

# INCLUSIVE TOURISM IDEAS

Unlimited Possibilities



Tourism for all is the “right for all of the world’s citizens to experience the incredible diversity of our planet and the beauty of the world in which we live”.

- United Nations World Tourism Organisation 2016 (UNWTO)



# INCLUSIVE TOURISM IDEAS

Unlimited Possibilities





Inclusive Tourism IDEAS is produced by IDEAS Inc.

IDEAS acknowledges the traditional owners of country throughout Australia and their continuing connection to land, sea and community. We pay our respects to them and their cultures, and to elders both past and present.

© IDEAS Inc. Information on Disability Education and Awareness Services.

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# Supply and Demand-ing Accessibility



## Inclusive Tourism - 'A Rose By Any Other Name'

Accessible Tourism, Access Tourism, Universal Tourism, Inclusive Tourism, Barrier-free Tourism. There is no single universally accepted definition, and the concept is evolving as it is applied in more and more contexts worldwide.<sup>1</sup> IDEAS suggests you use the term inclusive tourism.

## Tourism for All <sup>2</sup>

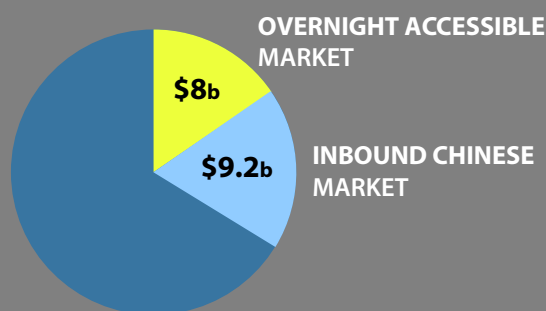
The United Nations defines Accessible Tourism as “the ongoing endeavour to ensure tourist destinations, products and services are accessible to all people, regardless of their physical limitations, disabilities or age. This includes publicly and privately owned tourist locations, facilities and services.” To this end, all stakeholders, Governments, international agencies, tour-operators and end-users, including persons with disabilities and their organisations (DPOs) play a role to form partnerships, and to co-operate across local, national and international borders to provide successful tourism products. Good practices in the whole Accessible Tourism Supply chain, from the very idea stage to implementation, are paramount to success. A single destination visit normally involves many factors, of accessing information, long-distance travel of various sorts, local transportation, accommodation, shopping, and dining. The impact of accessible tourism thus goes beyond the tourist beneficiaries to the wider society, ingraining accessibility into the social and economic values of society.

## Show Me The Money

The domestic value of the overnight Accessible Tourism Market in Australia is estimated in 2018 to be at \$8 billion<sup>3</sup>. This takes into consideration solo travellers, and those who travel with a carer/ others. To put this into perspective, the inbound Chinese Visitor Arrivals in 2016 was \$9.2 Billion in total spending, the second largest inbound market to Australia<sup>4</sup>. And, that, is just the tip of the iceberg.

## TOURISM'S CONTRIBUTION TO THE AUSTRALIAN ECONOMY

**\$8** AUSTRALIA'S  
OVERNIGHT ACCESSIBLE  
TOURISM MARKET  
**BILLION**  
OF A TOTAL \$55.3 BILLION

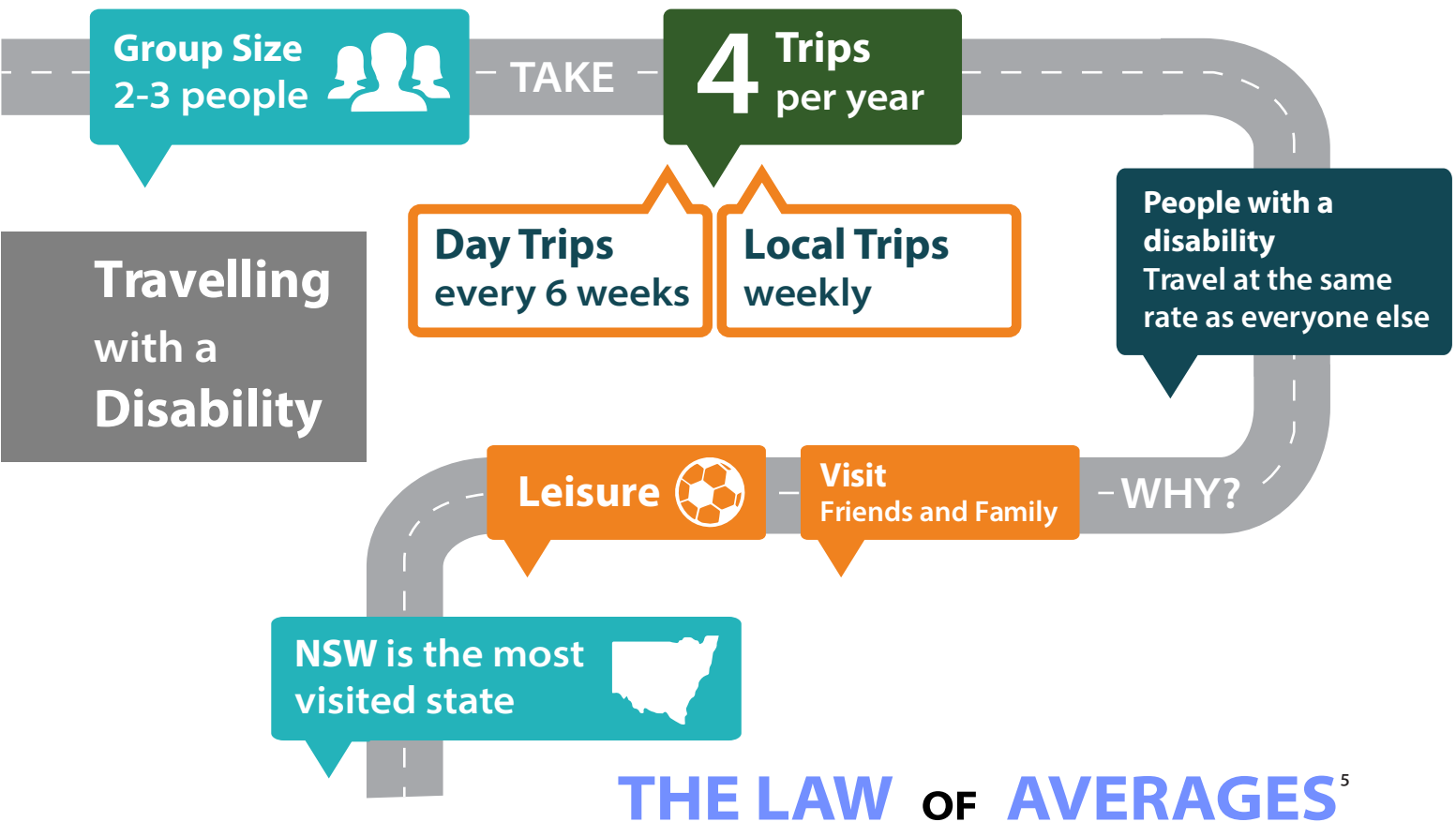


<sup>1</sup> European Network for Accessible Tourism, “What is Accessible Tourism”

