

THE OPPORTUNITY FOR
ACCESSIBLE AND
INCLUSIVE TOURISM
IN WESTERN AUSTRALIA



1. PURPOSE

Good access is good business, don't miss out on the opportunity!

Becoming accessible and inclusive not only makes good business sense, it provides all visitors with a positive, memorable experience of WA.

Access and inclusion mean different things to different people. The common elements of access and inclusion are the removal or reduction of barriers to allow people to participate in activities and functions of a community. This is done by ensuring that information, services and facilities are accessible, and provide the opportunity for all people to be included.

*Tourism businesses with improved accessibility appeal to a wider range of visitors. It's not just people with disability who benefit; it's families, older people, and practically all visitors in one way or another.

Almost one in five people in Australia have disability. There is no one way to describe disability; some can be seen while others can't. The experience of living with disability is also different from person to person, but what is important is having places and spaces that welcome and include everyone. While part of access and inclusion is about the physical space like ramps and lifts, there is more to consider.

The purpose of this document is to provide guidance and information for tourism businesses, including accommodation and attraction providers, tour operators, cafes and restaurants and other businesses on how to create a more accessible and inclusive tourism industry.

It is designed to encourage the tourism industry to be more aware and comfortable about accessibility, and making the necessary adjustments to cater for this important sector.

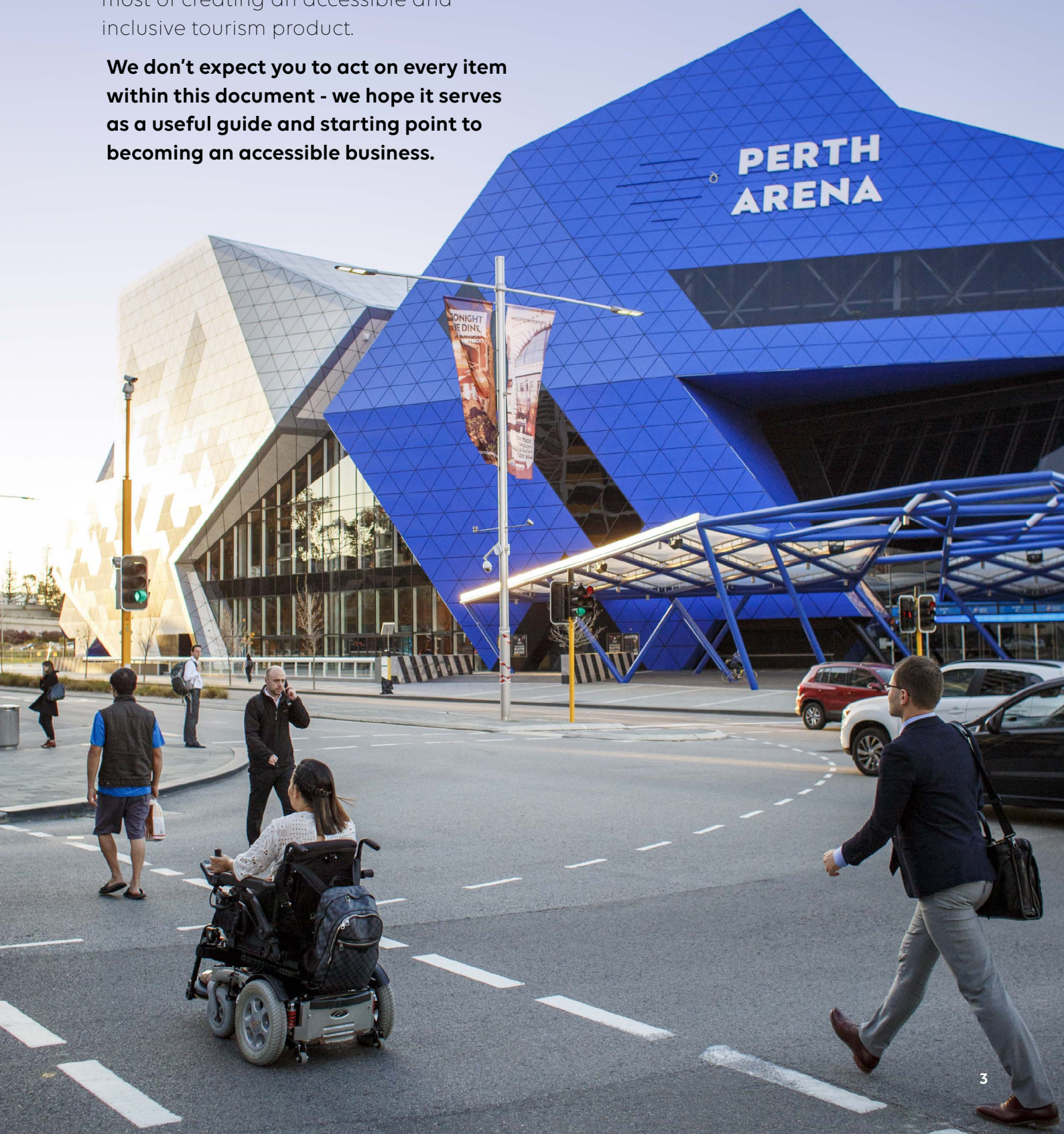
This document outlines the **economic benefits and opportunities associated with being more accessible and inclusive** and how this can be achieved, as well as serving as an initial starting point when thinking about accessibility for any tourism operation. If you are a tourism business we hope you use this document to:

- Increase your knowledge about the market for accessible and inclusive tourism
- Identify barriers, gaps and areas of improvement
- Develop strategies to improve accessibility in your operation to appeal to a wider range of visitors of all abilities and ages
- Improve and better target the marketing and promotion of your business
- Encourage increased and repeat visitation by ensuring the development of an accessible and inclusive tourism product

To achieve this, the document takes you through the visitor journey and offers helpful tips to make reasonable adjustments designed to support accessible tourism development.

Information and links to further resources, and case study examples are also provided to inform businesses of the opportunities that exist and make the most of creating an accessible and inclusive tourism product.

