

Better access is better business

Best practice guide
for accessible tourism





Foreword

Better Access is Better Business has been created by the City of Onkaparinga to support the tourism and business sector to cater for and attract a broader audience to this incredible region.

The program forms part of council's broader goal to have an accessible and inclusive city based on fairness and respect.

Aim of this guide

The aim of this guide is to create business and community awareness of the importance, benefits and achievability of improved access.

The guide features clear explanations, facts, and easy and cost-effective ways businesses can evolve their offerings and experiences to cater for people with diverse needs.



Is access and inclusion the same as disability?

Access and inclusion means every person (regardless of age, disability, gender, religion, sexual preference or ethnicity) can access and participate in all aspects of life. Inclusion within your business includes everything from how people physically access your business, to the attitudes of your staff.

Disability forms part of the diversity covered by access and inclusion and can be a long-term physical, psychiatric, intellectual or sensory impairment that, in interaction with various barriers, may hinder the person's full and effective participation in the community on an equal basis with others.

Accessible tourism - everyone is welcome!

Accessible and inclusive tourism ensures that everyone can access venues and services with ease while feeling welcome and included. It enables all people to participate and enjoy tourism opportunities.

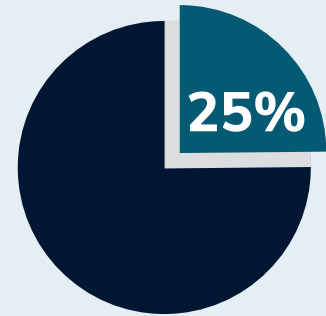
Australia's population is ageing and increasing, creating a growing market of travellers with accessibility needs. This untapped sector presents an immense opportunity for tourism businesses savvy enough to provide for them.



One in five Australians have a disability.

4.4
million

4.4 million Australians have a disability.



Accessible and inclusive tourism is growing and made up 25% of the tourism market in 2020.



Nearly 90% of people with disability take a holiday each year.



Two in five people with disability are 65 years or older.



17.1% of people with disability use mobility aids.



Only 4.4% of people with a disability in Australia use a wheelchair.



There are over 1 billion people with disability worldwide (15% of the world's population).

Sources:

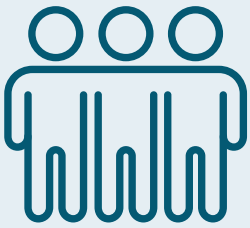
Tourism Australia (2022). "Accessible Tourism".

Australian Bureau of Statistics (2019). "Disability, Ageing and Carers".

United Nations World Tourism Organisation (2020). "Accessible Tourism".

Australian Network on Disability (2017). "Disability Confidence Survey".

Who benefits from an accessible and inclusive business?



Customers

Everyone benefits from good access and inclusive practices, but specifically:

- People who are blind or have low vision
- People with learning or intellectual disabilities
- People who are deaf or hard of hearing
- People with a physical disability
- People with reduced mobility
- Aged and frail customers
- Parents or carers of young children
- People experiencing a long-term illness
- People with mental health or psychological difficulties
- People with an acquired brain injury



Business/Economy

It doesn't just make ethical sense, it also helps business through:

- Better performance and productivity
- Innovation
- Greater market share
- Positive word of mouth and enhanced reputation
- Reduced 'economic leakage' to surrounding areas
- Customer service improvements
- Employee satisfaction



Community

Cohesive communities are the lifeblood of local economies and social harmony. Community benefits created through better business access include:

- Improved wellbeing
- Social connection
- Enhanced liveability
- Community pride
- Opportunities for recreation and enjoyment
- Education



Change your perspective

Go on a physical and virtual tour of your business. Start by travelling to your own business and consider possible difficulties in navigating your way there, drive into your own car park and then have a walk around. Think about how you would experience your business if you were unable to see, were hard of hearing, had difficulty reading, moving around or speaking. You will get some valuable insights into many of the barriers faced by individuals often taken for granted by those that aren't affected by them.



Reputation

Word of mouth is powerful! Studies have shown that people who receive inclusive services will pass this information on to their friends and family. Word of mouth can also severely impact your business based on negative reviews. People with disability are far more likely than people without disability to avoid an organisation and dissuade others because of an organisation's negative diversity reputation.



Better access doesn't mean high cost

Improving access doesn't have to be difficult or expensive. Changing customer service habits and developing soft skills across your business is one of the most practical and immediate things you can do. By encouraging your staff to be respectful, helpful and welcoming, most people including those with disabilities are more likely to become regular customers. The effort alone will be valued, but the result will be far reaching.

