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Accessibility Plan 2021

Our commitment to excellence in serving all our guests.

Prepared By Marketing and Human Resources



THE
DUFRESNE
GROUP

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Platinum member

Table of Contents

Message from the CEO 2

 Introduction 3

Section One: Past Achievements to Remove and Prevent Barriers 3

 Providing Goods and Services to People with Disabilities 4

 Customer Service 4

 Communication 4

 Service Animals 5

 Support Persons 5

 Notice of Temporary Disruption..... 5

 Employment..... 5

 Notice of availability of documents 6

Section Two: Strategies and Actions 6

 Customer Service 6

 Information and Communications..... 6

 Employment..... 7

 Procurement 7

 Self-service kiosks 7

 Training..... 7

 Training for Staff 8

 Design of Public Spaces 8

 Our website and social media addresses: 10

Appendix E 11

 Information and Communications Barrier: 11



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Message from the CEO

The Dufresne Group (TDG) is committed to excellence in serving all our guests, including those with disabilities, both in-store and online.

To ensure equal opportunity and participation, we have undertaken steps to make certain that we as a company are meeting the accessibility needs of people with disabilities. These steps include identifying and removing any barriers to accessibility that may exist and ensuring our requirements under provincial accessibility laws have been met.

Recently, our company's websites each underwent a thorough accessibility audit that allowed us to address any areas of concern, and we are currently making the appropriate improvements to ensure the sites meet internationally recognized Web Content Accessibility Guidelines 2.0 Level AA by June 2022.

Details of the work being undertaken on our websites, as well as other measures we are taking to ensure people with disabilities are treated in a way that allows them to maintain their dignity and independence, are contained within this guide.

Mark Dufresne, CEO

Introduction

TDG is committed to meeting the accessibility needs of people with disabilities to ensure equal opportunity and participation for people with disabilities. We are committed to treating people with disabilities in a way that allows them to maintain their dignity and independence. We will do so by removing and preventing barriers to accessibility and by meeting our accessibility requirements under the accessibility laws.

Our organization/business is committed to fulfilling our requirements under the [Accessibility for Ontarians with Disabilities Act \(AODA\)](#) and [Accessibility for Manitobans Act \(AMA\)](#). This accessibility plan outlines the steps TDG is taking to meet those requirements and to improve opportunities for people with disabilities.

Our plan shows how TDG will play its role in making our business accessible in province of Ontario and Manitoba.

Section One: Past Achievements to Remove and Prevent Barriers

In the past TDG has taken various measures to improve accessibility for people with disabilities and to meet requirements of the Accessibility for Ontarians with Disabilities Act (AODA) and Accessibility for Manitobans Act (AMA).

This document includes a summary of the accessibility initiatives the TDG has completed.



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Providing Goods and Services to People with Disabilities

Customer Service

TDG is committed to excellence in serving all customers including people with disabilities.

Feedback Process

Customers who wish to provide feedback on the way TDG provides goods and services to people with disabilities can:

- Directly speak to the Store Manager.
- Chat live at www.dufresne.ca or choose a contact option from our “[Guest Care](#)” page and we will get back to you within 5 business days.

For more information about Ontario’s Customer Service Standard, visit ontario.ca/accessibility.

Assistive devices

We will ensure that our staff are trained and familiar with various assistive devices that may be used by customers with disabilities while accessing our store.

Communication

We will communicate with people with disabilities in ways that take into account their disability. TDG will provide, on request, information in an accessible format or with communication support to people with disabilities.

We will also meet internationally recognized Web Content Accessibility Guidelines (**WCAG**) **2.0 Level AA** website requirements in accordance with accessibility laws at: <https://www.w3.org/TR/WCAG20/>

Service Animals

We welcome people with disabilities and their service animals. Service animals are allowed in the areas of our premises that are open to the public.

Support Persons

All support persons are welcome on the premises.

Notice of Temporary Disruption

In the event of a planned or unexpected disruption to services or facilities for customers with disabilities, such as an automatic door system not working, TDG will notify customers promptly. This clearly posted notice will include information about the reason for the disruption, its anticipated length of time, and a description of alternative facilities or services, if available.

The notice will be placed outside or inside the store, depending on the disruption.

Employment

We will notify employees, potential hires, and the public that accommodations can be made during recruitment and hiring.

We will notify employees that support is available for those with disabilities. We have developed individual accommodation plans for employees.