We don't expect you to act on every item within this document - we hope it serves as a useful guide and starting point to becoming an accessible business.





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MESSAGE FROM THE MINISTERS FOR TOURISM AND DISABILITY SERVICES

THE OPPORTUNITY FOR ACCESSIBLE AND INCLUSIVE TOURISM

It is our great pleasure to provide you with this copy of *The Opportunity for Accessible and Inclusive Tourism in Western Australia*.

Developed by the McGowan Government through Tourism Western Australia, in consultation with the Department of Communities, Department of Local Government, Sport and Cultural Industries and other partner organisations, this publication provides tourism operators with useful information which will strengthen their understanding of this important sector.

Our incredible State has a vast array of unique offerings for all visitors to enjoy. Taking in the stunning tropical landscapes in the north, sampling delicious local produce and wine in our south or learning about our gold rush history with a visit to our outback are just some of the countless adventures waiting to be discovered.

Operators have a vital role to play in providing a product that enables as many visitors with varying abilities as possible to participate in the experiences that make a holiday in Western Australia so attractive for so many people.

We encourage everyone to take the time to read this publication and consider how the principles outlined could be applied to their own business and assist in providing a more accessible and inclusive tourism product.



HON ROGER COOK MLA
MINISTER FOR TOURISM



HON DON PUNCH MLA
MINISTER FOR DISABILITY SERVICES



2. THE OPPORTUNITY

SIZE OF THE MARKET

Accessible and Inclusive Tourism

One in five Australians have some form of visible or hidden disability, and like the rest of the world we have an ageing population. With approximately 4.2 million Australians (almost 20 per cent of Australia’s population), and around 1 billion people worldwide having a disability - now is the time to make simple low-cost changes to your business and expand your customer base.¹²

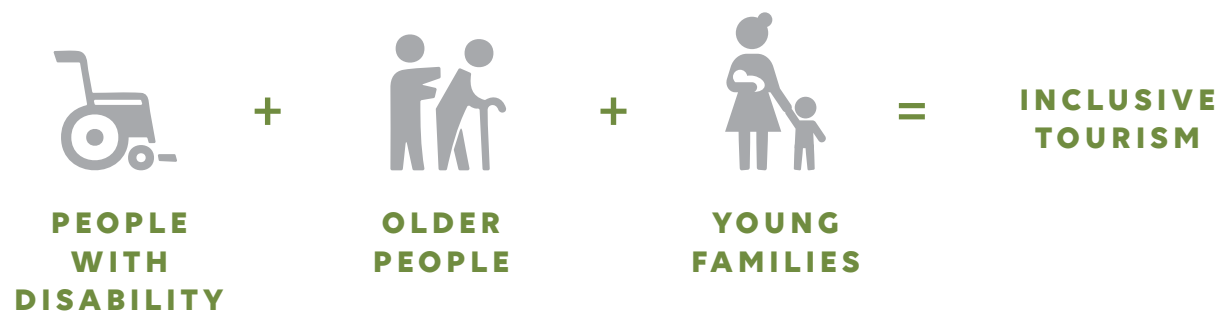
Baby boomers are getting older - they still want a good time, they have money to spend and ignoring them is a risk for

any industry. Projections over the next 40 years indicate that the proportion of the population aged 65 years and over in Australia will almost double (to around 25 per cent).³

Accessible tourism is not a niche market, the market for accessible tourism is much broader than people with disability.

Older people, people with temporary injuries, parents with prams and even overseas travellers can all benefit from improved information, more accessible buildings and a flexible approach in providing customer service. **These markets combined contribute to the inclusive tourism market.**

INCLUSIVE TOURISM IS EVERYONE’S BUSINESS



¹ <https://www.abs.gov.au/statistics/health/disability/disability-ageing-and-carers-australia-summary-findings/latest-release>

² <https://www.unwto.org/accessibility>

³ <https://treasury.gov.au/publication/2015-igr>

Inclusive tourism refers to tourism services and products where people of all abilities feel welcome and wanted as customers and visitors. In particular, it focuses on the process of enabling people with disability and groups with similar access needs to use tourism services. This is a substantial proportion of our community with **significant and relatively untapped market potential**. People from this market are more likely to take longer trips and are anecdotally very loyal to places that meet their requirements.

Economic benefit

Now more than ever, tourism destinations and businesses are realising the **economic and social benefits** of providing accessible and inclusive tourist products and services.

An estimate of the size of the current accessible tourism sector nation-wide is around **1.3 million individuals, or 7% of the total Australian adult population**.

However, as many people with a disability travel with others, especially when they need to travel with friends, family or carers, a multiplier of 2.45 (overnight) or 2.62 (day trips) is applied.

By this measure, **14% of the Australian population (an estimated 3.4 million people)** has need for accessible tourism experiences and services. **The potential tourism market for those with disability is over \$8 billion per annum, 11% of the Australian tourism market**⁴.

Including people with disability through investing in new infrastructure and / or uploading information about accessibility of services and products, makes economic sense. **This investment provides businesses and destinations with a competitive advantage by attracting other growing market segments - older people and young families.** By 2050, nearly one-quarter of the Australian population will be aged 65 years or over. Combine this with increased life expectancies and we are likely to see a greater demand for accessible and inclusive tourism.

The risk of inaction

Catering for the needs of the accessible and inclusive tourism market presents a significant opportunity for Western Australian tourism businesses. Being unable to accommodate this growing market has the risk of:

- Losing market share in a sector with high demand. This has the potential to lead to a decline in visitation and economic growth, when considering our ageing population in the long term.
- Creating negative tourism outcomes and experiences for people with disability and the broad spectrum of those also requiring those same services (young families, older people, international tourists who don't understand English)
- Negative publicity regarding the reputation of WA as a visitor destination

⁴ Understanding the opportunity for Australia in Accessible Tourism <http://www.tourismaustralia.com/en/events-and-tools/industry-resources/building-your-tourism-business/accessible-tourism.htm>

3. REALISING THE OPPORTUNITY: WHAT YOU CAN DO TO BECOME MORE ACCESSIBLE

Research indicates that attitudinal barriers are experienced more often than physical ones across all tourism sectors and market segments. Tourism operators that take the time to consider all aspects of the customer journey, and implement a universal design/approach to their business have the potential to be **far ahead of the competition.**

As a business it pays to try and look at your services from a customer's perspective. To achieve this, we've condensed the customer's journey into

the following **four steps**, highlighting what a tourism business needs to be thinking about **for all their target audiences** including the accessible tourism market, to realise the significant opportunity which this presents.

