WCAG standards are recognised worldwide.

🎯 The bottom line

Accessibility in Australia is both a compliance obligation and a growth strategy. By making your e-commerce store inclusive, you'll avoid legal risk while opening the door to millions of new, loyal customers.



Three ways accessibility will improve your business

Expand your market

Making your digital products accessible means reaching new and larger audiences, including individuals who depend on assistive technologies such as screen readers, keyboard navigation, or voice commands. Yet, it's not just individuals with disabilities who will benefit. Features such as responsive layouts, video captions, and high-contrast text also improve the user experience for everyone.

Enhance your brand reputation

Consumers are increasingly drawn to socially responsible retailers, so enhancing accessibility can significantly boost your brand reputation by demonstrating stronger ESG values. It makes excellent business sense, wouldn't you agree?

Boost sales

An accessible website will benefit your bottom line with:

- **More customers:**
Many accessibility practices, such as providing descriptive alt text, align closely with Search Engine Optimisation (SEO) best practices, helping your website to rank higher in search results and increase traffic.
- **Reduced bounce rates:**
An accessible website allows users to navigate and interact with your content effortlessly. That results in increased user engagement and lower bounce rates.
- **Increased conversions:**
When users can easily navigate your site, they are more likely to complete calls to action, such as adding products to a basket or subscribing to a newsletter.

04

Section 04

What the DDA means for you

For e-commerce retailers, the DDA establishes broad obligations that directly influence how your online store should operate. Unlike some international laws that include exemptions for smaller businesses, the DDA applies to all organisations offering goods or services in Australia, including overseas retailers targeting Australian consumers.

Who must comply

- All businesses, from sole traders to multinational corporations.
- **Foreign retailers:** If you accept Australian dollars, ship to Australian addresses, or market specifically to Australian customers, the DDA applies.
- **No small business exemption:** Unlike laws such as [Ontario's AODA](#) or [the EU's EAA](#), the DDA does not provide a threshold below which compliance is optional.

Enforcement in practice

- **Complaint-driven:** The DDA is enforced primarily through complaints lodged with the AHRC.
- **Conciliation first:** Most complaints are resolved through mediation or negotiated settlements.
- **Escalation to Federal Court:** If conciliation fails, cases can proceed to the Federal Court, which has the power to order compensation, injunctions, and corrective action.



Penalties and outcomes

Penalties and legal consequences under the DDA typically function as court-ordered compensation or criminal penalties for specific offences rather than automatic fines. There are:

- penalties in relation to advertisements as indicating an intention to do an unlawful act under section Divisions 1, 2, 2A or 3 of the DDA or to assist or promote such act: section 44 and
- criminal penalties of imprisonment for 6 months may apply for victimisation.
- Along with financial penalties, companies might be instructed to redesign websites to comply with accessibility standards.
- High profile examples such as the Macguire v SOCOG and the Coles online shopping cases demonstrate that inaccessible digital services can lead to costly settlements and damage to reputation.

What this means for e-commerce

- **Websites:** If your site cannot be used by people with disabilities, you risk a DDA complaint.
- **Expect WCAG standards:** Although the DDA does not explicitly mention WCAG, Level AA of the current WCAG (currently WCAG 2.2) is generally regarded as the standard in practice.
- **Proactive compliance:** Waiting for a complaint is risky. Retailers who incorporate accessibility from the outset reduce their legal risks and demonstrate to customers their commitment to inclusion.

Key takeaway

Under the DDA, taking reasonable steps to ensure accessibility is mandatory.

Every retailer selling to Australian consumers should ensure, at a minimum their website complies with WCAG 2.2 standards. Failure to do so can lead to complaints, court action, costly repairs, and a loss of customer trust.

05

Section 05

What we can learn from enforcement and case examples

While there aren't thousands of lawsuits like in the U.S., the cases that have reached the AHRC and the Federal Court have been highly influential. They show how inaccessible websites can put businesses at serious legal and reputational risk.

