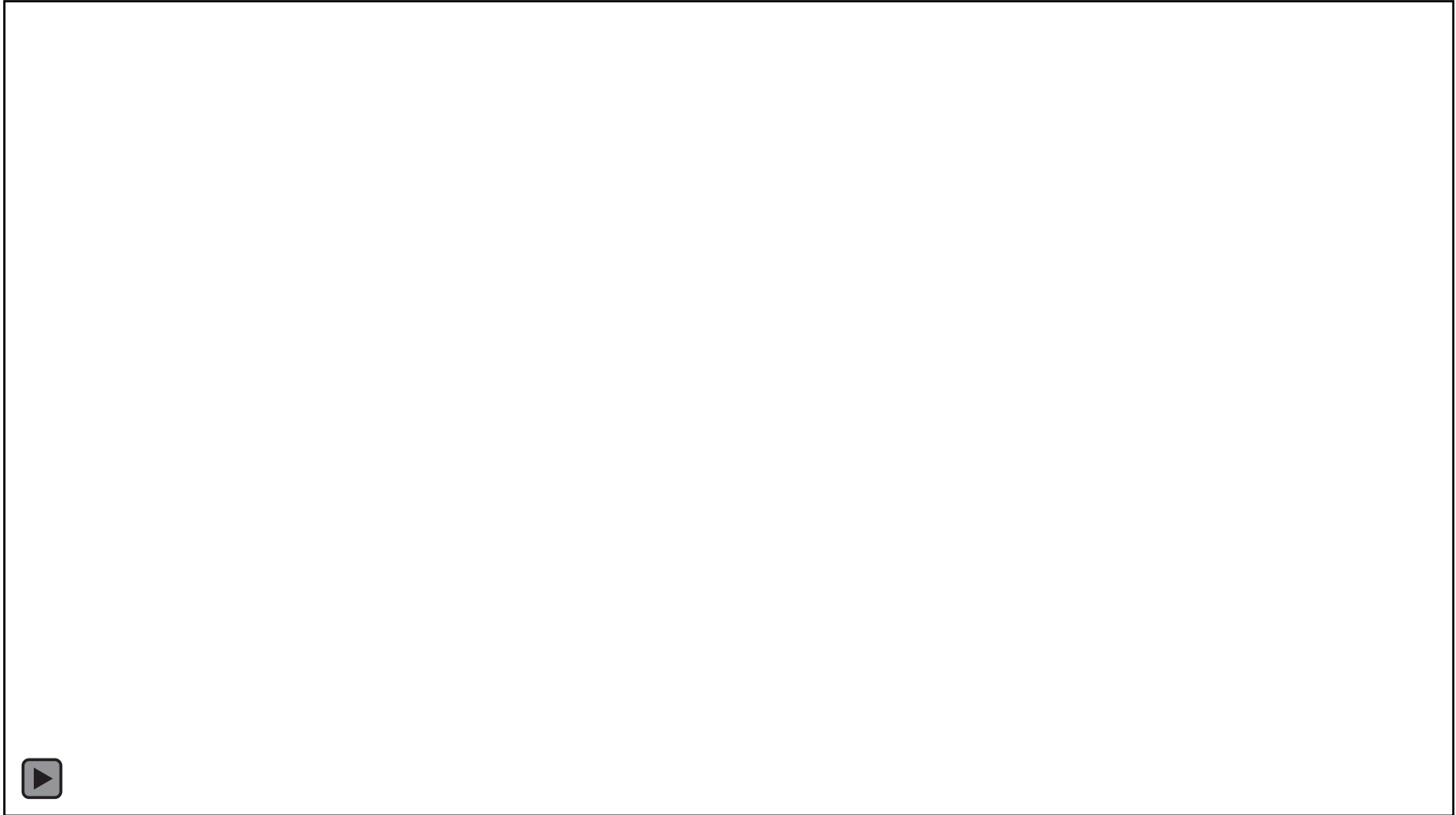


Everyone's Business: Inclusive Tourism Online Learning Course



Chris Maclean, Local Government NSW





Inclusive Tourism Expenditure in Australia

People with a disability \$3.3b

Older people \$2.9b

Young families \$2.7b

Total: up to
\$8.9b

*2012-13 Expenditure
Tourism Research Australia

The infographic features a blue line graph with an upward-pointing arrow and three dollar signs (\$\$\$) on the left. To the right, there are icons of a car and a wheelchair. Below the graph is a white text box with a blue border.

