

# Centre for Inclusive Design — Turning Accessibility Into a Four-Times-Bigger Market Case

Digital Inclusion · Good practice · Australia

Quality score: 92/100

Evidence strength: Strong

## Summary

A Sydney nonprofit's PwC-modelled research finds products designed for 'edge users' — people with disability, low literacy or age-related impairment — can reach roughly four times their original market, and its audits reshaped a major bank's account guide and a NSW government web

## Key dimensions

| Dimension                | Score |
|--------------------------|-------|
| Innovation level         | 3/5   |
| Sustainability (ongoing) | 1/1   |
| Evaluation evidence      | 1/1   |
| Demonstrated reach       | 1/1   |
| Documented learning      | 1/1   |

Evaluated by C-NAPSE

## Data sources

[C-NAPSE web research](#) — accessed 2026-08-29

[Centre for Inclusive Design \(CfID\)](#) — accessed 2026-08-29

[Report: Inclusive Design Can Expand Customer Reach Fourfold](#) — accessed 2026-08-29

[Independent coverage \(itbrief.com.au\)](#) — accessed 2026-08-29

[NAB case study](#) — accessed 2026-08-29

[NSW Dept of Customer Service case study](#) — accessed 2026-08-29

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