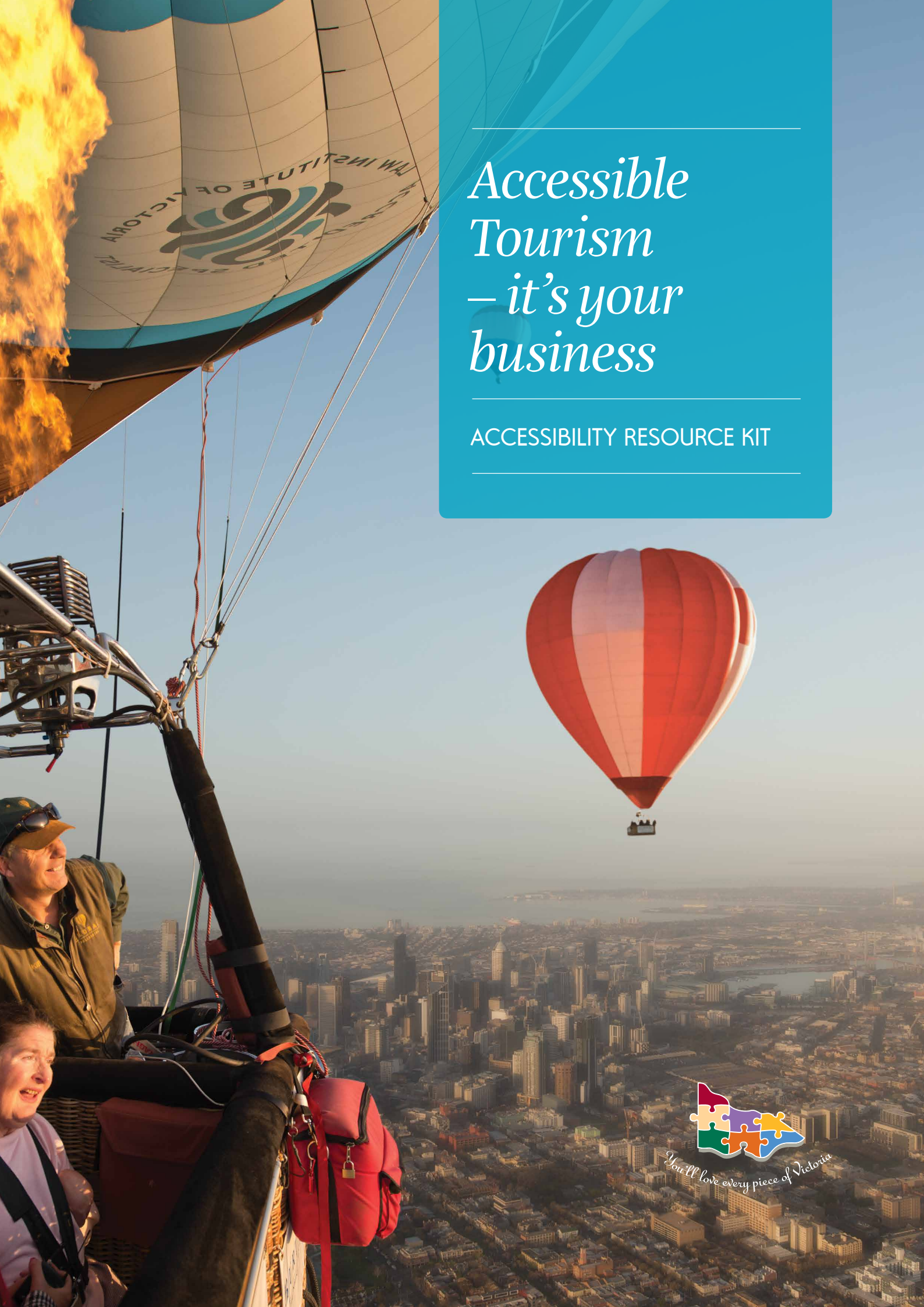

Accessible Tourism – it's your business

ACCESSIBILITY RESOURCE KIT



You'll love every piece of Victoria

INTRODUCTION

Making changes to the way you do business can provide more visitors with the same opportunity to find out about, visit, use or participate in Victorian tourism.

One in five people has a disability and 8 billion dollars per year is spent on Australian tourism by travellers with a disability. But the market for accessible tourism is much broader than people with a disability. Older people, parents with prams and overseas travellers can all benefit from improved information, more accessible buildings and a flexible approach to providing customer service.

Now more than ever governments and businesses are realising the social and economic benefits of increasing access. Policies and legislation including the Victorian state disability plan 2013–2016 and the Victorian Equal Opportunity Act 2010 demonstrate the need for all parts of the community to proactively reduce barriers to participation.

Reading and using this kit is the first step to make your tourism business accessible for everyone.

HOW TO USE THE KIT

All parts of the tourism industry have a role to play to increase access to Victorian tourism.

Tourism businesses

Tourism businesses are the primary audience of the kit. If you are a tourism business you can use this kit to:

- Increase your knowledge about the market for accessible tourism
- Identify barriers, gaps and areas of improvement
- Develop strategies to incorporate access into your core business
- Improve and better target the marketing and promotion of your business

Tourism businesses include accommodation providers, attractions, tour operators, cafes and restaurants and other businesses which contribute to Victoria's tourism economy and experience.

Regional Tourism Boards and Associations

Tourism boards and associations can use this kit to:

- Provide leadership to the tourism industry in their region
- Plan and deliver a coordinated regional approach to accessible tourism
- Support local tourism businesses to promote and market their accessibility

Visitor Information Centres

Visitor Information Centres can use this kit to:

- Provide positive first impressions to visitors
- Promote accessible local businesses and attractions
- Encourage local businesses and attractions to become more accessible

Local governments

Local governments can use this kit to:

- Bring together, support and promote accessible businesses, festivals, events and open spaces to create a holistic approach to accessible tourism
- Incorporate accessible tourism into Council's broader tourism, business and economic development strategies and plans
- Link tourism businesses to relevant local grant, award and accreditation schemes

State government departments and statutory authorities

State government departments and statutory authorities can use this kit to:

- Support accessible tourism related activities within their area of responsibility
- Promote the importance of accessible tourism to staff and funded organisations

1. DISCOVER WHAT YOU ARE MISSING

2. EXPLORE YOUR LOCAL AREA

3. MAKE LOW COST CHANGES

4. ASSESS YOUR BUILDING AND FACILITIES

5. DESCRIBE YOUR BUSINESS

6. PROMOTE YOUR BUSINESS

7. DEVELOP A BUSINESS PLAN



DISCOVER WHAT YOU ARE MISSING

Improving access to your tourism business will enable you to tap into a large and growing market.

Almost one in five Australians has a disability, that's four million people.¹

People with a disability spend \$8 billion a year on Australian tourism accounting for 11 per cent of total tourism expenditure.²

88 per cent of people with a disability take a holiday each year. This accounts for some 8.2 million overnight trips.²

Making small changes to improve access to your business can benefit other groups including parents with prams, people with temporary injuries and visitors with heavy bags.

Australians aged between 55–79 years make up nearly one-third of travellers taking overnight trips in Victoria each year.³ The prevalence of disability increases with age. 36 per cent of 60 to 64 year olds have a disability.¹

"I have money to spend but it is difficult when I can't easily find accessible accommodation."

Tricia Malowney

Systemic advocate
with a disability

Who are the one in five people with a disability?

