

Inclusive Tourism Resources

This guide is a compilation of various tools and materials, including checklists, practical accessibility toolkits, customisable templates, free training modules, and a wealth of other resources. These have been collated from various websites to provide links and assistance at every stage of your accessibility journey.

Whether you are just beginning to explore the realm of how to become more accessible or seeking to enhance your existing practices, these resources are tailored to meet a diverse range of needs. Our goal is to make the journey towards accessibility as seamless and effective as possible, empowering businesses to create a more inclusive Phillip Island.

Please be aware that while we have endeavored to curate a selection of free and accessible resources to assist businesses in their accessibility journey, we cannot guarantee the continued availability or cost-free nature of these resources. The information and links provided in this list represent our best efforts to compile useful tools and materials, and are accurate as of December 2023. We encourage users to exercise their own judgement and due diligence in utilising these resources.

BUSINESS/ ORGANISATION	TOPIC	WEBSITE	DESCRIPTION	KEYWORDS
Business Victoria	Accessible Tool Kit	https://business.vic.gov.au/_data/assets/pdf_file/0007/1543705/Tourism_Accessibility_Digital.pdf	<p>Reading and using this kit is the first step to make your tourism business accessible for everyone. Your business can use this kit to:</p> <ul style="list-style-type: none"> • Increase your knowledge about the market • Identify barriers, gaps and areas of improvement • Develop strategies to incorporate access into your core business • Improve and better target the marketing and promotion of your business. 	Accessible Tool Kits & Guides
Spinal Life Australia	Accessible Tool Kit	https://www.spinal.com.au/the-australian-accessible-tourism-alliance/	<p>The Australian Accessible Tourism Alliance is an initiative of Spinal Life Australia and can provide support and advice around accessibility. Free resources on their website include Accessible Tool Kit and several accessible tourism examples.</p>	Accessible Tool Kit, Advocacy & Awareness
GetAboutAble	Develop your Accessibility Action Plan	https://getaboutable.com/businesses/daip-lp/	<p>GetAboutAble has created a suite of free resources to support small and medium businesses to develop an effective Disability Action & Inclusion Plan (DAIP).</p>	Disability/Accessibility Action Plans, Inclusion Plans
Job Access	Training & Financial Assistance	https://www.jobaccess.gov.au/employers/awareness-courses-management-and-staff	<p>Your organisation may be eligible for financial assistance to have staff participate in disability awareness training, mental health awareness training, deaf awareness training or sign language training. A JobAccess Adviser can help determine which programs your organisation may be eligible for.</p>	Training, Financial Assistance
NSW Local Government	Online Training Resource	https://lgnsw.org.au/Public/Policy/Campaigns-and-Initiatives/Inclusive-Tourism/Public/Advocacy/Inclusive-Tourism.aspx	<p>This online learning course explains the facts behind the Inclusive Tourism market. It includes five different modules including one for businesses and accommodation providers and a resource centre with case studies, access statements and links to more other organisations and information. The course provides ideas and examples of what the tourism industry and businesses can do to improve facilities for customers and visitors. Each section takes about 30 to 40 minutes to complete.</p>	Training

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Disability Awareness	Online Training Resource	https://disabilityawareness.com.au/courses/introduction-to-disability-awareness/	<p>This Disability Awareness training provides participants with a general overview of the legislative framework which supports the inclusion of people with disability in Australia. Upon completion of this program, participants will be able to:</p> <ul style="list-style-type: none"> • Demonstrate an understanding of the legislative framework which supports people with disability in Australia • Demonstrate an awareness of the barriers, both environmental and attitudinal, experienced by people with disability and identify ways in which these barriers may be overcome • Demonstrate an understanding of the concept of disability, both practically and theoretically • Understand the lived experience of people with disability in Australia, particularly in relation to discrimination • Demonstrate an understanding of inclusive language and communication principles <p>The entire course should take an average of 90 to 120 minutes to complete.</p>	Training
At Work Australia	Online Training Resource	https://www.atworkaustralia.com.au/diversitywebinar/	<p>atWork Australia run a free Diversity Webinar Series to enhance awareness and knowledge of disability and inclusion in the workplace. The webinars aim to empower employers to build more diverse teams and confidently support employees living with disability, injury, health condition or those who need extra support. It provides workplaces with practical tools and strategies to gain a deeper understanding of how to attract, recruit and support a diverse workforce.</p>	Training
Australian Human Rights Commission	Online Training Resource	https://includeability.gov.au/building-a-culture-of-accessibility-and-inclusion/#/	<p>This course is designed for leaders and team members to enhance understanding of disability in the workplace, and to identify practical ways to build an accessible and inclusive workplace culture.</p>	Training
City Of Melbourne	Accessibility tool kits & check lists (including digital accessibility)	https://www.melbourne.vic.gov.au/business/run-business/Pages/making-business-accessible.aspx	<p>The City of Melbourne has created several resources for businesses wanting to increase their accessibility. This includes tips, checklists and guidance.</p>	Accessibility tool kit, Check Lists, Accessible Website, Communication

