

the place to live



Good Access Is Good Business

How to provide better access to

Retail outlets

Series 1, Handbook 3 Second edition Includes checklist

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How to Provide Better Access to Retail Outlets

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Why good access is good for your business

Our population is made up of a diverse range of people, all with a variety of access requirements. For example, millions of Australians experience disability which can limit their mobility, hearing or vision and many more people are ageing at a rapid rate.

Our access requirements increase significantly with age, as we try to remain independent.

Similar to families with young children, using prams and strollers, mobility aids are very popular with the older community who need good access. More grandparents are assisting with looking after grandchildren, so good access to buildings, facilities, playgrounds and other services is critical.

Everyday many of us use shopping trollies and jeeps to make life easier and employees move huge amounts of stock and equipment around a variety of environments.

It is therefore not surprising that ease of access is an important consideration when we are deciding where we can and will spend our money.

Retail Outlets that understand that **Good Access is Good Business**, will reap significant benefits and opportunities by providing accessible buildings, services, and facilities for everyone.

Some of these benefits include:

- ✓ allowing for planned change in business and services

Australia's ageing population will continue to place further requirements for accessible environments on all businesses, particularly retail outlets, as older adults have more time and money to spend on travel, holidays and enjoying retirement.



It makes good business sense to provide access for all

- People with access challenges are an important customer base and compare in economic impact to the young singles, young couples with children and retiree markets.
- People with a range of access requirements will often shop with other people who will also require access to retail outlets.
- People with access challenges are loyal customers to retail outlets who cater for their needs, which results in more return visits and additional business through word of mouth promotion.
- People with a variety of access needs will benefit from good access including parents with prams and strollers, older adults, delivery personnel, staff and customers with disabilities.



Legal Requirements

Disability Discrimination Act 1992 (DDA)

The *Disability Discrimination Act* 1992 (DDA) is Commonwealth legislation that provides uniform protection against unfair and unfavourable treatment for all people with a disability in Australia.

The definition of 'disability' in the DDA is very broad and includes:

- physical
- intellectual
- psychiatric
- sensory
- neurological
- learning disabilities
- physical disfigurement and
- the presence in the body of disease-causing organisms

Disability discrimination happens when a person with a disability is treated less fairly than someone without a disability. The DDA makes it unlawful to discriminate against a person with a disability.

When a person with a disability wants to use cafés, restaurants, other shops or places of business, then equitable, dignified access must be provided.

The DDA applies to existing premises, which include outdoor spaces, buildings and facilities, as well as those under construction. It is important to ensure that any modifications provide appropriate access for all.

A complaint can be made against you under the DDA if you do not provide access. This can be very expensive if you are found to be at fault.





Disability (Access to Premises - Buildings) Standards 2010

The *Disability (Access to Premises – Buildings) Standards 2010* were introduced alongside an updated Building Code of Australia (BCA) on 1_{st} May 2011. These are now legislated as the minimum access requirements for new buildings and buildings undergoing significant upgrade in Australia.

The Guidelines on the Application of the Premises Standards, produced by the Australian Human Rights Commission, 2011, states:

"The purpose of the Premises Standards is to both:

- a) provide for equitable and dignified access to new buildings and those areas of existing buildings that undergo renovation or upgrade that requires a building approval, and
- b) provide greater certainty to those involved in the design, construction, certification and management of buildings in relation to the level of access required in the buildings covered by the Premises Standards.

The Premises Standards (in the Access Code at Schedule 1) specify a nationally applicable set of Performance Requirements in providing non-discriminatory access to, and use of, those buildings and areas of buildings to which they apply and provide technical Deemed-to-Satisfy Provisions for these Performance Requirements."

The Premises Standards generally align with the Building code of Australia (BCA) and reference a range of Australian Standards relating to access and other associated matters. The *Disability (Access to Premises – Buildings) Standards 2010,* aim to provide certainty for the building industry in relation to meeting the requirements for access in new and upgraded building - (regarding the elements covered by the Premises Standards. Other elements in buildings are still subject to the provisions of the DDA.)