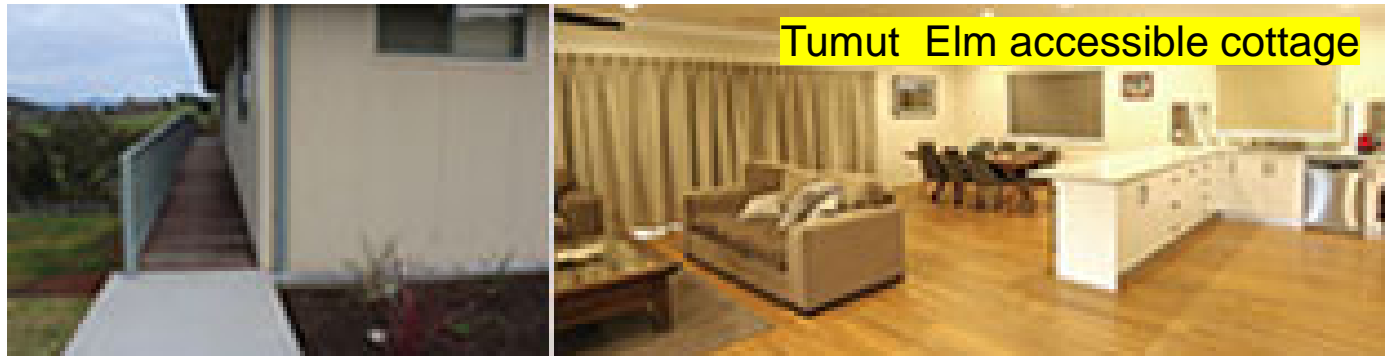
**The Inclusive Tourism market will continue to grow:
It's expected to reach 25% of the total market by 2020**

**Much larger than the hotly contested
Chinese tourism market in Australia**

**Tourism Research Australia 2016 data

Outline

1. Why are 'we' involved? What is council's role?
2. Background
3. Project overview, process and outcomes
4. The 'Product'
5. Incorporating Universal Design principles
6. Stakeholders and consultations
7. Where to from here?



1. What is council's role:

Councils should: (Local Govt. Act 1993 Principles)

- plan for the provision of services and facilities to meet the *diverse needs* of the local community
- work with others to secure appropriate services for *local community needs*
- recognise *diverse local community needs* and interests
- consider *social justice* principles
- actively *engage* with their local communities

What are councils doing?

- Planning for Inclusive Communities.
- Engaging people with disability
- Include strategies for inclusion in their planning documents.
- Disability Inclusion Action Plans (DIAP)
- Access advisory committees



