# **Key Statistics - Access Matters Campaign 2022**

From Access Matters Campaign Strategy March 2022 – 31 July 2023 Master document

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## People impacted by barriers

1. Millions of New Zealanders with access needs make up the constituency of the disenfranchised.
2. In the [2013 Disability Survey](https://www.stats.govt.nz/information-releases/disability-survey-2013)[[1]](#footnote-1) there were an estimated 1.1 million disabled New Zealanders. Out of this number, an estimated 632,000 people had a physical impairment (14% of the total population)[[2]](#footnote-2) and an estimated 484,000people had a sensory impairment (11% of the total population).[[3]](#footnote-3) An estimated 89,000[[4]](#footnote-4) people had an intellectual disability (2% of the total population).[[5]](#footnote-5) It follows anecdotally that these impairments can create access needs.
3. It is very common for people to have multiple impairments. In the [2013 Disability Survey](https://www.stats.govt.nz/information-releases/disability-survey-2013), 53% of disabled people had multiple impairments.[[6]](#footnote-6) Amongst disabled children aged 0 to 15, 48% had multiple impairments.[[7]](#footnote-7) For disabled people aged over 65, 63% have multiple impairments.[[8]](#footnote-8) As a result, it follows that follows anecdotally that these impairments can create access needs.
4. An estimated 242,000 people, or 5% of New Zealanders, are living with disability caused by psychological and/or psychiatric conditions (i.e. limitations in their daily activities due to long-term emotional, psychological or psychiatric conditions), according to the [2013 Disability Survey](https://www.stats.govt.nz/information-releases/disability-survey-2013).[[9]](#footnote-9) Out of this estimated 242,000 people, 122,000 people (13% of the disabled population), have a psychological/psychiatric disability as their main impairment.[[10]](#footnote-10)
5. Research in the USA indicates that approximately 29% of the over-65 population have physical disabilities, and 20% reported difficulty leaving their homes due to mobility related impairments.[[11]](#footnote-11) People with disabilities “that limit mobility of the lower half of the body are especially vulnerable to the physical conditions of the built environment creating barriers to mobility.”[[12]](#footnote-12)
6. New Zealand’s population is aging and this will increase the number of people with impairments. High percentage of impairment among those who are 65 years of age and older. In 2020, 16% of Kiwis were 65 or over and this figure is estimated to rise to 21–26 percent in 2048 and 24–34 percent in 2073.[[13]](#footnote-13)
7. There are currently over 800 000 SuperGold cardholders, with around 60,000 people joining each year.[[14]](#footnote-14) Older people are a valuable market and are growing in size and spending power, and the “total value of expenditure by seniors is projected to rise from around $20.7 billion in 2016 to around $42.4 billion in 2031.”[[15]](#footnote-15)
8. In July 2017 UMR, a market research company[[16]](#footnote-16), did a national poll on accessibility legislation for the Access Alliance. More than 80% of New Zealanders supported mandatory accessibility legislation and regulations on enforceable access standards.[[17]](#footnote-17)
9. In light of one in four New Zealanders being disabled according to the [Disability Survey, 2013](https://www.stats.govt.nz/information-releases/disability-survey-2013)[[18]](#footnote-18) this follows that at least twenty five percent of your customers are likely to have accessibility needs, however, this figure does not included family members and carers who should also be considered in the customer group. (inference drawn)
10. From the employment perspective, 15 – 20% of your present employees are likely to be neurodiverse.[[19]](#footnote-19)
11. In 2020, the provisional estimated number of serious injuries was 12 998.[[20]](#footnote-20)
12. ACC reported in 2021 it received 2.1 million new registered claims, a volume growth of 13.1% compared to 2019/20. (ACC Annual Report 2021 )[[21]](#footnote-21)
13. Almost a quarter (24%) of New Zealand citizens identify as having some form of disability.[[22]](#footnote-22)People aged 65 or over are much more likely to be disabled (59%) than adults under 65 years (28% for 45 to 65 year olds group) or children under 15 years (11%).[[23]](#footnote-23)
14. While most young people are resilient, 20% of young people are likely to experience a mental health issue. Depression and anxiety are quite wide-spread: one in five young New Zealanders will be affected by depression by the age of 18; almost one in five meet the criteria for an anxiety disorder by age 19. (All stats from [Mental Health Foundation press release](https://mentalhealth.org.nz/news/post/are-our-kiwi-kids-all-right#:~:text=While%20most%20young%20people%20are,anxiety%20disorder%20by%20age%2019.) )
15. Māori and Pacific people had higher-than-average disability rates, after adjusting for differences in ethnic population age profiles ( [Statistics NZ](https://www.stats.govt.nz/information-releases/disability-survey-2013) ). During the June 2021 year, the Māori ethnic population grew by 20,900 (2.4 percent compared with 0.6 percent for the national population) ( [Statistics NZ](https://www.stats.govt.nz/information-releases/maori-population-estimates-at-30-june-2021) ).
16. 1 in 8 New Zealanders juggle work with caring for someone who is frail, unwell, or has a chronic condition or disability ( [Carers NZ](https://carers.net.nz/campaigns/) and [Carewise](https://carewise.org.nz/) )
17. 63% of New Zealand’s family carers are women; unpaid carers are twice as likely to be female. ( [Carers NZ](https://carers.net.nz/campaigns/) and [She cares](https://she-cares.org/the-numbers-1) )