<sup>2</sup> The United Nations Division for Social Policy and Development

<sup>3</sup> My Travel Research, Understanding the opportunity for Australia in Accessible Tourism, 2018

<sup>4</sup> Tourism Australia, China Market Profile 2017



## Iceberg Dead Ahead

Back to the iceberg, with approximately 90% of the iceberg below the surface, and, “invisible”, just like the millions of Australians living with disability, where a surprising 90% of people have an “invisible” disability<sup>6</sup>. Not easy to spot, conditions such as MS, hearing loss, diabetes, and epilepsy have their own challenges. The C word. Cancer. Another invisible disability – can have side effects such as incontinence, and, let’s be honest, toilets with washing facilities (for adults) can be like finding a needle in a haystack.

## Insider Secrets

It’s no secret that Australia’s population is ageing. Mobility, hearing, and vision impacts, and other considerations for travellers, are more prevalent than in past generations, with longer life expectancy and more desire (and economic freedom) for travel than ever before. When it comes to mobility, the needs of parents with prams and young children, as they juggle their way through pedestrian and environmental challenges, needs to be added to this list.

<sup>5</sup> My Travel Research, Understanding the opportunity for Australia in Accessible Tourism, 2018

<sup>6</sup> Australian Network on Disability

From the simple everyday tasks that can be taken for granted, toileting, and accessing a building, the barriers need to be broken down.

The launching of the NDIS, providing Australians under 65 who have a permanent and significant disability with the reasonable and necessary supports they need to enjoy and ordinary life<sup>7</sup> has, highlighted more than ever, the desire of people with a disability, to travel. The desire is evident, the demand is real, as for supply...

## Arrow Heads

The point? It's easy to see that whilst you may think you are not supplying the needs of the Accessible Tourism Market, you will not necessarily "see" or know. Furthermore, people from non- English speaking backgrounds will appreciate pictorial communication tools too. Multi-generational groups, such a families travelling together with grandparents, parents and children benefit with accessible facilities.

## Slice Of The Pie

Worth noting, is that the Accessible Tourism Market overlaps all market segments and trends. International visitors too. Weddings and Events, Cultural and Heritage Tourism, Nature Tourism, Cruise Ships etc

***The keys to tap into accessible tourism through existing general markets are:***

### Information

***Tick boxes below***

- Prominent and easy to find provision of details – print media, web media, alternate formats such as audio
- Subtitles on video productions
- Easy to understand information
- Pictorial Information (pictorial representation of facilities) (genuine pictorial marketing collateral to capture interest)
- Clear photography
- Marketing campaigns targeting accessibility

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<sup>7</sup> NDIS, About the NDIS





## Service Excellence

*Tick boxes below*

- Training and Education
- Respectful language
- Attitudes
- Simple touches – Flowers in the bathroom for example, offering alternate menu formats
- Innovation
- Inspire

## Local Knowledge

With regular day trips occurring frequently, the local market is not to be forgotten.

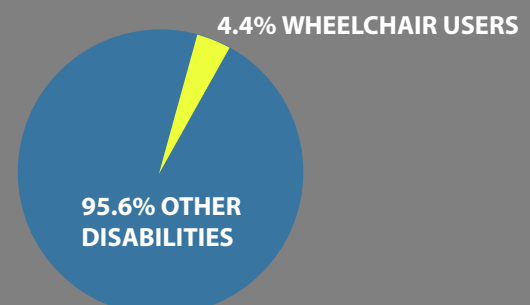
Visitors need to know the entire experience (the supply chain) is accessible. There is no point in travelling to accommodation for a holiday, if there are no accessible activities or attractions at the destination for a guest to do when they arrive. Learn about your area and share it with your guests, find synergies. Equip yourself with the resources to promote accessibility, and encourage others to do the same.

Information communication, infrastructure, and service excellence go a long way to support the choices of people with disability, so read on to see opportunities you can take towards accessibility in your tourism business.

## Mythbusters

**Only 4.4% of people with a disability are wheelchair users.**<sup>8</sup> The perception of big ticket changes, like door widening and building ramps, only cover a small segment of users and may not be the first steps you need to take. With a little thought and some small changes, you could be opening your doors to new opportunities.

**4.4% PEOPLE WITH DISABILITY ARE WHEELCHAIR USERS**



<sup>8</sup> Australian Network on Disability, Disability Statistics

## Tips for Accommodation Providers

Simple actions you can do right now. Develop an information sheet for staff with:

- Tick boxes below***
- Door measurements
- Height of light switches
- Height of air conditioning or heating controls
- Bed height measurements (clearance under the bed, clearance on each side of the bed, and the mattress height)
- How many steps to access a facility? Note if no steps. Note if a ramp is available
- Which side grab rails are located in bathrooms or showers
- Add a sign at parking area "for assistance, please call reception on XXXXX"
- Ask for feedback and be open to responses
- Have writing pad and pen available at all customer service points
- Note if you have step free routes
- Print and laminate your accessible features and keep it at reception

These are low cost changes you can easily make:

- Tick boxes below***
- Clear access ways of pot plants or obstructions
- Change your terminology (on websites and anywhere you provide information) – refer to Respectful language guide in this booklet
- Offer large print versions of hard copy information such as menus
- Use fonts with a minimum of 14pt and clear typefaces such as Arial, Helvetica, Tahoma, Trebuchet or Verdana
- Tick box menus
- Lower microwaves
- List inclusions (iron, microwave, toaster)
- Change pedal bins to a swing top bin
- List your accommodation on IDEAS Travel Directory. Contact [travel@ideas.org.au](mailto:travel@ideas.org.au)**

## **If You've Got It Flaunt It**

Information is the key. Provide the clear details, and the consumer can make an informed choice. Targeted marketing – build trust and combat stereotypes and prejudice with inclusive advertising portraying people with disability to promote positive perceptions.

Accessibility Guides (Access Statements) provide potential customers the information they need to make choices about visiting or using your product or service. Best practice is to have one regardless of how you view your level of accessibility. Add one to a new tab on your homepage so it is easy to find.

Cover all the bases, print media, website content, photographs... and don't forget to put flowers in the bathroom, fruit in the fruit bowl... make inclusive access look attractive too.