G LOCAL GOVERNMENT NSW

NSW Disability Inclusion Action Planning Guidelines
Local Government

November 2015

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graph TD; A[Community Strategic Plan] --> B[Disability Inclusion Action Planning]; B --> C[Delivery Program]; C --> D[Operational Plan]; D --> E[Annual Report]; E --> F[Continuous monitoring and review]; F --> G[Recounting strategy]; G --> A;
```

The diagram illustrates a cyclical process for Disability Inclusion Action Planning. It starts with a 'Community Strategic Plan' leading to 'Disability Inclusion Action Planning', which then leads to a 'Delivery Program', followed by an 'Operational Plan', an 'Annual Report', and 'Continuous monitoring and review'. This process then feeds back into 'Recounting strategy', which informs the next 'Community Strategic Plan'.

Information

- Visitor information centres
- Ageing and Disability officers in *over 60* councils:
- Information directories of local services and activities (information & referral ‘hubs’)
- Work with *Ability Linkers* to help people with disability participate in community



Accessible public spaces

- Transport and traffic management
- Linkages plans
- Access audits
- Bus stops
- Footpaths



Working with local businesses



**GOPHERS - MOBILITY SCOOTERS
POWER CHAIRS - ELECTRIC
WHEELCHAIRS**

Do you use one of the above?

Do you want to use it around town
but worry that the battery won't last
the distance?

Problem solved

Your local Sunrise Rotary Club has
worked with a group of local
businesses to make sure that you
can enjoy the freedom of moving
around Port Macquarie without the
worry of running out of power.

If you use the services of any of the
businesses listed overleaf, they will
be happy to make a power point
available to you to re-charge your
mobility vehicle – at no cost.

The list of businesses will be added
to regularly – check our website.

www.sunrise-rotary.org.au



Keith Butlin (Barber)
9/109 William Street 6584 4251

Care & Mobility
3/25 Central Road. 6581 0018
www.careandmobility.com.au

Centerlink
5-7 Short Street
www.centerlink.gov.au

Crema
Shop 2/17-19 Horton Street 6584 9858
www.peakcoffee.com.au

Growers Café
7/136 Gordon Street 6584 4900

Mid North Coast Diagnostic Imaging
72-80 Lake Road 1800 620 881
141 Bridge Street

Port Macquarie Hastings Council Library
Chr Gordon & Grant Streets 6581 8755
www.pmhc.nsw.gov.au

Port Macquarie Panthers
Settlement City, Bay Street 6580 2300
www.panthers.com.au

Quality Sails Resort
20 Park Street 6589 5100
www.sailsresort.com.au

Sea Acres Rainforest Centre
Pacific Drive 6582 3355
www.environment.nsw.gov.au

McDonalds Family Restaurant
Chr Bay and Park Streets 6583 5522

The Westport Club
Buller Street 6583 1499
www.westportclub.com.au

Look for the "Charge Point" logo

Further information

For more information on planning issues, building approvals and local
access requirements:

Holroyd City Council
Phone: 02 9840 9840
Web: www.holroyd.nsw.gov.au
Email: records@holroyd.nsw.gov.au
Ask to speak to the Duty Officer between 9.30am and 1.00pm weekdays

For more information on design ideas and to contact an Access Consultant:

Association of Consultants in Access Australia Inc
Phone: 03 5221 2820
Web: www.access.asn.au

For more information on legal issues and responsibilities:

Australian Human Rights Commission
Phone: 02 9284 9600
Web: www.humanrights.gov.au

NSW Anti Discrimination Board
Phone: 02 9268 5544
Web: www.lawlink.nsw.gov.au/abd.nsw/pages/index



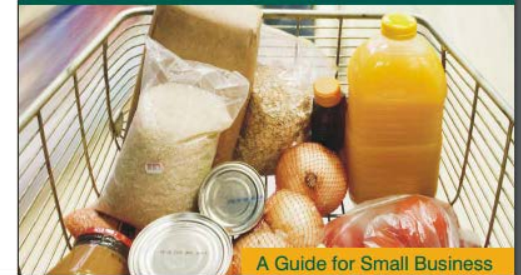
Holroyd City
Bulls Around People

www.holroyd.nsw.gov.au



Missed Business

How to attract more customers
by providing better access to
your business



A Guide for Small Business

Accessible dining

Cumberland Council - Guide to accessible restaurants and cafes



Sri Mandir Temple
