

International Day of
People with Disability
3 December



Event Planning Kit for Community Groups

What is International Day of People with Disability?

Every year on 3 December, people around the world take part in International Day of People with Disability (IDPwD), a day to celebrate the achievements of people with disability and promote awareness, understanding and acceptance in the community.

At the heart of IDPwD are the events that schools, community groups and businesses hold to mark the day.

Every event helps to make positive changes to the lives of 4.4 million Australians with disability to create a more inclusive community for everyone.

Help us to spread the word

In 2020, coronavirus (COVID-19) has impacted our ability to hold public events and awards ceremonies, therefore some changes are being made to the way we are celebrating IDPwD.

This year, we will promote and acknowledge the achievements and contributions of people with disability through a digital, online campaign. This will run from the IDPwD website and social media channels.

We encourage you to share our messages of inclusion and diversity and your own messages of 'seeing the ability in disability' through your online and social media channels - #disablestereotypes.

If you are keen to host or attend an event for IDPwD, we recommend you do so while aligning with relevant state/territory restrictions. Alternatively, we would suggest you consider celebrating the 4.4 million Australians living with disability through a digital or online activity.

You can download posters, social media banners and logos from the IDPwD [resources](#) web page.

IDPwD is your opportunity to challenge perceptions and educate others.

Event ideas

Stuck for ideas on what kind of event to run? This list will help you get started.

Activity	Description
Art show	<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.
Awards	<ul style="list-style-type: none">• Acknowledge the achievements of people with disability and those making positive contributions. E.g. recognise accomplishments of students or sportspeople, or businesses with good disability access.
Awareness in action	<ul style="list-style-type: none">• Put up posters to celebrate and take a group photo to post on Facebook.
Concert	<ul style="list-style-type: none">• Hold a concert to mark the day – it could feature people with disability or you could provide discounted tickets for people with disability.• Don't forget to make sure the venue is accessible.
Expo	<ul style="list-style-type: none">• A disability expo where local organisations with a connection to disability can set-up stalls with information about goods and services.
Fundraising	<ul style="list-style-type: none">• Help out a charity organisation associated with providing services and supports for people with disability and undertake a funding drive or identify a volunteering opportunity.
Guest speaker	<ul style="list-style-type: none">• Organise a guest speaker to talk about disability or to share their story to inspire others.
Lunch	<ul style="list-style-type: none">• Host a lunch to mark the day.• Invite a person with disability and/or your local member of parliament to speak.
Morning tea	<ul style="list-style-type: none">• Host a morning tea to mark the day.• Invite a person with disability and/or your local member of parliament to speak.
Sports carnival	<ul style="list-style-type: none">• Run an inclusive sports carnival featuring seated volleyball, wheelchair basketball etc.
Sausage sizzle	<ul style="list-style-type: none">• Hold a sausage sizzle to mark the day.• Every dollar can support a local organisation helping people with disability.
Seed planting	<ul style="list-style-type: none">• Use the seed bookmarks from your IDPwD event pack to organise a seed planting activity in your community.

Event tips

Now you are ready to hold an event, here are a few tips to get you on your way.

Set your goal

Decide what you want to achieve from your event.

Get others on board

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

Make sure your chosen venue has wheelchair access, accessible toilets, lifts, parking spaces for people with disability and a hearing loop, if required. Do you need a microphone or staging? Do you have a wet weather contingency plan if it will be held outside?

Invite special guests

Consider inviting a speaker such as local community leaders, disability advocates and personalities —such as sporting stars or local musicians. Try to find a business sponsor willing to lend a hand and support your event. Ask invited guests to indicate any assistance they may need (e.g. carer, interpreter, or dietary needs).

Entertainment

Will your event include entertainment? Think about ways to appeal to your audience e.g. speakers, performers, musicians and/or interactive activities.

Make it official

Register your event at idpwd.com.au to help you spread the word about your celebration. All events will be published on the website. You can also find out what else is happening in and around your local area by checking out the events calendar.

Spread the word

How will you tell people about your event? Will you use social media and posters? We encourage you to tag the IDPwD Facebook page or use the hashtag when promoting your event through Facebook.