Where needed, we will provide customized emergency information to help an employee with a disability during an emergency.



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Notice of availability of documents

TDG will notify the public that documents related to accessible customer service are available upon request by posting a notice on our website and having available a copy of this policy in all our stores.

TDG will provide this document in an accessible format or with communication support, on request. We will consult with the person making the request to determine the suitability of the format or communication support. We will provide the accessible format in a timely manner and at no additional cost.

-

Section Two: Strategies and Actions

TDG has invested in identifying the projects and programs for the organization as a plan to meet all the requirements of the [Accessibility for Ontarians with Disabilities Act \(AODA\)](#) and [Accessibility for Manitobans Act \(AMA\)](#) and to remove and prevent barriers to people with disabilities.

Customer Service

TDG is committed to providing accessible customer service to people with disabilities. This means that we will provide goods and services to people with disabilities with the same high quality and timeliness as others.

Information and Communications

TDG is committed to making our information and communications accessible to people with disabilities.

Employment

TDG is committed to fair and accessible employment practices.

Procurement

TDG is committed to accessible procurement processes. The company has engaged and partnered with [SilkTide](#), a leading software company in validating Web Accessibility for AODA with WCAG 2.1 standard. Which has enabled us to identify various opportunities of improvement to be able to serve information digitally in accordance with the WCAG 2.0 Level AA Guidelines as required by AODA and AMA.

Self-service kiosks

TDG is committed to incorporating accessibility features and considering accessibility for people with disabilities when designing, procuring, or acquiring self-service kiosks.

Our Kiosks are available with in-store shopping experience to serve all the customers who visit the store.

- They are placed in appropriate accessible locations through the store
- Adjusted for lower height profile and tilted to face user on large 43 inch screens
- Some of the technical aspects of Accessibility are currently in progress and being redesigned to enhance experience. *(More details are available in appendix below)*

Training

TDG is committed to providing training in the requirements of Ontario's accessibility laws and the Ontario Human Rights Code as it applies to people with disabilities.

Training for Staff

- TDG will provide training to employees, volunteers, and others who deal with the public or other third parties on their behalf.
- Individuals in the following positions will be trained: Customer Service Representatives, Sales Professionals, Store Administration Managers, Sales Managers, and Store Managers.
- This training will be provided to staff within their three-month probationary period.

Training will include:

- An overview of the Accessibility for Ontarians with Disabilities Act, 2005 and the requirements of the customer service standard.
- TDG's plan related to the customer service standard.
- How to interact and communicate with people with various types of disabilities
- How to interact with people with disabilities who use an assistive device or require the assistance of a service animal or a support person.
- How to use or set up equipment or devices, such as a ramp, available on-site or otherwise that may help with providing goods and services to people with disabilities.
- What to do if a person with a disability is having difficulty in accessing TDG's goods and services.

Design of Public Spaces

TDG will meet accessibility laws when building or making major changes to public spaces.



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TDG will put procedures in place to prevent service disruptions to the accessible parts of our public spaces.

Help and Support

For more information on this accessibility plan, please contact Human Resources at

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Our website and social media information:

Dufresne Furniture and Appliances:

Property	Web Link
Website	https://dufresne.ca
Facebook	https://www.facebook.com/DufresneFurniture/
Instagram	https://www.instagram.com/dufresnestyle/
Twitter	https://twitter.com/DufresneStyle
Pinterest	https://www.pinterest.com/dufresnefurn/

Ashley Home Store:

Property	Web Link
Website	https://ashleyhomestore.ca
Facebook	https://www.facebook.com/AHSCanada/
Instagram	https://www.instagram.com/ashleyhomestorecanada
Twitter	https://twitter.com/ahscanada
Pinterest	https://www.pinterest.ca/ashleyhomestorecanada/

Standard and accessible formats of this document are free on request from (marketing@dufresne.ca).

Appendix E

Information and Communications: Highlights WCAG 2.0 standard required to be compliant with Level A and AA guidelines for Internet websites for organizations. Lists current compliance and in-progress status for the required.

Information and Communications Barrier:

Websites WCAG 2.0 Level AA Compliance (updated May 12, 2021)

Status listed for **Self-Serve Kiosk, dufresne.ca and ashleyhomestore.ca** managed by The Dufresne Group. We are actively working towards being compliant at level AA requirements by June 2022.