People with a disability make up a large part of your market and come from all walks of life.

- People with a disability may be guests, business owners and employees.
- The majority of disabilities are not visible.
- Some people may not identify as having a disability. For example an older person may find it harder to see or hear but would not feel the need to tell you.
- Some people have more than one disability. For example someone may have an intellectual disability and a vision impairment.
- A disability can be temporary. For example a person may need to use crutches for a short time as a result of an injury or accident.
- People with a disability represent the diversity of the population. For example people with a disability may come from Aboriginal and culturally and linguistically diverse communities.
- People with a disability enjoy a broad range of interests including the arts, outdoors and nightlife.

What are the common barriers preventing people from accessing your tourism business?

There are common barriers which can make it difficult, impossible or less likely for people to use your business. Removing these barriers will improve access to your tourism business.

- Barriers to the physical environment such as steps, narrow or crowded spaces.
- Barriers to information such as text that is difficult to read, information that is hard to understand or publications only available in limited formats. For example brochures may use a small font. Some people with a hearing impairment may not be able to follow film clips unless they have captions.

- Barriers to communication such as a limited range of options for people to contact your business or lack of awareness about how to communicate effectively with some customers. For example only providing a phone number or relying exclusively on websites to promote your business.
- Barriers as a result of negative or discriminatory attitudes, for example making assumptions about people's abilities.

Who benefits from improved access?

- People with a physical disability, for example people who use wheelchairs or other mobility aids
- People with a vision impairment
- People with a hearing impairment or people who are Deaf
- People with an intellectual disability or low literacy levels
- People who use communication aids such as electronic speech devices or communication boards
- People with mental health issues

Remember older people, parents with prams and others will benefit from improved access. You will be surprised who else will benefit from a flexible and proactive approach to access. For example providing simple information will benefit overseas visitors for whom English is not their first language.



Where can I find out more?

People with a disability and barriers to access

The Office for Disability, Department of Human Services website has a section called 'Disability in Victoria'. This includes key facts and figures and a link to the Victorian state disability plan 2013–2016.

www.dhs.vic.gov.au (search for 'office for disability')

The Disability Advocacy Resource Unit website contains a directory of Victorian disability advocacy organisations. You can search by speciality including disability type. A number of advocacy organisations have websites which include specific resources and information.

www.daru.org.au/organisations

"Destination Gippsland recognises the importance of building Gippsland as an accessible tourism destination.

This kit will be a key resource to assist Gippsland's tourism businesses to tap into this important growth market. It is widely regarded that 'good access is good business' and often taking the first step is the hardest.

This kit is a comprehensive guide that will help many tourism businesses through the process and is welcomed by the Gippsland tourism industry".

Terry Robinson

Chief Executive Officer,
Destination Gippsland

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EXPLORE YOUR LOCAL AREA

There are many things happening across Victoria to create a more accessible tourism experience. Here are some simple ways to explore your local area.

Talk to your RuralAccess, MetroAccess or deaf access Officer. Their role is to build communities which are inclusive and welcoming of people with a disability. Contact details are available via www.dhs.vic.gov.au (search for 'rural access' or 'metro access').

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.

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

"I just visited a wildlife park and used a smartphone app to access audio information about the animals and safari tours in sign language and captions – that's access for all."

Phil Harper

Experienced traveller

What's happening in my local area?

This section provides an overview of common activities happening across Victoria which support an accessible tourism experience.

Good Access is Good Business

A number of local areas have Good Access is Good Business initiatives. These encourage businesses to improve access by raising awareness, providing practical information and resources.

CASE STUDY

The Alcoa Access Awards (Barwon)

The Alcoa Access Awards have been delivered in partnership between Alcoa and Assert4All since 2003 and past winners include accommodation providers. The Awards recognise achievements in access and are open to any organisation located in the Geelong, Surf Coast, Queenscliff or surrounding region.



www.bdrc.org.au

Festivals and events

Festival and event organisers are realising the benefits of including the whole community. Whether you host festivals or events or promote them to visitors it is a good idea to get involved and find out more.

CASE STUDY

Rip Curl Pro Event (Surf Coast)

Surf Coast RuralAccess has been working in partnership with Surfing Victoria to continually improve access to the Surf Coast Rip Curl Pro event since 2008. This has included physical changes to improve access, customer service training for staff and the active participation of people with a disability in events and activities.

Tourist attractions

A number of tourist attractions are recognising the benefits of increasing access for visitors. These include art galleries, museums, libraries and theatres.

CASE STUDY

Melbourne CBD Arts Precinct

Major tourist attractions in the Melbourne CBD are continually improving access for visitors. These include the National Gallery of Victoria, the Arts Centre, Melbourne Museum and the State Library. For example the National Gallery provides Australian Sign Language tours, the Arts Centre provides live captioning for some performances and the Melbourne Museum provides tactile objects in some of their major exhibitions.



www.artsaccess.com.au or
www.arts.vic.gov.au

Parks and open spaces

Many Victorian open spaces have become more accessible. These include national parks, walking trails, beaches and playgrounds. Having a good knowledge of these will benefit your visitors during their stay and journey home.

CASE STUDIES

The Chaffey Trail (Mildura)

The Chaffey Trail in Mildura uses an innovative smart phone app that translates site information into Auslan (Australian Sign Language) and captions. The "Smart Auslan" initiative is in addition to a new Braille booklet about each of the nine Chaffey Trail sites.



www.murrayriver.com.au
(search 'smart auslan')

Grampians National Park

Modifications to the Brambuk National Park and Cultural Centre have made it more accessible. Modifications have been made to the centre itself and the surrounding wetland and creek areas. Photos and descriptions are provided online for visitors to see before they arrive. A TrailRider all-terrain wheelchair is also available for park visitors with significant physical disabilities to access walking trails. The chair can be borrowed for free.



www.parkweb.vic.gov.au
(search 'Grampians accessibility')

Restaurants, bars and wineries

Local guides have been developed in recognition of the increasing numbers of restaurants, bars and wineries wishing to promote their level of accessibility.

CASE STUDIES

Accessible Touring on the Mornington Peninsula

This brochure includes a section on wine and food. It also includes accessibility information about accommodation, attractions, parks and gardens.



www.visitmorningtonpeninsula.org/OurRegion/AccessibleTouring.aspx

Latrobe City Council Good Access is Good Business Restaurant Access Guide

The guide aims to inform potential customers of the level of access to restaurants. It includes useful information about the accessibility of parking, entrances, counters, lighting and toilet facilities.



www.latrobe.vic.gov.au
(search 'social inclusion')

Equipment for hire by businesses and visitors

Aids and adaptations can improve people's tourism experience.

There is a range of equipment available for hire including wheelchairs, hoists and electronic equipment. Your local council can be a good source of information about equipment for hire.

CASE STUDY

Tourism Hospitality Kits

The aim of the kits is to improve the travel experience of people who are Deaf or hearing-impaired. The kits can be hired from Visitor Information Centres with a refundable deposit and include equipment to assist people to:

- hear and watch TV and radio with increased volume
- respond to room service or visitors, at the door
- respond to an alarm by way of a vibrating clock
- be able to answer a telephone and use a teletypewriter (TTY) phone

You can hire kits from Visitor Information Centres in Horsham, Avoca, Halls Gap, Dunkeld, Daylesford, Ballarat, Bright, Bairnsdale, Phillip Island and Sale.