## ***Promote your successes Use testimonials***



### **Sample Testimonial**

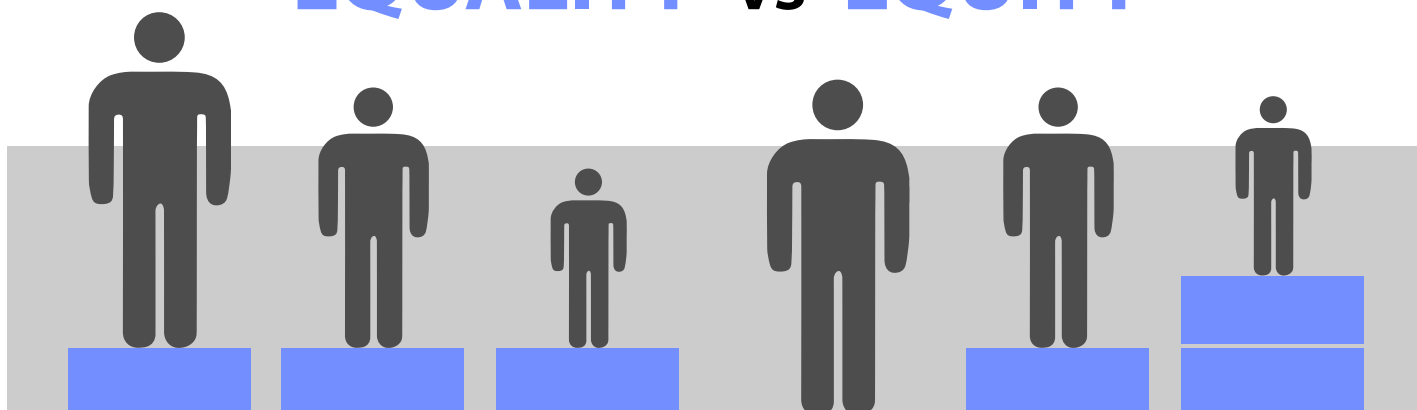
*“Yes I booked with the accommodation you provided information on. They were very accommodating and even have a shower commode. Am very happy, thank you for your help. Is there a way I can promote your site for other families?”*

*- Happy IDEAS customer, 2018*

# Equality vs Equity

An inclusive society is one which strives for equity over equality. The below illustration outlines how providing everyone with the same opportunities (this is EQUALITY - everyone gets a box to stand on) is not functional or particularly useful for the person who is not tall enough to see over the fence. EQUITY on the other hand, distributes the opportunities according to need, where the tallest person who can already see over the fence does not get a box, the medium height person who needs a box to see over the fence gets one, and the short person, needs and gets two boxes to stand on. This is not particularly safe practice in terms of health and safety concerns, however, it does illustrate the social problem at large.

## EQUALITY vs EQUITY



A truly inclusive and accessible society would be one in which there is no fence at all, and subsequently no need for any boxes to stand on. Removing barriers creates opportunities and experiences for everyone, not just people with disability. This is the ideal goal. If there are no steps in the first place, then there is no need for a ramp to be supplied as an alternative. This is the fundamental principle of universal design. Design which is functional, beautiful and easy to use and access, for everybody. This not only applies to empowering people with physical disabilities but also functions as a metaphor for all barriers to accessing all fundamentals of everyday living, including but not limited to, social, psychosocial, financial, and cultural and language barriers.

***'A truly inclusive and accessible society would be one in which there is no barrier at all.'***

# Social Inclusion



Integrating disability access into mainstream consumer services is good business sense for the 21st century. Creating an inclusive and all-encompassing end user experience is imperative for the development of an inclusive and accessible society as a whole.

In Australia, the term social inclusion has recently come into public focus. Social inclusion agendas have been developed by the South Australian, Victorian and ACT governments. In 2008, the Rudd Government established a Social Inclusion Board and a Social Inclusion Unit in the Department of Prime Minister and Cabinet. In 2014 the NSW government passed the NSW Inclusion act.

Social inclusion aims to create an equal opportunity society where people with disability and other marginalised groups can interact and participate in social and economic endeavours freely and without limits. Choosing to accommodate the needs of people with disability and to integrate some simple search fields which would make finding a disability accessible vehicle easier and simpler, would work to empower people with disability, their families and carers.

Let's work together to improve the accessibility of your tourism product by making it simpler and easier for people with disability to make choices relevant and useful to them!

*If you don't like something, change it.  
If you can't change it, change your attitude.*

- Maya Angelou

# Shifting Attitudes and Perspectives

TIME  
FOR  
CHANGE

How people with disability are perceived and received in a society directly correlates with how inclusive that society is as a whole. Facilitators or managers of public and commercial spaces need to be proactive in ensuring that people with disability are not only accommodated for, but also welcomed and treated with respect when entering such spaces. Public and commercial spaces should be inviting and welcoming for all, and people should not feel judged when entering and using these spaces.

Dr Debra Keenahan is an artist and academic from Wollongong NSW. She has a PhD and BA from the University of Wollongong and is a lecturer at Western Sydney University. She is also a person with dwarfism. Dr Keenahan's artwork, *Little Big Woman: Condescension*, which was on display as part of The Big Anxiety festival in Sydney in 2017, aims to shift the attitudes and perspectives of its audience, illuminating the lived experience of someone living in society who is different. This series of three dimensional, life sized prints of Debra's own body function as a self-portrait which literally looks down on the audience, flipping the lived experience of both the subject, a person with dwarfism, and the viewer, on its head. "Debra looks back at her audience to confront anxieties and start a conversation about living comfortably with difference, encouraging the audience to understand the need to avoid treating dwarfs like infants."<sup>1</sup>

Dr Keenahan notes that it is not her height that is disabling, rather, it is how people view and interact with her that has the most impact on how she lives her life and moves and exists within society. Being treated as a curiosity or as a child is a dehumanising experience. Being stared at, being mocked and abused or objectified is isolating and belittling. Speaking to ABC's Jane



Detail of Dr Debra Keenahan's artwork *Little Big Woman: Condescension*, 2017.  
Produced with support from the Australia Council for the Arts under mentorship of Louis Pratt.

Hutcheon on One Plus One in 2017, Dr Keenahan describes an experience she had while travelling overseas. An experience which people without disability, living and moving around in their day to day lives take for granted but one which she found particularly singular and exceptional in her lived experience as a person with dwarfism living in Australian society today:

*"I went to Italy. We were going around Pisa and I can remember, I started going "There's something funny about this place. Can't put my finger on it." And I remember when it struck me. 10 o'clock on the Thursday walking down the street in Pisa.*

*And I stopped dead. And I said, "I know what it is. Nobody's taking any notice of me." And they weren't. There were no furtive glances, there were no sniggers, [and] there was no staring. I, for the first time in my life, I was a face in the crowd.*

*That was my definition of freedom." – Dr Debra Keenahan, One Plus One, 19 October 2017<sup>2</sup>*

Freedom is the capacity to exist in an inclusive society in which people can move freely, free from judgement and free from notice. It is not a person's disabilities which limit them, it is the perceptions and attitudes of the people around them. Public and commercial spaces must embrace diversity and create accepting and inclusive spaces with access for all in order to instigate cultural and social change.