## Right Thing to Do – Human Rights and International Commitments

1. The New Zealand Government supports the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) and is committed to its full adoption and implementation along with Te Tiriti o Waitangi (Treaty of Waitangi). Tangata Whenua face unique and serious accessibility challenges and are an important part of the disability community. Accessibility legislation will aim to ensure participation in society on an equal basis to others, and freedom from discrimination. New Zealand’s accessibility legislation must deliver on Tangata Whenua rights, particularly rangatiratanga (self-determination) and taonga such as reo (language), tikanga (customs), and mâtauranga (knowledge).
2. Accessibility legislation will make New Zealanders rights under the United Nations Convention on the Rights of Persons with Disabilities (UNCRPD) real. The UNCRPD and its Optional Protocol calls for greater accessibility. It also says that persons with disabilities should have opportunities on an equal basis with others.
3. The UNCRPD principles will be fundamental to developing New Zealand’s accessibility legislation. Some of these principles include the values of inherent dignity, individual autonomy, non-discrimination, and respect for difference.
4. Accessibility legislation will enable the government to comply with the UNCRPD and to regain New Zealand’s position at the forefront of disability rights internationally.
5. New Zealand's disability policy is intended to enable communities to be inclusive of people with disabilities, and for discrepancies between PwD and PwoD to be minimised wherever possible[[24]](#footnote-24). This principle was established with the New Zealand Disability Strategy in 2000 and has continued since in the most recent strategy refresh and the Disability Action Plans.[[25]](#footnote-25)
6. The United Nations Convention on the Rights of People with Disabilities (UNCRPD) to which New Zealand is a signatory, requires that signatories must “ensure and promote the full realisation of all human rights and fundamental freedoms for all persons with disabilities without discrimination of any kind on the basis of disability.” UNCRPD rights require New Zealand to “adopt all appropriate legislative, administrative and other measures” to implement it, and “to take all appropriate measures, including legislation, to modify or abolish existing laws, regulations, customs and practices that constitute discrimination against persons with disabilities.” Under the Convention, New Zealand must “take into account the protection and promotion of the human rights of persons with disabilities in all policies and programmes,” ensure that public authorities and institutions act in conformity with the UNCRPD, and “take all appropriate measures” to eliminate disability discrimination in private sector organisations.[[26]](#footnote-26)
7. The UNCRPD requires New Zealand to take “appropriate measures” to “develop, promulgate and monitor the implementation of minimum standards and guidelines for the accessibility of facilities and services open or provided to the public.” New Zealand must “ensure that private entities that offer facilities and services which are open or provided to the public take into account all aspects of accessibility for persons with disabilities.”[[27]](#footnote-27)
8. The CRPD requires New Zealand to adopt all appropriate legislative, administrative and other measures to ensure disabled people realise all rights without discrimination. The CRPD makes it clear that this obligation includes modifying or abolishing existing laws, regulations, customs and practices that do not meet the requirements of the CRPD.
9. More specifically, Article 9 of the CRPD addresses accessibility. Amongst other things it requires New Zealand to develop and monitor the implementation of minimum standards for the accessibility of facilities and services open or provided to the public. The Government’s obligation does not stop at publicly owned facilities and services but extends to the private sector.
10. New Zealand’s current law on disability and accessibility does not meet its binding legal obligations under the CRPD. New Zealand is required to report to the United Nations Committee on the Rights of Persons with Disabilities on its implementation of the Convention in October 2018 – and will be reviewed in late 2019.
11. In relation to accessibility the Committee recommended – in its previous concluding observations (2014) that New Zealand enact measures to ensure that all public buildings, as well as public web pages, were made accessible to people with disabilities and that consideration be given to making all new future private houses fully accessible. The Committee also recommended that the exemption for factories and industrial premises employing less than five people be discontinued.
12. The Committee also recommended that consideration be given to amending the HRA to include a definition of reasonable accommodation to better comply with the CRPD.
13. These recommendations were reiterated by the Committee on Economic, Social and Cultural Rights in March 2018.
14. Tangata Whenua face unique and serious accessibility challenges and are an important part of the disability community. Accessibility legislation will aim to ensure participation in society on an equal basis to others, and freedom from discrimination. New Zealand’s accessibility legislation must deliver on Tangata Whenua rights, particularly rangatiratanga (self-determination) and taonga such as reo (language), tikanga (customs), and mâtauranga (knowledge).