Full list of Guidelines can be found here: <https://www.w3.org/TR/WCAG20/>

Table Legend: P = In-Progress, C = Complaint, IN = Needs Investigation, NA = Not Applicable

Criterion	Name	Kiosk	DFA Status	AHS Status
1.1	Text Alternatives			
WCAG 2.0 A 1.1.1	Non-text Content	P	C	C
WCAG 2.0 A 1.1.1	Ensure alternative text is appropriate	P	P	P
WCAG 2.0 A 1.1.1	Combine adjacent links with the same destination	IN	C	P
WCAG 2.0 A 1.1.1	Avoid alternative text that is the same as adjacent text	IN	P	P
WCAG 2.0 A 1.1.1	Specify alternative text for images inside links	IN	P	P
WCAG 2.0 A 1.1.1	Check images have been correctly defined as decorative	IN	P	P
WCAG 2.0 A 1.1.1	Ensure alternative text for submit buttons is appropriate	IN	C	C
WCAG 2.0 A 1.1.1	Specify alternative text for image buttons	NA	C	C
WCAG 2.0 A 1.1.1	Images with empty alternative text must not specify titles	IN	C	C



Criterion	Name	Kiosk	DFA Status	AHS Status
WCAG 2.0 A 1.1.1	Specify alternative text for all media	IN	P	P
WCAG 2.0 A 1.1.1	Ensure PDFs are machine readable	NA	P	C
1.2	Time-based Media			
WCAG 2.0 A 1.2.1	Audio-only and Video-only (Prerecorded)	NA	C	C
WCAG 2.0 A 1.2.1	Ensure prerecorded audio has text alternative	NA	C	C
WCAG 2.0 A 1.2.1	Ensure prerecorded video has text alternative	NA	P	C
WCAG 2.0 A 1.2.2	Captions (Prerecorded)	NA	C	C
WCAG 2.0 A 1.2.2	Ensure captions are provided for all prerecorded audio and video	NA	P	C
WCAG 2.0 A 1.2.3	Audio Description or Media Alternative (Prerecorded)	NA	C	C
WCAG 2.0 A 1.2.3	Ensure prerecorded media has a description or text alternative	NA	P	C
WCAG 2.0 AA 1.2.4	Captions (Live)	NA	C	C
WCAG 2.0 AA 1.2.4	Ensure captions are provided for all live audio	NA	P	C
WCAG 2.0 AA 1.2.5	Audio Description (Prerecorded)	NA	C	C
WCAG 2.0 AA 1.2.5	Ensure prerecorded media has a description	NA	P	C
1.3	Adaptable			
WCAG 2.0 A 1.3.1	Info and Relationships	C	C	C
WCAG 2.0 A 1.3.1	Add headers to tables	C	P	P
WCAG 2.0 A 1.3.1	Add a legend for all field sets	P	C	C
WCAG 2.0 A 1.3.1	Add IDs to all table headers	P	C	C
WCAG 2.0 A 1.3.1	Add a scope to table headings	P	P	P
WCAG 2.0 A 1.3.1	Labels must have a unique for attribute	P	C	C
WCAG 2.0 A 1.3.1	Only use labels for appropriate form controls	P	C	C
WCAG 2.0 A 1.3.1	Connect labels to form controls	P	C	C
WCAG 2.0 A 1.3.1	Consider using a heading element instead of a paragraph	C	P	C
WCAG 2.0 A 1.3.1	Consider using summary attributes on tables	P	C	C
WCAG 2.0 A 1.3.1	Wrap items with the same name inside a field set	IN	C	C
WCAG 2.0 A 1.3.1	Ensure dialogs have labels	IN	C	C