Potential strategies, tips and low cost suggestions to benefit your business and assist in improving accessibility at each touch point of the customer's journey, are outlined for consideration as appropriate below.



Providing accurate information

When a customer is at the planning stage, ensure that you are providing accurate information. You don't see the potential customers at this stage, but the information you provide and the way you provide it determines whether or not you win their business. Try to ensure that your information is publicised as being available in a range of accessible formats on request.

Reassurance and building excitement

When a customer is booking your service, ensure you are reassuring and building their excitement. Make the most of this opportunity by incorporating accessibility information into general information to all visitors upon booking and arrival.

Your business capacity and product

When a customer experiences your business first impressions are important. When a customer arrives, interacts with and experiences your business it is essential to deliver on your promise to them. Good access is good business!

Following through with excellent customer service

After having a great experience, a customer may want to keep in touch to share their journey on social media / online reviewing platforms. Offer a range of opportunities to provide feedback and to keep the customer informed of future deals and new services. Keep following through with excellent customer service, which always pays off.



OPTUS STADIUM

PLANNING

When a customer is at the planning stage, ensure that you are providing accurate information. While you don't see the potential customers at this stage, the information you provide and the way you provide it determines whether or not you win their business. Don't false advertise.

Knowledge is power - and communicating information about your business offering is critical. Providing clear and easy to find information about the accessibility and inclusiveness of your business allows potential visitors to determine whether your offering suits their needs.

Think about how you can improve communication from a guest's initial research on tourist boards, online review sites and your website, through to physical and face-to-face interactions.

Giving an exceptional experience allows you to have a point of difference from your competitors and will generate positive word of mouth. This can be the most powerful marketing tool of all.

More detail in the information that is currently provided is one of the highest priorities for travellers with disability, particularly for those with limited mobility. While this primarily relates to digital sources such as websites and review sites, it can also refer to other information sources anywhere travellers look, for example tour brochures or the use of alternative technology tools such as 'virtual reality'.

RECOMMENDATIONS

Information online

- Check that online information about your business on third party sites is consistent across different platforms.
- Check the description of your accessible facilities on tourism and booking websites. Update tourist information centres with a list of your accessible facilities and inform them immediately if information published online is incorrect.
- Ensure that any/all disability features such as accessible bathrooms or adjustments on demand are clearly advertised, both with written descriptions and images. The more information available without the need for someone to call and ask the better.

Social media

Post regularly on social media to encourage visitors to follow you and share your content. The power of social media is mighty, and you can use it to your advantage to boost awareness of your accessible services and facilities.

Create or update your listing on the Australian Tourism Data Warehouse

(<https://atdw.com.au/>)

The ATDW is Australia's national platform for digital tourism information in Australia. **Within ATDW you can now include your accessibility status when creating or updating your listing.** Listings are compiled in a nationally agreed format and are electronically accessible by tourism business owners (operators), wholesalers, retailers and distributors for use in their websites and booking systems. The ATDW's ultimate function is to support Australian tourism operators with digital marketing to help extend their exposure and attract more business online.

Create an accessibility factsheet

Create an accessibility factsheet to provide a clear and accurate description of the facilities and services offered, and make this available online and in person at your business. The factsheet should enable visitors to make an informed decision as to whether your business offering meets their particular needs.

People have different needs so it is important to give as much information as possible to allow potential clients to decide for themselves whether your establishment is suitable. Details should address where the parking is, whether the entry is level, details on door widths, method of opening and paths to reception, rooms, cafes, gardens and other facilities. Information on availability of Wi-Fi and provision of alternative technology such as virtual reality experiences should also be provided. The information should be accompanied by good quality images shot without people to show the full details.

RECOMMENDATIONS

Create an accessibility factsheet (cont.)

An accessibility factsheet can also be used as a tool during staff induction and be referred to when staff are responding to accessibility questions from visitors. Start by looking at examples of accessibility guides / factsheets by other businesses, and build on it as time goes by.

Communication methods

All visitors want easy-to-understand information that is up-to-date and relevant. Some simple tips for communicating information more effectively are outlined below:

- **Web content and design:** ensure your website has a logical layout which can be easily navigated. Your website should provide documents in accessible online formats, be mobile friendly, and compatible with screen readers. Alternate, accessible formats should be available on request. Also ensure all videos with a soundtrack have subtitles.
- **Signage:** where possible, signage should be clear, concise and tactile with raised large text lettering and/or include braille for people with vision impairment to use their hands to read the information. Consider signage colour as text using certain colour combinations may be difficult to read
- **Printed material:** consider the page layout, text alignment, font and colour contrast for written communication such as brochures, price lists and menus. The inclusion of images will help improve communication to all visitors. If possible, consider having written material printed in large font, in braille, or even in different languages like Chinese or Italian, depending on your market.

Think about including diversity in your visual representations of your visitors

Here are some simple principles to ensure the language used in your communications are inclusive:

Use the wording:

- 'accessible toilet' not 'disabled toilet'
- 'accessible parking' not 'disabled parking'
- 'accessible entry' not 'disabled entry'

Refer to:

- 'a person with disability' rather than a 'disabled person'
- 'a person who uses a wheelchair' rather than 'someone confined to a wheelchair'
- 'a person who is blind' rather than a 'person who suffers blindness'



RECOMMENDATIONS

Know your neighbours

Consider what information your visitors will want to know about your local area. One way you can deliver an exceptional experience is to know your neighbouring accessible businesses such as restaurants, cafes, tour and accommodation providers that are able to provide information and recommendations to your visitors. Why not have a list ready to give out of local businesses that are accessible and inclusive? This may also include suggestions for taxi and/or transport services. You could even work with these businesses to do some cross promotion.