*"I imagine one of the reasons people cling to their hates so stubbornly is because they sense, once hate is gone, they will be forced to deal with pain."*

*- James Baldwin, The Fire Next Time*

<sup>1</sup>The Big Anxiety. (2018, Feb 28). Little Big Woman: Condescension.

<sup>2</sup>Keenahan, D. D. (2017, October 19). One Plus One. (J. Hutcheon, Interviewer)

# A 'Steele' Thing

*"We have to give our young adult the chance to be himself, to make decisions for himself, to learn from his mistakes"*



We have always been honest and transparent with Steele. Communicating to him the same way as we do with his sister. Yes, we sometimes address issues in a different way to that of his sister but the process is always the same... it is just with Steele it takes a little longer, at times a few steps forward and several back. Sometimes to differentiate I would say "it is a Steele thing" not a "normal thing or a boy thing" and we 'family and the circle of friends who know us inside and out' would all get it... What works and what is said in our family certainly may not work in other families. It is not all beer and skittles; we are not a perfect unit but we work hard and persevere obtaining some fantastic outcomes.

Recently 'our family' (Mum, Dad and 2 young adults) all travelled to the USA to spend a White Christmas with family and to celebrate Steele's sister's 21st birthday in New York. Planning for the trip started 10 months prior to our departure in early December. Steele was especially excited as he had recently travelled to the USA with a group of students and teachers from his old school as a mentor. To top it off, we were visiting the same cities that he visited with the group... which meant we wouldn't hear the end of it, very much a "Steele thing"... and of course, we didn't. Always making light of the situation, we often had to stop Steele mid-sentence because he was going to say something about New York (for the 50th time!). We did discuss with him that travelling with a family of 4 was way different to travelling with 18, 17 year olds. Travelling in winter was also going to be a tad different to travelling in the summer! It definitely was!

For most things, putting strategies into place for Steele has always been necessary to obtain some results, albeit at times, a long time in the making BUT there are times when the strategy doesn't work. He may have undertaken a particular task fifty thousand times and it just doesn't gel! You can't explain it but "it is just a Steele thing". It is extremely frustrating but yet we accept it and think of another approach when the same issue arises again. We keep on trying and trying and yes, so does Steele... and yes, it is still exasperating and annoying for us all!

There are some things you just can't teach, some things are beyond your control... you have to experience it to learn from it (good and bad)... but this is not a "Steele thing", this is a "normal thing"... no other word for it but normal! At the same time, we have to give our young adult the chance to be himself, to make decisions for himself, to learn from his mistakes, to overcome his anxieties, which are sometimes brought on by his parent's anxiousness (and we all have those anxious moments).

We gave Steele freedom and independence while travelling and with that comes responsibility something we have to teach and show him... but this is "just a Steele thing" ...or is it?

Steele, his real name, 23, lives with a little bit of everything. He has never fitted into a "box" but when he has had to, he comes under the heading of "mildly intellectually disabled" or is it "mildly intellectually impaired" or 'just Steele'.

*- Kim Doherty, Steele's mother*



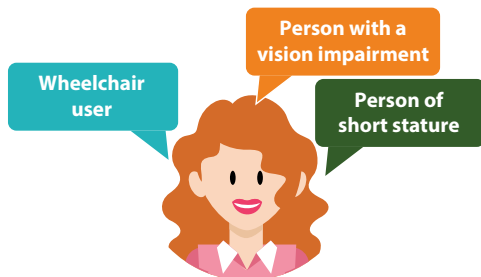
# Respectful Language



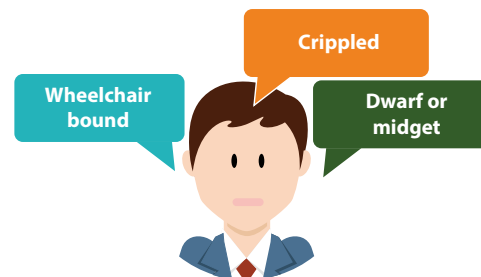
Referring to people with disability in respectful and sensitive terms is extremely important. Using certain outdated phrases can easily make a person with disability feel isolated and degraded. Please be mindful when referring to people with disability and accessible rooms, attractions, experiences, events etc., that the words you use have a direct correlation with how people are made to feel about themselves. Make sure you place the person first, and their disability second:

When referring to a person:

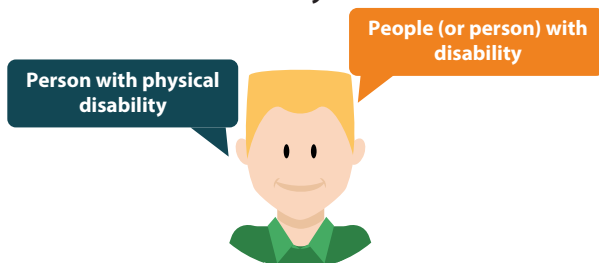
Say:



Don't say:



Say:



Don't say:



When referring to a person:

Say:



Don't say:



# 6 Tips for Planning An Inclusive Event



When organising an event, no matter how big or small, provision needs to be made to ensure accessibility and inclusion for all. Accessibility goes beyond physical considerations (although these are essential), and needs to be considered in every element of the event, and at every point of engagement with your potential guests or patrons. Making events more accessible and inclusive means more people will be willing and able to attend and participate.

Below are six areas where accessibility is extremely important, and some key considerations to ensure access and inclusion for all.

## 1 Venues

Full physical accessibility is a minimum requirement for best practice events. Venues need to be fully accessible and a continuous accessible path of travel to and around all areas, services and elements of the event needs to be provided. This accessible path of travel should start at the point where the person arrives at the event. This could be the carpark or the closest bus stop. A dedicated accessible drop off zone should also be considered, especially for larger events. It is important to consider your guests door-to-door experience in the venue choice. Venues close to a variety of accessible public transport options will increase the overall accessibility of the event.

## 2 Invites and RSVP's

To ensure the best experience possible for all guests it is important to ask them what their needs and preferences are. These questions can be included in the ticketing process or an RSVP. Information around dietary and specific access requirements should be considered both when planning and during the facilitation of the event.

## 3 Services and Facilities

Perhaps the most important feature of any event (and one that people will remember and talk about) is the welcoming, positive, 'can do' attitudes of the event and venue staff. Reception desks and customer service counters should include a lower level section for people using wheelchairs. Accessible toilet options should be located throughout the venue and be situated close to standard toilet facilities. At seated events, provision should be made for people using wheelchairs and mobility aids to sit with their family and friends. A quiet room or chill out space can be a valuable addition to an event, which allows people affected by noise, crowds and other stimulus to stay for longer periods of time.

## 4 Signage

All signage for the event should use clear simple language, appropriate internationally recognised symbols and be placed at points where directional decisions are made. Use of Braille and raise tactile signage should also be considered. The appropriate height for signage is between 1200mm – 1600mm. it is also important that event maps clearly display all accessible elements.