Ways to improve access



Make the most of customer service

Providing good customer service is always essential. Staff behaviour can have a major impact on creating a welcoming environment.

- Staff are friendly and willing to assist with any customers' needs
- Welcoming to needs of assistance dogs (e.g. toileting area)
- Staff participate in disability awareness training so they are comfortable in using inclusive language
- Staff understand that discriminating attitudes are not tolerated in your business
- Minimise loud noises such as background music
- Always focus on the person, not the disability
- Ask the customer if they need assistance before stepping in to help
- Make sure staff know the location of the nearest accessible toilet
- Seek and accept honest feedback



Make your business communication friendly

Communication can be a barrier to people using your business. Small changes can really make a huge difference.

- Use large easy to read fonts for publications, as well as braille and pictures where possible.
- Menus – do you have an inclusive menu for dietary requirements?
- Add voiceovers and captions to online videos, use TTY (teletype) and Teletext.
- Signage is clearly visible and easy to read
- Website is built with accessibility in mind
- Use short simple sentences with language that is simple and direct



Reduce physical barriers

Limit obstructions that might restrict people using your business.

- Locate accessible parking close to venue
- Minimise or remove objects in walkways to provide clear access
- Aisles allow room for mobility aids such as walkers and prams
- Entry and exits are clear and stepless, if possible
- Temporary ramps are available
- Steps have handrails
- Floor surface is non slip and free from trip hazards
- Service counter is at a height that is suitable for people who use a wheelchair
- The venue is well lit
- Seating is available and space provided for people using a wheelchair

Inclusive language guide

Do use	Avoid using
<p>Person with a disability</p> <p>Person with [specific disability], for example: person with down syndrome</p>	<p>Disabled, the disabled, victim of, suffers from, handicapped, special, stricken with, unfortunate</p>
<p>Person with a physical disability</p> <p>Person with [specify disability], for example: person with paraplegia</p>	<p>Physically challenged</p> <p>Paraplegic (which describes the person as their disability).</p>
<p>Person with a sensory disability</p> <p>Person who is [specify disability], for example: person who is deaf (or non-verbal)</p> <p>Person who is hard of hearing.</p> <p>Person who is blind or has low vision</p>	<p>The deaf, the blind, blind people, mute, dumb.</p>
<p>Person with a cognitive or neurodevelopment disability</p> <p>Person with [specify disability], for example: person with an acquired brain injury</p> <p>Person with ADHD (attention deficit and hyperactivity disorder)</p> <p>Person with a learning disability</p> <p>Person with autism</p>	<p>Brain damaged, brain impaired</p> <p>Hyper</p> <p>Slow</p> <p>Autistic person</p>
<p>Person with an intellectual disability</p> <p>Person with [specify disability], for example: Person with down syndrome</p>	<p>Mentally disabled, intellectually challenged</p> <p>Down's kids</p> <p>Downy</p> <p>Mongoloid</p>
<p>Person with a mental illness</p> <p>Person with [specify disability], for example: person with schizophrenia or a person with bi-polar disorder</p>	<p>Insane, mentally disabled, schizophrenic person</p>
<p>Accessible toilet, accessible parking space, accessible entry</p>	<p>Disabled toilet, disabled parking space, disabled entry</p>
<p>Person who uses a wheelchair</p>	<p>Confined to a wheelchair, wheelchair bound, immobile person</p>
<p>Person without a disability</p>	<p>Normal, non-disabled, regular person</p>



Inclusive Imagery

When visually portraying a person with a disability:

- Use photos that show the person with a disability in a way that is positive and respectful.
- Refer to the person's disability only if it is critical to what you are trying to show.
- Try not to include the person's carer or family unless it supports the objective.
- Try not to show the person in isolation unless this is the focus.

Things to consider

Thought-provoking access questions for businesses.

- Are you promoting your accessible advantages?
- Are you and your staff confident in providing customer service to people with disability?
- Have you done an audit of your premises and services from the perspective of access and inclusion?
- Would anyone require assistance with the entrance doors?
- Is there a clear path of travel outdoors to and from entrances/exits?
- Is the entrance at street level? If not, can a temporary ramp be used?
- Is there adequate seating for customers that may be elderly or frail?
- Do your steps feature contrasting edges or colours to clearly define?
- Do you offer equipment to the public such as bins and EFTPOS machines that are accessible, for example do they include braille features?
- Does your business have accessible emergency exits?
- Does the height of certain furniture enable enough room for mobility aids?
- Can someone with limited literacy order from the menu and/or read the signage?
- Can your accessible parking be closer to the entrance?
- Do you have safety markings on glass areas at entrances and exits?
- Do you have signage welcoming guide dogs and breastfeeding mothers?