Promote any concessions

It is increasingly understood that a suitable reasonable adjustment under the *Disability Discrimination Act 1992* is to waive the cost of an extra ticket for visitors with disability, if they require the active support of a carer. Click on this link for more information about **Companion Cards** (<http://www.wacompanioncard.org.au/>). Venues may also choose to offer a concessionary rate for customers with disability in recognition of the extra costs people with disability face day-to-day or physical barriers at the venue, which may prevent them from enjoying the same experience as others. Promote these policies clearly in your Accessibility Guide, on your website and at your venue.

Promote your wins

Promote your successes or positive reviews, for example awards you have won especially if they relate to access.

BOOKING

When a customer is booking your service you are reassuring and building their excitement for your service, make the most of this opportunity incorporating accessibility information into general information to all visitors upon booking and arrival.

All visitors need to feel confident that their booking has been made and their details are correct. For anyone, travel can be stressful. This is particularly true for people with disability, young families and the elderly.

Having the reassurance that any specific requests have been acknowledged and can be delivered, can make a world of difference.

RECOMMENDATIONS

Provide clarity with transport and event information

- Provide your full street address with postcode to assist travellers searching online journey planners and satellite navigation/GPS and online map users
- Provide distance information and clear directions from car, taxi, bus and rail stations to your establishment, tour operation or tourism activity
- Provide hard copy print-outs and online links to public transport timetables, ticketing and major events information
- Provide information on the closest on and off-street parking, including accessible parking, and if practical, offer to reserve a parking bay if necessary
- If your premises or activity is nearby to public transport, or if its location is large and hard to navigate, think about creating DIY videos from the point of view of someone who uses a wheelchair (complete with closed captions and audio narration) to help visitors familiarise themselves with the layout etc. prior (or throughout) their stay.

Provide helpful tips and service

- Assist visitors with arrangements for luggage drop-off
- Notify visitors of any potential hazards or accessibility challenges such as stairs, inclines or gravel paths.

National Relay Service

- Promote services for people with speech and/or hearing impairments with alternatives to contact, enquire and book with your business. Offering this point of difference could be very valuable.

An accessible website

- A website that supports common screen reading software and meets W3C web accessibility standards can give you a competitive advantage.



RECOMMENDATIONS

Staff

- Ensure they have a good level of knowledge and awareness of accessibility and inclusiveness. Attitudinal barriers can be just as limiting as physical barriers.
- <https://disabilityawareness.com.au/courses/introduction-to-disability-awareness> has free, online disability awareness training. Staff can undertake this online course (certificate upon completion) as part of their induction package.

REACHING THE DESTINATION

When a customer experiences **your business capacity and product**, first impressions are important. When a customer arrives, stays and interacts with your business it's essential to deliver on your promise to them. Good access is good business!

There can be challenges with regard to the attitudes and understanding from both tourism and hospitality staff, and those of the public towards travellers with disability. This can be a challenge for younger travellers with disability, and for those with 'hidden disability' who require support in less obvious ways. It's important to remember quality of service by staff is a key driver for recommendation and repeat visitation across all travel categories.

RECOMMENDATIONS

When a customer arrives

- Confirm and remind visitors of their travel arrangements/booking or tour department time.
- Ask all visitors if they have any specific needs or require assistance.
- Integrate accessible information into general guest information and emergency procedures.

Emergency alarms should be both audio and visual as not all people can perceive just audio, or just visual alarm systems <https://www.and.org.au/pages/evacuation-procedures.html>

- Ask all your customers if they require any assistance with evacuation in an emergency. Record any specific arrangements.
- Ensure that any specialist equipment onsite is regularly tested, always in working order and in sufficient supply

RECOMMENDATIONS

Staff training

Introduce disability awareness training into all staff inductions and training programs. A common challenge for staff to overcome is the fear of saying or unintentionally doing something wrong to offend a person with disability.

Being equipped with a better understanding of ways to support visitors with disability can significantly help to improve staff confidence and improve the quality of their interactions with all customers.

- Ensure all staff are familiar with accessible facilities and any potential barriers to access.
- Provide all staff with your Accessibility Guide information and encourage their input.
- Arrange for staff to research and visit accessible local services and attractions so they can recommend them confidently

Make certain that your reception, ticket counter and entrance areas are clearly marked and well-lit. If there is an intercom, provide clear instructions, or a mobile number. Ensure the height of the reception desk or intercom considers accessibility needs.

Provide seating in the reception and fast-track service for people who can't stand for long periods of time. Be prepared to write down information and assist with completing forms for certain visitors. Have alternative check-in arrangements for people in a wheelchair if reception desks cannot be lowered.

Consider purchasing an induction loop to assist the hearing impaired.

Always welcome visitors accompanied by assistance dogs and offer information about a turfed area onsite or nearby for toileting.

BECOME AWARE OF THE FACILITIES AND SERVICES AROUND YOU

Mobility maps

Mobility maps show the location of accessible toilets, parking and paths of travel. Find out if there is one for your nearest suburb, town or council – these are a good resource for all visitors and are generally available from your local council.

Changing places

Provides a secure, clean environment for people with disability who need space and specialised equipment to use the bathroom when out in the community. Changing Places are not standard accessible toilets – they include a hoist, adult changing table, automatic door and space for two people to assist the user with their needs. A map of Changing Places across Western Australia is available at <https://changingplaces.org.au/find-a-toilet/find-changing-places-toilet/>

RECOMMENDATIONS

Relationships with organisations Build relationships with your key industry bodies; Tourism Council Western Australia, Australian Hotels Association, Western Australian Indigenous Tourism Operators Council, Regional Tourism Organisation, Visitor Information Centre and local council to make the most of local marketing and promotional opportunities.

Contact your local council about equipment for loan or hire and opportunities to develop your tourism business.

Talk to other businesses and attractions to share information, pool resources and identify opportunities for cross promotion.

