

CASE STUDY

Amcal Pharmacy Stawell

Open for business is a collaborative regional project by rural and deaf access workers in the Wimmera and Grampians Region to improve access to and within business for people with disabilities, enabling increased participation in their communities and increasing the customer base of participating businesses.

(I'm) Brian Hancock, The store name is Stawell Amcal Pharmacy and we're at 104 Main Street in Stawell. We have 11 full-time staff and 10 part-time casual staff, it's quite a big business, quite a big staff and we operate 7 days a week.

What have you implemented to help those with a disability?

The main thing we've done is made sure we're very accessible to all members of the public. The front entrance is level with the footpath and it has automatic doors, we've got a ramp from the rear carpark all the way up to the store and there is a couple of disabled parks out the back as well.

We had a re-fit about 3 years ago and we've given it a bit of thought as to how to make it more accessible. All the gondolas now are lined up in long straight rows with wide aisles in between.

How have your staff changed to cater for those with a disability?

The staff are always on the lookout, we're a pharmacy, we're dealing with people who aren't well usually. Staff are always on the lookout for people who maybe need a bit of help, maybe struggling a little bit so they will quite often they will carry things out to the car for them or if they look as though they might need to sit down they will just take them over to one of the seats and sit them down.

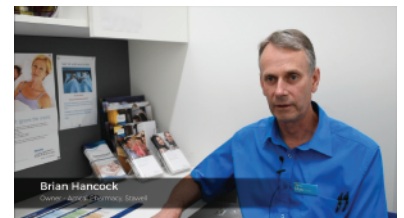
Have you seen an increase in business since implementing this initiative?

I guess you've got to increase your business there's no doubt about that. I mean, I guess we've made these changes not solely to increase business and increase turnover, we've made these to be more accessible and the important thing is getting everyone who needs to come in and have face-to-face with a pharmacist and with trained staff as well.

Would you recommend other small businesses to implement similar initiatives?

There's no reason not to do it, I mean, maybe a little cost for some businesses to convert to increase their accessibility but there's no way it can do your business anything but good and it's going to contribute to the growth of your business. Our customers who come in and see the effort we've made to make things easier, they'll be sure to come back and their families, friends or whatever, if they see that you're helping out someone that they love, i'm sure they'll come back as well so you're going to get better return customers.

I think at the end of the day, even if you do have to spend a bit of money to make these changes then it's going to make your business marketable and more valuable so it's a bit of a win-win situation for everybody really



OPEN YOUR BUSINESS

to 20% more customers

did you know?



1 in 5

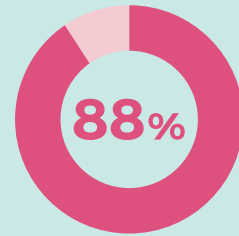
of your potential **customers** have a disability



1 in 3

are close to someone with a **disability**

there are **many types** of disabilities



of disabilities are not **visible**

how is this beneficial to your business?



MULTIPLY
your customer base



GROW
your business



INCREASE
your profits

how can your business be more accessible?

RESPECT
the customer

TALK
to the customer

PROMOTE
accessibility

POSITIVE
attitude

ASK
if you are unsure