## Smart Thing to Do - Opportunity for Business

1. Everyday, people are progressing plans, developing apps, and putting up new buildings. Accessibility must be built in from the very beginning
2. Accessibility is just doing business
3. Twenty five percent of your customers are likely to have accessibility needs, and 15 – 20% of your present employees are likely to be neurodiverse.
4. International business experience has shown an uplift of 20-30% after tapping into the accessibility market. This can be achieved through a simple, low-level investments to expand your offerings and adjust your work environment.
5. [In the UK:](https://wearepurple.org.uk/the-purple-pound-infographic/)
   1. Businesses lose approximately £2 billion a month by ignoring the needs of disabled people.
   2. 75% of disabled people and their families have walked away from a UK business because of poor accessibility or customer service.
   3. In 2016, more than 4 million people abandoned a retail website because of the barriers they found. In 2019, that lost business - the ‘Click-Away Pound’ - grew to £17.1 billion in loses per year.
6. 80% of digital accessibility is relatively easy to do (source Access Advisors)
7. [UK Research](https://wearepurple.org.uk/the-purple-pound-infographic/) has shown how various sectors lose money each month by not being accessible. The ‘Purple Pound’ refers to the spending power of disabled households, being a household in which at least one of the members has a disability. UK businesses are missing out on the ‘Purple Pounds’ of disabled consumers due to poor accessibility (both physical and digital) and by not being disability-confident in their customer services approach. In New Zealand, we don’t yet have conclusive data on the opportunity cost of not factoring in the access market. The breakdown of business sector losses in the UK is:
8. High Street Retail – £267 million
9. Restaurants, Pubs and Clubs – £163 million
10. Supermarkets – £501 million
11. Energy Companies – £44 million
12. Phone and Internet Providers – £49 million
13. Transport Providers – £42 million
14. Banks and Building Societies – £935 million
15. The “Click away Dollar” of lost business in New Zealand is estimated to be between $395 - $522 million[[28]](#footnote-28)
16. Google’s disability-driven innovation leads to product design that is subsequently applied to core customers. Access market needs are the inspiration for many of Google’s innovations, which often become mainstream. Google Glass, Google Voice and Google Car find their roots in disability and have driven Google to the top ranking in ‘[Return on Disability’](https://www.rod-group.com/content/rod-research/edit-research-design-delight-disability-2020-annual-report-global-economics) research.
17. [Return on Disability, The Global Economics of Disability 2020 Report](https://www.rod-group.com/content/rod-research/edit-research-design-delight-disability-2020-annual-report-global-economics)
18. With an estimated population of 1.85 billion, people with disabilities are an emerging market larger than China. Their Friends and Family add another 3.3 billion potential consumers who act on their emotional connection to people with disabilities. Together, disability touches 73% of consumers.
19. A market bigger than China, the Disability Market influences over $13 trillion in annual disposable income.
20. When asked, people with disabilities say that between 75% – 80% of their customer experiences are failures.
21. The disability market is not exclusively wheelchair users, Braille readers and sign language gurus. Individuals with visible disabilities constitute fewer than 29% of PWD. 71% of people with disabilities have non-visible disabilities such as a cognitive disability.