Sri Mandir was established in 1977 to meet religious, social and cultural needs of our rapidly growing Hindu community. The temple has the distinction of being the oldest Hindu temple in Australia where devotees comprise of people with a wide variety of social and cultural backgrounds.

Open: Mon-Fri 10am-12pm and 5.30pm-8.30pm, Sat-Sun 10.30am-4.00pm.
286 Cumberland Road, Auburn.
Tel: 9643 1919, 0423 341 604
www.srimandir.org

Galipoli Mosque
Architect Omer Kirazoglu designed the Galipoli Mosque in the classical Ottoman style of architecture characterised by a central dome and minarets. It is a source of pride for the local community and whilst considered a Turkish mosque it is frequented by all sections of the Islamic community and is one of Sydney's busiest mosques. To book a tour please call or book online, cost of tour is \$5.00.

Open seven days a week (hours not available on Fridays).
15-19 Gelliboli Parade, Auburn.
Tel: 9646 5972



This Access Guide provides information about accessible dining and food experiences within Auburn Centre. Auburn prides itself as being one of the most multicultural communities in Australia. This diversity is reflected in the rich variation of cuisine and a range of fresh and traditional produce unequalled anywhere else. Cumberland Council would like everyone to be able to experience what Auburn has to offer and hence this guide will open new doors to our city. Information on this map includes where to find accessible parking, toilets, ATMs and public transport.

For further Access Information see our Auburn Centre Access Map available from the Council or online at www.auburn.nsw.gov.au/mobility

Cumberland Council
18 Moorland Road, Moorland NSW 2156
Phone: (61) 9643 1990
www.cumberland.nsw.gov.au
TTY: (61) 9643 1990

Cumberland Council
24-26 SYDNEY Avenue
Auburn Community Access Centre
18 Moorland Road, Auburn NSW 2156

ACCESSIBLE Auburn Dining guide

South Parade – Auburn Road

- Sweets and Pastry**
Specialises in an assortment of Turkish sweets, pastries, and cakes. The shop imports its products from the region in Turkey which is renowned for its delicious baklava.
Customer 1
Open Mon-Sun 10am-5pm
28 Gelliboli Pk Auburn
Tel: 9643 2492
- Bakery pizzas**
Traditional middle eastern style hot food. Miso makes lovely and fresh Döner with other pizza.
Mina Bakery 2
Open Mon-Sun 10am-7pm
70 Gelliboli Auburn
Tel: 9643 1360
- Eat healthy free weekly**
Outstanding fresh juice and the only place in Sydney to get Pasture-raised ice cream.
Auburn Fresh 3
Open Mon-Sun 10am-6pm
10 Auburn Rd Auburn
Tel: 9643 0242
- An explosion of flavours**
Delicious authentic Thai cuisine at well priced and packed with flavour and spice. Some of the favourites include the deep-fried spaghetti, the Thai yum sauce, papaya salad and the chicken with basil.
ThaiNoodle 8
Open lunch 11am-2.30pm
After 2pm 3pm-7pm
45 Gelliboli Auburn
Tel: 9643 1700
- Middle Eastern fast food**
Authentic home style Arabic cuisine. No frills eatery with rice and chicken. Late hours BBQ chicken.
Big Biko 9
Open Mon-Sun 11am-7pm
73 Gelliboli Auburn
Tel: 9643 1700
- Eat-in or take away**
Cuisine serving grill house style Portuguese chicken, gourmet burgers and Middle Eastern wings. Orders from the bar and full menu chicken salad and the Orange Chicken.
Doublet Grill 12
Open 10am-11pm (Mon-Fri)
11pm (Sat-Sun)
67 Gelliboli Auburn
Tel: 9643 3296
- Turkish bakery and casual dining**
Delicious meze: by the hot meat and cheese, Fazer and regional also Mezes, Döner and the Middle Eastern Special: pepperoni, mops, mezes and fresh breads.
Al Madina 13
Open Mon-Sun 10am-5pm
10 Auburn Rd Auburn
Tel: 9643 2320

4 Kinnet Cafe
The position for perfect taste. Perfect for all day breakfast and modern Australian food with a Mediterranean twist.
Open Mon-Thur 9am-5pm, Fri-Sat 9am-6pm, Sun 10am-5pm

5 All Baba's
Charcoal Chicken Turkish family restaurant
