

Actv8 Marketing Inc.

**MULTI-YEAR
ACCESSIBILITY PLAN**

FOR THE PERIOD DECEMBER 2013 TO DECEMBER 2018

December, 2013

This publication is available through Actv8 Marketing Inc's:

- Educ8 on-line certification system
- In accessible formats upon request*

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Goal

This multi-year Accessibility Plan is developed in accordance with the Integration Accessibility Standards Regulation under the *Accessibility for Ontarians with Disabilities Act, 2005*. It incorporates the intentions of Actv8 Marketing Inc to meet its obligations under the *Ontarians with Disabilities Act, 2001*. The Plan describes the measures that Actv8 will take over the five year period from 2013-2018 to identify, remove and prevent barriers to people with disabilities who work for Actv8, work for our clients and customers of our clients. The plan will be guided by Actv8 Marketing's Accessibility Standards Policy.

1.0 Objectives

This Plan:

- 1.1** Describes the process by which the Actv8 Marketing Inc. will identify, remove and prevent barriers;
- 1.2** Describes the measures that Actv8 Marketing Inc. will take in the period 2013-2018 to identify, remove and prevent barriers;
- 1.3** Makes a commitment to review and update the multi-year accessibility plan at least once every 5 years;
- 1.4** Describes how Actv8 Marketing Inc. will make this accessibility plan available to it's employees, clients and the public.

2.0 Strategy for prevention and removal of barriers

Beginning in April 2014, Actv8's HR Department will assess Actv8's policies and procedures to ensure continuous improvement in accessibility and freedom of barriers. This process will continue through the establishment of a multi-year accessibility plan which places particular emphasis on the provisions of the regulations made under the AODA with regard to customer service, information and communications and employment.

3.0 Barrier Identification Methods

The Actv8 HR Department will use the following barrier-identification methods:

- Survey of Senior Actv8 Managers to identify accessibility issues
- Review website with Actv8 IT to analyze potential barriers
- Review recruitment and employment practices to identify barriers

4.0 Barriers to be addressed under the Multi-Year Accessibility Plan

The Integrated Accessibility Standards Regulation 191/11 pursuant to the Accessibility for Ontarians with Disabilities Act, 2005 identified specific requirements to achieve accessibility in the applicable areas of:

- Information and Communications
- Employment

These requirements build on the Accessibility Standards for Customer Service which came into force in 2007.

Actv8 Marketing Inc. intends, through this Multi-year Accessibility Plan for the period 2013-2018, to take action to address barriers to accessibility related to the Standards areas of current Regulations.

2013-2014

Type of Barrier	Action	Effective Date
Company	Provide training to all employees on accessibility standards requirements	Ongoing 2013-2014
Information and Communication	Review process for receiving/responding to feedback to ensure accessibility to persons with disabilities and readiness to provide accessible formats and communication supports upon request.	January 1, 2014
Information and Communications	Review websites to assess level of accessibility.	January 1, 2014
Employment	Review and update HR procedures and practices with regard to recruitment, job accommodations, alternative accessible formats.	January 1, 2014

2014-2015

Type of Barrier	Action	Effective Date
Information and Communication	Identify and have ready access to resources that enable Actv8 to provide information and communication, upon request and in a timely manner, in accessible or conversion-ready formats of print resources to persons with disabilities.	January 1, 2015
Information and Communication	Review accessibility features on Actv8's website in anticipation of WCAG, 2.0, Level AA standards	Ongoing preparation for 2021 deadline

2015-2016

Type of Barrier	Action	Effective Date
Company	Review status of accessibility awareness training to ensure new staff have been trained.	Ongoing
Information and Communication	Review status on providing accessible or conversion-ready formats of digital or multimedia resources upon request in anticipation of 2020 deadline	Ongoing preparation for 2020 deadline
Information and Communication	Review accessibility features on Actv8's website in anticipation of WCAG, 2.0, Level AA standards	Ongoing preparation for 2021 deadline

2016-2017

Type of Barrier	Action	Effective Date
Company	Review status of accessibility awareness training to ensure new staff have been trained	Ongoing 2016-2017
Company	Review Actv8's accessibility policies and procedures and update as required	Ongoing 2016-2017
Information and Communication	Review status on providing accessible or conversion-ready formats of digital or multimedia resources upon request in anticipation of 2020 deadline	Ongoing preparation for 2020 deadline
Information and Communication	Review accessibility features on Actv8's website in anticipation of WCAG, 2.0, Level AA standards	Ongoing preparation for 2021 deadline

2017-2018

Type of Barrier	Action	Effective Date
Company	Review status of accessibility awareness training to ensure new staff have been trained	Ongoing 2017-2018
Company	Review Actv8's accessibility policies and procedures and update as required	Ongoing 2017-2018
Information and Communication	Review status on providing accessible or conversion-ready formats of digital or multimedia resources upon request in anticipation of 2020 deadline	Ongoing preparation for 2020 deadline
Information and Communication	Review accessibility features on Actv8's website in anticipation of WCAG, 2.0, Level AA standards	Ongoing preparation for 2021 deadline

5.0 Review and Monitoring Process

Actv8's HR Department will meet quarterly during the year to review progress and evaluate the effectiveness of implementation of barrier-removal and prevention strategies and to plan for increased accessibility.

Actv8's HR Department will ensure that in respect of the Multi-Year Accessibility Plan the following steps take place:

- (a) An annual status report on the progress of the measures taken to implement the plan is prepared.
- (b) At least once every 5 years the plan is reviewed and updated.

6.0 Communication of the Plan

In addition to this plan being posted on our website, Actv8 Marketing Inc. will post an annual status report on the progress of the Multi-year Accessibility Plan on it's website. Actv8 Marketing Inc. will accommodate requests for accessible formats of the Plan.