

ABOUT ALL IS FOR ALL:

All is for All (AIFA) is an accessible communications, media and talent agency that was co-founded in 2019 by university student and wheelchair user Grace Stratton, and Angela Bevan of global communications firm SweeneyVesty. AIFA is an ‘action-driven’ organization that works to design accessible communications strategies and implement a rights based framework of disability across businesses, corporations and design processes.

A rights based framework of disability has been defined by the United Nations as;

“A rights-based approach to disability is the process of ensuring that the rights of persons with disabilities are embedded into an organisation’s work, ensuring meaningful participation and assessing the implications for persons with disabilities of any policies or programmes. It is also a way to make the concerns and experiences of persons with disabilities an integral dimension of the design, implementation, monitoring, and evaluation of all spheres of an organisation.”

As Grace says: “We help businesses adapt their offering, whatever it may be, to be more accessible to a sizeable audience who are almost always missing from their agendas. And we also look at ways to push the conversation forward in social and traditional media, which means looking at things like advertising, marketing and representation.”

Born from Grace’s frustration with the inaccessibility of the fashion world, AIFA has broadened its focus to helping advance change in a range of industries. AIFA consults on marketing and communications programmes, customer experience, media representation, accessible communications practice and holistic design and more.

AIFA has established its own influential communications and content marketing practice (Amplify by All is for All) with an ever-growing international audience of young movers and shakers.

Central to AIFA’s success, and a key point of difference, is a leadership panel of young people, living with a variety of disabilities, who act as consultants and advisors on key projects. Their combined insights provide a genuine, lived-experience-based lens to all of AIFA’s work.

*The Purple Pound, a research project based around disability and retail out of the United Kingdom has found that disabled citizens are twice as likely to “ward off” their peers and communities from a place that’s inaccessible – but they’re also fiercely loyal to places which **are** accessible. Accessibility is an opportunity to harness the power of this niche market.*

AIFA has been engaged in accessibility-focused projects with the New Zealand pavilion at Expo 2020 in Dubai, Lime, the Auckland Council, the University of Southern California, PledgeMe, the Warehouse Group, Estee Lauder, Getty Images, Australia’s Legacy Summit and others. In 2019, Grace received a Government Youth Award for Innovation and was named as one of 50 ‘Badass Women who are Changing the World’ by USA’s InStyle Magazine. She has also been nominated and was a finalist for Young New Zealander of the Year in 2018.