SOME COMMON COURTESIES TO REMEMBER:

- Focus on the person, not their disability
- Address your guest directly, not the other people who may be with them
- Ask visitors with disability if they have any specific needs or support they may need
- Ask your guest if they want help first before providing assistance and accept the answer if your guest declines your help.



For people who may have a learning difficulty, intellectual disability or brain injury:

- address your guest directly, listen carefully, speak clearly (but not loudly or slowly) and check for understanding
- use clear language (avoid complex words or jargon) but use your natural tone of voice
- give your guest time to ask and answer questions—avoid overloading people who have an intellectual disability with information
- reassure your guest that you are there to help if they need to check the information.



For people who have hearing impairment or are deaf:

- face your guest so they can read your lips—try to make sure there are no bright lights behind you that may limit their ability to see your lips
- use your normal tone of voice and volume—if possible, move away from background noise
- address your comments directly to your guest rather than to the sign language interpreter or assistant interpreter
- have a pen and paper on hand to help you communicate with your guest.



For people who have vision impairment or are blind:

- identify yourself by name—if appropriate, ask for their name so you can address them directly and so that they know you are talking to them and not to someone else
- provide assistance if a guest asks for help to go somewhere—ask which side you should be on and offer your arm so they can hold you just above your elbow
- never attempt to pat or distract a guide, hearing or assistance dog or offer it food while it is in a harness—it is a working animal under the control of its handler.



For people with mobility impairments (for hotels, venues, attractions and events):

- make sure doorways, corridors and aisles are wide enough—ensure at least part of your customer service area counter is at a height that is suitable for people who use a wheelchair
- ensure that at least one of your ticket aisles is wide enough and has a lower counter, and is always open
- attempt to place goods, such as newspapers, magazines and drinks (particularly the most popular ones), within reach of someone using a wheelchair—if this is not always possible, make sure staff are trained to offer assistance
- make a chair available for someone who may be older and frail, uses crutches or has poor balance, particularly if your guest needs to wait
- ensure that electronic payment systems and EFTPOS machines are on a long cord or cordless so they can be passed over to someone using a wheelchair
- ensure the floor or ground is free from trip hazards and is non-slip.

SHARING AND KEEPING IN TOUCH

After having a great experience, this is when the customer contemplates if they want to keep in touch and share their journey on social media or reviewing platform. At this stage **following through with excellent customer service** always pays off.

Feedback is the best opportunity for you to learn more about visitors' experiences. Some ways to collect feedback and build positive relationships with customers include:

- Having evaluation forms for visitors to complete, or quicker and easier feedback methods such as postcards or an iPad questionnaire at the reception desk.
- Encouraging staff to ask visitors about their visit and to record the responses. Ask their permission to use their testimonials on social media, brochures or other promotional content.
- Let visitors know about any changes you've made as a result of their feedback.

- Reviewing the business complaints process and ensure it is accessible and available in different formats if necessary.
- Respond to any online reviews in a positive manner.
- Provide accessible ways for customers to give feedback, acting and responding promptly to comments.
- Offer visitors the option of joining your social media network/s and offer the suggestion to add them to your customer relationship management database so they can receive information directly about your accessible and inclusive business offerings.

Ensure you offer communication in accessible formats. Use these channels to inform visitors regularly of your business and include new accessible and inclusive options in your local area.

From time to time, undertake more in-depth research with visitors to help inform future plans and test new ideas.



OVERALL TOP SIX TIPS:

1. Train all customer facing staff in disability awareness and ensure they are familiar with accessible facilities, services and equipment available
2. Provide a detailed and accurate accessibility factsheet to promote your accessibility
3. Check that online information about your business on third party sites is consistent across different platforms. Check the description of your accessible facilities on tourism and booking websites and ensure they are an accurate and honest assessment of the services you provide. Ensure your website meets accessibility standards and all written communications with customers are available in a range of accessible formats on request
4. Promote any concessions for customers with disability. Be ready to provide information and recommendations to your visitors. Have a list ready to give out of local businesses that are accessible and inclusive
5. Create or update your listing on the Australian Tourism Data Warehouse (ATDW) to include your accessible information (<https://atdw.com.au/>)
6. Consider applying the seven universal design and six co-design principles to your business.

4. DESIGNING AND PLANNING FOR INCLUSIVITY

Use this as a starting point to build upon what you might already have in place.

Universal Design – Accessible and inclusive tourism involves the application of seven universal design principles that encompass human diversity, including physical, perceptual and cognitive abilities, as well as different body sizes and shapes. Universal design is based on inclusivity and ease of use.

The principles of universal design are not intended to constitute all criteria for good design, only universally 'usable' design. Certainly, other factors are important, such as aesthetics, cost, safety, gender and cultural appropriateness, and these aspects must also be taken into consideration when designing. By designing for diversity, facilities and services can be created that are more functional and more user friendly for the widest range of people and situations, without special or separate design and at little or no extra cost.

It is not a 'one size fits all' attitude but a new creative design approach to various lifestyle design issues. Universal design can include simple things like the width of doorway openings or in-wall sliding doors to accommodate wheelchair access, the design of shower recesses for people of all abilities, or design assisted technological devices for various lifestyle uses.

Co-Design - The act of creating with stakeholders (business or customers) within the development process of an initiative to ensure results meet their needs and are usable. (Co-design may also be called participatory design - a term used more often within the design community.)

How can I find out how accessible my tourism business is?