One of the original Auburn Kebab shops. You can't go past the delicious and delicious charcoal chicken.
Open Mon-Sun 10am-10pm, Tues-Sat 10am-11pm

6 Dönerish
Restaurant, cafe, grill
By the traditional döner, and traditional home style also all dishes are made fresh in house. Try the Kara Kebab - a home-style dish made with tender kebab, rice with chickpeas or lentils.
Open Mon-Sun 11am-10pm, Tues-Sat 10am-11pm

7 Ginos
Turkish supermarket experience
Stocking all types of goods from Turkey, the Balkans and the Middle East including shawarma, dairy products, meat and poultry, snacks, rice, baklava, kava, essential oils, honey, olive oil, as well as non-food stuff for home. Also has wonderful instant noodle bowls, instant cup, instant fresh fish, chicken, fresh made and plenty of other goods.
Open Mon-Fri 9am-6pm, Sat-Sun 10am-5pm

10 Khayari
Authentic Afghani
A unique and very family menu, made with the best ingredients and the best Afghan chefs and the best Afghan food. The restaurant is a wonderful place to eat and enjoy the food. For dessert by the Shergar.
Open Mon-Fri 11am-10pm, Sat-Sun 10am-10pm

11 Empress
Wood-fired pizza, BBQ, Turkish cafe
A family friendly restaurant with a selection of wood-fired pizza, meat, fresh, salads and more. Perfect for a picnic, picnic, picnic that everyone can enjoy.
Open Mon-Fri 11am-10pm, Sat-Sun 10am-10pm

12 Doublet Grill
Cuisine serving grill house style Portuguese chicken, gourmet burgers and Middle Eastern wings. Orders from the bar and full menu chicken salad and the Orange Chicken.
Open 10am-11pm (Mon-Fri)
11pm (Sat-Sun)
67 Gelliboli Auburn
Tel: 9643 3296

13 Al Madina
Turkish bakery and casual dining
Delicious meze: by the hot meat and cheese, Fazer and regional also Mezes, Döner and the Middle Eastern Special: pepperoni, mops, mezes and fresh breads.
Open Mon-Sun 10am-5pm
10 Auburn Rd Auburn
Tel: 9643 2320

Accessibility Legend:
 Wheelchair Accessible, Accessible Toilet, Access Loop Bus Stop, Bus Stop, Railway Station, Drop Off Point, Accessible Parking, Audio ATM, Audio Creading, Accessible Lift, Pedestrian access, Approved Kerb Ramp, Gradient, 50metres

2. Background

- 2016 Research – availability of travel & recreation data for all.
- The Issue –



EQUITY OF ACCESS TO INFORMATION

- Includes from mainstream platforms & direct operator contact.
- Project partners – LGNSW & UTS:IPPG (with TDDI & FACS).
- Improve the demand & supply of tourism opportunities for all.

3. The Project Overview

- Project roles
- Desktop review
- Strategic engagement
- Stakeholder analysis
- Site visits and workshops
- Inclusive Tourism online course



The Project - Process

- *Extensive* engagement with stakeholders
- **LGNSW** – project management, stakeholder engagement & online learning course
- **UTS:IPPG** – research & demonstrate economic opportunities for inclusive tourism



The Project - Outcomes

- Develop a business case for inclusive tourism
- Better information collection by tourism providers to promote the inclusion aspects of their businesses
- Develop an online learning course for councils, businesses and accommodation providers

4. The Online Course (product):

- **5 Course Streams:**
 - i. Setting the scene (case for inclusion) – for all
 - ii. Specifically for councils
 - iii. Specifically for businesses
 - iv. Specifically for accommodation providers
 - v. Resource Centre – for all

Course Objectives

- Identify social & economic opportunities
- Tourism and recreation services more inclusive
- Build awareness – staff & business operators
- Accessibility information on databases & websites
- Identify barriers to access
- Best practice customer service



Course content

- Tested, piloted, surveyed, reviewed... to get it right
- Access statement templates, accessibility checklist, best practice case studies, inclusive tourism reference list (publications, websites, webinars etc)