The scope of premises under the DDA, extends much further than that of the Premises Standards or the BCA and therefore not all elements and components within all buildings and premises are covered by the Premises Standards.

General Application of the Premises Standards

According to the Guideline on the Application of the Premises Standards: "Commencing on 1 May, 2011, the Premises Standards will apply to all new buildings of the specified classes identified in section 2.1 of the Premises Standards. In addition, after 1 May, 2011 where new work that requires building or construction approval is undertaken on an existing building, such as an extension or renovation, identified persons will be responsible for ensuring that the new or modified part of the building complies with the Premises Standards.

In most circumstances it will also be necessary to provide an accessible path of travel from the principal public entrance to the new or modified part of an existing building. This is referred to in the Premises Standards as the 'affected part' of a building.

Building Code of Australia (BCA)

The BCA applies to new buildings and buildings undergoing significant refurbishment or alteration. Sections of the BCA require compliance with a range of access provisions. The BCA outlines a variety of building classifications and the requirements for access to buildings within each classification.

Australian Standard (AS 1428) - Design for Access and Mobility

AS 1428 prescribes the dimensional requirements for access to buildings and facilities which should be considered in the planning, development and construction of all new buildings and facilities.

Given the comprehensive definitions and requirements of the DDA, the *Disability Access to Premises - Buildings Standards 2010,* BCA and AS 1428, as well as other relevant regulations relating to specific types of buildings, it is important to ensure that these Australian Standards are considered in any refurbishment, development or changes to any premises.

The main Australian Standards that relate to the provision of disability access is the Australian Standard Suite AS1428.

Building improvement and upgrade

Any improvements or upgrades to buildings may require approval from your local Council, other organisations or building certifiers. You may require a planning permit, building approval or consent to undertake works on particular premises e.g. heritage buildings. Other conditions may also apply prior to upgrade.

For further details see 'Where to get help' and the 'List of Access Standards' in this handbook.

Issues for you to consider in improving access to your Retail Outlet

Asking your customers for feedback

When establishing, renovating or reviewing how your retail outlet operates, it is useful to talk with customers with disabilities. Customers will often know the most accessible way to provide a particular service. Finding out about your customers' needs will enhance your retail services and assist in attracting more business.

Locating your retail outlet

Signage that is clear, concise and uncluttered makes identification of your premises easier for everyone to find and access. Signs that incorporate large print and symbols help people with vision impairment or learning difficulties identify your retail outlet. Braille or tactile signage can also be helpful.

Entering your retail outlet

All customers should be able to enter your retail outlet through the principal entry (front door). Avoid special entries for people with disabilities. This does not provide equitable, dignified access.

Ensure that the footpath and doorway are clear of 'clutter' so that access is invited and there is level access through a wide, easy to open door.

Self-opening doors are preferred. Clear opening internal and external doorways should allow easy access for parents with prams / strollers, people using walking frames, wheelchairs or other mobility aids.

There may be access challenges in some buildings where space is limited or the layout or location of the site or premises restricts easy movement. If this is the case it is important to consider improvements that will assist customers and staff gain independent access.

Relatively low cost improvements that could be considered include:

- ✓ installing a handrail at the entry

Moving around easily in your retail outlet

All customers should be able to move around your retail outlet easily. They should be able to identify displayed goods and move to them without encountering barriers such as steps or furniture that restrict access.

Easy access will be required to areas such as shelving, sale items, service counters and payment points, as well as toilets and emergency exits.

Clear, concise, internal signage and large print price tags, sale signs and stock lists will assist customers and staff.

Ensuring that furniture and fittings do not obstruct walkways and that space is available between items for people to move around easily will entice customers to use your retail outlet, particularly older adults, people with prams and those using a wheelchair or other mobility aid.



Toilets and other facilities

Retail outlets are not always required to provide toilets for customers. However, if you do provide toilets for use by customers, you must ensure accessibility for everyone - both getting to and using the facilities.

Are toilets available that are big enough for a person using a wheelchair or a parent with a baby who may need to use a change table? Is there a toilet suitable for use by a person using crutches?