Contact your local Visitor Information Centre.

Where can I find out more?

Travelling Chair is a networking site where people with access needs can rate, review and share information on public venues. You can search for venues in your area including accommodation, retail and places to eat by town or suburb.

www.travellingchair.net

Australia for All is an international website devoted entirely to accommodation, leisure and venues accessible to tourists with a disability. You can search for tourist accommodation and venues in Victoria by region.

www.australiaforall.com

Parks Victoria provides information on the accessibility of Victorian parks.

www.parkweb.vic.gov.au/explore/access-for-all-abilities

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MAKE LOW COST CHANGES

There are many low cost ways to improve the quality of your service, facilities and information.

Following some general principles will go a long way:

Incorporate accessibility information into general information provided to all guests upon arrival.

Provide information in different ways including print and online. Make sure text uses a sans serif font such as Arial, is high contrast and is at least 12 point. Consider providing information such as menus in large print (18 point).

Be flexible when providing a service. For example be open to checking a person in from their car or bedroom or allowing people to check out a little later.

Promote all of your contact details including your mobile number. Text messaging is increasingly used by everyone including people who are Deaf or have a hearing impairment.

Do your research when replacing old fixtures and fittings and dated technology. For example televisions which use closed captions or subtitles are a major draw card for people who are Deaf or have a hearing impairment.

“An investment in accessible tourism will pay off. If travellers with disabilities experience practical accessibility, welcoming staff and have a great experience, they will be back!”

Rebecca Feldman

Accessibility Advocate
and Explorer

How can I attract visitors in the first place?

Improve your marketing information

Include accessibility information in your brochures and website and keep Visitor Information Centres and your Regional Tourism Board up to date. Step 6 provides more information but here are some key points:

- Know your market, for example does your tourism business cater particularly well for people with mobility issues.
- Use websites and other digital means to promote your accessibility.
- Incorporate accessibility information into your promotional brochure.
- Form partnerships at a local and state level, eg. Visitor Information Centres.
- Promote your success when you win awards.
- Use editorial in print media ('earned ink').
- Ensure positive word of mouth.
- Don't false advertise.

Increase access to your information

Providing better access to information means more people will know about your business. Here are some simple changes you can make.

- Use a minimum font size of 12 point and make information available in large print (18 point).
- Use plain sans serif fonts such as Arial (without the small curls or decorative features).
- Use black text on a white background for the highest contrast.
- Justify margins on the left hand side and leave the right hand margin unjustified.
- Include photos and pictures to enhance the written information. However do not place text over photos or other images as this makes the text hard to read.
- Information in PDF format can be inaccessible to people with a disability. Make information available in alternative formats, for example in Word or in HTML on your website.
- Avoid using jargon, long sentences and unfamiliar acronyms.

- Don't make assumptions about how people would like to receive information. For example someone with a vision impairment may not prefer large print.

Websites are an important source of information. Resources are included at the end of this step to assist you to improve web accessibility.

How can I make my booking and enquiry processes easier?

Provide different booking methods

- Promote your mobile number. Text messaging is increasingly used by everyone including people who are Deaf or hearing-impaired.
- The National Relay Service is an Australia-wide telephone access service that relays calls. In most cases it does not cost more than a standard call. The National Relay Service number is 133 677. This allows your business to call a person or for them to call you. 1800 555 677 is the toll free number.
- Using and promoting the service will mean that people with a speech or hearing impairment can enquire about and book your tourism business. Find out more about the National Relay Service at www.relayservice.com.au.
- Use online booking methods such as Visit Victoria.
- Provide a range of contact methods (including your mobile and the National Relay Service) on your email signature, website and promotional material.

Review basic information you provide on booking

- Consider including additional information to all visitors. For example information on wheelchair accessible taxi services and public transport. Information on accessible refreshment stops and tourist attractions on route to your business may also be useful.
- Provide as much information as you can to enquirers, if they ask about access issues. Often what is accessible for one guest, may not be accessible for all, so allow people to have a good idea of what to expect before arrival.

Keep in contact with your visitors

This is particularly important in the case of crises and emergencies, for example road closures and flooding.

How can I make a positive first impression and provide the best possible experience for visitors?

Prepare your staff

- Make sure staff are familiar with your facilities and any barriers. For example, include your staff when you audit or promote your business.
- Ask staff to research and visit accessible local eateries and attractions.
- Provide your staff with a copy of this resource kit and encourage them to identify ways to improve access to your business.
- Incorporate disability awareness training into your customer service training. This will provide staff with basic information about common barriers to access and strategies to address them.

Review booking information when visitors check in

- Remind visitors of any specific arrangements they made at the time of booking.
- Incorporate information on accessible facilities into basic information provided to all guests upon arrival.
- Ask all visitors if they have any specific needs or anything you can help them with.

Make small changes to the way you provide a service

Entrance and reception area

- Make sure your entrance and reception areas are clearly marked and well lit. Is someone always on hand to meet, greet and show people around?
- Provide clear instructions for people using the intercom. Provide a mobile number for people who are Deaf, hearing impaired or have a communication disability.
- Provide seating close to reception or fast track people who can't stand for long.



- Provide a clipboard and large diameter pen for people checking in.
- Be prepared to write down information or complete forms on people's behalf. Provide a magnifying glass for people with a vision impairment.
- If you can't lower the reception desk/table, offer to check in guests in common areas, bedrooms or from their car.
- Welcome visitors who use assistance dogs (this is required by law).

Restaurant and bar

- Use pictogram signs, for example a knife and fork and a clock face showing meal times to assist people with low literacy levels or who speak English as a second language.
- Read out menus or download them onto an audio player e.g. MP3, CD or iPhone.
- Be willing to move tables around and provide seats with and without arms.
- Use contrasting colours. For example avoid using white crockery, white linen and clear glasses all together on a table setting.
- Provide quieter areas with no background noise.
- Provide an area that is well lit so that people can choose this if required.
- Offer flexible menu options for people who have food allergies or intolerances.

Bedrooms

- Purchase freestanding furniture when replacing old furniture. This can be more easily removed or moved around to provide more circulation space in rooms.
- Make additional equipment available such as phones with large buttons, vibrating alarm clocks, talking alarm clocks and portable hearing loops.
- Enable captions on TVs (including digital TVs) and consider this when replacing old TVs.
- Provide water bowls for assistance dogs.

Bathrooms and toilets

- Place coloured towels within a white bathroom to provide a visual contrast.

General

- Use contrasting colours for door frames, skirting boards and edges of steps.
- Provide clear signage with large text and high contrast.

How can I leave a lasting impression and make sure I can improve for next time?

Offer flexible arrangements for checkout

- If visitors want to leave early, can you offer a morning alarm call, flexible breakfast arrangements or pre-booked taxis?
- If later, can you offer a flexible check out time or secure storage for luggage?

Get visitors' feedback

- Your visitors will have gone to other places and may pass on some useful tips.
- Review feedback forms to include questions on accessibility.
- Promote feedback in different ways including email, online survey tools such as Survey Monkey, social media such as Facebook or travel review sites such as Trip Advisor.
- Encourage staff to ask customers about their

visit, write down and record feedback.

- Review your complaints processes to check whether they are accessible. For example do you provide a range of contact methods for complaints or is information about complaints available in different formats such as large print?

Where can I find out more?