- Reviewed & incorporated existing resources on inclusive tourism

Course Benefits to...

- Council employees
- Visitor Information Centres
- Tourism business operators & services
- Recreation facility managers
- Local business groups & chambers
- Tourism event managers
- All tourists, adventurers, families....



5. The Course and UD

- Extensive research and consultation
- Included many disability peaks, IDEAS, access consultants, Centre for Universal Design
- Best practice and resources on inclusive tourism
- Disability awareness training in councils

5. The Course and UD (cont.)

- Visit England, ATDW, Destination NSW, Travability
- Accessibility questions on ATDW data-set
- Content design of online Inclusive Tourism course
- Media Plan – media channels & stakeholder networks

6. Stakeholders & Consultations

- Early research
 - 100 stakeholders, 60 organisations
- Project engagements
 - Peak bodies, Destination NSW, ATDW, FACS, NSW Business Chamber, digital tourism databases & tourism websites.
- Travability, Trip Advisor, Visit England, NSW FACS, IDEAS, WheelEasy, My Travel Research

Stakeholders & Consultations (cont.)

- Surveys, interviews, site visits vox pops and workshops with key stakeholders.
- Consultations - more than 535 people 180 organisations and 34 engagement activities
- Course design consultations – NSWBC, FACS, ADN, CUD, Travability (+ 14 course pilot organisations)



Consultations & feedback

- Very positive feedback from pilots – breadth of info, useful resources, downloadable social media assets, good examples for sharing...
- Minor amendments including more info on goals of universal design



7. What next?



Opportunities...

Inclusive Tourism:
Everyone's Business

Inclusive Tourism is
expected to reach 25% of
the total market by 2020

 [Learn more](#)

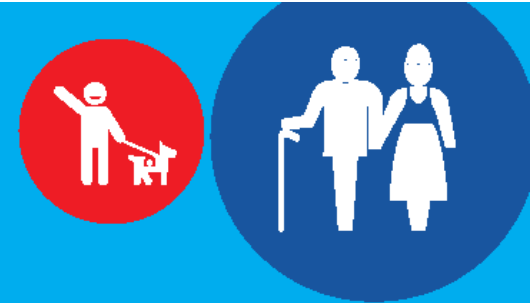
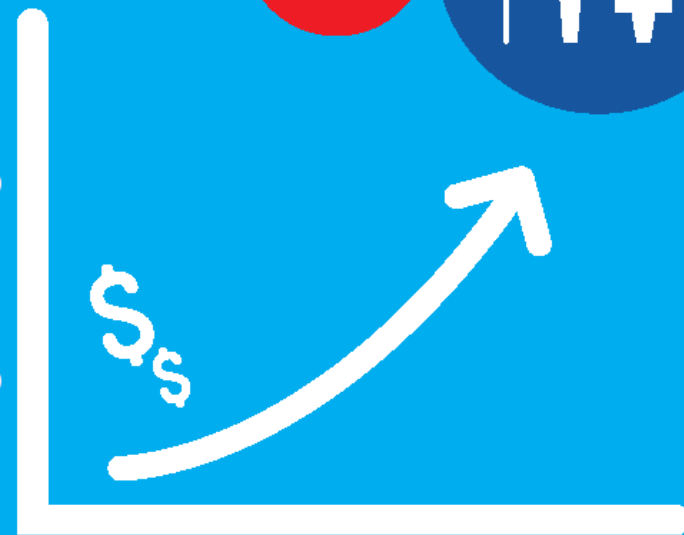


25%

10%

2017

2020



And risks...



Recent image in a government promotion

Image from the same shoot



Success rate...

- LGNSW Landing page hits > 2,500
- No. of course completions/commenced > 180
- Access resource material on websites > 350
- Collateral use on social media accounts....
- Social sharing & engagement....
- Print and radio....
- Engagement by Ministerial and MP offices....

Wins...

- Australian Tourism Data Warehouse data set – current & accurate accessibility data
- The potential market through identified economic opportunities
- Inclusive Tourism Course & resource package
- Disability awareness training for councils
- Relationships between stakeholders e.g. business & council

Lake Macquarie – beach access

- Local beach used by Disabled Surfers Association and hosts major surf carnivals
- Provide an accessible path of travel from the car park area to the hard sand - beach matting.
- Access improvements to other beaches under Council's Disability Inclusion Action Plan.



Goulburn Mulwaree – Accessible nature trail

- accessible car parking spaces
- a low gradient 85m path (with widened areas for wildlife observation, resting and adequate wheelchair turn radius)
- viewing platform to observe the rich variety of bird species and plant communities
- multi-modal communication systems for people with vision and hearing impairment
- wheelchair accessible benches and picnic area.



Greater Taree – foreshore access

- Manning River Foreshore – already upgraded widened shared footpath, seating, tables, shaded areas, gardens, installation of outdoor gym equipment, signage, improved connectivity, and generally creating a more engaging, interesting place.
- 2014 grant - installed additional ramps, seating along paths and under trees and shaded pavilions in parks.



LGNSW Online Inclusive Tourism Course

<https://www.lgnsw.org.au/inclusivetourism>



LOCAL
GOVERNMENT
NSW

Questions?

LGNSW.ORG.AU