



## ACCESSIBILITY ATDW ONLINE

*Understanding...  
'accessibility and  
your online listing' ..*

In May 2018, the Australian Tourism Data Warehouse (ATDW), made it a requirement to complete a series of **Accessibility** fields within an online ATDW listing. Here are some tips on addressing these new criteria.

### **What is Accessibility?**

The term 'Accessibility' refers to the **facilities, information** and **services** your business offers, in order to welcome as many people as possible. Taking the time to understand what this means for your business, demonstrates you have considered the vast range of needs and abilities of our population. Accessibility impacts a wide range of target markets including ageing visitors, families with prams, people with disabilities, people with temporary injuries and their travel companions.

### **Why is it important for you to update your ATDW listing?**

An ATDW listing provides valuable exposure for your business. Your details feature on Tourism Australia's website, as well as various distributor sites resulting in increased traffic to your business.

### **Why is it important to communicate your Accessibility?**

Providing information around accessible facilities and services enables people to make informed decisions for themselves, and establish whether or not they can participate in what your tourism business offers. It helps to set the right level of expectation and gives confidence to the traveller.



AUSTRALIA'S SMARTEST TOURISM DESTINATION

ATDW-Online

REGISTER NOW

LOGIN

Accessibility

Required

Please select the accessibility of your general service

- Actively welcomes people with access needs.
- Does not cater for people with access needs.
- Disabled access available, contact operator for details.

## Actively welcomes people with access needs

By checking this box, you will be presented with a number of additional questions that prompt you to consider what makes an accessible business or service. These fields are optional, however the more detail you can provide, the better for every-body. [Refer Page 4 for tips]

## Does not cater for people with access needs

Selecting this statement can be interpreted that you do not have any facilities or services that cater for the target market mentioned above. You are not prompted for any other information.

## Disabled access available, contact operator for details

Providing information up front (by ticking Actively welcomes people with access needs) shows you have considered the needs of this target market, even if you don't have all the answers, it shows a level of thoughtfulness and this is important. If your circumstances are unique and it is important travellers contact you direct, you could indicate here that you have an 'access and inclusion statement' on your website.



General Access Optional

Provides general access facilities and services for people with access needs.

Please provide details of the facilities and services offered

- Offer multiple options for booking - web, email, phone
- Offer a range of contact methods for receiving complaints
- Accept the Companion Card
- Employ people with disability
- Train your staff in disability awareness
- Have accessibility information and photos, including of a bathroom, room and/or floor plan on your website (can be emailed on request)
- Ask all visitors if there are any specific needs to be met
- Website meets [WCAG 2.0](#) accessibility standards
- Advise tour guides of the access needs of guests at the time of booking (includes pick up and drop off requirements)
- Provide assistance with booking arrangements (includes providing clear itineraries with written instructions on what to do at various destinations)

Providing contact and booking **options** allows people to choose the best communication method for their abilities. For example, emailing might be easiest for one person and phone calls easier for another, choice is very important to ensure everyone is able to communicate effectively.

Advertising that you accept the **Companion Card** is appealing to those who hold a card. Travel may not be affordable to those who need a companion to support certain activities.

Employing people with a disability demonstrates you have a diverse and **inclusive workplace**. This often results in creating an inclusive experience, so everyone can feel welcome.

**Staff training** is important and can give staff the confidence and skills to welcome all visitors.

MAKE YOUR ORGANISATION DISABILITY  
AND **ACCESSIBILITY INCLUSIVE**

FIND OUT MORE

GET  
SKILLED  
**ACCESS** 

Disability & Accessibility | Inclusion Experts

**Accessible information**, whether written or displayed graphically, should be readily available. Photos or videos are the best way for people to get a feel for how they may access your services.

Asking visitors upfront if they have specific needs, whether on a booking form, over the phone or on arrival, gives people the opportunity to communicate if they do have any needs they want you to know about. It's also just really great **customer service**, and indicates a level of care in welcoming all guests.

**Website accessibility** enables people who use various technologies, to effectively access information from your website. It also reduces the need to make extra contact if the information is available online.

Make sure all parts of your business are aware when someone communicates specific needs to ensure staff are **prepared prior** to a guests arrival, so every-body can enjoy a seamless experience.

Booking or itinerary assistance can be helpful if your tour goes over multiple destinations or points of interest. The more **information** you can provide upfront the better!

# ACCESSIBILITY

GOOD ACCESS. GREAT FOR BUSINESS.

EST. THE 2017  
**GOOD SCOUT**  
TRAVEL CO.

<input type="checkbox"/> Communication	Optional
<input type="checkbox"/> Welcomes and assists people who have challenges with learning, communication, understanding and behaviour. (includes people with autism, intellectual disability, Down syndrome, acquired brain injury (ABI), dyslexia and dementia)	
<input type="checkbox"/> Vision	Optional
<input type="checkbox"/> Caters for people who are blind or have vision loss.	
<input type="checkbox"/> Hearing	Optional
<input type="checkbox"/> Caters for people who are deaf or have hearing loss.	
<input type="checkbox"/> Physical - Mobility	Optional
<input type="checkbox"/> Caters for people with sufficient mobility to climb a few steps but who would benefit from fixtures to aid balance. (This includes people using walking frames and mobility aids)	
<input type="checkbox"/> Physical - Wheelchair	Optional
<input type="checkbox"/> Caters for people who use a wheelchair.	
<input type="checkbox"/> Physical - High support needs	Optional
<input type="checkbox"/> Caters for people with high support needs who travel with a support person.	
<input type="checkbox"/> Allergies and Intolerances	Optional
<input type="checkbox"/> Caters for people with allergies and intolerances.	
<input type="checkbox"/> Access and Inclusion Statement	Optional
An access and inclusion statement is a description of what your business does to be inclusive. It may contain photos and other information about your inclusive features. For more information on how to develop an access and inclusion plan or statement see this <a href="#">online learning package and toolkit</a> .	
<input type="checkbox"/> An access and inclusion statement is available (make this available on your website).	

## Before acknowledging the above criteria, have you considered...

**Communication** Ensure language, written or spoken is in clear and simple English. Use pictograms and subtitles if possible, provide audio guides and simply ask if there is anything you can do to help. Sensory experiences, such as a sensory garden can be a great way to create an additional experience.

**Limited Vision** Provide menus, flyers, brochures, signage etc. in large print or braille or use audio.

**Hearing Loss** Use hearing loops, subtitles or other visual cues to communicate your message.

**Physical Mobility** If you have steps around your property, do they have hand rails? Are alternative routes available that are step free? Are there seated areas along walking paths etc.

**Physical Wheelchair** Can a wheelchair user access your facility and participate in a meaningful experience? Are there suitable facilities, such as accessible parking and bathrooms, lifts or ramps?

**Physical High Support Needs** Can a visitor who requires a carer, and may use a wheelchair, participate in activities on offer? Do you have a changing places facility (an adult size change table and a hoist)?

**Allergies and Intolerances** Do you keep a thorough record of the chemicals, foods, plants etc that may cause allergic reactions and is this available for staff and visitors to access?

**Access and Inclusion Statement** Incorporates all details you may have listed above and includes imagery of accessible rooms, bathrooms, carparks etc. It should be easy to find on your website and can also include information about being family friendly, pet friendly etc.