

A young man with a disability is shown in profile, reaching up to touch a green stuffed animal on a shelf. He is wearing a blue and black striped t-shirt. In the background, a woman with red hair is visible, also reaching for a stuffed animal. The setting appears to be a store with various stuffed animals on shelves.

# Disability Inclusion Action Plan

IKEA Australia  
2024-2026



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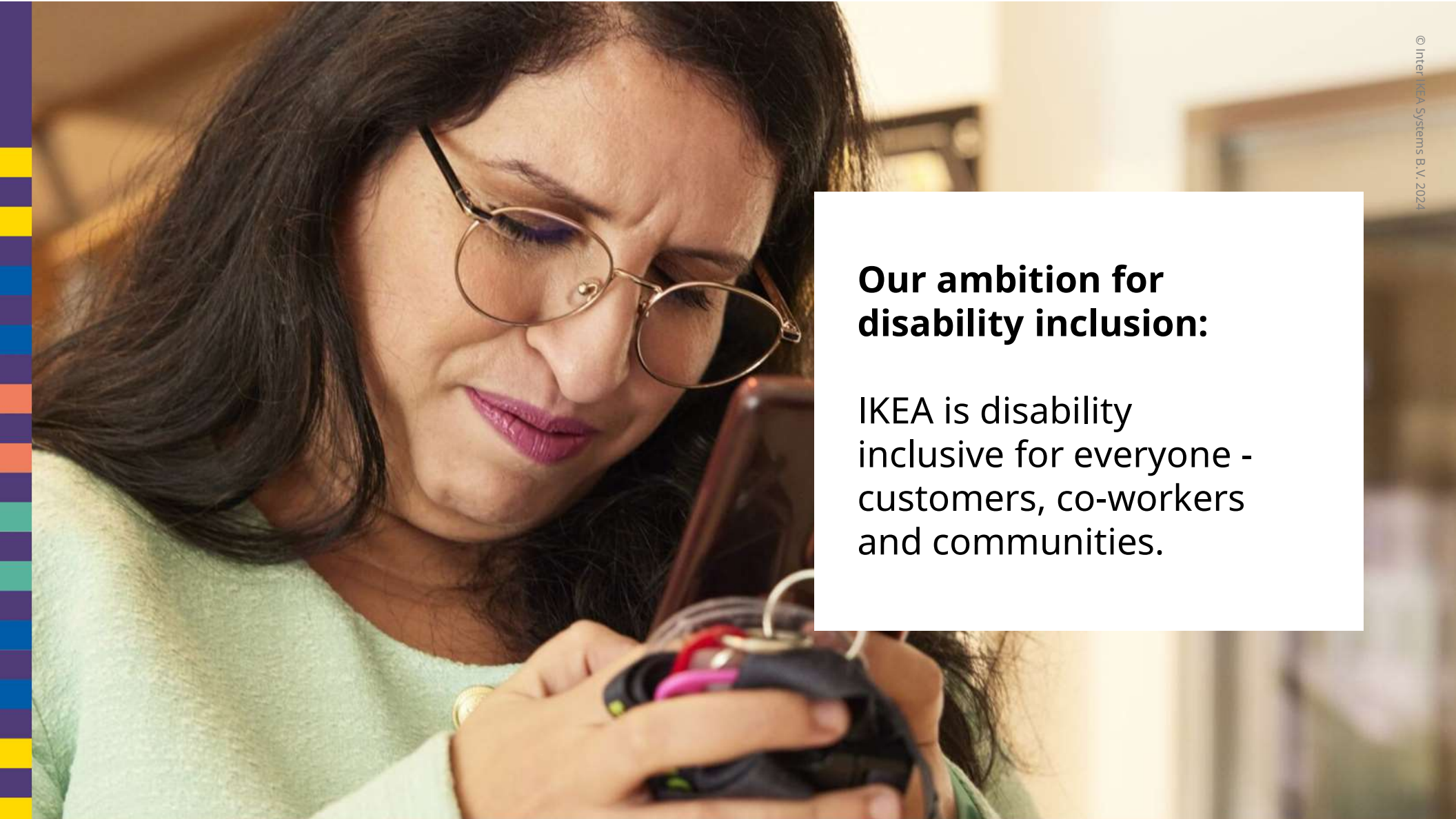
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## **The IKEA vision:**

To create a better  
everyday life for the  
many people.