Maguire v Sydney Organising Committee for the Olympic

(2001) EOC 93-123 (Macquire v SOCOG)

One of the world's first high profile web accessibility cases came from Australia. Bruce Maguire, who is blind, filed a complaint with the HREOCA because the official Sydney 2000 Olympics website did not include alt text for images or provide accessible ticketing information.

The Organising Committee countered that there were a number of ways complainant could overcome each difficulty, and where site remained inaccessible, information was easily accessed from other sources.

The Organising Committee also contended requirement to make all suggested changes would result in unjustifiable hardship to it.

Lesson for retailers

Even globally significant brands are not immune. If the Olympics can be held accountable, so can any retailer.

The Commission found the complaint made out:

- **The Committee did discriminate against the complainant both directly and indirectly.** The discrimination was significant and as a direct result of the complainant's lack of site.
- **The witnesses called upon by the Committee to justify its claim of unjustifiable hardship were not convincing,** and the complainant adduced evidence that the website could be adjusted without undue hardship and at moderate cost.
- **The Commission found the complaint substantiated** and declared that the Committee had engaged in discriminatory behaviour, and required the respondent to render its website accessible.

Coles online shopping (2014)

In 2014, Gisele Mesnage, who is blind, lodged a complaint against Coles Supermarkets because its online shopping site was not compatible with screen readers.

While Coles settled the dispute amicably and upgraded its website to make it more accessible, the case highlighted the risks for mainstream e-commerce businesses.[5]

Lesson for retailers

For e-commerce, inaccessible design doesn't just risk complaints; it can escalate into costly, public legal disputes.

Key trends in Australia



Complaint-driven model:

Most cases begin with individuals lodging complaints through the AHRC.



Conciliation is preferred:

Many disputes are resolved quietly, but high-profile cases demonstrate that escalation is possible.



Reputation at risk:

Media coverage of accessibility complaints can cause lasting damage to a brand, even if the case is settled.



Legal precedent:

The Maguire v SOCOG and Coles online shopping cases highlight the importance of compliance.

Enforcement lessons for retailers



Inaccessible websites whether by direct or indirect discrimination could be considered unlawful discrimination under the DDA.



Settlement costs and remediation projects could outweigh the cost of building accessibility in from the start.



The AHRC process provides customers with a clear pathway to raise complaints, ensuring that no business, regardless of its size or obscurity, is exempt from scrutiny.

Key takeaway

History demonstrates that accessibility complaints can escalate quickly and become a public dispute, damaging reputation of a business. For e-commerce retailers, the safest approach is proactive compliance with WCAG 2.2 to prevent becoming the next headline case.



06

Section 06

Understanding WCAG and conformance

WCAG is developed by the World Wide Web Consortium (W3C), which establishes international standards for the Web, including HTML, CSS, and other related technologies.

So, what is WCAG?

The Web Content Accessibility Guidelines (WCAG) are globally recognised technical standards designed to ensure that your websites, apps, and digital content are accessible to everyone, including people with disabilities such as auditory, cognitive, neurological, physical, speech, and visual impairments. The W3C regularly update the WCAG as digital accessibility advances with new technology and more sophisticated design practices.

The WCAG helps web developers, designers, and copywriters identify and remove barriers that any digital user might encounter online.

The WCAG helps web developers, designers, and copywriters identify and remove barriers that any digital user might encounter online. Importantly, they also assist organisations in complying with their legal requirements such as the DDA.



The WCAG are organised into four guiding principles to help you design websites, apps and digital content that everyone can use. They're a simple way to check you're putting accessibility at the heart of digital design.

Perceivable

Information and user interface components must be presentable to users in ways they can perceive. Information should be presented in ways that all users can access, such as by providing alternative text for images.

Operable

User interface components and navigation must be operable. Interfaces should be easy to navigate when using a variety of devices and assistive technologies.

Understandable

Information and the operation of user interface must be understandable. Content should be clear and predictable. Use plain language, clear instructions, and consistent layouts so people always know what to do next.

Robust

Content must be robust enough that it can be interpreted reliably by a wide variety of user agents, including assistive technologies. Websites and digital tools should be compatible with a wide range of assistive technologies, including screen readers, magnifiers, and voice commands.