Using the media

Using the media can be helpful to promote your event, or to spread the word about your celebration. Some people find contacting the media daunting, but it does not have to be. To help you get started, we have provided a shell media release and some tips to guide you.

Event planning checklist

This checklist will help you to plan, promote and celebrate your event and associated activities. All the information you need to complete this checklist can be found in this kit.

Plan your celebration

- Have you chosen your IDPwD event?
- Have you told everyone who will be involved in planning your event?

Make it official

- Have you registered your event on the [IDPwD website](#)?

Invite guests

- Have you sent out your event invitations?
- Have you invited officials, community leaders, local stars or speakers?

Make some noise

- Have you applied the [IDPwD logo](#) to your materials?
- Have you placed [IDPwD graphics and banners](#) on your website and social media pages?

Engaging the media

- Have you edited the shell media release with your event details?
- Have you contacted and followed-up with media?

Getting some resources

- Have you downloaded and used [IDPwD resources](#)?
- Have you [registered your event online](#) to request IDPwD merchandise?

Connecting with us

- Have you connected with us on [IDPwD Facebook](#) and [IDPwD Twitter](#)?
- Have you subscribed to our mailing list on the [IDPwD website](#)?

On the day

Here are some extra tips to help you on the day of your event.

Setting up

- Secure all electrical equipment, making sure areas are easily accessible without trip hazards.
- Include chairs with and without arms, to allow for physical limitations.
- Reserve appropriate seating for guests including hearing and vision impaired, people, interpreters and carers, wheelchairs and guide dogs.

At the location

- Make sure your signage is large and written in Plain English so it's easy to understand.
- Ensure that all your guests are settled and as comfortable as possible.
- Make sure you have identified a safe place where attendees with wheelchairs can arrive.
- Have people to meet and greet attendees and invited guests.
- Make sure everyone knows where the amenities are and make sure helpers are available to assist where needed.

Communication materials

- Use an accessible font for nametags (as large as possible and a contrasting colour).
- Use contrasting colours if you are using a PowerPoint presentation (i.e. light coloured text on dark background or dark font on a white background).
- If you are using interpreters, provide them with documents at least one week in advance.
- Hand out written copies of presentations on the day.
- Consider making information available in alternate forms such as Easy English, large print, Audiotape or Braille, as required.

No time to organise an event?

You can still get involved and help to raise awareness of this important day.

Encourage others to hold an event or simply start a conversation about disability to mark the day. By having a conversation about disability, it can challenge perceptions, educate others and normalise disability in everyday life.

One in five people, or 4.4 million Australians, have a disability. We all have a role to play to ensure people with disability have the same opportunities as others to reach their full potential.

You can show your support by writing a newsletter article or sending an opinion piece to your local newspaper. You can also post on your social media accounts to raise awareness.

Visit the [IDPwD website](#) for suggestions on other ways to celebrate, how to start a conversation and make your community more inclusive.

Resources to help you show your support

A range of digital resources are available on the [IDPwD website](#).

To get you started here are some content ideas for social media and newsletters.

Social media posts

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

#1:	We're holding an event to celebrate International Day of People with Disability! Join us for a day of fun and conversation [link to event details] #idpwd #growinclusion
#2:	International Day of People with Disability is nearly here! We can't wait to celebrate the wonderful contributions people with disability. Find out more at [registered event web link] . #idpwd #growinclusion
#3:	Today we celebrate International Day of People with Disability. Join us for [details of the event] . Together we can make our community more inclusive and remove barriers so people with disability can reach their full potential all year round. Find out more at [registered event web link] . #idpwd #growinclusion
#4:	Look how we celebrated International Day of People with Disability! Our school held a [details of the event] to help grow inclusion in our community. [Insert event photographs] #idpwd #growinclusion

Twitter

#1:	We'd love you to join us for [event name] at [location] on [date] to celebrate @idpwd. Find out more [registered event web link] . #growinclusion
#2:	Join us on [event date] for [event name] as we celebrate #idpwd. Check out [registered event web link] . #growinclusion
#3:	@idpwd is on 3 December. Visit [registered event web link] to find out how you can help us celebrate. #growinclusion
#4:	Thank you to everyone who joined us on @idpwd to celebrate the achievements of people with disability. [Insert event photographs] #growinclusion

Shell media release

[Organisation] celebrates International Day of People with Disability

[Organisation] is celebrating International Day of People with Disability (IDPwD) on [3 December or alternative date].

