

Advocacy Initiatives for Accessible Tourism




CanGoEverywhere.com.au launched in 2015



The screenshot shows the homepage of CanGoEverywhere.com.au. At the top left is the logo with the tagline "Can Go Everywhere" and "Accessible travel for everyone - everywhere.". To the right is the "A-AA+" accessibility rating, social media icons for Facebook, Twitter, Google+, and LinkedIn, and two orange buttons: "LIST YOUR BUSINESS HERE" and "MEMBERS AREA". A blue navigation bar contains links for Home, Travel Directory, Travel News, Media, Blog, Forum, Ambassadors, and Contact Us. The main content area features a large image of a resort pool with the text "Let CanGo help you find Accessible Accommodation Accessible Services And More". At the bottom of this area is a search bar with a magnifying glass icon, the text "Where do you want to go?", and an orange "SEARCH" button.

Full Service Directory



 Accessible travel for everyone - everywhere. Fax form back to 02 5632 4901 or email to admin@cangoeverywhere.com

2 Category and Classification

Accommodation

Classification

- | | |
|--|--|
| <input type="checkbox"/> Apartments | <input type="checkbox"/> Hotels |
| <input type="checkbox"/> Backpackers and Hostels | <input type="checkbox"/> Motels |
| <input type="checkbox"/> Bed and Breakfasts | <input type="checkbox"/> Resorts |
| <input type="checkbox"/> Booking Service | <input type="checkbox"/> Retreat & Lodge |
| <input type="checkbox"/> Cabins and Cottages | <input type="checkbox"/> Wilderness Safari Retreat |
| <input type="checkbox"/> Farm Stays | <input type="checkbox"/> Self Contained |
| <input type="checkbox"/> Holiday Houses | <input type="checkbox"/> Caravan and Camping |

Accessibility Assessment Questionnaire

Accessibility:



Premises Description:

- Car Park ▲
- Reception Area ▲
- Restaurant ▲
- Conference Facilities ▲
- Common Areas ▲
- Common Area Toilets ▲
- Lifts ▲
- Guest Rooms ▲
- Bathrooms in Guest Rooms ▲
- Vision ▲
- Hearing ▲
- General Amenities ▲