Accessible information, communication and disability awareness training

- The Office for Disability, Department of Human Services website has a section called 'Accessibility' This includes information on accessible formats and communication, website accessibility and accessible surveys.
- The website also has a section called 'Communicate and consult'. This includes further information on communication with people with a disability and the websites of organisations which can provide practical information to improve communication.
- A section called "Attitudes and awareness" contains information on disability awareness training.



www.dhs.vic.gov.au
(search 'office of disability')

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ASSESS YOUR BUILDING AND FACILITIES

Accessible tourism is about people and places. Here are some important things to consider when assessing your buildings and facilities.

“Stairs can be a ‘bridge too far’ for some people who want to enjoy a holiday.”

Phil Harper
Experienced traveller

Improving access to your buildings and facilities can have universal benefits. A step free entrance and automatic doors will benefit people with a disability, parents with prams, people with heavy bags and older people.

Improvements to your buildings and facilities are not always costly. Changing the layout of a room can create more circulation space for people who use wheelchairs.

You can benefit from access improvements if your tourism business is also your home. Consider access when renovating. This will make your home safer and easier to use for ageing parents, young children and for you if you acquire a temporary or permanent disability.

Victorian and Commonwealth Government legislation exist to prevent discrimination against people with a disability accessing public buildings.

Expert help is available to prioritise access improvements and to plan and budget for others over time.

How can I ensure access improvements benefit all visitors?

Universal Design means products and environments are designed to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.

The Center for Universal Design has developed seven principles to consider when assessing your current level of access or considering upgrades and improvements.

- 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 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 minimizes hazards and the adverse consequences of accidental or unintended actions.
- 6. Low Physical Effort:** 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 Center for Universal Design's website includes more information about these principles and examples to help you understand them.



www.ncsu.edu/project/design-projects/udi/

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

The following checklist will assist your tourism 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.



www.humanrights.gov.au/disability_rights/buildings/guidelines.htm

It is not a technical compliance checklist for assessing whether or not you comply with either discrimination law or building law.

AREAS OF ATTENTION	POINTS FOR CONSIDERATION
Car Parking	<p>There is at least one wider parking space (at least 3200mm) reserved for accessible parking identified with the international symbol for access (the blue wheelchair symbol).</p> <p>The parking space is on a firm and level surface and is close to the front door.</p> <p>There is good overhead height clearance (at least 2500mm) above the parking space including in the undercover car park.</p> <p>There is a clear and accessible path of travel from the car park to the front door.</p>
Getting to your front door	<p>There is a clear and continuous accessible path of travel to your front door.</p> <p>There are no steps or steep slopes (maximum gradient 1:14)</p> <p>The path is free of bollards or uneven and loose surfaces (such as gravel).</p> <p>Your door bell and/or intercom are at an accessible height for everyone (900mm – 1100mm). A mobile number is provided for people who can't use the intercom.</p>
Reception Area	<p>At least part of the reception desk is low enough to be used by a person using a wheelchair or someone with short stature (maximum between 830 and 870 mm).</p> <p>There is seating in reception for people who have to wait, for example for someone with arthritis.</p> <p>There is a hearing loop available for people who use hearing aids and this is clearly sign posted and always turned on.</p>
Bedrooms, restaurants and other areas	<p>Refer to advice in other sections in particular doorways and general information.</p>
Getting around your building	<p>There is a clear accessible path of travel from each accessible entrance to all areas and facilities used by the public. For example there are no steps or obstructions to get to the reception or toilets.</p> <p>Passage ways are wide enough for people using mobility aids such as wheelchairs and there is space for people to pass by each other.</p> <p>Floor coverings are slip resistant, firm and smooth.</p> <p>Signage and layout makes it easy for people to find their way around. Signs are clear and text is large and high contrast enough to see from a distance. Step free routes are clearly sign-posted.</p> <p>Where there is fixed seating there is still room for people using wheelchairs or people with prams to move around.</p>

AREAS OF ATTENTION	POINTS FOR CONSIDERATION
Doorways	<p>Doorways are 850mm or wider when open.</p> <p>There is good circulation space so people using mobility aids such as a wheelchair can open and go through all doorways.</p> <p>Doors are not heavy and are easy to open.</p> <p>Door handles are easy to use. For example 'D shaped' handles are easier to use than round knobs.</p> <p>Glass doors and surrounding glass have colour contrasting strips across the full length. This will assist people with a vision impairment to see the doorway.</p>
Lifts and stairs	<p>There are hand rails and enough space for people using a mobility aid to enter and turn around to use the lift buttons.</p> <p>Buttons have raised tactile and Braille information next to them and are low enough for everyone to reach them (900–1100mm).</p> <p>There is audible information and clear visual clues telling people which floor they are on.</p>
Toilets and bathrooms	<p>All toilets have clear identification signs including raised tactile and Braille information.</p> <p>There is a unisex accessible toilet close to other toilets. There is a blue wheelchair symbol and the sign is tactile with Braille.</p> <p>The accessible toilet has good circulation space (minimum 2500mm x 1900mm). It is fitted out with rails, sinks, mirrors, taps, shelves, coat hooks and towels. These are at heights that can be reached by people using wheelchairs (900–1100mm).</p> <p>The toilet door is easy to open and close with handles and locks that are easy to use.</p> <p>The shower area is on a level floor surface free of any step, hob or sliding door track.</p>
General	<p>All facilities are at table height. For example, water coolers, kettles, phones, remotes and computers.</p> <p>Common areas and bedrooms are well lit which benefits people with a vision impairment and people who lip read.</p> <p>Controls and switches are at an accessible height for everyone (900mm –1100mm).</p> <p>Televisions in bedrooms and common areas (including digital televisions) have captions (subtitles) enabled for people who are Deaf or have a hearing impairment.</p> <p>There is an emergency evacuation procedure that addresses the needs of people with a disability (for example people who can't hear the fire alarm). Assembly points are accessible and where possible sheltered.</p>

How can I make sure that my buildings and facilities meet legal requirements?

Particular attention needs to be paid to the Disability (Access to Premises - Buildings) Standards 2010 (the 'Standards'). These are a nationally applicable set of provisions that detail what must be done to provide non-discriminatory access to public buildings for people with a disability.

Enforceable under the Commonwealth Disability Discrimination Act 1992, where work requires the approval of a building regulator, the Standards set out building performance requirements for new builds, redevelopments and modified areas of existing buildings. The Standards have been implemented through building regulations in each State and Territory. In Victoria, building regulations are implemented by the Building Commission.

The Australian Human Rights Commission implements the Disability Discrimination Act and has developed guidelines about the Standards. The guidelines include specific information for accommodation providers. For example, owners of an existing home being converted to a bed and breakfast would be required to comply with the Standards. Before making changes, you should contact your local government planning officer.



www.humanrights.gov.au/disability_rights/buildings/access_to_premises.html

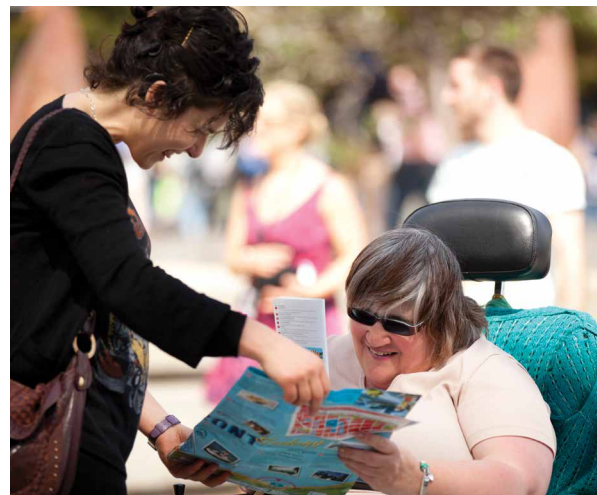
An access audit of your business will give you peace of mind that any future changes meet legal requirements. An access audit involves an inspection of a building or facility by an Accredited Access Consultant. The Consultant checks access features of a facility and relevant policies and practices. The audit identifies adjustments that need to be made to ensure that the building and its services are accessible.

