

**Title:** The graphs represent the maturity of organisations in each industry across Australia and New Zealand based on the phase of their digital accessibility journey.

**Description:**

Among Finance and Consulting organisations in order from least to more advanced in their digital accessibility journey,

- 4% are in the Emerging phase
- 32% in the Explorers phase
- 59% in the Adopters phase
- 4% are Trailblazers

Among Public Service organisations in order from least to more advanced in their digital accessibility journey,

- 5% are in the emerging phase
- 55% in the explorers phase
- 37% are in the adopter phase
- 3% are trailblazers

Among IT and Telecom organisations in order from least to more advanced in their digital accessibility journey

- 4% are in the emerging phase
- 30% in the explorers phase
- 64% are in the adopter phase
- 2% are trailblazers

Among Retail organisations in order from least to more advanced in their digital accessibility journey

- 9% are in the emerging phase
- 36% in the explorers phase
- 54% are in the adopter phase
- 0% are trailblazers

Among Hospitality and Tourism organisations in order from least to more advanced in their digital accessibility journey

- 11% are in the emerging phase
- 43% in the explorers phase
- 43% are in the adopter phase
- 4% are trailblazers

Among Education and Training organisations in order from least to more advanced in their digital accessibility journey

- 8% are in the emerging phase
- 49% in the explorers phase
- 41% are in the adopter phase
- 2% are trailblazers

Among Health and Welfare organisations in order from least to more advanced in their digital accessibility journey

- 10% are in the emerging phase
- 45% in the explorers phase
- 42% are in the adopter phase
- 3% are trailblazers

Among other organisations in order from least to more advanced in their digital accessibility journey

- 8% are in the emerging phase
- 30% in the explorers phase
- 59% are in the adopter phase
- 4% are trailblazers