

An aerial photograph of a blue metal walkway system built high in a dense, green forest. The walkway features a circular platform where a person in a wheelchair is seated, looking out over the trees. Other people are standing nearby. The structure is supported by a central vertical pole and cables. The text 'HOW TO GUIDE ATDW ACCESSIBILITY REQUIREMENTS' is overlaid in white on the left side of the image.

HOW TO GUIDE ATDW ACCESSIBILITY REQUIREMENTS

WESTERN
AUSTRALIA

ACKNOWLEDGEMENT OF COUNTRY

Tourism Western Australia acknowledges Aboriginal peoples as the traditional custodians of Western Australia and pay our respects to Elders past and present.

We celebrate the diversity of Aboriginal West Australians and honour their continuing connection to Country, culture and community.

We recognise and appreciate the invaluable contributions made by First Nations peoples across many generations in shaping Western Australia as a premier destination.



ACCESSIBLE TRAVEL IN WESTERN AUSTRALIA

Here in Western Australia we believe dream travel experiences should be inclusive and accessible for all, and that accurate information helps people plan with confidence.

According to a recent Tourism Council WA study, more than one in three Western Australians travel with accessibility needs. In addition, new data from Tourism Research Australia's (TRA's) National Visitor Survey shows that in 2021, travel groups including people with a disability or a long-term health condition in Australia accounted for: \$13.5 billion (17% of total) of domestic day and overnight trip spend.

Tourism businesses who provide accessibility information will create more opportunities for the accessibility market that continues to grow.

By providing comprehensive accessibility details, for physical and neurological needs, businesses can demonstrate their commitment to catering to every traveller's needs. This not only enhances the travel experience for individuals with accessibility requirements, but also promotes a more welcoming and inclusive environment for all travellers.



UPDATING ACCESSIBILITY INFORMATION IN ATDW

The Australian Tourism Data Warehouse (ATDW) has an extensive list of accessibility information that can be selected for inclusion in your profile.

The platform allows you to choose from the following:

- 1 Actively welcomes people with access needs
- 2 Does not cater for people with access needs
- 3 Disabled access available, contact operator for details



ACCESSIBILITY OPTIONS

1. Actively welcomes people with access needs

If your business has the structures in place to welcome people with access needs, a second, more detailed list will open with more options to select. It is very important that you thoroughly read through the options and select all that apply to your business. Options are as follows.

- General access: Provides general access facilities and services for people with access needs. Here, you can provide details of the facilities and services offered.
- Communication
- Vision
- Hearing
- Physical - Mobility
- Physical - Wheelchair
- Physical - High support needs
- Allergies and Intolerances
- Access and Inclusion Statement

2. Does not cater for people with access needs

Refer to page 7 for more information.

3. Disabled access available, contact operator for details

If disabled access is available but is limited, select the third option. It is helpful if you provide an Access and Inclusion Statement (page 5) so a customer knows exactly what level of accessibility is available, without having to contact you.

Other tips

In addition to reviewing the accessibility section of your profile, we do recommend that you include a short sentence at the bottom of your product description, as well as any supporting imagery you may have.

DEVELOPING AN ACCESS AND INCLUSION STATEMENT

- **What is it?**

An Accessibility Statement is a written document that outlines a business' commitment to making its products, services, and facilities accessible to individuals with disabilities. It might also describe the steps a business is taking to improve accessibility.

- **Why should I provide one?**

It provides transparency and reassurance to customers with disabilities that their needs are being considered and addressed by the business.

- **What do I need to include?**

Accessibility statements should contain information on the business' commitment to accessibility, the accessibility standard that is being used and contact information in case customers encounter problems. It's also good to include information around limitations so that customers know what to expect and aren't left feeling disappointed or frustrated. It may contain photos and other information about your inclusive features as well.

- **How do I write one?**

Start with a brief introduction that states your commitment to accessibility and then include all relevant details as listed above. Note that your statement does not have to be lengthy. Here are some helpful tips:

1. Use clear, simple language and explain any abbreviations.
2. Ensure headings stand out and keep sentences and paragraphs short by using lists and bullet points where possible.
3. Make sure that it is easy to read in terms of colours, fonts and font sizes.