## Right Time to Do It – Recovery and Build Back Better

1. The potential economic impacts of having more people with disabilities in the productive workforce are significant. The Alliance has commissioned a study from the New Zealand Institute of Economic Research (NZIER) which has modelled the impacts of a change in labour force participation rates where unemployment rates of disabled people and non-disabled people populations are equalized. The modelling shows a transfer of 14,000 people from Supported Living and Job Seeker payments into the workforce, with an annual gross fiscal saving to the government of $270 million and a reduction in future welfare liability over 10 years of approximately $3 billion.[[29]](#footnote-29) It also shows an additional $1.45 billion annually to real gross domestic product.
2. Blind Low Vision NZ commissioned a study for The Access Alliance from the New Zealand Institute of Economic Research (NZIER) which modelled the impacts of a change in labour force participation rates, where unemployment rates of PwD and Pw/oD populations are equal. This modelled an approximate 30% increase in PwD employment. Similar studies have been done in Australia and Canada. The New Zealand modelling showed that:
   1. an annual gross fiscal saving to the government of **$270 million** would be gained by enabling 14,000 people (the number needed for disabled peoples employment to be at the same level as the national rate) receiving Supported Living and Job Seeker payments to join the workforce,
   2. decreased future welfare liability over 10 years would equate to approximately **$3 billion in savings**.
   3. equalising the unemployment rate for PW to the national rate would add **$1.45 billion** annually to real gross domestic product.
3. The underlying labour market assumptions are that projected job growth will absorb the transition and that those making the transition do so of their own volition and within the limits of their impairment. Most economic benefits stem from labour market participation but the full impact of improved accessibility is much more pervasive and will positively impact the uptake of health, disability and other government services across all age ranges.
4. The NZIER Valuing Access to work report states that:
5. Dwyer and Darcy (2011) note that the contribution of disabled tourists to Australia’s tourism GDP ranged between 11% and 18% of total tourism GDP in 2003/04. Globally the tourism market has become increasingly aware of the market for accessible tourism. For example:
   * 1. accessible accommodation (<http://www.cqwellington.com/facilities/accessibility.html>)
     2. accessible tours (<http://www.rollinasia-travel.com/en>)
     3. accessible activities (<http://seawolfadventures.net/accessadventure>)
     4. accessible cities [http://www.sansebastianturismo.com/images/ssturismo/pdf/accessible\_to urism.pdf](http://www.sansebastianturismo.com/images/ssturismo/pdf/accessible_to%20urism.pdf).
6. Tourism is one of New Zealand’s most important sectors. Tourism directly contributed $12.8 billion to GDP in the year ending March 2016.12 Visitor growth has been strong, and forecasts expect further robust growth.
7. The [Return on Disability, The Global Economics of Disability 2020 Report](https://www.rod-group.com/content/rod-research/edit-research-design-delight-disability-2020-annual-report-global-economics) found that:
8. With an estimated population of 1.85 billion, people with disabilities are an emerging market larger than China. Their Friends and Family add another 3.3 billion potential consumers who act on their emotional connection to people with disabilities. Together, disability touches 73% of consumers.
9. A market bigger than China, the Disability Market influences over $13 trillion in annual disposable income.
10. New Zealand Businesses are already tapping into the Access Market to Grow Business