[Spokesperson] for [Organisation] said, “It is important we start a conversation about the issues experienced by people with disability, celebrate their achievements and encourage inclusion within our community.

“This year, [Organisation] will mark International Day of People with Disability by holding [event name] at [venue] on [date].

“There will be [briefly outline activities, i.e. music, food, entertainment] suitable for [all ages/families].

“Our event is accessible and we encourage all people with disability, their families and carers to come along and join the fun, [Spokesperson] said.”

Thousands of community organisations have held IDPwD events across Australia since its inception by the United Nations in 1992.

“We are pleased to represent [Community/Location] as part of this important to help make positive changes to the lives of 4.4 million Australians with disability.”

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

To learn more about other ways you can celebrate go to idpwd.com.au

Tips for engaging with media

The media is a great way to help spread the word of your event or activity.

Step 1 – Prepare your media release

A media release outlines the newsworthy points about your event. We have provided you with a shell media release to get you started.

Here's some things to remember:

- **Quote it** – Include a quote from the spokesperson or head of your organisation.
- **Keep it concise** – Keep the release to one page and use clear language.
- **Make it stand out** – Highlight why your event is newsworthy.

If you don't host an event, but want to help promote the day, you could also think of a local disability champion or a human interest story to share with local media.

Step 2 – Who to contact?

Now you have your media release, you can contact local publications and journalists who may be interested in finding out about your event.

- **Find local media outlets.** Start with a Google search. You should be able to find contact details for journalists on the outlet's website or Twitter pages.
- **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 subject matters that they cover, for example sports, education, health, disability interest.

Step 3 – Reach out

It's best to contact journalists two weeks before your event and provide them with a copy of your media release and the interview details of a key spokesperson.

Print and online journalists particularly like images. You could offer photos of previous events or you could explain why this year's event would make a great photo opportunity.

When you call the news desk, introduce yourself and outline the key points that make your event newsworthy.

Step 4 – Follow up

Keep in touch with media and confirm their attendance the day before your event.

Following the event, don't forget to check media outlets publications for any coverage you have received.

Official invitation letter

<Your Name>
<Street Address>
<SUBURB STATE>
<Postcode>
<Phone>
<Email>
<Website>

<Date>

<Recipient Name>
<Title>
<Company Name>
<Street Address>
<SUBURB> <STATE> <Postcode>

Dear [Salutation] [Last Name]

I am writing to invite you to [officially open/ speak at/ attend] our event to mark International Day of People with Disability.

By gathering to celebrate this day, we can promote understanding, remove obstacles for 4.4 million Australians with disability and make our community more inclusive.

[Workplace] is planning to hold [event name] at [location] on [date].

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

International Day of People with Disability is held each year on 3 December. It is a day that aims to increase public awareness, understanding and acceptance of people with disability. Also, IDPwD is a celebration a celebration of the contribution people with disability.

Please RSVP by [RSVP date]. For more details please contact [Name] on [phone number] or via email [contact email address].

To find out more about International Day of People with Disability, go to idpwd.com.au.

I look forward to your involvement.

Kind regards,
[Head of organisation]

Key messages

- International Day of People with Disability is celebrated on 3 December as a UN observed day aimed at increasing public awareness, understanding and acceptance of people with disability.
- IDPwD is as an opportunity for our community to make positive changes to the lives of 4.4 million Australians with disability.
- Join us on 3 December to celebrate the lives, achievements and contributions of all Australians with disability.
- We want to start a conversation about the issues experienced by people with disability to help make our community more inclusive.
- Together, let's actively remove obstacles for people with disability and encourage them to reach their full potential all year around.

More information

Our website idpwd.com.au is a great place to learn more about other ways you can celebrate and get involved along with resources to help plan your event.

Follow us on our social media channels @idpwd to keep up to date with the latest news and information.

You can also call us on 1800 440 385 (TTY users, phone 1800 555 677 and ask for 1800 440 385).