



# **Framework for the Minister's five-year Strategic Plan on Accessibility**

**2025-2030**

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Province of New Brunswick  
PO 6000, Fredericton NB  
E3B 5H1 CANADA  
GNB.CA

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# Goal 1

## **Engage With all Sectors to Identify and Remove Barriers to Accessibility.**

### ***Objective 1***

Use feedback from New Brunswickers with lived experience to understand what needs to change to make New Brunswick more accessible.

#### **Anticipated Outcomes:**

- New Brunswickers have a clear and accessible way to provide feedback on barriers and are invited to make recommendations on how to make New Brunswick accessible.

#### **Actions:**

- Conduct public engagement to:
  - Identify barriers and inform government's accessibility plans.
  - Support the development of regulatory standards for accessibility.

#### **\*Performance Measures:**

- Number of individuals who provide feedback/recommendations.
- Number and percent of participants by respondent type (e.g., identifying as living with a disability, disability type, age, sex, gender, region, language, culture, etc.).

*\*Specific targets for Performance Measures will be established once baseline data is collected and analyzed.*

## ***Objective 2***

Work with public sector entities and other organizations providing goods and services to the public to identify and remove barriers to accessibility, including engaging with them on timelines related to broadening the requirements to develop accessibility plans beyond Part 1 GNB.

Other sectors include Parts 2, 3, and 4 of the Government of New Brunswick; local government bodies, public post-secondary education institutions; organizations receiving funding from the Government of New Brunswick; and employers and organizations providing goods and services to the public.

### **Anticipated Outcomes:**

- Part 1 GNB communicates approach to identifying and removing barriers from 2026-2028.
- Sectors are engaged on expanding the requirement to develop accessibility plans.
- Accessibility Plans are in place for organizations in various sectors.

### **Actions:**

- Publish a three-year accessibility plan for Part 1 GNB by December 2025.
- Publish a second three-year accessibility plan for GNB Part 1 by December 2028.
- Engage with other sectors on the impact and timing considerations of expanding the requirement to develop accessibility plans.

- Prescribe in regulation the requirement for other sectors to create accessibility plans using a phased approach.

**\*Performance Measures:**

- Percent of Government departments and entities reporting on the GNB Part 1 accessibility plan(s) in their annual reports.

### ***Objective 3***

Support sectors in the development of accessibility plans (e.g. targeted awareness, education, training, templates, etc.).

**Anticipated Outcomes:**

- Resources and training for the creation of accessibility plans are accessed by diverse sectors and organizations.
- Increased number of organizations with accessibility plans in place.

**Actions:**

- Develop and promote resources, including templates and training, to support the creation of accessibility plans.
- Collect baseline data on the percentage of organizations by sector with an accessibility plan.

**\*Performance Measures:**

- Number of resources accessed (e.g. downloads).
- Number of organizations that attended training events.
- Number of organizations/businesses with an accessibility plan.

## ***Objective 4***

Provide resources to small businesses and community organizations to assist them in the removal of barriers.

### **Anticipated Outcomes:**

- Organizations have access to financial support to make the accessibility improvements that are needed.

### **Actions:**

- Establish an accessibility fund/grant program to assist small businesses and non-profit organizations to remove barriers.

### **\*Performance Measures:**

- Number of small businesses and non-profit organizations that have applied for funding to address barriers.
- Number of small businesses and non-profit organizations accessing funding to address barriers.
- Number of barriers addressed by organizations who accessed funding.

## ***Objective 5***

Improve accessibility in emergency preparedness and planning in all sectors.

### **Anticipated Outcomes:**

- Increased accessibility in emergency preparedness plans in organizations across diverse sectors.
- All GNB emergency preparedness plans reviewed for accessibility.

**Actions:**

- Collect data to assess the current state of emergency preparedness plans across all sectors.
- Promote and develop resources for creating accessible emergency preparedness plans for all sectors.
- Ensure all GNB emergency preparedness plans are reviewed for accessibility and gaps and barriers are addressed.

**\*Performance Measures:**

- Number of resources available to support accessibility in emergency preparedness plans by sector.
- Number of resources accessed (e.g. downloads).
- Number of organizations/sectors with accessible emergency preparedness plans and training in place.
- Number and percent of GNB emergency preparedness plans addressing accessibility needs/potential barriers.

# Goal 2

## Create a Culture of Accessibility in New Brunswick.

### ***Objective 1***

Increase public awareness of accessibility rights and requirements.

#### **Anticipated Outcomes:**

- New Brunswickers are aware of the *Accessibility Act* and comply with its requirements.
- New Brunswickers understand the benefits of accessibility to foster equitable participation in all aspects of life.
- Accessibility awards are established.
- Champions of accessibility are recognized and celebrated.

#### **Actions:**

- Promote awareness of accessibility rights, requirements, supports, and feedback opportunities.
- Work with partners to establish accessibility awards to recognize organizations and individuals that demonstrate leadership in accessibility.