What the law says about disability

Discrimination laws protect people from all areas of discrimination including people who have service animals and a person who is accompanying a person with a disability.

All businesses are subject to the *Disability Discrimination Act 1992* (the Act). The Act makes it unlawful to discriminate, in the provision of goods, services or facilities, against people on the basis that they have, or may have, a disability. It also makes it unlawful to discriminate against a person on the basis that one of her or his associates has, or may have, a disability.

The *Disability Inclusion Act 2018* was also legislated to promote the full inclusion in the community of people with disability, to assist them in reaching their full potential as equal citizens, promoting increased access to mainstream supports and services, as well as other mandated provisions for people with disability.



Acknowledgements

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Resources and further information

Vision Australia

1300 847 466

www.visionaustralia.org.au

Australian Human Rights Commission

1300 369 711

www.humanrights.gov.au

Australian Government's web content accessibility guidelines

www.australia.gov.au/accessibility

Can:Do Group

8100 8200

www.candogroup.com.au

Mission Australia

1800 931 543

www.missionaustralia.com.au

Royal Society for the Blind

1300 944 306

www.seedifferently.org.au

Beyond Blindness

8367 6088

www.beyondblindness.org.au

NDIS

1800 800 110

www.ndis.gov.au

Inclusive SA

www.inclusive.sa.gov.au

National Relay Services

Voice Relay: 1300 555 727

TTY: 133 677

SMS Relay: 0423 677 767

www.infrastructure.gov.au/media-communications-arts/phone/services-people-disability/accesshub

Translating and Interpreting Service

1300 655 820

www.tisnational.gov.au

Definitions

Colloquial Words and Acronyms

Best practice – A method or technique that has been generally accepted as superior to any alternatives because it produces results that are better than those achieved by other means or because it has become a standard way of doing things.

DAIP – Disability Access and Inclusion Plan prepared by state government for their own agency, department or council area.

DHS – The South Australian Department of Human Services. The Department of Human Services brings together a range of services, funding and policy responsibilities which together support fairness, opportunity and choice for all South Australians.

NDIS – The National Disability Insurance Scheme (NDIS) is a scheme of the Australian Government that provides financial support to eligible people with intellectual, physical, sensory, cognitive and psychosocial disability. Early intervention supports can also be provided for eligible people with disability or children with developmental delay. The NDIS is not a welfare system. The NDIS is designed to help people get the support they need so their skills and independence improve over time.

UNCRPD – United Nations Convention on the Rights of Persons with Disabilities – the convention is a human rights treaty that aims to change attitudes and approaches to people with disability. It reaffirms that all people with disability must enjoy human rights and fundamental freedoms.

Universal Design – Universal Design involves creating facilities, built environments, products and services that can be used by people of all abilities, to the greatest extent possible, without adaptations.

Disability Discrimination Act 1992 – The Disability Discrimination Act is an act passed by the Parliament of Australia in which prohibits discrimination against people with disabilities in employment, education, publicly available premises, provision of goods and services, accommodation, clubs and associations, and other contexts. Discrimination is defined to include failing to make reasonable adjustments for the person.

Disability Inclusion Act 2018 (SA) – An Act to promote the full inclusion in the community of people with disability; to assist people with disability to achieve their full potential as equal citizens; to promote improved access to mainstream supports and services by people with disability; to provide for NDIS worker check clearances and exclusions for the purposes of the National Disability Insurance Scheme; to provide for the screening of persons who want to work or volunteer with people with disability and to prohibit those who pose an unacceptable risk to people with disability from working or volunteering with them; to provide for a community visitor scheme; to provide for responsibilities of the state during and following the transition to the National Disability Insurance Scheme; and for other purposes.

Easy Read – Also known as Easy English refers to the presentation of text in an accessible, easy to understand format.

Teletext – A system allowing a broadcaster to transmit textual information which can be read on a television screen.

Teletype – A device that enables phone communication through typed messages for people who can't or choose not to communicate verbally, typically used by individuals who are deaf or hard of hearing, or who have a speech impairment or disability.

Economic leakage – Is the process of money leaving a host area and ending up elsewhere.



CITY OF ONKAPARINGA

For more information visit
onkaparingacity.com/business
or phone 8384 0666.