An access audit also helps you plan changes over time. It is important to engage a Consultant from the concept stage for the design of new buildings, extensions or landscape projects. This will avoid costly changes to plans at a later stage.

Access audits often cost money. As with seeking other types of expert help it is a good idea to get a number of quotes. Talk to your Rural, Metro or deaf access officer. They may be able to point you in the right direction or know about local opportunities available to your business.

Their contact details are available via www.dhs.vic.gov.au (search for 'ruralaccess').

The Association of Consultants in Access, Australia is the peak national body for access consultancy in Australia. Its website includes a directory of Access Consultants www.access.asn.au.



What does good access look like?

The Australian Human Rights Commission has developed a guide called “The good, the bad and the ugly – design and construction for access”. It looks at 14 examples of the most common problems and misinterpretations in applying today’s Building Code of Australia in the area of access.

The guide includes photos showing good and bad examples of access relating to reception areas, door ways, accessible toilets, stairways and ramps.

www.humanrights.gov.au/disability_rights/buildings/good/GBU_Complete.htm

The nationally agreed, Livable Housing Design Guidelines have been created to assist people to understand, promote and deliver livable designed homes. The Guidelines provide technical advice and guidance on the key easy living features that make a home easier and safer to live in for people of all ages and abilities.

The guidelines include photos and detailed diagrams with measurements including for bathrooms, kitchens and toilet areas.

Guidelines are available online:

www.livablehousingaustralia.org.au/design.php

Where can I find out more?

Accessible buildings and facilities

The Office for Disability, Department of Human Services website has a section called “Accessibility”. This includes information on accessible buildings and facilities as well as auditing buildings and facilities for access.



www.dhs.vic.gov.au
(search ‘office for disability’)

Products and solutions for improved access

The Commonwealth Job Access website includes a directory of products and solutions to improve access. This includes useful information on items such as ramps, emergency alert systems and toileting aids and appliances.

Each category has a list of suppliers. Some categories include references to specific Australian Standards for mobility and access.



www.jobaccess.gov.au/products_a_z

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DESCRIBE YOUR BUSINESS

Providing reliable, useful and detailed information on the accessibility of your business will assist people to make an informed decision about where to visit. Following some basic principles is a good start.

A picture is worth a thousand words. Include photos of your rooms, bathrooms, toilets and communal areas such as your restaurant or grounds and gardens.

Include specific measurements and floor plans where possible.

Tell visitors about any potential barriers such as steps or bedrooms on upper levels not accessible by lift.

Think of access in the broadest sense. Tell potential visitors if you can provide information in large print or if your televisions can have captions (subtitles) enabled.

Demonstrate your commitment to excellent customer service. Remind people of anything extra you can provide, for example flexible check out times.

"My dream holidays become a nightmare when accessibility features are not communicated effectively in advertising or promotional material."

Tory Wardlaw

Experienced traveller

Developing an Access Statement: A simple way to describe your business

An 'Access Statement' is a description of the accessibility of different parts of your business. It does not need to be too long. You can use the headings in this section to structure your Access Statement as well as information gathered as parts of Steps 2 to 4.

Use this section as a guide to develop your own Access Statement or incorporate new information into your existing promotional information. It is available in a Word format online at www.tourism.vic.gov.au. This website will also be updated with examples of Access Statements from tourism businesses.

The Visit Victoria website www.visitvictoria.com has been adapted to provide a space for your Access Statement. It is also a good idea to include this on your website. Appendix 1 provides more information.

Part 1: For all tourism businesses

Location of your business

- Provide clear photos of your business and its setting.
- Describe the location of your business and provide a map which indicates the closest town and proximity to the local railway and coach station.
- Include accessibility information about your local area, for example the availability of wheelchair accessible taxis or mobility maps of the nearest town or city.
- Describe where your business is situated and the immediate surrounding area. For example whether your business is on a steep hill or if the surrounding streets are paved, cobbled or unsealed.

Car parking

- Provide clear photos of your car parking facilities (including accessible car parks).
- Provide basic information about car parking, for example whether there is car parking onsite and the number of spaces.
- Describe the number, width and location of accessible parking spots.
- Describe the path of travel from your car park to the entrance of your business. For example is it well lit and is the ground surface paved or cobbled?
- Can visitors be dropped off at the main entrance?

Entrance

- Provide clear photos of your main entrance.
- Provide information for visitors arriving early in the morning or late at night. For example a mobile number for visitors who are unable to use the intercom.
- Describe the main entrance. For example how many steps, whether there are handrails and whether there is a ramped or step-free entrance.
- Describe the entrance doors, for example whether they are manual or automatic, open inward or outward and whether they are heavy or light.

Reception

- Provide clear photos of the reception area.
- Provide basic information about the reception area, for example whether it is on the ground floor and directions from the main entrance.
- How can visitors access reception, for example is it on a level surface, up steps or is there a ramp? Is there a lift or escalator?
- Describe the seating available in your reception, for example whether fixed seating is provided and if chairs have arms.
- Describe the floor surfaces, for example tile, wood, rugs, carpet (thick or short pile).
- Describe how well/evenly lit the area is.
- What is the height of the reception desk? Can people check in at places other than the reception, for example the lounge, bedroom or from their car?
- Does the reception area have a hearing loop?
- Have staff undertaken any disability awareness training?

Toilets

- Provide clear photos of your toilet area including accessible toilets.
- Provide basic information about toilets. For example, where they are located and whether these are en-suite (for accommodation providers).
- Is there a level entry, ramps or steps to the toilets? If steps, how many? Can they be accessed by lift or escalator?
- What is the width of the doors to the toilet?
- What is the height of the toilet from floor to seat?
- How well lit are the toilet areas?
- Describe the surface of the floor, for example non-slip laminate or tiles.
- What types of taps are on the sink? For example lever taps are easier to use for people who have Arthritis.
- State to what side of the toilet there is a clear space for a wheelchair (when facing the toilet). How wide is this space?
- State if there are horizontal or vertical grab rails and describe where they are located.

Additional information

- Provide clear photos of other common areas. For example gallery or exhibition spaces if you are a tourist attraction.
- Provide details of emergency evacuation procedures, for example is there an information sheet and is it available in large print? Are staff trained to assist? Does the fire alarm include a flashing light?
- State that you welcome assistance dogs. What facilities are offered to assistance dogs, for example a run or toilet area and water bowls?
- Describe your signage - background colour, size of font. Are pictures or symbols used alongside written information?
- Have staff undertaken additional training? For example staff may know Auslan (Australian Sign Language). This is worth promoting to visitors.
- Are there accessible tourist attractions, cafes or restaurants nearby? Use this as an opportunity to cross promote with other businesses in your area.