If there is an area available where a toilet can be provided or modified to meet these needs it can be used by everyone. Provision of an accessible toilet as well as advertising its availability on your promotional material and website, will assist in attracting more customers. It will also assist in protecting you from a complaint under the DDA.

If you have other facilities such as fitting rooms, is access available to all?

Hearing people and participating in conversations

Background noise levels can create difficulties for staff and customers with hearing impairment. Communication with staff and customers can be enhanced if background noise is reduced. Is it necessary to have a radio or other music playing loudly? Are your service counters and payment points within 'quiet zones'? Can carpet and noise reducing materials be installed to assist with providing an improved acoustic environment for everyone?

Customer service and payment areas and systems

A low height counter suitable for a person using a wheelchair or a person of smaller stature is important for effective communication. A person using a wheelchair or someone who may need to sit whilst signing credit cards will need space under the counter for their legs. Providing a lower section of counter or making the whole counter an accessible height for everyone will ensure ease of use.

Having some large, easy grip pens available will also assist customers who may have difficulties using their hands. Looking directly at customers whilst talking to them can assist a person with a hearing impairment.

Other ways to improve access

There are many ways that improved access can be provided, often at little cost:

- Advertising the National Relay Service (NRS) and SMS details on promotional material means that a person with a hearing or speech impairment can make enquiries easily
- Catalogues and advertising in large print or on an accessible website, encourages people with vision impairment to use your retail outlet, as they can do so more independently

Staff training in access awareness issues

Are your staff members aware of the basic needs of people with a range of access challenges that may wish to use your retail outlet?

Do they know the laws about guide dogs, hearing dogs or other assistance animals?

Do they know the best way to communicate with a person who has a hearing or speech impairment?

Do they know how to assist someone with a vision impairment?

Do they know how to assist an older person without being patronising?

Investing in access awareness training for staff is an investment in your business. Don't ask yourself if you can afford it.....ask yourself if you can afford not to have access aware staff.





Access Checklist for Retail Outlets

Complete the following checklist to provide a guide to how accessible your retail outlet is. This can also be used as a guide when planning improvements or when selecting premises to establish a new retail outlet.

General Access Issues to Consider

Does your retail outlet have:

•	accessible	parking	close	by for	people	with	disabilities
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- · accessible public transport close by
- · accessible parking for motorised scooters and wheelchairs
- · clear external and internal directional signage including symbols
- · clear external building line at front of premises
- · clear path of travel from outdoor to indoor areas
- wide, clear internal walkways
- · protection from wind, rain and noise in outdoor areas
- step free access
- wide, self opening or easy to open doors
- D or D style lever door handles at an accessible height
- · safety markings across glass doors and adjacent panels
- colour contrasting door frames / trims
- a handrail from the entrance to service counters
- low height, 'clutter free' service counters with a seat
- an accessible queuing system
- an accessible buzzer on service counters
- seating with backs and armrests
- seating with colour contrast to walls and floors
- an Access Institute Good Access Counter Card on service counters

Yes	No
\checkmark	X



		Yes	No X
•	consistent and even lighting throughout the building	_	_
	for customers and staff		
•	clear space between furniture for a person to manoeuvre a	_	_
	mobility aid (e.g. wheelchair, scooter, walking frame, stick, crutches)		
•	'recharge' power point for people to charge electric wheelchairs	_	_
	and scooters		Ц
•	low pile carpet or slip resistant floor		
•	visible and audible fire alarm		
•	accessible emergency exits		
•	ramp or lift access to all levels		
•	information about services for people with disabilities e.g.		
	- lift		
	- accessible toilet		
	- emergency procedures		
•	a taped telephone message while on hold about services		
•	and facilities		
•	an accessible website with information about services		
•	online shopping service		
•	phone order service		
•	home delivery service		
•	accessible payment options		
•	direct access to an accessible toilet with an 'access sign'		
•	friendly helpful staff, trained in access awareness		
•	discounts for pensioners		