Three levels of conformance

Besides the various versions of the WCAG, there are also three levels of conformance to consider, namely A, AA, and AAA.

A

The minimum level of conformance.

Requirements include:

- Keyboard-only content access.
- Clearly labelled form fields with instructions so users know what information is required.
- Content compatibility with assistive technologies.

AA

The mid-range conformance level that represents strong accessibility.

Requirements include:

- The text and background must have the correct colour contrast (a minimum of 4.5:1).
- Content organisation must have a clear heading structure and follow a logical order (e.g., H1, H2, H3).
- Navigation elements must be consistent throughout every webpage.

AAA

The highest level of conformance

Requirements include:

- A minimum contrast ratio of 7:1 for text and backgrounds.
- Sign language translation for pre-recorded video content.
- Enhanced audio descriptions for pre-recorded video content.

How WCAG has been updated

The various versions of WCAG are backwards compatible, meaning the more recent version incorporates the success criteria from the earlier version, with additions. Therefore, if content conforms with WCAG 2.2, it also conforms with WCAG 2.1, and so on.

- **WCAG 2.0 (2008):** Long recognised as the baseline, referenced in DDA cases such as the Sydney Olympics ruling.

- **WCAG 2.1 (2018):** Enhances coverage for mobile accessibility, low vision, and cognitive requirements; more frequently expected in audits and settlements.

- **WCAG 2.2 (2023):** Introduces new success criteria but has not yet been incorporated into DDA enforcement.

- **WCAG 3.0 (draft):** Expected in the coming years; will expand accessibility beyond current guidelines, but for now, businesses should aim for WCAG 2.1 AA.

Why it matters for Australian e-commerce

For retailers, WCAG translates into practical actions:



Alternative text for images: This allows product photos to be understood by screen readers.



Colour contrast: Prices, buttons, and banners must be visible and legible.



Keyboard navigation: Shoppers must be able to navigate menus, filters, and checkout without a mouse.



Accessible forms: Checkout and account sign-up forms require clear labels and effective error handling.



Mobile accessibility: DDA's WCAG 2.2 requirement ensures shopping experiences function across all devices.



Next step: Download EnableAll's WCAG checklist

Understanding WCAG is one thing, but implementing it is another. That's where our WCAG Checklist comes in.

- ✓ Translates 77 WCAG requirements into plain English.
- ✓ Shows what to do, who should do it (designers, developers, copywriters), and why it matters.
- ✓ Helps you review your Shopify store or website in a step-by-step manner.
- ✓ Highlights which accessibility issues EnableAll can fix automatically, and where your team can make the most significant impact.

Want to learn more?

[Download EnableAll's WCAG checklist](#)



🔑 Key takeaways

Aim for WCAG 2.2 as it satisfies expectations under the DDA, aligns with international standards, and future proofs your business as accessibility requirements evolve.



Section 07

How to ensure compliance

Complying with Australian accessibility laws does not need to be overwhelming. By following a clear framework, you can gradually align your store with DDA requirements while fostering a more inclusive experience for all customers.

Seven steps for complying with the DDA

Step 01

Assess your current site

Start with a quick scan using free tools like Google Lighthouse or WAVE. These highlight common issues such as missing alt text, poor colour contrast, or broken heading structures. They won't catch everything, but they provide a baseline.

Step 02

Use the WCAG checklist

The EnableAll WCAG Checklist breaks down the technical requirements of WCAG 2.0/2.1 into plain English. Share it with your developers, designers, and content creators so accessibility becomes everyone's responsibility.

Step 03

Prioritise quick wins

- Add descriptive alt text to all product images.
- Improve colour contrast on buttons, banners, and pricing text.
- Make sure every form (especially checkout) has clear labels and error messages.
- Ensure all menus and pop-ups can be navigated with a keyboard.

These improvements are low-cost yet high-impact, benefiting both compliance and customer experience.

Step 04

Build accessibility into everyday work

Accessibility shouldn't be a one-off project. Train your team:

- Copywriters: Use plain language and descriptive link text.
- Designers: Stick to consistent layouts and accessible colour palettes.
- Developers: Test with screen readers and assistive technology on both mobile and desktop devices.