### Retail – [The Warehouse Group](https://accessibilitytick.nz/our-first-retailer-to-achieve-the-accessibility-tick-the-warehouse-group/)

The Warehouse Group CEO, Nick Grayston said, “With approximately one in four Kiwis affected by physical, sensory, mental or learning disabilities, it is important that access is given the right consideration as a business priority.” By 2025, the retail giant is striving to ensure that products, services and buildings will be accessible for all. Some of the changes coming to stores over the next five years include: a trial of quiet sensory hours for neuro-diverse customers in The Warehouse stores; ensuring all new stores across the Group are fully accessible and inclusive; as well as ensuring that the e-commerce presence is just as accessible as a physical store would be.”

### Tourism – [AJ Hackett Bungy NZ](https://www.accessalliance.org.nz/the_big_leap_jock_s_story)

Heidi Gillingham, Recruitment and Training Officer, says that, “AJ Hackett Bungy NZ is proud to be working towards more accessible employment and to contribute to Community Care Trust’s vision of ‘a world that truly values and celebrates diversity.’ In particular, we would like to thank Simon McCosh for recommending [new employee] Jock to us, an awesome employee who truly embodies the #LiveMoreFearLess attitude!”

### Hospitality – [Sudima Hotels & Resorts, Hind Management](https://www.accessalliance.org.nz/story_booklet)

“Sudima Hotels & Resorts has a number of ambitious goals for the future and strives to offer the best service it possibly can. Over and above the improvements made to its group of existing hotels to achieve accessibility ratings, the group has introduced a number of initiatives to improve its guests’ experiences. These include offering special packs for assistance dogs with dog beds and treats; menus that are available in Braille; evacuation chairs that are capable of travelling up and down stairs; and vibrating alarms which can be placed under a guest’s pillow to help ensure a fire alarm is not missed. It is the culmination of all of these aspects which has resulted in growth of business, in the essentially untapped accessibility market.**”**

**Sudesh Jhunjhnuwala, Founder and CEO, and Les Morgan, Director of Hotels**

### Infrastructure - [Vector NZ](https://www.accessalliance.org.nz/vector)

“We feel that diverse, inclusive and accessible workplaces are win-win situations. Employees feel valued and accommodated, which boosts productivity, raises morale and results in more successful business outcomes. It also helps employers take meaningful steps towards accessibility and inclusion through policy, culture and environmental changes in a wider community sense.”

1. For all NZ Statistics references, see PDF and Excel tables at: Updated ref: <https://www.stats.govt.nz/information-releases/disability-survey-2013> [↑](#footnote-ref-1)
2. 2013 Disability Survey table 3.02 and 3.01 <https://www.stats.govt.nz/information-releases/disability-survey-2013> [↑](#footnote-ref-2)
3. 2013 Disability Survey table 3.02 and 3.01 <https://www.stats.govt.nz/information-releases/disability-survey-2013> [↑](#footnote-ref-3)
4. 2013 Disability Survey table 3.02 and 3.01 <https://www.stats.govt.nz/information-releases/disability-survey-2013> [↑](#footnote-ref-4)
5. 2013 Disability Survey table 3.02 and 3.01 <https://www.stats.govt.nz/information-releases/disability-survey-2013> [↑](#footnote-ref-5)
6. 2013 Disability Survey table 7.01 <https://www.stats.govt.nz/information-releases/disability-survey-2013> [↑](#footnote-ref-6)
7. 2013 Disability Survey table 7.01 <https://www.stats.govt.nz/information-releases/disability-survey-2013> [↑](#footnote-ref-7)
8. 2013 Disability Survey table 7.01 <https://www.stats.govt.nz/information-releases/disability-survey-2013> [↑](#footnote-ref-8)
9. 2013 Disability Survey table 3.02 and 3.01 <https://www.stats.govt.nz/information-releases/disability-survey-2013> [↑](#footnote-ref-9)
10. 2013 Disability Survey table 8.02 and 8.01 <https://www.stats.govt.nz/information-releases/disability-survey-2013> [↑](#footnote-ref-10)
11. Harvard School of Public Health and Harvard Design Centre, Health and Places Initiative, 2015, p. 6 <https://research.gsd.harvard.edu/hapi/files/2015/11/HAPI_ResearchBrief_UniversalDesign-112315.pdf> [↑](#footnote-ref-11)
12. Harvard School of Public Health and Harvard Design Centre, Health and Places Initiative, 2015, p. 6 <https://research.gsd.harvard.edu/hapi/files/2015/11/HAPI_ResearchBrief_UniversalDesign-112315.pdf> [↑](#footnote-ref-12)
13. <https://www.stats.govt.nz/information-releases/national-population-projections-2020base2073>