Lack of Understanding

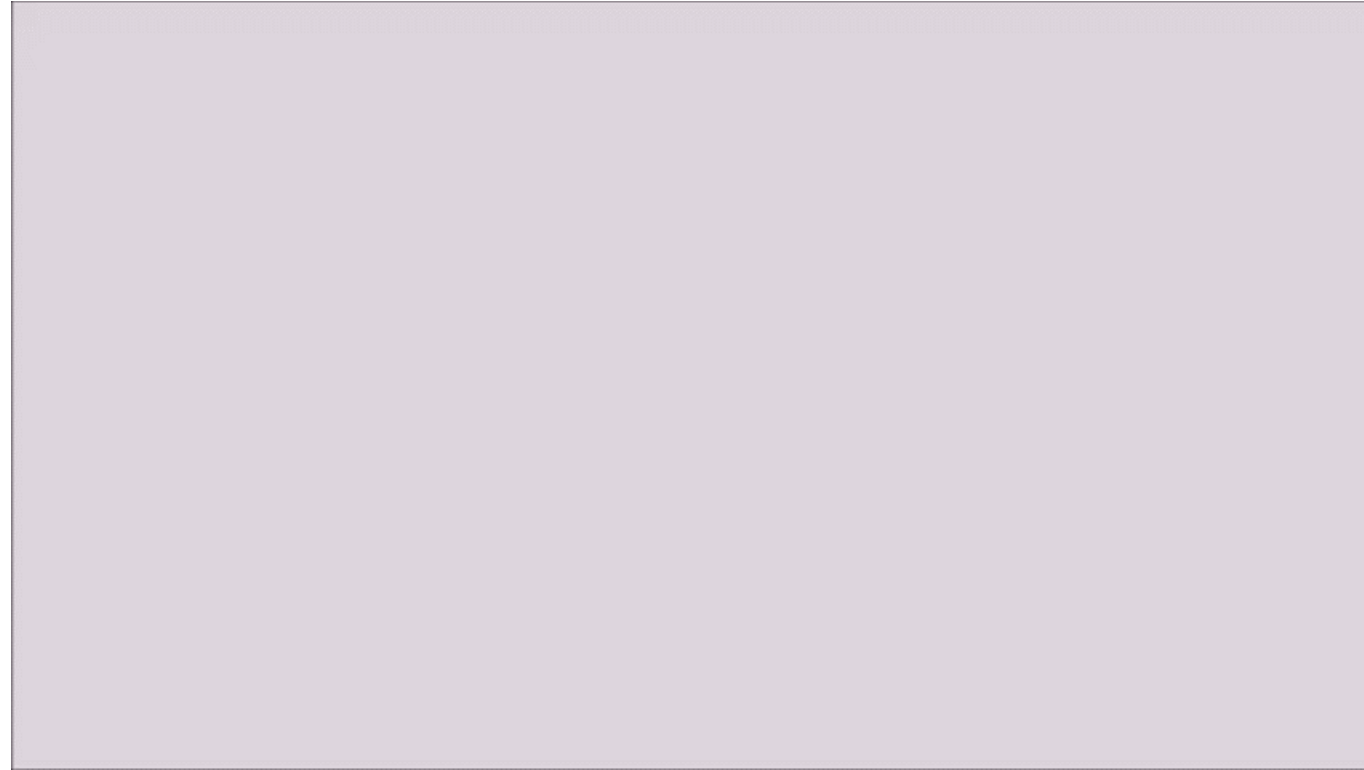


Businesses were not getting it!

Created Resources

- Explainer Video
- Designed Workshops
 - Introduction to Accessible Tourism
 - Disability Awareness Training for Service Staff
- Created Online Disability Awareness Training for Service Staff

Explainer Video



Destination Gold Coast Tools

- Cheat sheets
 - Language
 - Behaviour
 - Etiquette
- Accessibility Statement Template



PERSON FIRST

The person should always come first – not their accessible need. An accessible need does not define a person just as your hair colour does not define you. It is worth also remembering, people don't necessarily suffer just because they have an impairment and wheelchairs don't bind – they enable mobility.

YES	NO
A person with an impairment	A disabled person
A person who is blind	A blind person
A person with hearing impairment or is deaf	A deaf person
Example: Kurt Fearnley is an athlete who uses a wheelchair	Example: Wheelchair user, Kurt Fearnley

ACCESSIBILITY

Is it Accessible or is it Disabled?
If something is accessible, it means it is available for all. If something is disabled, it means it is not working. For example, you might disable your wi-fi which would stop people from using it.

YES	NO
An accessible lift	A disabled lift
Example: A lift that is accessible to everyone.	Example: A lift that is out of order.
An accessible bathroom	Disabled bathroom
An accessible parking space	Disabled parking space
An accessible entrance	Disabled entrance
An accessible hotel room	Disabled hotel room



Destination Gold Coast Workshops

- Introduction to Accessible Tourism
- Inclusive Customer Service
- Mentoring Program



Market Research Australian National Visitor Survey 2017



Combined Spend



\$3.3 Billion



\$2.9 Billion



\$2.7 Billion

Total \$8.9 Billion

Jan-Mar 2017 Tourism Expenditure



Destination Visitor Survey

Priorities for improvement

- Better Staff Training – 86%
- More Practical Information – 86%

Accessible Tourism Research Qld & Vic
1406 participants

Jellurgal Aboriginal Cultural Centre

Information within this document includes an [Introduction](#), [Overview](#), [Getting There](#), [Entry](#), [Experiences](#), [Amenities](#), [Contacts](#)