Part 2: Accommodation providers only

Bedrooms or cabins

- Provide clear photos of your bedrooms or cabins.
- Provide basic information about your bedrooms or cabins, for example how many you have, where they are located and combinations of beds (double or single).
- How many bedrooms are accessible to people who use wheelchairs or other mobility aids. For example bedrooms that do not require visitors to use steps to access them.
- What is the clear door opening width, taking into account any obstacles?
- Can furniture be moved around or removed on request?
- Describe the floor surface for example tile, wood, rugs, carpet (thick/short pile).
- What is the height of the bed to the top of the mattress? What is the height of the clear space under the bed? How wide is the space next to bed? (For people using wheelchairs to transfer onto the bed).
- Can additional lighting be made available?
- Can televisions have captions enabled? Can additional equipment be made available such as phones with large buttons, vibrating or talking alarm clocks and portable hearing loops?
- Describe the wardrobe and storage space, for example can rails be adjusted?
- Can you provide anything extra to guests? For example non-allergenic bedding.
- If there is a writing desk how much clear space is there under it?

Bathrooms and showers

- Provide clear photos of your bathrooms and toilets.
- Is there level access from the bedroom to the en-suite or shared facilities?
- What is the clear door opening width, taking into account any obstacles?
- Describe the shower – is it separate or over the bath? Does it have a level entry with no raised lip? Is there a flexible shower head? Where are the controls located?
- What is the height of the washbasin? Is there clear space under the sink?
- Give details of what support or grab rails are fitted and where, for example the bath, shower or toilets.
- What types of taps are on the sink and bath? For example lever taps are easier to use for people who have Arthritis.
- How does the toilet flush work? For example does it use a button or lever.
- How well lit is the room?
- Describe the floor surface for example non-slip, laminate, tile, wood, carpet (thick/short pile).
- Can a shower chair or bench be provided? Include measurements and explain whether it has handrails, is cushioned or is fixed / portable.

Part 3: Tourism businesses with dining, entertainment and outdoor areas

This part may be more useful to larger accommodation providers or tourist attractions, as well as restaurants and cafes.

Restaurants, bar and dining areas

- Provide clear photos of these areas.
- Provide basic information about these areas, for example opening times, where they are located and whether you provide table service.
- Is there a level entry, ramps or steps to these areas? If steps, how many? Can the areas be accessed by lift or escalator?
- What is the clear door opening width of the doors to each area, taking into account any obstacles?

- Describe the layout. Is it level throughout or are there ramps or steps? Are there large spaces between tables for a wheelchair or pushchair?
- What types of seating and tables are there? For example whether chairs have arms and what the clear height is underneath the tables.
- How well lit are these areas?
- Describe the floor surfaces, for example tile, wood, rugs, carpet (thick/short pile).
- State any alternative formats your menus are available in for example on a blackboard or in large print. Can staff read out the menu?
- Is there anything extra you can provide to guests? For example do you cater for different dietary needs such as gluten free?

Grounds and gardens

- Provide clear photos of your grounds and gardens.
- Provide some basic information about grounds and gardens, for example the size of the areas and the type of landscape (woodland, lawn).
- State whether these areas are flat/undulating, stepped etc.
- Describe any paths or trails and state whether these are signed.
- What is the width of footpaths?
- Describe the surface of the footpaths, for example level, firm or uneven. Is gravel used?
- Give details of what seating is available, for example are there seats at regular intervals?

Where can I find out more?

Examples of Access Statements from Victorian tourism businesses will be provided on the Tourism Victoria website at: www.tourism.vic.gov.au

Tourism Victoria would like to hear from businesses that have developed an Access Statement.

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PROMOTE YOUR BUSINESS

Increasing and marketing your accessibility will benefit most of your visitors. The following tips will assist you to promote your tourism business.

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

Build relationships with your Regional Tourism Board, Visitor Information Centre and council to make the most of local marketing and promotional opportunities.

If your business caters for a particular group or demographic consider ways to attract this market.

Use positive images of people with a disability to ensure your marketing material reflects your customer base.

Not everyone receives information in the same way. Consider a range of formats and mediums when promoting your business, for example print and online.

"A realistic and detailed description of your accessibility means that travellers can be clear about what to expect. If you have good accessibility, it also a selling point – make sure this is advertised clearly."

Rebecca Feldman

Accessibility advocate
and explorer

What do I need to think about when promoting my accessible tourism business?

Target your marketing

Targeted marketing is often a key to success in the tourism industry. If your business caters particularly well for people with a mobility issue then consider different ways to attract this market, for example through preparing articles for 'seniors' magazines.

Talk to disability groups and organisations, disability respite services and tour operators catering for people with a disability. Many of these will have newsletters, websites and circulation lists which provide a good opportunity to provide targeted promotional material highlighting your accessibility features.

If your staff have specific training or skills promote these. For example even a little Auslan (Australian Sign Language) will attract people who are Deaf.

International symbols for access are used to denote whether an organisation, building or business is accessible in a certain way. For example the wheelchair symbol indicates access for individuals with limited mobility and there are also symbols to indicate that assistive listening devices are available or information can be provided in Braille. Avoid false advertising.

The Graphic Artists Guild has a list of symbols on its website: www.graphicartistsguild.org/tools_resources/downloadable-disability-access-symbols.

Make the most of access improvements

Over the past few years, several tourism businesses, particularly accommodation providers, have expressed concerns that they have improved their accessibility but have not received an increase in visitors with a disability. The majority of disabilities are not visible. Therefore it is hard for a business to know for sure if this is the case.



Effectively marketing your level of accessibility by raising its profile through your website or your tourism board will lead to an increase in visitors with a disability.

Include people with a disability in advertising

One in five people has a disability. Using positive images of people with a disability will ensure that your marketing material reflects your customer base.

The following tips are taken from 'Reporting it Right – Media guidelines for portraying people with a disability' published by the Department of Human Services. The guidelines are available via www.dhs.vic.gov.au (search for 'reporting it right').

- Use photos that show the person with a disability in a way that is positive and respectful, not as a victim or someone to be pitied.
- Try not to include the person's carer or family unless it is absolutely necessary to support the person or central to the piece – show them as independent.
- Try not to show the person in isolation. Many people with a disability are active in the community.

Make the best use of digital technology

One of the main ways people discover new tourism experiences is through the web. Also it is worth noting that most people now access the web through smart phones.

Most businesses (but unfortunately not all) have their own website. This is where your Access Statement and quality photos of the experience you offer can be displayed. Website search optimisation will make sure people find your accessible tourism business. This means making sure that your business comes up in the search list when certain words are mentioned, for example 'accessible' or 'disability'.

For a small investment, promoting your business on tourism or disability websites can lead to substantial bookings. www.visitvictoria.com is the Victorian Government official tourism visitor website and identifies most of the experiences available in the State along with more than 3,000 business listings. Visit Victoria has been adapted to provide a space for your Access Statement. Appendix 1 provides more information.

There are many other websites that you can explore to promote your business including those relevant to the region that you are located within. For example if you are located in East Gippsland, then Destination Gippsland Limited manages a website suitable for your business. A full list of Victoria's tourism regions is included on www.tourism.vic.gov.au

Incorporate accessibility information into your printed material

Most tourism businesses develop a DL sized colour brochure outlining the experience that they offer. These size brochures are a handy size for most visitors, but also are able to fit into Visitor Information Centre brochure racks.

Remember that the font size should be 12 point minimum and a simple font such as Arial to assist people with a vision impairment.