Criterion	Name	Kiosk	DFA Status	AHS Status
WCAG 2.0 A 1.3.1	Fix table where summary and caption are identical	IN	C	C
WCAG 2.0 A 1.3.1	Ensure headings include text	C	P	P
WCAG 2.0 A 1.3.1	Fix incorrect table headers attribute	IN	C	C
WCAG 2.0 A 1.3.1	Ensure form controls have labels	P	P	P
WCAG 2.0 A 1.3.1	Define lists correctly	IN	C	C
WCAG 2.0 A 1.3.1	Mark navigation as lists	P	P	P
WCAG 2.0 A 1.3.1	Ensure every page contains a heading	C	P	C
WCAG 2.0 A 1.3.1	Ensure the first heading in a PDF is a H1	NA	C	C
WCAG 2.0 A 1.3.1	Ensure PDF headings follow a logical order	NA	P	C
WCAG 2.0 A 1.3.1	Specify headings for every PDF	NA	P	C
WCAG 2.0 A 1.3.1	Fix untagged PDFs	NA	P	C
WCAG 2.0 A 1.3.1	Ensure labels in the document fragment point to valid IDs	NA	P	P
WCAG 2.0 A 1.3.1	Ensure labels in the document point to valid IDs	NA	C	C
WCAG 2.0 A 1.3.1	Remove obsolete scope attribute for table cell	NA	C	C
WCAG 2.0 A 1.3.1	Ensure form control's title attribute is appropriate	IN	C	C
WCAG 2.0 A 1.3.2	Meaningful Sequence	IN	C	C
WCAG 2.0 A 1.3.3	Sensory Characteristics	IN	C	C
WCAG 2.1 AA 1.3.4	Orientation	IN	C	C
WCAG 2.1 AA 1.3.5	Identify Input Purpose	P	C	C
WCAG 2.1 AA 1.3.5	Identify the purpose of fields programmatically	IN	P	P
1.4	Distinguishable			
WCAG 2.0 A 1.4.1	Use of Color	IN	C	C
WCAG 2.0 A 1.4.1	Ensure links are distinguished by more than just color	P	P	P
WCAG 2.0 A 1.4.2	Audio Control	NA	C	C
WCAG 2.0 A 1.4.2	Include audio controls where necessary	NA	P	C
WCAG 2.0 AA 1.4.3	Contrast (Minimum)	IN	C	C
WCAG 2.0 AA 1.4.3	Ensure text has sufficient contrast	IN	P	P
WCAG 2.0 AA 1.4.3	Ensure text placed over images or gradients has sufficient contrast	NA	P	P



Criterion	Name	Kiosk	DFA Status	AHS Status
WCAG 2.0 AA 1.4.4	Resize text	IN	C	C
WCAG 2.0 AA 1.4.4	Ensure pinch-to-zoom is enabled	C	C	C
WCAG 2.0 AA 1.4.5	Images of Text	IN	C	C
WCAG 2.0 AA 1.4.5	Use text to convey information where possible	IN	P	P
WCAG 2.1 AA 1.4.10	Reflow	NA	C	C
WCAG 2.1 AA 1.4.10	Ensure pages don't require zooming and 2D scrolling on small screens	NA	P	C
WCAG 2.1 AA 1.4.10	Ensure pages don't scroll in two dimensions on small screens	NA	P	P
WCAG 2.1 AA 1.4.11	Non-Text Contrast	IN	C	C
WCAG 2.1 AA 1.4.11	Ensure form controls contrast sufficiently with their surroundings	IN	C	C
WCAG 2.1 AA 1.4.12	Text Spacing	C	C	C
WCAG 2.1 AA 1.4.13	Content on Hover or Focus	IN	C	C
2.1	Keyboard Accessible			
WCAG 2.0 A 2.1.1	Keyboard	NA	C	C
WCAG 2.0 A 2.1.1	Ensure functionality provided by mouse events is available through the keyboard	NA	P	P
WCAG 2.0 A 2.1.2	No Keyboard Trap	NA	C	C
WCAG 2.0 A 2.1.2	Ensure applet or plugin provides ability to move the focus away from itself	NA	C	C
WCAG 2.1 A 2.1.4	Character Key Shortcuts	NA	C	C
2.2	Enough Time			
WCAG 2.0 A 2.2.1	Timing Adjustable	C	C	C
WCAG 2.0 A 2.2.1	Avoid delayed meta refresh tags	C	C	C
2.3	Seizures			
WCAG 2.0 A 2.3.1	Three Flashes or Below Threshold	C	C	C
WCAG 2.0 A 2.3.1	Check pages for flashing content	C	P	P
2.4	Navigable			
WCAG 2.0 A 2.4.1	Bypass Blocks	P	C	C