 \checkmark

Specific Access Issues to Consider

Moving Around

- · accessible self service counters / display areas
- · staff available to assist in self service areas
- · accessible storage area for mobility aids
- · shopping trolleys suitable for a person using a wheelchair
- shopping baskets
- wheelchair accessible checkouts
- alternatives to turnstiles
- · wide space between security checkpoints
- accessible fitting room (if clothes are sold)
- access to any ATM

Vision

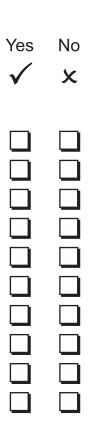
- clear, large print name tags on staff
- large print, raised tactile and Braille signage
- an 'assistance animal welcome' sticker at entry (e.g. guide or hearing dog)
- effective glare free lighting throughout the premises
- · staff available to read information for customers if required
- · raised tactile and Braille markings on any lift buttons
- audible information in any lifts
- handrails and contrasting edges on any steps
- tactile tiles prior to steps, ramps and drop off areas
- · alternatives to any visible information e.g. announcements
- · provide large print menus or other information

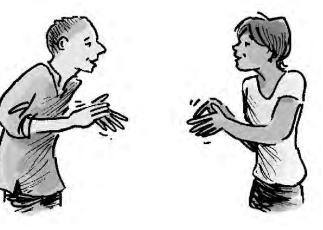


Yes ✓	No X
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Hearing

- staff with basic sign language skills
- staff who look at the customers when talking (for easy lip reading)
- effective glare free lighting at service counters
- staff who speak clearly to customers
- pen and paper for exchanging information
- appropriate acoustic environment to reduce background noise
- hearing loops at service counters
- alternatives to any audible announcements e.g. visible display
- access to the National Relay Service (NRS)
- availability of an SMS contact number







Access Action Plan

Now you have completed the access checklist, you will have identified a number of areas where you are providing good access. You will also have identified areas that require access improvement.

You can now use the following page of this Handbook to begin to develop an Access Action Plan for your retail outlet, based on the answers you marked 'NO' in the Checklist.

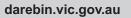
Start by grouping access action you need to take, into the following areas:

- action you can take in the medium term that doesn't require renovation to your premises
- action you will need to take during a refurbishment or redevelopment of your premises to provide access for all

It is important to provide access for everyone in any renovation or redevelopment project in order to ensure that you are not vulnerable to complaint under the DDA.

If you don't own your premises, you can also start to talk to your landlord about the legal requirements of providing access for all, as they are also responsible under the DDA.





Access Action Plan

Short-term Action

Medium-term Action

Long-term Action



Where to Get Help

Australian Human Rights Commission can provide you with further information in relation to your responsibilities under the DDA.

Local Councils will also be able to provide you with information, including specific guidance relating to local laws relevant to your facilities. For example, do you need to keep the property line at the front of your premises clear to allow a continuous path of travel for all footpath users, particularly people with disabilities?

For design guidance including ramps, doors, circulation spaces, signs and toilets, see the current Australian Standards for Access and Mobility published by Standards Australia. Many of these are the **minimum** standards for access in Australia.

The Access Institute, Accredited and Qualified Access Consultants and Trainers, can assist in all areas of information, access awareness training, design guidance and access auditing.

Access Institute www.accessinstitute.com.au or info@accessinstitute.com.au

Building Code of Australia Australian Building Codes Board **www.abcb.gov.au**

Disability Discrimination Act Government of Australia www.ag.gov.au/premisesstandards

Disability (Access to Premises – Buildings) Standards 2010 Government of Australia www.ag.gov.au/premisesstandards

Guideline on the Application of The Premises Standards - Australian Human Rights Commission humanrights.gov.au/our-work/disability-rights/ guidelines-application-premises-standards

Australian Standards www.saiglobal.com





List of Access Standards

The following Australian Standards are referenced by the *Disability Access to Premises - Buildings Standards 2010* and should be referred to for the requirements for access in planning, designing and developing new buildings as well as buildings undergoing upgrade works that are subject to a building approval.