You may not have sufficient room in your printed promotional material to provide comprehensive access information. In this case you can point people to your website where this should be provided in full. Having information in printed and digital formats also ensures that it is available to a wider range of visitors.

Talk to your Accredited Visitor Information Centre

Accredited Visitor Information Centres have an important role to inform visitors before and during travel. There are more than 70 accredited Visitor Information Centres in Victoria and these offer a high standard of impartial visitor information. They have also been shown to increase visitor length of stay and expenditure (South Australia Tourism Commission 2011).

These tips will assist you to promote your business and build an on-going relationship with your Visitor Information Centre:

- Inform your Visitor Information Centre of your product. Ensure that information is accurate and highlights your most accessible facilities or features.
- Invite the Visitor Information Centre manager to your property.
- Become a member of your local association.
- Display your brochure in the Visitor Information Centre.

Play an active role in your region and build partnerships

Apart from becoming a member of your local tourism association it is important to participate in any relevant campaigns that your Regional Tourism Board is undertaking. These campaigns are becoming increasingly digitally based.

There may also be other businesses in your area that can contribute to a great experience for travellers with disabilities. This should lead to a holistic approach to tourism in your area. For example, if the public transport, taxis, restaurants, accommodation providers and museums in your local area are accessible and work together, this can lead to an exceptional visitor experience.

Being a member of your sector association (through the Victorian Tourism Industry Council – VTIC) can provide you with up-to-date information relevant to your sector.

Participate in card and concession programs

Participating in the following programs provides your business with benefits including cross promotional opportunities, return customers and word of mouth advertising.

COMPANION CARD

The Companion Card can assist organisations and businesses that charge an admission or participation fee to comply with existing anti-discrimination legislation. Participating will create a positive image for your organisation and make your business more attractive to people with a disability, their friends and families.

The Card is issued to people with a significant, permanent disability, who can demonstrate that they are unable to access most community activities and venues without attendant care support.

It features a photograph of the cardholder and can be presented when booking or purchasing a ticket at events and venues, provided the cardholder requires attendant care support in order to participate at that particular activity. Affiliates agree to issue a Companion Ticket, at no charge, to cardholders who require attendant care support from a companion to participate at the venue/event.

www.companioncard.org.au

CARER CARD

The Carer Card program has a wide range of discounts and benefits on offer from businesses, local government and community organisations.

All participating businesses will be listed in printed and online business directories. A range of promotional materials are provided to assist your business communicate its participation in the program. www.carercard.vic.gov.au

SENIORS CARD

By providing a benefit to Seniors Card holders, your business will be helping older Victorians to continue to live independent, active and healthy lives. The Seniors Card offers free marketing and paid advertising to participating businesses.

www.seniorsonline.vic.gov.au/Home/Seniors-Card/Seniors-Card-Home.aspx

Promote your awards and accreditation

Many tourism award winners at a regional, state or national level do not display and promote their success in these award programs. Often these programs include an element of accessibility in the judging criteria. It is important for businesses to mention this in any promotions that they undertake, especially if awards related to accessibility. Tourism Accreditation such as the Australian Tourism Accreditation Program (ATAP) also recognises accessibility.

‘Earned ink’

Editorial content in magazines and newspapers is one of the most affordable and effective means of marketing a business. To achieve this, an interesting story on your accessible business should be pitched to relevant magazines or your most suitable regional or State newspaper. Your Regional Tourism Board or Tourism Victoria can assist in this regard.

The media has an insatiable appetite for new stories, so it's important to know how to work with them to get your story out to relevant markets. Publicity gained through media campaigns and media familiarisation tours is commonly described as ‘free’ because compared to advertising, there is little cost involved. There are however, none of advertising's guarantees of placement or message. Editorial publicity is acknowledged as more valuable than advertising because the consumer knows that editorial has not been paid for, which makes it more credible. On certain occasions editorial will also provide far more detailed information and more visuals than an advertisement.

Don't underestimate word-of-mouth

While all the above suggestions are useful, the most valuable tool for attracting new customers is ‘word-of-mouth’ or referrals. If your visitors have a rewarding experience they will tell others. This is especially important with the increasing usage of websites such as Trip Advisor and disability specific travel advisory websites.

Avoid false advertising

It is important that businesses don't claim to be accessible when they are not. The Australian Consumer and Competition Commission (ACCC), using the Trade Practices Act, is concerned by businesses which are not able to back up their marketing claims. ‘Greenwashing’ (claiming to be environmentally sustainable when this may not be the case) is a current focus of the ACCC, but accessibility claims are also likely to attract its attention.

Keep us informed

If a substantial number of businesses become more accessible and are willing to promote their accessibility, Tourism Victoria will consider a cooperative marketing campaign in the future that collectively promotes some of the best accessible tourism businesses and experiences offered in Victoria.

Where can I find out more?

Targeted marketing

Newsletters

InfoXchange, the Disability Advocacy Resource Unit and the Self Advocacy Resource Unit produce newsletters that are promoted widely to people with a disability and the broader disability sector:

www.disabilitynews.infoxchange.net.au

www.daru.org.au

www.saru.net.au

Disability organisations

Your Rural, Metro or deaf Access Officer can provide you with details of local disability organisations and groups.

Contact details are available via www.dhs.vic.gov.au (search for 'rural access').

The Disability Advocacy Resource Unit has developed a directory of disability advocacy organisations. This allows you to search by region and disability type.

You can view the directory online at:

www.daru.org.au/organisations

Tour operators specialising in accessible and disability travel

A comprehensive list of disability tour operators is available online at www.disabledtravelers.com/tour_operators.htm

Online databases for accessible travel

Having details of your tourism business included on online databases is a good way to increase the visibility of your business.

Travelling Chair is a new networking site where people with access needs can rate, review and share information on public venues. You can search for venues in your area including accommodation, retail and places to eat by town or suburb. www.travellingchair.net

Australia for All is an international web site devoted entirely to accommodation, leisure and venues which are accessible to tourists with disabilities. You can search for tourist accommodation and venues in Victoria by region. www.australiaforall.com

E-marketing

The Australian Tourism Data Warehouse has produced a guide called 'Delivering clear e-knowledge to the tourism industry'. This is a useful guide and tutorial for learning about the digital world including social media. www.atdw.com.au/media/1558/tourism_e_kit.pdf

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DEVELOP A BUSINESS PLAN

Developing a business plan to improve access will assist you to plan and budget for improvements over time. The following points should be considered when embarking on this process.

Integrate accessibility into your broader business plan to create a sense of shared ownership and raise staff awareness. Include staff in your planning process.

Involve people with a disability, families and carers in the development, delivery and review of your business plan. As experienced travellers they can provide you with practical and innovative solutions to improve access to your business.

Including accessibility in your business plan can assist you to comply with Victorian and Commonwealth anti-discrimination legislation.

Focus on the 'easy wins' first and look at more challenging tasks over time. Many changes cost little or no money and access consultants can assist you to plan for more significant changes over time.

"Having a disability action plan has turned 'issues' into opportunities by building staff confidence and organisational focus to achieve an inclusive visitor experience."

Carolyn Long

Front of House Coordinator,
National Gallery of Victoria

How can including accessibility in my business plan help meet legal obligations?