    the population aged 65+ (0.79 million in 2020) has a 90 percent probability of increasing to 1.36–1.51 million in 2048 and to 1.61–2.22 million in 2073

    the proportion of the population aged 65+ (16 percent in 2020) has a 90 percent probability of increasing to 21–26 percent in 2048 and 24–34 percent in 2073 [↑](#footnote-ref-13)
14. https://supergold.govt.nz/partners/partner\_information and for other references see: <https://www.parliament.nz/en/pb/hansard-debates/rhr/document/HansS_20200311_052650000/8-question-no-8-seniors> [↑](#footnote-ref-14)
15. <https://www.msd.govt.nz/documents/about-msd-and-our-work/newsroom/factsheets/budget/factsheet-supergold-card-2019.pdf> [↑](#footnote-ref-15)
16. See <http://www.umr.co.nz/who-we-are> and report available here: <https://www.accessalliance.org.nz/umr_polling> [↑](#footnote-ref-16)
17. UMR 2017 report, at page 4, <https://www.accessalliance.org.nz/umr_polling> [↑](#footnote-ref-17)
18. <https://www.stats.govt.nz/news/one-in-four-new-zealanders-identified-as-disabled> [↑](#footnote-ref-18)
19. Main source: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7732033/> and <https://www.forbes.com/sites/forbeshumanresourcescouncil/2022/02/15/neurodiversity-and-the-workplace/?sh=74224c062a22> [↑](#footnote-ref-19)
20. Table 1 <https://www.stats.govt.nz/information-releases/serious-injury-outcome-indicators-2000-2020> [↑](#footnote-ref-20)
21. ACC Annual Report 2021 - 2,104,788, Page 47 <https://www.acc.co.nz/assets/Annual-report-segments/ACC8278-Annual-Report-2021.pdf> [↑](#footnote-ref-21)
22. 2013 Disability Survey table 5.01 <https://www.stats.govt.nz/information-releases/disability-survey-2013> [↑](#footnote-ref-22)
23. 2013 Disability Survey table 4.01 <https://www.stats.govt.nz/information-releases/disability-survey-2013> [↑](#footnote-ref-23)
24. Cab Paper 2000 ODI NZ Disability Strategy "The goal is the elimination of education, employment and income gaps between PwD and PwoD" [↑](#footnote-ref-24)
25. Ref NZDS 2000 and NZDS 2016 and Disability Action Plan 2015 to 2018 [↑](#footnote-ref-25)
26. UNCRPD Article 4 General Obligations [↑](#footnote-ref-26)
27. UNCRPD Article 9 Accessibility [↑](#footnote-ref-27)
28. Purple Dollar estimate for New Zealand based on Purple Pound Research from the UK. Peter Chou. July 2022. Unpublished. [↑](#footnote-ref-28)
29. NZIER "Valuing Access to Work" 2017 [↑](#footnote-ref-29)