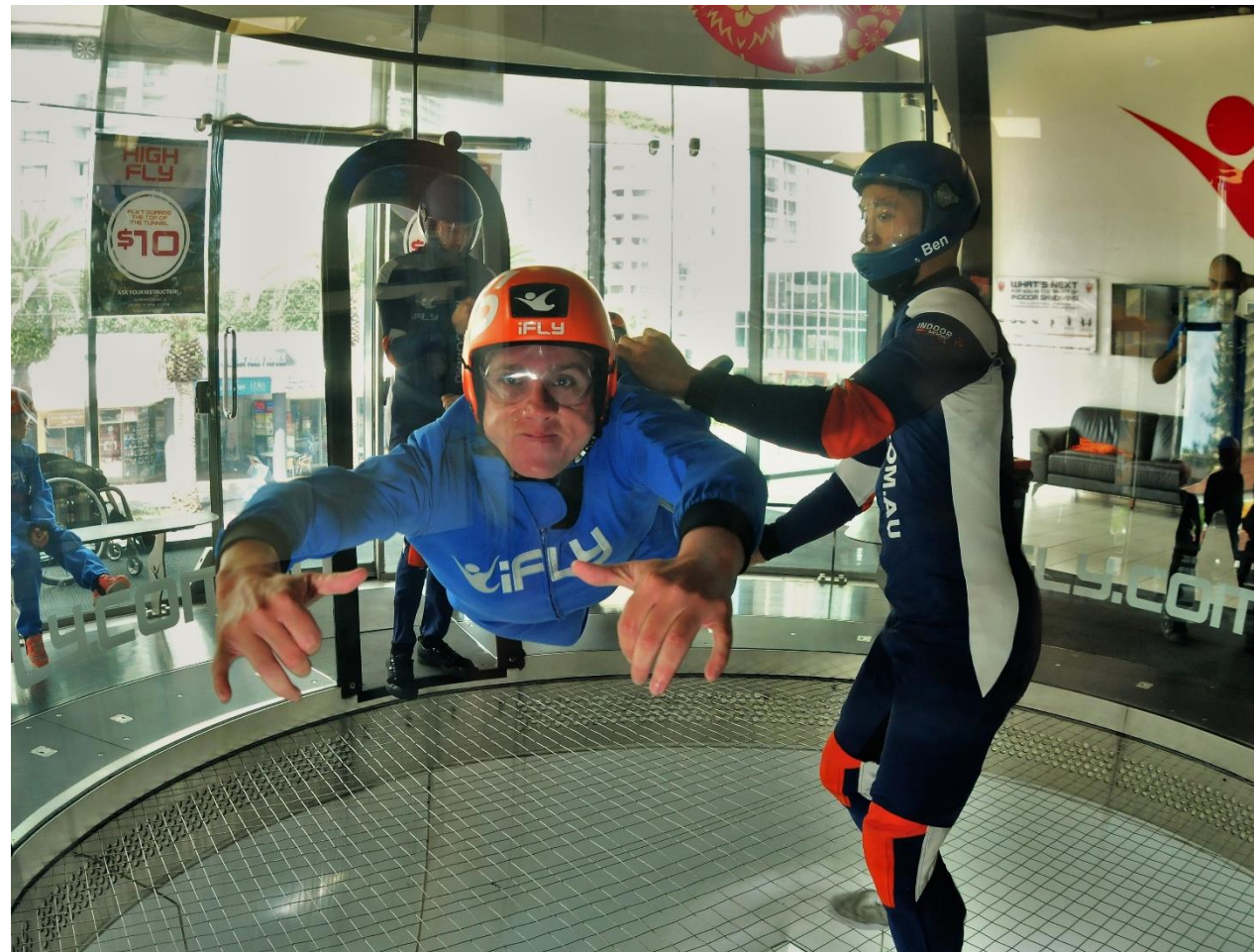
Information boards at Jellurgal

Introduction

Accessible Experiences Guides

- Ten venues
- Eight Published Guides

Advocacy and Outcomes - iFly

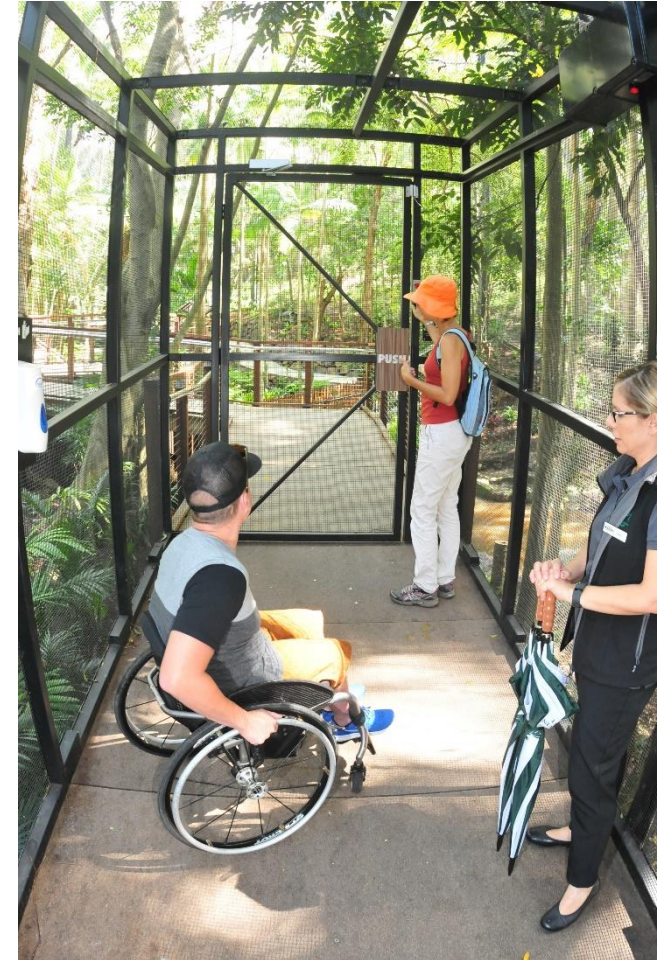
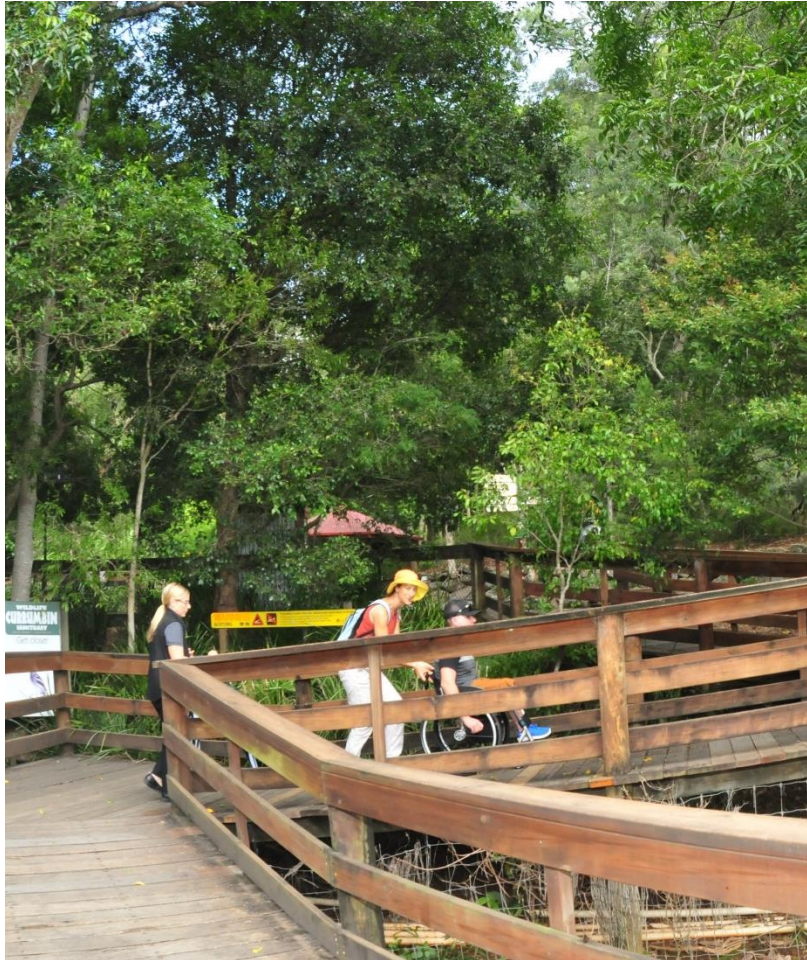


Advocacy and Outcomes - iFly



Advocacy and Outcomes

Currumbin Wildlife Sanctuary



Advocacy and Outcomes

Currumbin Wildlife Sanctuary





Creating Partnerships

- Bellingen Shire Council
- Coffs Harbour Shire Council
- Clarence Valley Council
- Southern Cross University



We Work Better Together!

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