## **Our ambition for disability inclusion:**

IKEA is disability inclusive for everyone - customers, co-workers and communities.

## Message from Mirja Viinanen, IKEA Australia

At IKEA, our ambition to be inclusive for everyone – our many co-workers, visitors and customers – is reflected in our unique vision and in our strong purpose-led culture and values. I am pleased to introduce the first IKEA Australia Disability Inclusion Action Plan, which will guide our long-term efforts towards creating a more disability inclusive experience for all at IKEA Australia.

Being a disability inclusive employer and retailer means accommodating the needs of persons with disabilities and those who care for them. This can only happen by providing an equitable co-worker and customer experience and product offer. This includes creating more accessible workplaces, attractive disability inclusive recruitment processes and employer proposition, and a disability inclusive omnichannel retail environment. We know our approach must be long term and our actions meaningful to truly reflect diversity to inspire a more inclusive world.

Thank you to our many customers and co-workers who shared their personal views and experiences during the consultation process. Your feedback has played an important role in shaping our plan. And thank you to the Australian Disability Network for your guidance as IKEA works towards becoming even more equal, inclusive, diverse and accessible for the many people.



**Mirja Viinanen**  
Board Member, Country Retail Manager  
and Chief Sustainability Officer  
IKEA Australia

## Message from Renea Robson, IKEA Australia

At IKEA, being an inclusive business and promoting equality are key commitments of our sustainability strategy. Our ambition is to create a place where people of all genders, ethnicities, nationalities, sexual orientations and abilities feel included, and where they can safely bring their full selves to work to grow and thrive. While we are making great strides in many of these areas, we acknowledge there is still much work to be done to become a fully inclusive retailer and employer.

Today in Australia, there are around 1 in 5 persons with disabilities and more than a third of our nation's households include persons with disabilities. And across IKEA, around 11 per cent of our co-workers identify as having a disability, half of whom feel this is a barrier to advancing their careers with IKEA. So, as well as creating a more inclusive and equitable customer shopping experience, we will also continue to create a more inclusive IKEA that enables persons with disabilities to fully participate in the workplace on an equitable basis. To do this, we will take responsibility to adjust and improve work environments, accessibility, attitudes and behaviours, and the ways we communicate.

As Country Sustainability Manager, I am a proud advocate of our commitment to positive change across our business for persons with disabilities and their carers. Our action plan is our roadmap to advancing disability inclusion to support the long-term wellbeing of our co-workers and customers now and for future generations.



**Renea Robson**  
Country Sustainability Manager  
IKEA Australia

## Australian Network on Disability

A big congratulations to IKEA on the launch of your first Disability Inclusion Action Plan (DIAP). Meaningful and sustainable change requires planning to achieve strategic outcomes. The IKEA Disability Inclusion Action Plan will provide a roadmap to progress change in a planned and measurable way. By developing this plan, IKEA undertakes a new level of commitment to the inclusion of people with disability as employees, customers and in the Australian community.

The first IKEA plan is focused on some exciting objectives that span culture, environment, systems, products and services. This plan has been developed in consultation with the customer community as well as IKEA employees.

Australian Network on Disability is pleased to have assisted the development of this plan through our Masterclass series. Through our ongoing member relationship, we look forward to supporting IKEA to create a more equitable and inclusive Australia.



**Corene Straus**  
CEO Australian Network on Disability



# Introduction

At IKEA, we believe that an equal everyday is a better everyday, and we're committed to creating a more equal world for persons with disabilities. Our Disability Inclusion Action Plan (DIAP) aims to enhance the culture, environment, systems, products and services at IKEA Australia to improve access and inclusion for persons with disabilities.

The DIAP is our commitment to breaking down barriers and enhancing the experiences of our customers, co-workers and communities. By working together, we can build a more inclusive society where everyone feels valued and empowered.