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Victorian State Government	Obligations and Resources for Accessibility	https://tourism.vic.gov.au/business-information/accessible-tourism	<p>Victorian State Government has provided links to several resources and key documents for businesses to understand their obligations and opportunities to become more accessible. This includes:</p> <ul style="list-style-type: none"> • Inclusive Victoria: state disability plan 2022-2026 • Outlining the legal requirements to develop DAPs • Commonwealth Disability Discrimination Act 1992 and the Victorian Equal Opportunity Act 2010 • General resources about disability access and inclusion. 	Resource Links, Legal Requirements, General Resources, Victoria's State Disability Plan
The Queensland Government	Accessible Tool Kit	https://www.publications.qld.gov.au/dataset/inclusive-tourism/resource/6edc79fe-36ff-4cb1-a8e2-6ca2658d0be7	With 2023 the 'Year of Accessible Tourism' in Queensland, the Queensland Government has developed 'Inclusive Tourism - Making your business more accessible and inclusive' as a resource to assist tourism operators to understand their legal obligations in relation to accessibility, increase their knowledge about the market for inclusive tourism, and develop strategies to improve the accessibility of their business to appeal to a wider range of visitors of all abilities and ages.	Accessibility Tool Kit & Guides, Check Lists
The Access Agency	Digital Marketing	https://theaccessagency.com.au/resources	The Access Agency has several articles published on their website relating to marketing and accessible information.	Marketing, Content
Australian Human Rights Commission	Accessibility Guide	https://humanrights.gov.au/our-work/disability-rights/publications/access-all-improving-accessibility-consumers-disability	This resource provides practical tips for businesses on improving access to goods, services, facilities, premises and information for consumers with disability.	Accessible Tool Kits & Guides
Amadeus	Amadeus Accessibility Study	https://amadeus.com/documents/en/airlines/research-report/voyage-of-discovery.pdf	Amadeus commissioned this study to better understand the needs of travellers with accessibility needs, and to identify a framework for action for the travel industry. This study provides great insights into guests with accessible needs and provides a comprehensive framework for how the travel industry can think more strategically about accessibility.	Research
Local Government NSW	Inclusive Tourism Resource List	https://lgnsw.org.au/common/Uploaded%20files/Advocacy/LGNSW_Inclusive_Tourism_Resource_List.pdf	LGNSW has provided links to several resources businesses can use to build their access & inclusion. Whilst some are NSW services, many are Australia-wide.	Resource Links

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Marrickville Council & Human Rights & Equal Opportunity Commission	Accessibility Guide	https://humanrights.gov.au/sites/default/files/content/disability_rights/buildings/missed_business/missed_business.pdf	This guide was produced as a collaborative project between Marrickville Council (NSW) and the Human Rights and Equal Opportunity Commission. This guide aims to help small business owners, understand how to improve access to your goods and services.	Accessible Tool Kits & Guides
Visit Britain	Accessibility Tool Kit	https://www.visitbritain.org/business-advice/make-your-business-accessible-and-inclusive/visitengland-accessible-and-inclusive	<p>Visit Britain has many great resources for creating a more accessible and inclusive experience. This Accessible and Inclusive Tourism Toolkit for Businesses aims to give you the practical hints and tips, and the reassurance and confidence, to move forward inclusively. It provides guidance around:</p> <ul style="list-style-type: none"> • Customer groups and how to remove barriers. • How to provide an inclusive welcome with integrity and empathy. • The availability of inclusive features and facilities (whether physical, digital or operational). • How to market your accessibility to potential and existing customers. • How to become a more inclusive employer and create an inclusive internal culture within your business. • Measuring success and ensuring accessibility journey accountability. 	Accessible Tool Kits & Guides
Australian Human Rights Commission	https://includeability.gov.au/	https://includeability.gov.au/resources-employers	The Australian Human Rights Commission has provided several training resources for employers to create meaningful employment opportunities for people with disabilities.	Training
Australian Human Rights Commission	Access and Inclusion Health Check	https://includeability.gov.au/resources-employers/access-and-inclusion-health-check	The IncludeAbility Access and Inclusion Health Check is a tool designed to assist workplaces to determine how inclusive and accessible they are.	Employment, Check Lists
Vision Australia	Digital Access Tool Bar	https://visionaustralia.org/business-consulting/digital-access/resources/document-accessibility-toolbar	Free to download, the DAT is a dedicated accessibility ribbon menu for Microsoft Word that makes it quicker and easier to create accessible documents. Created by Vision Australia's Digital Access consultancy, and supported by the Australian Communications Consumer Action Network (ACCAN), it features a range of hand-picked and custom-built functions to optimise and validate a document for accessibility.	Accessible websites