## 5 Audio Visual

Events including performance, film or presentations should include Auslan interpreters and/or live captioning. Some venues may already have hearing augmentation systems, which need to be clearly promoted in event collateral and at the venue throughout the event. Lighting should be effective and consistent in all areas of the venue, and strobe / flashing lights should always be avoided.

## 6 Marketing

It is no use having an accessible event if no one knows it's accessible. People with disability and mobility limitations rarely attend events without significant research and planning. All marketing should state that the event is inclusive and list key accessibility features. Websites should provide a comprehensive listing of accessibility features, facilities and services. It should also clearly state whether public transport options close to the venue are accessible, if there is an accessible drop off zone and/or accessible car parking.

Check in with IDEAS to access event planning resources which you can download from [www.ideas.org.au](http://www.ideas.org.au)

**The communication guides which follow are downloadable from the IDEAS Website, [www.ideas.org.au](http://www.ideas.org.au) or Freecall 1800 029 904 and ask for copies to be posted to you.**

# Designing for users on the autistic spectrum



## Do...

use simple colours



write in plain language

**Do this.**

use simple sentences and bullets



make buttons descriptive

**Attach files**

build simple and consistent layouts



## Don't...

use bright contrasting colours



use figures of speech and idioms



create a wall of text



make buttons vague and unpredictable

**Click here!**

build complex and cluttered layouts



# Designing for users who are D/deaf or hard of hearing



## Do...

write in plain language

**Do this.**

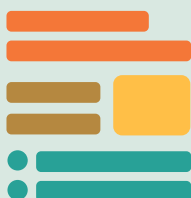
use subtitles or provide transcripts for videos



use a linear, logical layout



break up content with sub-headings, images and videos



let users ask for their preferred communication support when booking appointments



## Don't...

use complicated words or figures of speech



put content in audio or video only



make complex layouts and menus



make users read long blocks of content



don't make telephone the only means of contact for users



# Designing for users with dyslexia



## Do...

use images and diagrams to support text



align text to the left and keep a consistent layout



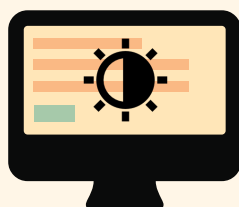
consider producing materials in other formats (for example, audio or video)



keep content short, clear and simple



let users change the contrast between background and text



## Don't...

use large blocks of heavy text



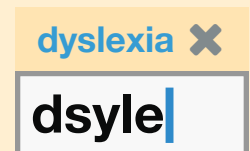
underline words, use italics or write in capitals

***DON'T DO THIS***

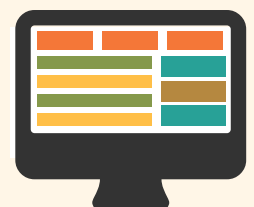
force users to remember things from previous pages - give reminders and prompts



rely on accurate spelling - use autocorrect or provide suggestions



put too much information in one place



# Designing for users with low vision



## Do...

use good colour contrasts and a readable font size



publish all information on web pages



use a combination of colour, shapes and text



follow a linear, logical layout

200% magnification



put buttons and notifications in context



## Don't...

use low colour contrasts and small font size



bury information in downloads



only use colour to convey meaning

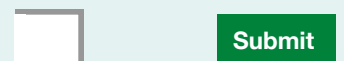


spread content all over a page

200% magnification



separate actions from their context



# Inclusive Access Standards



## The Rules

In 1992, Commonwealth legislation called the Disability Discrimination Act (DDA) was enacted, to protect people with disability against all forms of unfair or unfavourable discrimination. Thus ensuring that all people with disability in Australia enjoy full and equitable access to public life – including buildings, facilities, services, communication, information, education & public transport.<sup>1</sup>

The DDA applies to all existing and new public premises, including outdoor spaces, buildings and facilities. If a premise's does not provide equitable and dignified access, appropriate modifications should be undertaken.

Public places covered by the DDA include:

- Public footpaths & walkways
- Educational institutions
- Shops & department stores
- Banks, credit union, building societies
- Parks, swimming pools, public toilets and pedestrian malls
- Cafes, restaurants & pubs
- Theatres & other places of entertainment
- Lawyer offices & legal services
- Libraries
- Sporting venues
- Social & sporting clubs
- Government offices
- Public transport incl. trains, buses, ferries, trams, boats, ships & planes
- Dentists & doctors
- Hospitals
- Hairdressers & beauty salons
- Travel agents
- Government run services

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<sup>1</sup> Australian Human Rights Commission



## The Consequences

A complaint can be made against you or your organisation under the DDA if you do not provide equitable access. Complaints are made to the Australian Human Rights Commission who will undertake an investigation and conciliation process.<sup>2</sup>

## Building Code of Australia

The Building Code of Australia (BCA) contains technical provisions for the design and construction of buildings and other structures. It applies to new buildings and buildings undergoing significant renovation/refurbishment and outlines a variety of building classifications and the requirements for access to build within these classifications. These are mandatory requirements.

As part of its provision, the BCA references a number of technical documents, including the Australian Standards.<sup>3</sup>

The BCA and the DDA have to be complied with in their own terms. This means that in any case where the BCA imposes more demanding requirements than the DDA would, the BCA requirement must be complied with. In any case where the DDA is more demanding or broader than the BCA, the DDA takes precedence.

## Disability Access to Premises Building Standards 2010

The Disability Access to Premises – Building Standards 2010 aims to provide a nationally applicable set of access provisions to the building and design industry for new buildings and upgrade of existing buildings.

Premises Standards harmonises the requirements of the Building Code (BCA) and the Disability Discrimination Act (DDA) through incorporation of the Access Code into the Building Code.

The Access to Premises Standard generally align with the BCA and reference a range of Australian Standards relating to access.<sup>4</sup>

The DDA, Access Standards & Building Codes protect the right of people with disability; however, they are not the same thing. It is important to understand that the DDA generally (except when the BCA imposes more demanding requirements) takes precedence over State Legislation and Standards in relation to disability access issues. This means that even if an access issue/complaint is not covered under Access Standards or Building Code mandatory requirements, it can still be a problem under the DDA.

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<sup>2</sup> Australian Human Rights Commission

<sup>3</sup> Australian Building Code Board

<sup>4</sup> Australian Human Rights Commission

## Australian Standards (AS 1428) – Design for Access and Mobility

AS 1428 gives further detailed information about key access elements in buildings. There are many Australian Standards referenced in the BCA and Premises Standards and are therefore mandatory under this regulatory framework. Other Standards come under no mandatory framework and are therefore used as a guide to best practice.<sup>5</sup>



### CASE STUDY – Princess Royal Sailing Club WA

An aging membership has encouraged a small WA South Coast Sailing Club to think about expanding their membership by welcoming people of all ability through updating the physical accessibility to the premises and including inclusive programs, such as sailability and fishability during quiet periods of the week. Now with a membership more representative of the community, the numbers of people using the club on a weekly basis has more than doubled.