- <http://www.disability.wa.gov.au/business-and-government1/business-and-government/disability-access-and-inclusion-plans/implementing-your-daip/access-and-inclusion-resource-kit/>
- <https://humanrights.gov.au/our-work/disability-rights/disability-standards>

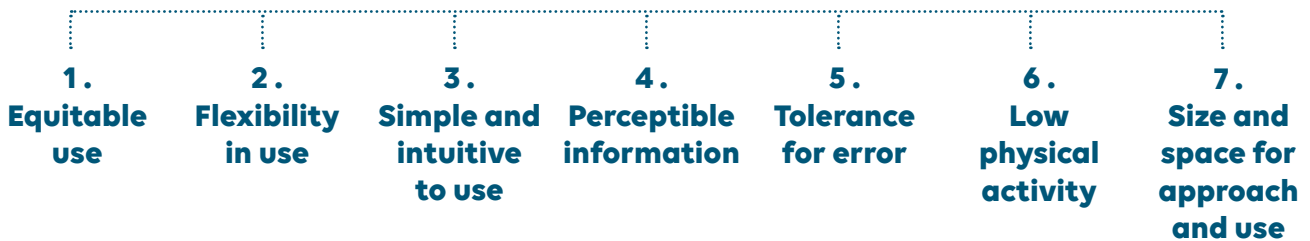
The checklists and guidelines contained within the links above will assist your business to broadly identify issues that might affect the level of access provided by your current building. It is based on guidelines provided by the Australian Human Rights Commission and the Disability Services Commission. *Please note that these are not technical compliance checklists for assessing whether or not you comply with either discrimination law or building law.*

UNIVERSAL DESIGN

Making design accessible to everyone in society



THE 7 KEY PRINCIPLES OF UNIVERSAL DESIGN



THE 6 KEY PRINCIPLES OF CO-DESIGN



THE SEVEN PRINCIPLES OF UNIVERSAL DESIGN



1. Equitable use

The design is useful and marketable to people with diverse abilities



2. Flexibility in use

The design accommodates a wide range of individual preferences and abilities



3. Simple and intuitive to use

Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills or education level



4. Perceptible information

The design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities



5. Tolerance for error

The design minimises hazards and the adverse consequences of accidental or unintended actions



6. Low physical activity

The design can be used efficiently and comfortably and with a minimum of fatigue



7. Size and space for Approach and Use

Appropriate size and space is provided for approach, reach, manipulation and use regardless of user's body size, posture or mobility.



THE SIX PRINCIPLES OF CO-DESIGN



1. Engage

Establishing and maintaining meaningful relationships with people with disability to understand and improve services. This critical element underpins all improvement work and is continuous throughout.



2. Plan

Working with people with disability and organisational management to establish the goals of your improvement work and how you might go about achieving them.



3. Explore

Learning about and understanding people with disability experience of services and identifying improvement ideas.



4. Develop

Working with people with disability to turn ideas into improvements that will lead to better lived experiences.



5. Decide

Choosing what improvements to make and how to make them. Success depends on understanding the requirements of people with disability and their insights about service improvements.



6. Change

Turning your improvement ideas into action. Remember that you do not need to make all the changes by yourself; make as many improvements in partnership with as many other stakeholders as you can.



DREAMNIGHT

5. INCLUSIVE TOURISM CASE STUDIES

The following are some examples of how accessible principles have been applied in creating a range of inclusive tourism products.

PERTH ZOO

Dreamnight at the Zoo is a magical evening focused on embracing inclusion and accessibility for children with disability and their families. An international initiative that started in the Netherlands, this twilight event has since been embraced by zoo agencies around the world and is a private occasion that welcomes children with serious disability and healthcare needs, their families and carers.



Perth Zoo aims to make the evening particularly special by including athletes, celebrities, children’s entertainers, face painters, musicians, and representatives from police and fire brigades.

Perth Zoo has a range of downloadable resources online to assist with visits to the zoo, including a social story developed with the Autism Association of WA , a symbol based map that groups facilities into audio-visual, tactile/interactive, sensory/olfactory, tranquil/rest areas, and aural/keeper talks, so that people with a range of needs can plan their visit. It also shows ACROD parking, doors and inclines.

<https://perthzoo.wa.gov.au/accessibility>



FIREWORKS EVENT – CITY OF PERTH

A prime location is reserved at the Swan River foreshore for people with disability and special needs attending the fireworks event. The City engaged a service provider to run audio descriptions and Auslan Interpreters throughout the Skyworks display. The secure area ensured attendees with vision impairment and families who have children with autism safely enjoy the night.

<https://www.perth.wa.gov.au/news-and-updates/all-news/australia-day-long-weekend-2019>

DEPARTMENT OF PARKS AND WILDLIFE – PARKS WITH ACCESSIBILITY OPTIONS

Accessibility information about popular attractions such as the Tree Top Walk in Walpole-Nornalup National Park is available on a list along with pro-tips to experience the great outdoors.

<https://parks.dpaw.wa.gov.au/connect/read/access-nature-%E2%80%93-south-perth>



BUSSELTON JETTY

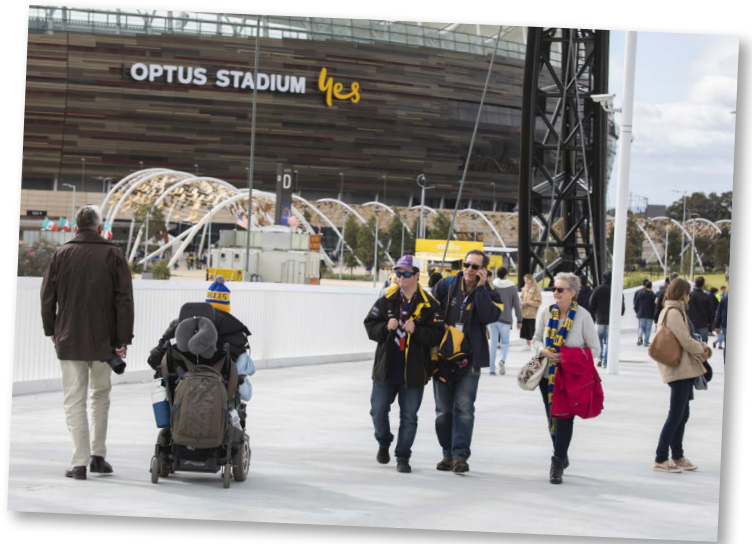
The jetty is rich with the sights, sounds and smells of the ocean, making it an enriching and accessible outing for visitors. The Stocker Preston Express electric train, which runs the length of the 1.8km long jetty, has space in its carriages to accommodate wheelchairs and walkers. Along the journey there is an audio tour to enjoy highlighting significant points of interest and the history of the jetty.

