

**Title:** The graph represents the different phases organisations are in along their digital accessibility journeys in Australia and New Zealand.

**Description:** The graph where organisations are in their digital accessibility journeys from least to more advanced.

8% organisations are Emerging this means they are yet to begin their Digital Accessibility journey, with no or very few elements in place.

40% organisations are in the Explorer phase, with established Digital Accessibility foundations starting to build momentum.

49% organisations are in the Adopter phase. Organisations with Digital Accessibility embedded within processes and culture, but with room for improvement.

3% organisations are Trailblazers, consistently achieving Digital Accessibility standards for customers and employees.