In Victoria, the laws that inform the legal obligations to promote and uphold the rights of people with a disability are the:

- Victorian Disability Act 2006
- Victorian Equal Opportunity Act 2010
- Victorian Charter of Human Rights and Responsibilities Act 2006
- Commonwealth Disability Discrimination Act 1992
- United Nations Convention on the Rights of Persons with Disabilities

Public bodies are legally required to develop a disability action plan under the Victorian Disability Act 2006 to address four areas including access, community participation and employment. A number of Victorian tourist attractions have developed disability action plans in accordance with the Disability Act including art galleries, museums, libraries and festivals.

Taking a pro-active approach

The Australian Human Rights Commission says an action plan to improve access can be used as part of a defence should a complaint be made against an organisation under the Commonwealth Disability Discrimination Act 1992.

The Victorian Equal Opportunity Act 2010 includes a positive duty obligation. Instead of allowing organisations to react to complaints of discrimination when they happen, the Act requires them to be proactive and take reasonable steps to prevent discriminatory practices. For example making sure premises and services are accessible to people with a range of disabilities.

Developing a plan to identify and respond to discrimination over time is one way to demonstrate a proactive approach. Using this kit to review the information you provide and your policies and procedures is another way to demonstrate this. For example your business can review its brochures and online information to make sure they are accessible to people with a disability.

What can I include in my business plan?

You can include short, medium, long-term and on-going actions. For example:

- Short-term: Within six months
- Medium-term: Within a year
- Long-term: One year or more

The following template can be used as a guide. If it makes more sense, you can develop a stand alone accessibility plan and incorporate actions into your broader plan as a long term goal.

If your tourism business has a number of staff you may wish to add another column to allocate responsibility for certain actions, for example the customer service manager or facilities manager. This template is available in Word at www.tourism.vic.gov.au and can be adapted to suit your purposes.

Customer service and access

ACTION	TIMELINE	PROGRESS
Improve access to your reception: buy or hire equipment and make small changes to the way you provide a service.	Short-term	
Commission an access audit to identify and budget for specific access improvements.	Medium-term	
Improve access to your building and facilities based on the access audit.	Long-term	
Consider accessibility when updating electronic goods, furniture and fittings.	On-going	

Booking and enquiries

ACTION	TIMELINE	PROGRESS
Update your contact details to include your email, mobile number and information about the National Relay Service.	Short-term	
Include information about accessible local attractions to all visitors.	Medium-term	
Incorporate disability awareness training into customer service training or induction.	Long-term	
Seek feedback from people with a disability about how to improve your booking processes and make changes.	On-going	

Promotion and marketing

ACTION	TIMELINE	PROGRESS
Develop an Access Statement.	Short-term	
Promote your Access Statement to your Regional Tourism Board, Visitor Information Centre and via community and disability networks.	Medium-term	
Promote your Access Statement to other tourism businesses in your area.	Long-term	
Update your Access Statement and website as you improve the accessibility of your business.	On-going	

Customer feedback and consultation

ACTION	TIMELINE	PROGRESS
Review feedback forms and complaints procedures to ensure they meet minimum accessibility requirements and make these available in large print.	Short-term	
Review feedback forms to include questions on accessibility.	Medium-term	
Explore different ways to get feedback such as social media and Trip Advisor.	Long-term	
Record visitor feedback and include ideas for improvement in this plan.	On-going	



How should I review my business plan?

The following tips can assist you to review your business plan to respond to changing needs and make the most of new opportunities.

- Remember to keep copies and review the feedback you receive. Are people suggesting the same improvements?
- Undertake more in-depth research to plan and test out new ideas. Research doesn't need to be expensive.
- Get feedback from different people including people with a disability, families and older people. Approach your local disability advisory committee via your council or talk to local disability organisations.
- Regularly test any accessible equipment you have purchased and make sure all staff are trained on how to use it.

Where can I find out more?

Disability action plans

The Office for Disability, Department of Human Services website has a section called "Disability action plans" including links to further resources and information.

www.dhs.vic.gov.au (search for 'office for disability')

The Australian Human Rights Commission website contains a register of disability action plans including several Victorian tourist attractions.

www.humanrights.gov.au/disability_rights/action_plans/register.html

Legislation

The Victorian Equal Opportunity and Human Rights Commission website includes further information about the Victorian Equal Opportunity Act 2010 and Charter of Human Rights and Responsibilities 2006.

www.humanrightscommission.vic.gov.au

The Australian Human Rights Commission website includes a guide to the Commonwealth Disability Discrimination Act 1992.

www.humanrights.gov.au/disability_rights/dda_guide/dda_guide.htm

APPENDIX 1: USE VISITVICTORIA.COM TO PROMOTE YOUR ACCESSIBLE TOURISM BUSINESS

What are the benefits of listing my business on visitvictoria.com?

To be a part of visitvictoria.com you need to register a username and password, and then create and submit your business listing. Any information that appears on visitvictoria.com is managed and updated directly by you and can be updated as often as you like.

Once live, your listing can be found under the quick search and category search functions (for example accommodation search). It can also be found via Google and other search engines.

A big benefit of visitvictoria.com listings is they are distributed to approximately 50 other websites including about-australia.com and pleasetakemeto.com via the Australian Tourism Data Warehouse (ATDW). This is a free service and means you only have to enter your business details once. Being listed on the ATDW means that you will also be able to sell inventory through their open booking platform, Tourism Exchange Australia (TXA).

How do you register your business on visitvictoria.com?

To register your business listing there is an annual fee of \$250 (including GST). However, if you are accredited with programs endorsed by the Australian Tourism Accreditation Program (ATAP) you can register at \$100 (including GST). If your business is accredited, please select the appropriate accreditation program when registering. For information on how to become accredited, please contact ATAP on (03) 9620 4199. Payment can be made directly online by credit card or BPAY, alternatively you can print an invoice for cheque payment.

Register and create your new listing:

1. Go to my.visitvictoria.com/register
2. Watch the video tutorial to learn how to use the system
3. Register as a new user by pressing the 'Register' button on the left hand column.
4. Fill in the template with your business details and click 'Register' at the bottom of the page.
5. You will receive an email to verify your account. Click on the link on the email to verify your account.
6. Go to my.visitvictoria.com and login with your username and password.
7. Click the 'Create a new listing' icon on the top left corner of the screen
8. Work your way through the Wizard and click on 'Submit' when finished.
9. Pay for your listing. Credit Card, BPAY, and Cheque are accepted.

Things to have ready include a description of your business (up to 300 words) and at least 1 photo of your business. You can upload up to 9 images.

How do you include information about how accessible my business is?

There is also space under Accessibility to provide your Access Statement. This is currently represented through the internationally recognised Wheelchair symbol:



A checklist is also provided to enable your business to ensure all the accessibility relevant issues are included.

Once submitted, your listing will be sent to us for Quality Assurance and your information will be published within 1–2 business days.

If you require anything further please contact Tourism Victoria via the Support Desk on 1300 306 366 Monday – Friday 9am – 5pm.

Further information

For further information including how to obtain a copy of the resource kit please contact Tourism Victoria:

Tourism Victoria
GPO Box 2219T
Melbourne, Vic 3001
Ph. (03) 9653 9777
www.tourism.vic.gov.au
feedback@tourism.vic.gov.au

Accessibility

If you would like to receive this publication in another format please contact Tourism Victoria:

Tourism Victoria
GPO Box 2219T
Melbourne, Vic 3001
Ph. (03) 9653 9777

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- Local government tourism, business and economic development units
- State government departments and statutory authorities

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www.visitengland.com

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Disclaimer:

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