#### **\*Performance Measures:**

- Number of sessions on government's accessibility webpages (e.g. website traffic).
- Awareness of accessibility legislation, rights, regulations and the Accessibility Office.
- Number of nominations received for accessibility awards each year.

## ***Objective 2***

Build capacity to improve accessibility in all sectors and in all parts of the province.

### **Anticipated Outcomes:**

- All sectors have access to information and training to understand what is required of them, the impact of forthcoming regulatory standards, and how to increase accessibility in their environment by identifying, removing, and preventing barriers.

### **Actions:**

- Publish targeted awareness and educational materials (e.g., guides for employers, educational institutions, healthcare providers, community partners/non-profits, children and youth, employees, seniors, newcomers, etc.).
- Make training available to all sectors.

### **\*Performance Measures:**

- Number of targeted educational materials and resources accessed (e.g. downloaded).
- Targeted training available for various sectors.
- Number of training participants.
- Number of organizations and businesses by sector that participated in training.
- Percent of training participants indicating increased confidence in understanding requirements and in their ability to identify, remove and prevent barriers to accessibility.

### **Objective 3**

Strengthen and report on the assessment of accessibility impacts in government decision-making.

#### **Anticipated Outcomes:**

- Accessibility impacts and intersectional analysis are considered in the policy and budgetary decision-making of the Government of New Brunswick.

#### **Actions:**

- Ensure accessibility impacts are assessed in the development of the provincial ordinary and capital budgets.
- Apply an accessibility lens in government decision-making by requiring that direct and indirect impacts on accessibility be considered.
  - In year 1, develop accessibility assessment guidelines for government departments.
  - In year 2, develop training and have all departments participate in the training.
  - In year 2, monitor the frequency of accessibility impacts being included in government proposals to establish baseline.
  - In years 3-5, increase % of government proposals that include a summary of accessibility impacts.
  - In year 4, ensure the reporting of accessibility impacts in government decision-making is fully implemented and compliance is being monitored and reported.

**\*Performance Measures:**

- Percent of government departments with staff trained in accessibility assessments.
- Percent of government proposals that include a summary of anticipated accessibility impacts.
- Percent of budget items that include consideration of accessibility impacts.

***Objective 4***

Report regularly on progress towards making New Brunswick more accessible.

**Anticipated Outcomes:**

- Baseline data available, enabling targets to be set to measure progress.
- Disaggregated data collected, enabling intersectional analysis and development of targeted actions/initiatives.
- Targets established, enabling objective monitoring, and reporting of progress.
- Public awareness of actions taken to-date and the state of accessibility in New Brunswick.

**Actions:**

- Collect data to monitor and report on progress.
- Collect and use disaggregated data to include intersectional analysis where possible.
- Establish targets to evaluate progress on making New Brunswick more accessible.

- Accessible formats and supports available for feedback and recommendations – measured by availability and satisfaction of respondents.

**\*Performance Measures:**

- Percent of New Brunswick survey respondents who report experiencing a barrier, by type of barrier.
- Targets established for accessibility evaluation framework.
- Accessibility progress reported at mid-term.
- Accessibility progress reported at end of strategic plan period.

# Goal 3

## **Establish Accessibility Standards Regulations and Enforce Them.**

### ***Objective 1***

Establish enforceable accessibility standards using a phased approach.

This includes helping people and involved sectors understand how standards are developed and what they mean.

#### **Anticipated Outcomes:**

- Clear accessibility regulations are in place to set minimum requirements for addressing barriers in:
  - Information and Communications
  - Employment
  - The Built Environment (indoor and outdoor public spaces)
- Work is initiated to develop additional requirements for two more priority areas, reinforcing New Brunswick's commitment to an accessible province.

#### **Actions:**

- In phase 1, develop regulatory standards for accessibility in:
  - Information and Communications
  - Employment
  - The Built Environment (indoor and outdoor public spaces)
- In phase 2, initiate standards development in two additional priority areas.

**\*Performance Measures:**

- Accessibility regulatory standards are established for:
  - Information and Communications
  - Employment
  - The Built Environment
- Draft regulatory standards are in development for:
  - Priority #4
  - Priority #5

***Objective 2***

Establish a compliance framework in regulation that includes administrative penalties for non-compliance.

**Anticipated Outcomes:**

- New Brunswickers have an accessible way to report barriers, with processes in place to monitor, investigate, and enforce compliance, as regulatory standards are established.

**Actions:**

- Establish a complaints mechanism to receive and respond to accessibility complaints from the public.
- Prescribe the offenses and administrative penalty scheme in regulation.

**\*Performance Measures:**

- Number of complaints received annually, by barrier type.
- Number of investigations conducted for complaints received by barrier type and overall.

- Number of notices of contravention issued by barrier type.
- Number of compliance orders issued by barrier type.
- Number of administrative penalties issued by barrier type.