*'A mutual agreement between a club and its members that physical challenges should not stop anyone from experiencing the ocean.'*

“No amount of smiling at a flight of stairs...  
has ever made it turn into a ramp.”

- Stella Young (1982-2014)

<sup>5</sup> Standards Australia

# Universal Design and Usability Not Just About Standards



Referencing the Access Standards is a safe and effective way to ensure your premises and services are accessible. However, thinking practically about the usability of your space and service is also extremely valuable, and can also lead to increased usage of services & facilities and growth in customer numbers and diversity. Consulting a diverse range of customers and potential customers will give you some ideas around what's working and what's not working for specific groups, as well as priorities for change and design. Remember you need to think broadly about the whole community - elderly people, mums and prams, families and people with a range of abilities, including vision and hearing impairments. This means your space will need to provide equitable access for all, regardless of age, body size & shape and ability. Solutions that can accommodate everyone are the best – this is called Universal Design. For example - accessible toilets can be used by everyone but are essential for people with disability, and better suit the needs of elderly people with mobility limitations and mothers with children.

Use this checklist for good access:

***Tick boxes below***

- The main entrance needs level unobstructed access - including access by ramp or lift.
- All glass, frameless or fully glazed doors need a non-transparent contrasting line/strip no less than 75mm wide with the lower edge located at a height between 900 – 1000mm (for people with vision impairments glass doors or large frameless windows can be dangerous).
- Doorframes & significant building fixtures should be of a significant colour contrast to the surrounding surfaces.
- The clear opening space of any doorway should be at least 850mm or greater – IDEAS suggests 1200mm for best practice.
- There should be a clear unobstructed accessible path of travel from the entrance throughout the premises – including key building features such as reception desks, public meeting rooms, eateries and toilets.
- All internal and external access/pathways ways need to be 1000mm or greater, and need an overhead clearance of 2000mm.
- There should be appropriate wheelchair circulation space inside and outside of the principle entry to the building.



- Floor surfaces need to be firm, level and slip resistant.
- Door handles should be between 900 – 1200mm high.
- All public buildings should have accessible toilet facilities.
- If there is a non-accessible toilet provided, there should be signage available to direct users to the closest accessible toilet.
- All signage should be clear & concise with appropriate illumination for day and night usage.
- Depending on the users of the premises, the addition of Braille or raised tactile signage should be considered.
- Reception desks and service counters should include an accessible section at a height between 830 – 870mm. If not, provision needs to be made in customer service operations (e.g. table service).
- Hearing augmentation systems should be considered when providing face-to-face customer service or meeting/entertainment facilities for the public.
- Any space where people may be required to wait should feature seating with armrests and backs.



## Resources for more information

Disability Discrimination Act 1992, Government of Australia  
[www.ag.gov.au/premisesstandards](http://www.ag.gov.au/premisesstandards)

Building Code of Australia, Australian Building Code Board  
[www.abcd.gov.au](http://www.abcd.gov.au)

Guidelines in the application of the Premises Standards – Human Rights Commission  
[www.humanrights.gov.au/guidelines-application-premise-standards](http://www.humanrights.gov.au/guidelines-application-premise-standards)

Disability (Access to premises – Building) standards 2010, Government of Australia  
[www.ag.gov.au/premisesstandards](http://www.ag.gov.au/premisesstandards)

IDEAS -  
[www.ideas.org.au/category/front/out-about](http://www.ideas.org.au/category/front/out-about)

# Business Benefits Of Companion Cards

*Companion Card promotes the rights of people with a disability, who require a companion, to fair ticketing at events and venues. Companion card is a National program administered by the state you live in.*

*The Companion Card is for people with significant permanent disability who can demonstrate that due to the impact of the disability they are unable to attend most community activities or events without attendant care, and that need is life-long.<sup>1</sup>*

Companion Cards entitle people with disability to be assisted by a companion or carer to enter a space, business, event or transport without incurring extra cost for the entry of the companion or carer. There are a number of benefits for businesses who choose to participate in the Companion Card scheme. The primary benefit is that doing so meets anti-discrimination disability legislation. If a business charges a fee for entry or participation in an event or activity, they should consider becoming a participant of the scheme.

### **Benefits include:**

- Meeting corporate social responsibility requirements by allowing people with disability access and removing financial barriers to access
- Reducing complaints to the Equal Opportunity Commission
- Creating greater revenue through increased spending by people with disability and their companions or carers at accessible venues or other places of business
- Gaining access to an abundant and untapped target market

To become officially affiliated with the scheme, organisations are required to read the Companion Card Industry Handbook and complete and Industry Affiliation Form which can be downloaded from the National Companion Card program website or by contacting the relevant state/territory body.

**Website:** [www.companioncard.gov.au](http://www.companioncard.gov.au)



<sup>1</sup> [www.companioncard.org.au](http://www.companioncard.org.au)

# Access All Areas Case Study



## 10th Access All Areas Film Festival - A Step Forward

The Access All Areas Film festival celebrated their 10th year in 2017 by rolling out exciting new programs across six states and territories. This New South Wales based film festival screened in Tasmania, Victoria, ACT, NSW, Queensland and Northern Territory over the summer of 2017/18. Most importantly, this year AAFF took a firm step forward by including only films that reflect the lived experience of people with disability.

The AAFF Main Program showcased seven exceptional films from Australia, Iran, Finland, Holland and Italy and included two animations, two documentaries and three live action films. The films took their audiences on a glorious journey of suspense and intrigue, romance, hilarious comedy, heart- warming moments and new perspectives.



This international program of award winning short films screened in a range of community venues with a suite of accessible features including audio description, open captions and a kit for sensory screening with a social story. The program was flashing light free and all venues were accessible for people with mobility disability.

“We are very mindful that we are serving an audience that has often been excluded from the experience of cinema and not only as audience, but also as filmmakers. This year’s Festival won’t compensate for that loss but it will certainly place people with disability firmly in the centre of a lot of screens, across a large part of this continent and do so in environments that are increasingly accessible. We’ve searched the globe for the most entertaining and authentic short films for a program that will take the audience on a spellbinding journey,” said AAFF Festival Director, Jacqueline Cosgrove.

The audience for 2017 exceeded 35,000 across six states and territories.

*“We are very mindful that we are serving an audience that has often been excluded from the experience of cinema and not only as audience, but also as filmmakers.”*

The Bardic Studio's priorities for AAFF include sharing the lived experience of people with disability with increasingly large audiences across Australia, showcasing the capacity of people with disability, continually increasing the suite of accessible features offered and maintaining ongoing conversations with commercial producers, distributors and exhibitors about increasing access to cinema for all Australians.