The DIAP will also support us to better reflect the communities we serve. Celebrating diversity in all its forms is part of creating a vibrant and inclusive workplace, where everyone can bring their whole selves to work.



# Who are persons with disabilities?

We follow the definition of **The United Nations' Convention on the Rights of Persons with Disabilities (CRPD)** which offers the following statement:

*'Persons with disabilities include those who have long-term physical, mental, intellectual or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society on an equal basis with others'.*



We support and advocate for the CRPD social approach to disability to inform how we work to advance access and inclusion of people with disability.

The social model of disability is a way of viewing the world, developed by persons with disabilities that recognises disability is the result of the interaction between people living with impairments and barriers in the physical, attitudinal, communication and social environment.

# Our actions continue to be guided by The United Nations' Convention on the Rights of Persons with Disabilities



1. Ensure equality and non-discrimination for persons with disabilities across the whole co-worker journey.
2. Provide reasonable adjustments in the workplace.
3. Improve accessibility in the workplace.
4. Promote a culture of respect and acceptance of persons with disabilities as part of human diversity and humanity.

# In the world around us

**1.3 billion** people, 16% of the world's population have some type of a disability

Source: [who.int/health-topics/disability](https://www.who.int/health-topics/disability), World Health Organisation

Only **17%** of disabilities are present from birth

Source: Institute for Public Policy Research article Work for disabled people

**35.9%** of Australia's 8.9 million households include a person with disability

Source: [abs.gov.au](https://abs.gov.au), Disability, Ageing and Carers 2018

**4.4 million** people in Australia have some form of disability (around 1 in 5)

Source: [abs.gov.au](https://abs.gov.au), Disability, Ageing and Carers 2018

**11%** of our co-workers have a disability

Source: Ingka Includes global survey data

**2.1 million** working age Australians have a disability

Source: [abs.gov.au](https://abs.gov.au), Disability, Ageing and Carers 2018

# Consultation

An essential part of building our plan was consulting with our co-workers and customers. We wanted to receive genuine feedback on the IKEA shopping experience from persons with disabilities or those caring for persons with disabilities.

Consultation was undertaken by engaging with:  
Customers – 945 responses  
Co-workers – 90 responses

## Leader engagement

Business leaders were invited to co-create the plan during a session that involved sharing the data collected from co-workers and customers and using it to identify relevant actions.

Based on the data collected from customers, co-workers and key internal stakeholders, the IKEA Australia Disability Inclusion Action Plan (DIAP) is built on three key pillars: **Customers, Co-workers and Communities.**

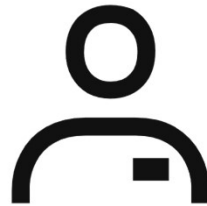


# Our IKEA Australia disability inclusion approach prioritises 3 action areas:



## **Customers**

Making the customer experience more accessible for persons with disabilities.



## **Co-workers**

Move to a disability inclusive culture, where everyone is respected, acknowledged and valued.



## **Communities**

Creating a more equal world by advocating for persons with disabilities externally.





**Customers**



## Pillar 1: Customers

We will make the shopping experience more accessible to ensure persons with disabilities have equal access to our IKEA stores, products and services.

We will focus on the three key areas that customers have identified:

### **Improve in-store customer experience**

We will renew and improve our in-store shopping experience for customers with disabilities to allow them to have a dignified and comfortable shopping experience with IKEA.

### **Improve the remote customer experience**

We will focus on simplicity to ensure that people who are unable to shop in-store can have an equal shopping experience.

### **Physical accessibility**

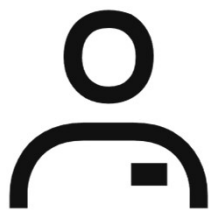
We will lead by example to improve the accessibility of our stores to ensure persons with disabilities can have a safe, comfortable shopping experience.