AS 1428.1: 2001 and 2009	Design for access and mobility General requirements for access - New building work
AS 1428.1: 1993 (Supplement 1)	General requirements for access - Buildings - Commentary
AS 1428.2: 1992	Enhanced and additional requirements - Buildings and facilities
AS 1428.4: 1992	Tactile ground surface indicators for the orientation of people with vision impairment
AS/NZS 1428.4.1: 2009	Design for access and mobility Means to assist the orientation of people with vision impairment - Tactile ground surface indicators
AS 1735.1: 2003	Lifts, escalators and moving walks (SAA Lift Code) Lifts, escalators and moving walks
AS 1735.1: 2003 AS 1735.2: 2001	(SAA Lift Code)
	(SAA Lift Code) Lifts, escalators and moving walks
AS 1735.2: 2001	(SAA Lift Code) Lifts, escalators and moving walks Passenger and goods lifts - electric
AS 1735.2: 2001 AS1735.3: 2002	(SAA Lift Code) Lifts, escalators and moving walks Passenger and goods lifts - electric Passenger and goods lifts - electrohydraulic
AS 1735.2: 2001 AS1735.3: 2002 AS1735.7: 1998	(SAA Lift Code) Lifts, escalators and moving walks Passenger and goods lifts - electric Passenger and goods lifts - electrohydraulic Stairway lifts



AS1735.15: 2002	Lifts for people with limited mobility - restricted use - Non-automatically controlled
AS1735.16: 1993	Lifts for people with limited mobility - restricted use - automatically controlled
AS/NZS2890.6: 2009	Parking facilities Off-street parking for people with disabilities





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Key Access Dimensions

The following list of minimum key access dimensions from the relevant Australian Standards for access and mobility is provided as a guide. It is not a comprehensive list of all of the Australian Standards. Access Institute recommends that reference is made to the relevant Standards in all new buildings and building upgrades.

Accessible car parking

- Parallel bay minimum 3200mm wide
- On site angled bay minimum 2400mm wide and 5400mm long, with a minimum 2400mm wide adjoining shared area at one side (at grade) and 2400mm x 2400mm shared area at front or rear (at grade)
- Overhead clearance at bay 2500mm

Pedestrian accessways and doors

- Call buttons at entrances 900mm 1200mm high
- Pathways minimum 1000mm wide x 2000mm clear height
- Solid non transparent strip across glass doors and walls at 75mm wide, with lower edge installed at 900mm 1000mm high
- Door handles and locks between 900mm 1100mm high
- Door opening force (other than fire and smoke doors) 20 N
- Door opening width minimum of 850mm
- Internal walkway minimum 1000mm wide
- Passing spaces (maximum 20m apart) 1800mm wide x 2000mm long

Ramps

- **Ramps** greater than 1900mm in length require a maximum gradient of 1:14
- Handrails on both sides of ramp with a minimum of 1000mm in between
- Handrail extension 300mm past top and bottom of ramp
- Ramps must be setback from the transverse path of travel (*property boundary*) by minimum 900mm
- Landings on ramps at a minimum every 9 metres
- Step ramp gradient maximum 1:10
- Threshold ramp gradient maximum 1:8
- Kerb ramp gradient maximum 1:8



Stairs

- Handrails on both sides of stairs with a minimum of 1000mm in between
- Handrail extension 300mm at top past last step and 300mm plus one tread width at bottom
- Stairs must be setback from the transverse path of travel (property boundary) by minimum 900mm and set back form any internal corridor minimum 300mm plus one tread width

Passenger lifts

- Door opening minimum width 900mm
- Floor size for new lifts minimum 1400mm x 1600mm
- Handrail on inside of lift 600mm long x 850mm 950mm high
- Keypad located between 900mm 1100mm high
- Visual and tactile buttons located between 900mm 1200mm high

Worktops and tables

- Tables or worktop between 730mm 770mm high
- Knee height clearance beneath tables and desks minimum 720mm
- Counters between 830mm 870mm high
- Counter knee height clearance between 800mm 840mm for a minimum of 900mm in length
- Power points located between 600mm 1100mm high