The Bardic Studio is also ran in addition to the Main Short Film Program and Schools Program, a Children's Program and Corporate Program. The Children's Program has been embraced by many community organisations as a way to offer families with children with disability a relevant, accessible experience the whole family can enjoy together. The Corporate Program screened during lunchbreaks for people in large organisations, breaking down barriers and increasing opportunities for people with disability in the workforce.

IDEAS is a proud partner of the Access All Areas Film Festival.



**Consider running an accessible Film Festival in your town**



**Consider adding an accessible component to your existing Film Festival**



**Become a host venue for the Access All Areas Film Festival**

**For further information please contact:**

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# Rally Australia Case Study



The FIA World Rally Championship (WRC) is one of the world's most diverse, exciting, and gruelling motorsport competitions. Each of the 13 countries hosting the WRC, including Australia, presents a different scenic and cultural backdrop to an intense competition between manufacturers and drivers. Each November, the Coffs Coast in Northern NSW play's host to the Australian leg of the WRC.

Rally Australia provide accessible viewing options for spectators with disability/mobility support needs (access guests), plus their family and friends. Each day of the rally is covered by Accessible Spectator Point details. Timetables, Spectator Route Instructions, Spectator Overview, and a rally overview are available.

Every Spectator Point lists if accessible; parking, toilets and assigned viewing are available or not, additional notes may state information such as:

- Accessible point
- On grass
- Parking reserved
- With amenities
- Raised viewing area for wheelchairs next to grandstand

Simple specification tables are available for the spectator points. Example below:

Spectator	Point Name	Accessible Access	Accessible Parking	Accessible Toilet	Assigned Viewing	Comment
Coffs Service Park	Rally Australia Service Park	Yes	Yes	Yes	No	Parking is in grass paddock, entry from behind Cunningham's off Pacific Highway. No entry from Stadium Drive.
Fri-1	Blueberry	Possible with assistance	No	No	No	Parking in grass area, entry through paddock from gravel road. Assisted access will be required. Access not good for any lowered vehicles.
Fri-2	Weirs	Not recommended	No	No	No	Not recommended for wheelchair access due to banks on side of roads to access point.
Fri-3 / Sat-6	DNSW SSS	Yes	Yes	Yes	Yes	Accessible point, on grass, parking reserved, with amenities and raised viewing area for wheelchairs next to grandstand.
Sat-1	Talarm Hall	Yes	Yes	Yes	Yes	Accessible point, on grass, parking reserved. With amenities.



## Sample information

### **SAT 1 – WELSHS CREEK STAGE – Talarm Hall**

Intersection Talarm Rd & Rhones Creek Rd, TALARM, NSW, 2447

**Morning session** – First car due at 7:23 am

**Afternoon session** – First car due at 12:27pm

- Parking along roadside leading to spectator area and a small paddock area close to the spectator area.
- Food & drinks available at site.
- Toilets available.
- Accessible access location.
- This site offers a good open spectator area, with raised viewing area. The cars come towards the point around a series of left and right turns, past the site and sweep off the dirt onto bitumen and another 90\* right turn away downhill from the point.

### **SAT 5 – RACEWAY STAGE – Mailmans**

Mailmans Track, VALERY, NSW, 2454

Access to site via Valery Road, Raleigh

- Parking on site
- Food & drinks available at site
- Toilets available
- Accessible access location
- This site is set in a natural amphitheatre. Great views of the entire SSS layout, here you can see the start, middle and finish of each car run. Plenty of shade in the spectator area, this is a great family friendly spectator point.
- Note your Eat your Dust Saturday Day Ticket or 3 Day Get Me Everywhere Ticket gets you into this stage.
- Tickets are available to purchase at the gate for \$10 per adult, with kids 18 years and under free.

# Brisbane Airport Case Study



In 2017 Brisbane Airport became the first “dementia friendly airport” in Australia. Hoteliers, town centres, attractions, and transport hubs all overlook the aging Australian and international traveller as well as travellers with dementia to their own disadvantage.

The need to cater for travellers with dementia is likely to be a matter of increasing necessity with the projected rise in people living with dementia in Australia approaching 1.1 million by 2056.<sup>1</sup>

People with dementia in Australia fly on average twice per year, with the most common trip being for leisure.<sup>2</sup>

Brisbane airport has worked with a range of specialist partners and academics to provide a seamless customer centric experience at their airport. This includes volunteer airport ambassadors and airline staff who have undertaken training throughout the process.

Wheelchair assistance is recommended even if the person with dementia does not have any problems walking. This means the person with dementia does not have to withstand the sensory overload that is the airport and its shops, crowds and gates while maintaining their dignity and successfully finding their way.

Top tips for communities and event planners striving to be dementia friendly:

- Provide lanyards for people who have identified as visiting with dementia and ask their carer to fill in or have ready any important information including name, medications and emergency contacts
- Have free or hireable wheelchairs with refundable deposits for use while at the event
- Provide free water stations
- Provide seating away from frenetic activity where site lines to the stage, displays or activities are still available
- Consider hiring or loaning out noise cancelling over ear headphones to protect against over stimulation and distress

Guides for travelling with dementia are available to download from Dementia Australia<sup>3</sup> and Dementia Kit<sup>4</sup> online and can provide further insight into catering for people with dementia and increasing community participation and social inclusion.

<sup>1</sup> [www.dementia.org.au/media-releases/2017/dementia-friendly-takes-off-at-brisbane-airport](http://www.dementia.org.au/media-releases/2017/dementia-friendly-takes-off-at-brisbane-airport)

<sup>2</sup> [journalofdemintiacare.com/making-air-travel-easier-for-people-with-dementia](http://journalofdemintiacare.com/making-air-travel-easier-for-people-with-dementia)

<sup>3</sup> [www.dementia.org.au/files/NATIONAL/documents/Travelling-with-dementia.pdf](http://www.dementia.org.au/files/NATIONAL/documents/Travelling-with-dementia.pdf)

<sup>4</sup> [dementiakt.com.au/wp-content/uploads/2017/06/2357\\_DTAQLD\\_SmoothJour\\_Guide14\\_web.pdf](http://dementiakt.com.au/wp-content/uploads/2017/06/2357_DTAQLD_SmoothJour_Guide14_web.pdf)

# Accessible Parking



An estimated 4 million Australians identify as having a disability. There is an opportunity for businesses to unlock this previously untapped target audience. The potential revenue is estimated in the region of \$8 billion, so it is definitely worth investing in inclusive adaptations and designs to maximise usability of commercial spaces.

Under State and Federal law, businesses and event organisers have a responsibility to avoid discriminating against people with disability and to actively work to remove barriers. Creating an inclusive and accessible environment protects businesses and makes commercial spaces easier to access and more welcoming and open for everyone, including people with disability.