Criterion	Name	Kiosk	DFA Status	AHS Status
WCAG 2.0 A 2.4.1	Check title attribute on iframe elements describe the page	NA	P	P
WCAG 2.0 A 2.4.1	Specify a title for all inline frames	NA	P	P
WCAG 2.0 A 2.4.1	Avoid linking to anchors that do not exist	NA	P	P
WCAG 2.0 A 2.4.1	Allow users to quickly skip to content	P	P	C
WCAG 2.0 A 2.4.2	Page Titled	C	C	C
WCAG 2.0 A 2.4.2	Ensure all pages have a page title	C	C	C
WCAG 2.0 A 2.4.2	Check that each page has an appropriate title	C	P	P
WCAG 2.0 A 2.4.2	Define a title for all PDFs	NA	P	C
WCAG 2.0 A 2.4.2	Improve weak PDF titles	NA	P	C
WCAG 2.0 A 2.4.3	Focus Order	NA	C	C
WCAG 2.0 A 2.4.3	Ensure custom tabbing order makes sense	NA	C	C
WCAG 2.0 A 2.4.4	Link Purpose (In Context)	IN	C	C
WCAG 2.0 A 2.4.4	Avoid using the same link text for different destinations	IN	P	P
WCAG 2.0 A 2.4.4	Ensure links explain their purpose	IN	P	P
WCAG 2.0 AA 2.4.5	Multiple Ways	IN	C	C
WCAG 2.0 AA 2.4.5	Ensure there are multiple ways to access a page	IN	P	P
WCAG 2.0 AA 2.4.5	Ensure long PDFs use bookmarks to aid navigation	NA	P	C
WCAG 2.0 AA 2.4.6	Headings and Labels	IN	C	C
WCAG 2.0 AA 2.4.6	Check that headings and labels are descriptive	IN	P	P
WCAG 2.0 AA 2.4.7	Focus Visible	NA	C	C
WCAG 2.0 AA 2.4.7	Ensure controls change appearance when they are selected	C	P	P
2.5	Input Modalities			
WCAG 2.1 A 2.5.1	Pointer Gestures	NA	C	C
WCAG 2.1 A 2.5.2	Pointer Cancellation	NA	C	C
WCAG 2.1 A 2.5.3	Label in Name	IN	C	C
WCAG 2.1 A 2.5.4	Motion Actuation	NA	C	C
3.1	Readable			



Criterion	Name	Kiosk	DFA Status	AHS Status
WCAG 2.0 A 3.1.1	Language of Page	NA	C	C
WCAG 2.0 A 3.1.1	Specify the language of every page	IN	C	C
WCAG 2.0 A 3.1.1	Correct invalid language attributes for page	NA	C	C
WCAG 2.0 A 3.1.1	Ensure PDFs specify a default language	NA	P	C
WCAG 2.0 AA 3.1.2	Language of Parts	IN	C	C
WCAG 2.0 AA 3.1.2	Correct invalid language attributes for parts	IN	C	C
3.2	Predictable			
WCAG 2.0 A 3.2.1	On Focus	IN	C	C
WCAG 2.0 A 3.2.2	On Input	IN	C	C
WCAG 2.0 A 3.2.2	Add a submit button to all forms	IN	P	P
WCAG 2.0 AA 3.2.3	Consistent Navigation	C	C	C
WCAG 2.0 AA 3.2.3	Ensure that navigation remains consistent	C	P	C
WCAG 2.0 AA 3.2.4	Consistent Identification	IN	C	C
WCAG 2.0 AA 3.2.4	Ensure components are identified consistently	IN	P	P
3.3	Input Assistance			
WCAG 2.0 A 3.3.1	Error Identification	IN	C	C
WCAG 2.0 A 3.3.2	Labels or Instructions	IN	C	C
WCAG 2.0 A 3.3.2	Ensure labels or instructions are provided when content requires user input	IN	P	P
WCAG 2.0 AA 3.3.3	Error Suggestion	IN	C	C
WCAG 2.0 AA 3.3.3	Ensure suggested corrections are provided where applicable	IN	P	P
WCAG 2.0 AA 3.3.4	Error Prevention (Legal, Financial, Data)	IN	C	C
WCAG 2.0 AA 3.3.4	Check if an error prevention mechanism is required (for legal, financial, data)	IN	P	P
4.1	Compatible			
WCAG 2.0 A 4.1.1	Parsing	C	C	C
WCAG 2.0 A 4.1.1	Fix duplicate IDs	IN	P	P
WCAG 2.0 A 4.1.1	Ensure lists are marked up correctly	C	P	C
WCAG 2.0 A 4.1.2	Name, Role, Value	IN	C	C



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Criterion	Name	Kiosk	DFA Status	AHS Status
WCAG 2.0 A 4.1.2	Ensure links can be used by screen readers	NA	P	P
WCAG 2.1 AA 4.1.3	Status Messages	IN	C	C

Help and Support

For more information on this accessibility plan, please contact Human Resources at

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