<https://www.busseltonjetty.com.au>

OPTUS STADIUM

Optus Stadium aims to cater to everyone regardless of age, experience or ability. The Stadium's design isn't only to meet specific codes but rather to strive to exceed them as a minimum standard and create an inclusive venue for all fans.

<https://optusstadium.com.au/the-stadium/facilities/accessibility>



CITY OF SOUTH PERTH

The City has a free beach wheelchair service, with information in braille on permanent signage. To encourage more people to use the beach wheelchair, bookings are no longer required.

<https://southperth.wa.gov.au/community/services/beach-wheelchair>



ROTTNEST ISLAND

Rottnest Island is a facility friendly holiday destination for visitors with a number of accessible chalets, designed for wheelchairs, and easy access to all facilities in the room. The website includes accessibility information for various locations on the island.

<https://www.rotnestisland.com/the-island/visitor-services/disability-access>



HIGHWAY TO HELL AT THE 2020 PERTH FESTIVAL

Among the big-name music acts at Highway to Hell – the closing event at the 2020 Perth Festival - were two silent achievers who won thousands of new fans with their Auslan interpretation of AC/DC rock classics.

Auslan Stage Left interpreters Mike Webb and Mike Levett became social media sensations for their scintillating renditions at the day-long celebration of late AC/DC front man Bon Scott.

The two Mikes were a key part of the inclusive nature of the event, which presented many logistical challenges along the 10km performance site of Canning Highway.

From the initial planning stages, Perth Festival included provisions for Auslan interpreting, audio description, a raised wheelchair viewing platform, and a dedicated area for families with children with autism at Tompkins Park. The event also featured ACROD car parks and access drop off areas in all key zones.

Perth Festival works closely with arts access providers to provide events that are accessible and inclusive throughout its program.

<https://www.perthfestival.com.au/access>



ABOVE Carla Geneve with The Floors and Mike Webb (Auslan Interpreter), in Highway to Hell by Perth Festival at Perth Festival, City of Melville; March, 2020. Photo by Cam Campbell.



ABOVE Issy enjoying Sculpture by the Sea 2018. Artist: Duncan Stemler, In Rainbows (2016), Sculpture by the Sea, Cottesloe 2018. Photo by: Jacqueline Homer.

SCULPTURE BY THE SEA, COTTESLOE BEACH (DADAA LTD)

Each year, visitors with disability and their carers are invited to participate in a free tactile tour of Sculpture by the Sea with experienced DADAA guides.

Tactile tours introduce new ways of experiencing and enjoying contemporary sculpture through informed discussion and touch.

Verbal descriptions of sculptures are offered to participants who are blind or vision-impaired.

The sculptures selected for each tour have been nominated by the artists and the Sculpture by the Sea Site Manager as being safe to touch and located in accessible areas.

<https://sculpturebythesea.com/2009-2020-sculpture-sea-cottesloe-access-inclusion/>

AWESOME INTERNATIONAL ARTS FESTIVAL FOR BRIGHT YOUNG THINGS



ABOVE Kristin Barwick as Mrs Fantail, in *The Adventures of Snugglepot and Cuddlepie*, 2020 AWESOME Festival, Perth, September 2020. Photo by Bradbury Photography.

Presented in Perth each year during the September school holidays, the AWESOME Festival is Western Australia's premier arts and cultural event for young people and their grown-ups.

Through its variety of performances, exhibitions, activities, films and workshops the AWESOME Festival embraces inclusion and accessibility for its audiences.

The festival is one of the few events in the world to have a dedicated user guide for people who are on the autism spectrum.

The free guide includes information that enables families to make choices about what they take part in, based on the individual needs of their child.

Additionally, all the venues are wheelchair accessible and the festival team are trained and on hand to support families with further needs.

www.awesomearts.com/access-information



ABOVE Dylan Madurun, at *Electric Blue*: An exhibition by Dylan Madurun, 2020 AWESOME Festival, Perth, September 2020. Photo by James Campbell.



6. FURTHER INFORMATION SOURCES

INFORMATION

This section provides an overview of useful resources which support an accessible tourism experience. There are many organisations and many great resources that can assist you to make your business more accessible and inclusive. The internet is one of the best places to read and learn more about accessibility and inclusion.

Disclaimer

Tourism Western Australia believes this publication will be of assistance to tourism businesses, it should not be relied upon as a substitute for obtaining professional advice on particular matters. The information in this publication is given in good faith and every effort has been made to ensure its accuracy. While all efforts have been made to ensure the correctness of the information provided, the accuracy of each statement is not guaranteed. Accordingly Tourism Western Australia can accept no responsibility for any error or misrepresentation. Tourism Western Australia disclaims any liability for any errors or loss or other consequence, which may arise from any person relying on the information in this publication.

Government Grants Directory

<https://dlgc.communities.wa.gov.au/GrantsFunding/Pages/All-grants-programs.aspx>

The grants directory provides information on a wide range of grants available to communities and local government through the State Government and selected Commonwealth Government agencies, as well as some private sector organisations.

National Disability Insurance Scheme

<https://www.ndis.gov.au/>

The NDIS provides individualised support for people with disability, their families and carers. It empowers people with disability to choose and achieve their goals so they can have a better life. Providers are an important part of the NDIS, delivering a product or service support to a participant.