Step 05

Go beyond compliance

The DDA expects you to remove barriers, but aiming higher makes business sense. WCAG 2.0 AA is the historical benchmark. WCAG 2.1 AA (with better coverage for mobile and cognitive needs) is the smarter target. Future ready businesses are already trialling WCAG 2.2 and planning for WCAG 3.0.

Step 06

Automate what you can

EnableAll's technology automatically resolves repetitive WCAG issues - from alt text to colour contrast - while providing customers with a toolbar to personalise their experience. This allows your team to concentrate on higher-level improvements.

Step 07

Test with real users

No checklist or tool can replace real feedback. Work with people who use screen readers, voice navigation, or alternative input devices. Even a short round of user testing will reveal issues you may have missed.

In short



Scan your site for accessibility issues.



Use our WCAG checklist as your roadmap.



Fix quick wins first, then aim for WCAG 2.1 AA.



Make accessibility part of everyone's role.



Use EnableAll to automate fixes and stay ahead of legal changes.



Test with real users to validate improvements.

Accessibility isn't a one-off project; it's an ongoing commitment. But it pays off with more customers, lower legal risk, and a stronger, more inclusive brand.

Overlay myth

Many businesses turn to accessibility 'overlays', tools that claim to instantly make a website accessible or compliant with laws like the DDA. However, overlays are often criticised by advocacy groups and experts because they mask problems instead of addressing them at their source.

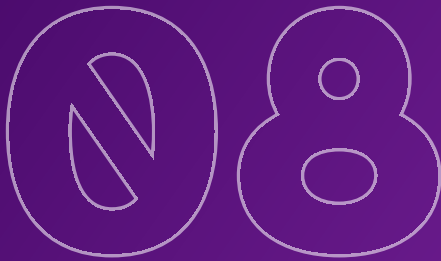
The AHRC and courts are unlikely to accept overlays as a defence for non-compliance. If a customer files a complaint, you'll still need to fix your site at the code and content level.

🎯 The bottom line

Overlays are not a compliance strategy.

Focus on genuine accessibility improvements and fixing barriers at the code and content level.





Section 08

About us: EnableAll's story so far

At EnableAll, our mission is simple: to open the web to everyone and make accessibility effortless for retailers.

Founded by Mike Adams OBE, EnableAll was built on lived experience. As someone who has navigated life with a disability, Mike saw firsthand how frustrating it can be when websites create barriers that prevent people from shopping, learning, or working online. EnableAll was created to remove those barriers, not just to comply with laws like the DDA, but to make the digital world truly inclusive.

Our promise to retailers

- We'll help you **reduce risk** by aligning your site with DDA and WCAG standards.
- We'll help you **welcome more customers**, including the 61 million Americans living with a disability.
- We'll help you **build a trusted, inclusive brand that grows sustainably**.

EnableAll isn't just about compliance. It's about helping your business thrive by making the web work for everyone.

Learn more at www.enableall.com
or email us at hello@enableall.com.

Why we're different

- **Accessibility first:** While others promise 'quick fixes', we focus on addressing accessibility at its source. That means your store becomes compliant and stays compliant.
- **Made for e-commerce:** We designed EnableAll with Shopify and other major platforms in mind. From product images to checkout flows, our technology knows where online stores need the most help.
- **Future-proof compliance:** Laws evolve, and so do we. EnableAll adapts with WCAG updates and new legal requirements, so you're always ahead of the curve.
- **Inclusive by design:** Our customer-facing toolbar empowers every shopper to personalise their experience, from adjusting contrast to enabling text-to-speech.

Sources

- [1] [Australian Human Rights Commission — Guidelines on equal access to digital goods and services](#)

- [2] [Australian Human Rights Commission — Disability Discrimination Act review](#)

- [3] Disability Discrimination Act 1992 (Cth), Part 2, division 5

- [4] [Anti-Discrimination NSW — Disability discrimination case studies](#)

- [5] [Justice and Equity Centre — Coles agrees to make online shopping site more accessible](#)

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