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Web Accessibility Initiative	Website Accessibility	https://www.w3.org/WAI/fundamentals/accessibility-intro/	Introduction to Web Accessibility introduces web accessibility and links to additional resources. The online course provides information on accessibility in context, why accessibility is important for individuals, businesses, society and making digital technology accessible. This website also has other free online courses.	Accessible websites
Visit Britain	Dementia Friendly Guide	https://www.visitbritain.org/sites/ind/files/2023-07/dementia_friendly_guide_for_tourism_businesses.pdf	The guide aims to support tourism businesses of all sizes to become more dementia friendly through top tips, case studies and sign posting to further resources.	Dementia, Sensory Inclusion
World Tourism Organisation	Accessibility Guide	https://www.e-unwto.org/doi/book/10.18111/9789284418077	The World Tourism Organisation has developed a manual of international standards and offers a reference framework for the interventions, tools and resources that are necessary for the provision of services and the management of accessible tourism. The publication is divided into five separate modules, each addressing key issues regarding accessibility in tourism: the general context, recommendations, key intervention areas, indicators for national tourism administrations, and international best practices.	Accessible Tool Kits & Guides
World Tourism Organisation	Accessibility Recommendations	https://universaldesignaustralia.net.au/wp-content/uploads/2019/09/Recommendations_on_Accessible_Tourism_Re.pdf	The World Tourism Organisation has developed a guide for recommendations on Accessible Tourism.	Accessible Tool Kit, Advocacy & Awareness
Visit Britain	The Purple Pound - Spending Power of People with Disabilities	https://www.visitbritain.org/business-advice/make-your-business-accessible-and-inclusive/discover-value-purple-pound	Visit Britain has done comprehensive studies around accessibility and spending power of people with disabilities. Whilst this data is British based, the information highlights potential business impacts.	Research
Visit Britain	Access Guides	https://www.accessibilityguides.org/	Visit Britain and Scotland provides examples and guides to create an access guide for your business.	Access Guides
University of Technology Sydney Institute for Public Policy and Governance	Inclusive Tourism:Economic Opportunities	https://www.uts.edu.au/sites/default/files/2018-02/UTS%20Inclusive%20tourism%20economic%20opportunities.pdf	This report will showcase the growing demand for inclusive tourism and recreational services and the economic benefits of catering to the needs of people with disability	Research
Autism Awareness	Autism Awareness Resources	https://www.autismawareness.com.au/resources	Autism Australia has collected resources for autism awareness.	Autism Awareness

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Visit Britain	An inclusive welcome	https://www.visitbritain.org/business-advice/make-your-business-accessible-and-inclusive/visitengland-accessible-and-inclusive-0	Visit Britain has provided hints and tips relating to all communication methods and forms to help build your confidence around interacting with your customers who have accessibility requirements.	Training, Communication
Visit Britain	Staff Induction Tools: Accessibility Awareness	https://www.visitbritain.org/business-advice/make-your-business-accessible-and-inclusive/visitengland-accessible-and-inclusive#inclusive-tourism-training-slides--3	Visit Britain has provided non-branded inclusive tourism training slides and accompanying notes from the downloads section of this toolkit, which have been designed to help you provide a basic accessibility awareness training for your staff.	Training, Training Tools
Visit Britain	Accessibility Check Lists	https://www.visitbritain.org/business-advice/make-your-business-accessible-and-inclusive/visitengland-accessible-and-inclusive#inclusive-tourism-training-slides--3	Visit Britain has provided several great tools for you to download, these include: Serviced accommodation checklist, visitor attraction checklist, F&B checklist.	Checklists
Communication Community	Creating your own Communication Board	https://www.communicationcommunity.com/how-to-make-a-communication-board/	This website provides links and resources (paid & free) for how to create your own communication board for guests who are non verbal.	Communication
Travability	Understanding the Accessible Tourism Market	https://travability.travel/2022/06/16/module-1-understanding-accessible-tourism/	These training modules will give you a background to the accessibility market, help you understand who a traveller with a disability is and what their aspirations for travel are, how to provide exceptional customer service, how to make adjustments and modifications to help you attract the market and finally how to market to travellers with a disability.	Training, Research
My Travel Research for Tourism Research Australia (Austrade), Tourism Events and VisitorEconomy branch, Victorian Government and Tourism and EventsQueensland	Understanding the opportunity for Australia in Accessible Tourism	https://dsnsw.com.au/download/understanding-the-opportunity-for-australia-in-accessible-tourism-2018/	This report provides information of current and potential markets within the domestic accessibility market.	Research
Tipsy	Introductory training programs - Accessibility	https://hub.vtic.com.au/business-support/typsy-program/	As part of the partnership with VTIC, Typsy provides access to video short courses including some on Accessibility.	Training
Accessible Australia	Accessible Listings	www.accessibleaustralia.com.au	Spinal Life's Accessible Australia app is a free online resource for travellers to review accessibility.	Marketing

DESTINATION
PHILLIP

ISLAND