Local council website	<p>Refer to your local council's website for more information on its disability, access and inclusion plans. Local governments with access and inclusion plans consider:</p> <ol style="list-style-type: none"> 1. pedestrian mobility and transport 2. planning, development and infrastructure 3. public buildings, venues and outdoor spaces 4. vibrant, informed and caring communities 5. customer service and governance.
Australias Tourism Data Warehouse (ATDW)	<p>https://atdw.com.au/</p> <p>The ATDW is Australia's national tourism database and distribution platform which represents over 90,000 small and medium sized tourism products and destinations. The ATDW's ultimate function is to support Australian tourism operators with digital marketing to help extend their exposure and attract more business online.</p>
AccessWA - Factsheets	<p>https://www.accesswa.com.au/</p> <p>Under the heading 'Fact Sheets To Improve Disability Access' are helpful introductions on providing access for businesses or organisations.</p>
The Department of Communities, Western Australia	<p>https://www.communities.wa.gov.au/services/disability-services/</p> <p>Disability Services Commission (DSC) - The Commission works in partnership with service providers and other government departments to provide information, support and services to people with disability, their families and carers.</p>
The Department of Communities - Examples of Access checklists and Requirements	<p>http://www.disability.wa.gov.au/business-and-government1/business-and-government/disability-access-and-inclusion-plans/implementing-your-daip/access-and-inclusion-resource-kit/</p> <p>Access checklists and requirements – The Access and Inclusion Resource Kit has been developed to assist Western Australian State Government agencies and local governments to improve access and inclusion for people with disability.</p>
Visitor Centres in WA	<p>http://visitorcentreswa.com.au/</p> <p>For a listing of accredited visitor centres throughout Western Australia.</p>

Australian Human Rights Commission	<p>https://www.humanrights.gov.au/our-work/disability-rights/projects/missed-business-how-attract-more-customers-providing-better</p> <p>The Australian Human Rights Commission developed a guide that aims to provide small businesses with information on how they can make their businesses more accessible to all their customers, particularly people with disability.</p>
Companion Card	<p>http://www.wacompanioncard.org.au/</p> <p>The Companion Card is for people with a significant and permanent disability, who require attendant care support in order to participate at community venues and activities. Cardholders present their card when booking or purchasing a ticket from a participating business. Participating businesses will recognise the Companion Card and issue the cardholder with a second ticket for their companion at no charge.</p>
Accessible public toilets throughout Australia	<p>https://toiletmap.gov.au</p> <p>A listing of public toilets throughout Australia providing a map with an accessible symbol indicating each location.</p>
Changing places	<p>https://changingplaces.org.au/find-a-toilet/find-changing-places-toilet/</p> <p>Provides a secure, clean environment for people with disability who need space and specialised equipment to use the bathroom when out in the community. Changing Places are not standard accessible toilets – they include a hoist, adult changing table, automatic door and space for two people to assist the user with their needs.</p>
Tourism Council Western Australia	<p>https://www.tourismcouncilwa.com.au</p> <p>Tourism Council WA (TCWA) is the peak body representing tourism businesses, industries and regions in Western Australia. TCWA promotes the value of tourism, facilitates sustainable tourism development and advocates industry policy on behalf of members.</p>
Association of Consultants in Access Australia (ACAA)	<p>https://www.access.asn.au/</p> <p>ACAA is the peak national body for access consultancy in Australia and a major partner in advancing equity of built environmental accessibility for people with a disability. ACAA includes the names of accredited access consultants who can assist to design and audit facilities.</p>

TravAbility	https://travability.travel/ TravAbility is dedicated to inclusive tourism through education, advocacy and by providing accessibility information for the world's best travel destinations.
W3 - Accessible Websites Standards	https://www.w3.org/WAI/fundamentals/accessibility-intro/ An introduction to web accessibility and information on how to make your online content accessible.
The Disability Discrimination Act 1992 (DDA)	https://humanrights.gov.au/our-work/employers/disability-discrimination The <i>Disability Discrimination Act 1992</i> makes it unlawful to discriminate against a person in many areas of public life, including employment, education, getting or using services, renting or buying a house or unit and accessing public places because of their disability.
People with Disabilities Western Australia (PWdWA)	https://www.pwdwa.org/our_campaigns/diversity_field_officer.html PWdWA provides non-legal advocacy to people with disabilities. Advocacy is the process of standing alongside individuals to ensure that people are able to speak out, to express their views and uphold their rights. PWdWA have a Diversity Field Officer Service that provides one-on-one tailored services for small and medium sized business to become more welcoming, confident and accessible.
Carers WA	https://www.carerswa.asn.au/ Carers WA is a peak body that represents the needs and interests of carers in Western Australia. They work to achieve an improved quality of life for family carers in our state.
Australia Hotels Association Western Australia (AHA)	https://www.ahawa.asn.au/ The AHA is a members industry association that represents the hotel and hospitality industry in WA.
Hospitality Disability Network Western Australia (HDN)	https://hdnwa.org.au The HDN aims to support the hospitality and tourism industry in Western Australia by increasing sustainable employment opportunities for people with disability.



7. LEGAL AND POLICY REQUIREMENTS

People with disability and their carers face many challenges, including social and economic participation. The challenges faced by people with disability can be overcome to some extent by addressing and changing the often-unconscious bias of community attitudes, which can sell short their capacity and talents. Inclusion is a driver to decrease disadvantage across the community. It affects everyone, and it is everyone's responsibility.

When thinking about disability, it's important to remember that they are not always obvious and visible. Generally the three major areas of disability are:

- Physical, including people who use wheelchairs, people who have difficulty walking and people who have difficulty with finger or hand control
- Sensory (vision, hearing)
- Cognitive or intellectual – communication and thought processes.

Under federal legislation the Commonwealth *Disability Discrimination Act 1992 (DDA)*⁶ prohibits discrimination against people with disability or their associates, including in transport, education, employment, accommodation and premises used by the public. Disability discrimination is defined as instances when people with disability are treated less fairly than people without disability.

It's a legal requirement to embrace the spirit of the DDA. The DDA does not seek to put people out of business. It seeks to help all citizens to enjoy the same services that others take for granted. Treated positively, it provides an opportunity for business development ensuring that your service is accessible to a wider audience. **Don't forget this wider audience means a greater slice of the market that not only wants, but needs your services.**

Many tourism business worry that the DDA means vast expense, when the reality is that common sense is often the only requirement needed to break down existing barriers.

⁶ <https://www.humanrights.gov.au/employers/good-practice-good-business-factsheets/disability-discrimination>

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Images supplied courtesy of:

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