Signage

- Braille and tactile signs horizontal word height 1200mm 1600mm
- International symbol of access and deafness symbols are white on blue background
- Tactile ground surface indicators see AS/NZS 1428.4.1 for specific details

Unisex accessible toilets

• New unisex accessible toilet - pan circulation space minimum 1900mm x 2300mm to a height of 2000mm



Access Institute - Training

The Access Institute is a Registered Training Organisation (RTO) and offers a range of training programs including the nationally recognised

- Certificate IV in Access Consulting
- Conduct a Building Access Audit
- Conduct a Playground and Outdoor Recreation Access Audit
- Conduct an Education Facility Access Audit
- Conduct a Streetscape and Activity Centre Access Audit
- Conduct a Transport Infrastructure and Conveyance Access Audit
- Interpreting Access Legislation and Standards
- Read, Interpret and Assess Plans for Access

As well as other individual units of competency from the Property Services Training Package relating to access to the built environment.

In addition seminars are also provided covering the following topics:

- General Disability Access Awareness for All
- Addressing Access in the Built Environment
- Addressing Access in Parks and Outdoor Spaces
- Developing a Disability Action Plan
- Introduction to the Disability Discrimination Act (DDA) and Disability Access Awareness
- Access Awareness for Technical Staff
- Access Awareness for Architects, Designers and Builders
- Understanding Universal Access
- Understanding Universal Access for Statutory Planners and Building Certifiers
- Improving Access in Playgrounds, Parks and Outdoor Areas
- 'Joining the Dots' Understanding Tactile Ground Surface Indicators (TGSIs)
- Improving Access in Pedestrian Areas, Streetscapes and Footpaths





- Understanding Access for Management and Maintenance staff a practical approach
- From 'Disabled to Accessible' Car Parking compliance and common issues
- Footpath and Street Trading Policies Developing, Consulting, Implementing
- Footpath and Street Trading Policies Information Session for Traders
- Scooter Etiquette
- Improving Access to Children's Services
- Universal Access Awareness for Home Care Staff
- Universal Access in Libraries
- Improving Access to Functions, Festivals and Fun Activities
- Access Action in Customer Services
- Trams, Trains and Automobiles Access for All
- Including Children with Additional Needs in Children Services Settings
- Addressing Universal Access Issues in Local Communities
- Improving Access to Publications and Communications
- Access Tours

Access Institute can also create tailor made training programs or presentations to meet your specific requirements.

Go to our website for further details and our Training and Publications Guide at **www.accessinstitute.com.au**

Book online or email us at info@accessinstitute.com.au





Access Institute - Publications

How to provide better access to

- Cafes and Restaurants
- Offices and Professional Services
- Retail Outlets
- Tourist Facilities, Services and Venues
- Tourist Accommodation Services
- Sporting Clubs and Recreation Facilities
- Festivals and Outdoor Events
- Buildings

Understanding access obligations for:

- Councillors, CEOs and Directors
- Council Managers
- Developers and Certifiers

How to develop more accessible:

- Websites
- Publications
- Presentations
- Communications
- Consultations
- Customer Services

How to develop an: Housing:

- Access Guide
- TALKING MY LANGUAGE!

- Theatres and Cultural Venues
- · Pre Schools and Childcare Centres
- Maternal and Child Health Centres
- Neighbourhood Houses
- Libraries
- Health Services
- Education Services
- · Asset Managers and Staff
- Committees of Management
- Boards of Directors
- Signage
- Streetscapes and Activity Centres
- Parks and Outdoor Recreation Areas
- Playgrounds
- Aquatic Areas and Facilities

Retail Outlets

Handbook 1.3

 Barrier Free Housing for Lifetime Living



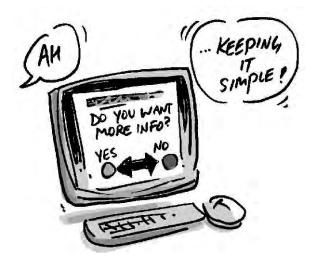
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To order any of the Access Institute publications, book training programs or presentations please contact us.

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Retail Outlets Handbook 1.3















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