- **Where is the best place to put it?**

Access and Inclusion statements should be easy for a customer to find so linking to them from several places across your website is helpful. You can include it in your website footer, help menu and 'About' page.

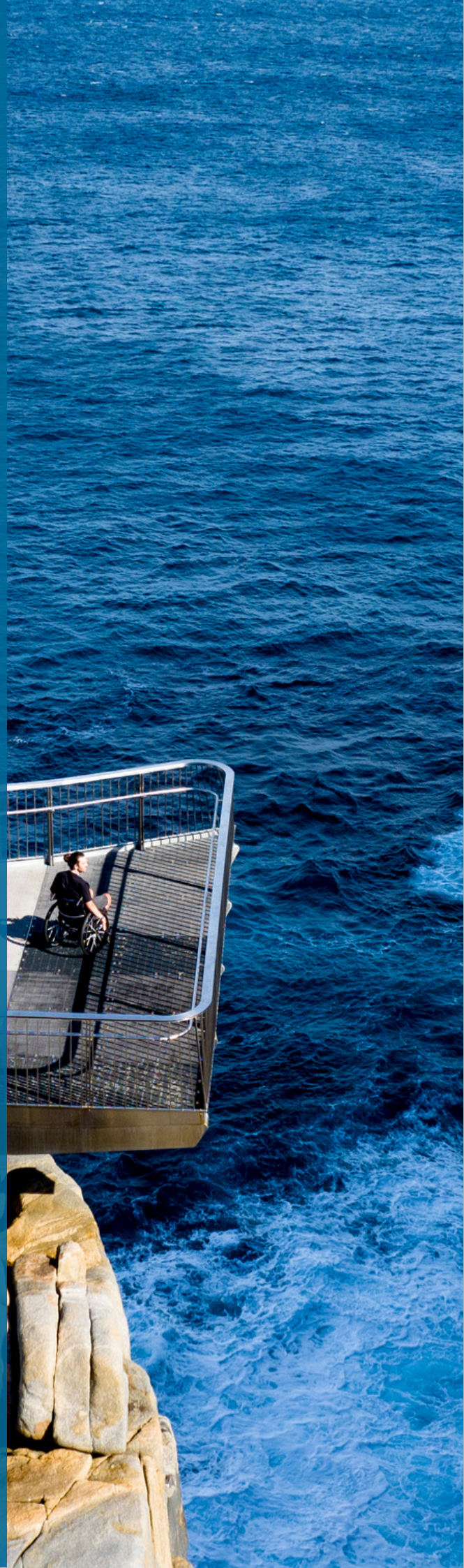
WHAT IF MY PRODUCT IS NOT ACCESSIBLE?

According to a [2018 Austrade report](#), 86 percent of travellers with a disability couldn't find the practical information they needed to make a decision with confidence when planning their holiday.

If your product isn't currently accessible, it is important to be transparent with what you do and don't offer. Ensure this information is available on your website and ATDW profile. For example, if your restaurant space does not support wheelchair users and food allergies, include this information on your 'About' or 'FAQ' pages.

Want to learn more about this topic to ensure your business can be experienced by people of all abilities? Take a look at [TCWA's Accessibility information](#) - they run workshops, accreditation programs and online assessments.

Tourism Australia has a list of accessible tourism resources and contacts that can be found [here](#).





THANK YOU

After you've created a profile, don't forget to check it every few months to ensure it's up-to-date and the content and imagery is fresh so that it stays live on [westernaustralia.com](https://www.westernaustralia.com) and can be found easily by visitors.

CONTACT US

LET US HELP YOU WITH YOUR ENQUIRIES

Get in touch with our friendly support team at ATDW and they'll be happy to assist you with any questions you may have regarding your ATDW Online profile by emailing support@atdw.com.au or calling on 1300 137 225.