# Customer actions

Focus area	Action	Timing
<b>Improve the in-store customer experience</b>	Update the IKEA website with consistent information and promote our existing and future accessible offerings available for customers with disabilities.	2024
	Create a consistent identification process for welcoming support animals.	2024
	Review payment options to guarantee accessibility for all customers.	2024
	Implement a consistent 'quiet shopping experience' in stores.	2025
<b>Improve the remote customer experience</b>	Communicate the Remote Customer Meeting Point (RCMP) as an inclusive offering for customers and NDIS providers.	2025
	Explore services to enhance the customer experience and accessibility.	2026
<b>Physical accessibility</b>	Review physical assets at our units and make changes to guarantee accessibility.	2025
	Introduce wheelchair trolleys for customers to use at all stores.	2025
	Install bench seats in Market Hall so customers can rest when required.	2025

A photograph of two women in yellow IKEA uniforms. The woman in the foreground is shown in profile, wearing glasses and a yellow jacket with the IKEA logo on the sleeve. She is smiling and looking towards the other woman. The second woman is in the background, also smiling and wearing a yellow shirt under a dark vest. They appear to be in a warehouse or store setting with shelves and a screen visible in the background.

**Co-workers**



## Pillar 2: Co-workers

We will create a work environment that is inclusive for people of all abilities and ensure that persons with disabilities can secure meaningful employment and succeed at IKEA.

We will achieve this through three focus areas:

### **Education and training**

We will provide our co-workers with the knowledge and skills to meet customers with disabilities in a positive way.

### **Inclusive recruitment approach**

We will review and adapt our hiring processes to ensure persons with disabilities can secure meaningful work at IKEA.

### **Inclusive culture**

We will create an inclusive work environment with a strong sense of togetherness, where everyone is heard and everyone contributes.



# Co-worker actions

Focus area	Action	Timing
<b>Education and training</b>	Deliver training to ensure all co-workers are equipped and empowered to support customers with disabilities in an inclusive way.	2024
<b>Inclusive recruitment</b>	Partner with the Australian Network on Disability to establish a consistent countrywide process for workplace adjustments to roles to widen recruitment pool to include persons with disabilities.	2025
<b>Inclusive culture</b>	Identify 'quiet spaces' in co-worker areas.	2024
	Explore the creation of an internal disability advisory network on to strengthen workplace culture, ensuring it is a safe place to be open and ask for help or support.	2025
	Expand the number of mental health first aiders to include all line managers.	2026



## Communities



## Pillar 3: Communities

We will expand our Disability Inclusion approach beyond customers and co-workers to ensure we are a force for good in society. This focus on communities is our commitment to advocate for persons with disabilities and to create a more inclusive world.

Our Communities pillar has three focus areas:

### **Community engagement**

We want to create a better everyday for people living with disabilities and be a force for good in society by creating meaningful partnerships.

### **Marketing and communications**

We will advocate for persons with disabilities by increasing awareness and representation in our marketing and communications.

### **Business and procurement**

We will proactively look to engage with businesses who support persons with disabilities.

# Community actions

Focus area	Action	Timing
Community engagement	Create and promote volunteer opportunities for co-workers to support persons with disabilities.	2024
	Establish partnerships with peak bodies/organisations.	2025
Marketing and communications	Recognise International Day of People with Disability and share our commitment to support persons with disabilities.	2024
	Participate in disability-focused forums and roundtables.	2024
	Actively participate in Unstereotype Alliance to remove harmful stereotypes by implementing the principles into our media and advertising. Including in-store and online representation of disability as a reflection of our customer base.	2024
Business and procurement	Embed the consideration of disability as part of our procurement strategy.	2025



# Governance and reporting

The DIAP working group will be created to ensure all actions of the plan are delivered in a timely manner. It will comprise key leaders from the business functions with responsibility for implementing the actions outlined in the DIAP.

The Disability Inclusion Action Plan will be reported on annually, with an internal review of actions to be completed and shared with Country Management and made available to co-workers. The DIAP will also be lodged with the Australian Human Rights Commission.

We will continue to work with the Australian Disability Network to update the plan and future actions.







# Contact us

IKEA website  
[www.IKEA.com.au](http://www.IKEA.com.au)

Work with us  
[Work with us – IKEA](#)

LinkedIn  
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