If there are convenient and accessible public transport connections close to the venue, be sure to communicate this to potential attendees clearly by being specific about the location of the nearest bus stop, train station and/or taxi rank etc. If travelling by car is the only option, providing accessible car parking is one key area of accessibility that any business, venue or event organiser should prioritise in their planning. Easy parking makes life a lot easier for a person with disability and makes them more inclined and able to attend your business, venue or event.

If the venue has its own car park, provide a clearly marked, designated accessible parking area. From the car park to the venue, the path should be wide, flat and clear of any obstacles to navigate.

When parking is limited, provide information about accessible parking within close vicinity to the venue as well as the quickest and most accessible route back to the venue.

## Drop off zones

Venues should also consider creating a dedicated accessible drop-off and pick-up zone. Making this well signposted and well communicated to staff will maximise its use and will increase audience numbers. This area should include ramps and rails to make access easier (if required and ensuring that these meets accessibility standards) and should be as close to the venue as possible, eliminating the need to travel long distances.

When patrons are leaving the venue, to make this experience easy and unencumbered, it is recommended that seating is provided for those who are unable to stand for long periods of time, especially if exiting a busy and crowded space with long queues. Dedicated stewards should also be considered, who are tasked with letting patrons know when their transportation has arrived at the designated pick up zone.

These tips, combined with a larger accessible event plan, should give everyone the opportunity to experience and participate in an event and increase attendance numbers. Building a more inclusive and accessible spaces by incorporating accessible parking and designated drop off and pick up zones in both commercial and public spaces is a simple and practical way we can create a more diverse and inclusive society.

# Changing Places And Accessible Toilets



People with disability, including wheelchair users and other people with limited mobility, can attest to the difficulties they encounter when navigating public and commercial spaces. One of those difficulties is access to appropriate and accessible toileting facilities. Accessible changing place facilities have full sized change tables and hoists which meet the Australian Standards required for people with limited mobility or other needs which require access and use of appropriate toileting facilities. An adult change room allows people with disability to get out and about, and enjoy their time knowing that their toileting and hygiene needs are catered for.

Changing places are becoming more common throughout Australia resulting from a concerted three year campaign by the “Changing Places” project. The project advocates for public toilets with full sized change tables and hoists in major public spaces across Australia, and funding rounds are available to Victorian not-for-profit organisations and/or local government authorities.

Each facility has:

- A height adjustable, adult-sized changing bench
- A tracking hoist system
- Space for two people
- A safer and cleaner environment

Iconic locations such as the Melbourne Cricket Ground (MCG) have great changing facilities on offer. Forward thinking attractions have begun to realise the potential of providing accessible facilities, as they attract more visitors, families and friends of people with a disability, which in turn allows people with mobility issues to return more frequently and stay for longer periods, improving independence and quality of life for people with disability whilst being good business sense in general. Aiming for a more inclusive and accessible society is good for everyone.

## National Public Toilet Map

The National Toilet Map is a benefit to all day trippers and travellers. The map (available as a website or app) shows the location of more than 16, 000 public and private toilet facilities across Australia. Detailing their accessibility, opening hours and facilities, such as showers and baby change facilities and may even feature photographs. The map can be searched by location, address or postcode, and offers trip planning for start and end points. Users can also register, login and suggest a toilet. Businesses and commercial spaces which have accessible toilets and changing facilities can register their facilities online.

For more information:

**Website:** [www.toiletmap.gov.au](http://www.toiletmap.gov.au)

**Phone:** 1800 990 646

## Make the most of your facilities:

- Don't use it as a storage space
- Measure the height of the toilet seat
- Measure the dimensions of the space
- Measure the height of grab rails
- Note if grab rails are on a single side (and which side) or on both sides, including drop down rails
- Consider heights of fittings
- Provide ample signage indicating where accessible facilities are located
- Unisex accessible toilets may be accessed by a person with an assistant, carer, or companion of the opposite sex
- Use a swing top bin
- For an existing space, simple touches like flowers, (good quality silks, dusted regularly, or fresh low scented varieties) can make the facilities feel less clinical or impersonal
- It doesn't have to be drab, or look like a laboratory. If you are building or renovating, consider how you can make the space welcoming with colour, style and appropriate fittings



Items like mops and highchairs need to be kept in a more appropriate place, like a storage room or cleaner's cupboard. Accessible toilets are only accessible if they are free from clutter which can create obstacles for wheelchair users and other people with mobility issues.

It is good business practice to have the dimensions readily available in case you are contacted with an enquiry.

Mirrors, hand wash and paper towel dispensers, hand driers and basins all need to be accessible from a low or seated position.

Pedal operated bins are not suitable for wheelchair users and people with limited mobility.

# Assistance Animals and Discrimination



## Out of the Dog House

It is a crime to refuse entry to someone because they are accompanied by an assistance animal. Assistance animals, like Guide or Seeing Eye dogs, are not pets. They are highly trained professionals whose occupation is to enable people with disability to move freely and with independence. It is important not to pet or interact with assistance animals while they are on duty or in harness.



## Guide Dog Discrimination<sup>1</sup>

**53%** of Guide Dog users experience discrimination

**40%** of Guide Dog discrimination occurs in cafes and restaurants

**41%** of those discriminated against said they had changed their routine as a result, including avoiding trouble areas or not taking their Guide Dog with them when they go out

**21%** of Guide Dog users experience discrimination in supermarkets

**21%** of Guide Dog users experience discrimination in taxis

**48%** of discrimination experienced in a café or restaurant occurred in a metropolitan area

**61%** of overall discrimination occurred in metropolitan areas

Don't forget that some disabilities are 'invisible' in that you cannot rely on identifying someone as having a disability by making judgements based solely on visual cues (nor should you). Do not presume or assume! Always ask and be kind and understanding when speaking to someone with an assistance animal. People with a disability have a right to move freely and independently within society with the aid of their assistance animal, even in places animals are normally not allowed.

It is courteous to offer access to drinking water for assistance animals, especially in a context where the animal and user are sitting or dwelling for long periods. This is a simple and kind gesture which can make the assistance animal and its user feel welcome and accepted. As the animal is assisting its user throughout the day, its opportunities for a drink may be few and far between.

<sup>1</sup> Guide Dogs NSW/ACT: Guide Dog Discrimination Fact Sheet: [www.guidedogs.com.au/files/guide-dog-discrimination-fact-sheetjpg](http://www.guidedogs.com.au/files/guide-dog-discrimination-fact-sheetjpg)

“I haven’t been everywhere...  
but it’s on my list.”

- Susan Sontag (1933-2004)



## INFORMATION ON DISABILITY EDUCATION & AWARENESS SERVICES

**53 Merivale Street Tumut NSW 2720**

tel (02) 6947 3377

fax (02) 6947 3723

email [ideas@ideas.org.au](mailto:ideas@ideas.org.au)

web [ideas.org.au](http://ideas.org.au)

