**Business case for enrolling in the Professional Certificate in Web Accessibility**

Dear [insert manager’s name]

I would like to submit the following business case to support my application to enrol in the Professional Certificate in Web Accessibility online course run by the University of South Australia and Media Access Australia. Media Access Australia is Australia’s only independent not-for-profit organisation devoted to increasing access to media for people with disabilities and has over 20 years achievement in this area.

Accessibility is a critical element of any digital communication as it ensures that everyone can access the information we provide on our website and other digital channels. This includes the ability to read all content presented on-screen, find the appropriate elements to access details, make enquiries, place orders, watch promotional videos and make payments [edit as appropriate to your business]. Our business cannot afford to ignore our existing and potential customers who are within 20% of the population.

An inaccessible website also puts us at risk of legal action (take the November 2014 case against supermarket Coles for example) or a complaint to the Australian Human Rights Commission; it is our corporate and legal responsibility to ensure we do not discriminate against our customers.

While there are a few different courses available to learn accessibility techniques, the Professional Certificate in Web Accessibility is the only course affiliated with a University and offers significant discernible benefits in comparison to other courses currently available.

The Professional Certificate in Web Accessibility delivers:

* A formal university qualification with formalised assessments and professional recognition and status
* Highly qualified lecturers (Doctorates) who work in the field of digital accessibility internationally, one of which is a representative of the international standards body – the World Wide Web Consortium (W3C)
* In-depth coverage of the topic area and up-to-the-minute advanced/current curriculum content
* Opportunities for hands-on experience through graded assessments including using screen readers and other accessibility technology, captioning videos, techniques for building accessible websites, how to undertake a professional audit on accessibility across digital channels and applying this to my work
* Practical and immediately usable techniques and a sound understanding of the Web Content Accessibility Guidelines (WCAG) on websites as well as authoring tools, documents, auditing techniques, and software such as apps, aligned with what ICT professionals need to know to create accessible digital content
* Access to a strong ongoing network of global accessibility experts who actively communicate and share information, resources and ideas after the course

The logistics of the course:

* Run over six weeks
* Self-paced learning so it will not interfere with my day to day work commitments
* Three major assessments including a group assignment which can be completed with students from around the world, further enhancing networking opportunities
* The cost of the course is AUD$2,400.00 (excl. GST)
* The next course runs from Monday 2 May to Friday 10 June 2016 with registrations closing on Tuesday 26 April 2016.

The Professional Certificate in Web Accessibility is a lot more comprehensive than a one-day workshop; the course not only demonstrates accessibility issues but will show me how to fix them and integrate accessibility into all facets of our digital communications

The skills I will gain in this course will help me to champion and implement accessibility in our organisation, increase the number of people who can access our website and digital content while protecting us from any potential action caused by an inaccessible website.

[Sign off as appropriate]