



ACCESSIBLE TOURISM IN PARKS

John Kenwright

Accessibility & Inclusion Coordinator



VISITORS WITH DISABILITIES

- 1 in 5 Australians have a disability (ABS 2015)
- Very diverse group & range of abilities
- Incidence of disability increases with age.
- Incidence rises to 1 in 2 for those 65 years old or over (AIHW 2015)
- Obligations under Govt legislation to provide equal access e.g. Disability Discrimination Act 1992



COMMON ACCESS BARRIERS

- Physical barriers e.g. steps, gates, physical access to activities
- Recreation equipment provided not always suitable e.g. canoe seating
- Communication barriers
- Service barriers e.g. staff attitudes, staff training
- Information barriers e.g. website, signage, product information
- Opportunities to participate & feel included



ACCESSIBLE TOURISM MARKET

- 11% of tourism GDP (pre COVID-19) is allocated to accessible tourism
- Domestic market \$8 Billion

Source: Accessible Tourism in VIC & QLD 2018

- Incoming market worth \$2.8 Billion

Source: NVS data

- Accessible tourism markets tend to visit midweek
- Due to ageing population & NDIS there is a growing market for accessible needs



GETTING INTO NATURE

PARKS FOR EVERYONE

- Improving park access information
- Provision of specialised visitor equipment e.g. TrailRider all-terrain wheelchairs, accommodation equipment
- Autism friendly parks e.g. social scripts
- Implementing universal design for new park visitor facilities & other park infrastructure



UNIVERSAL DESIGN

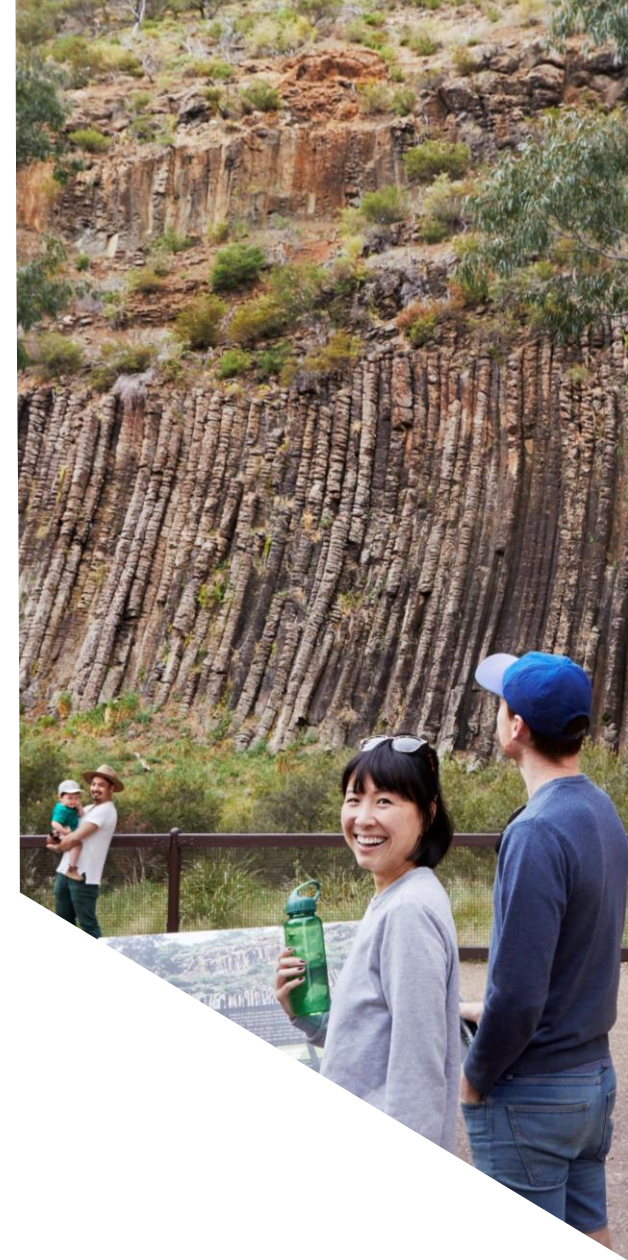
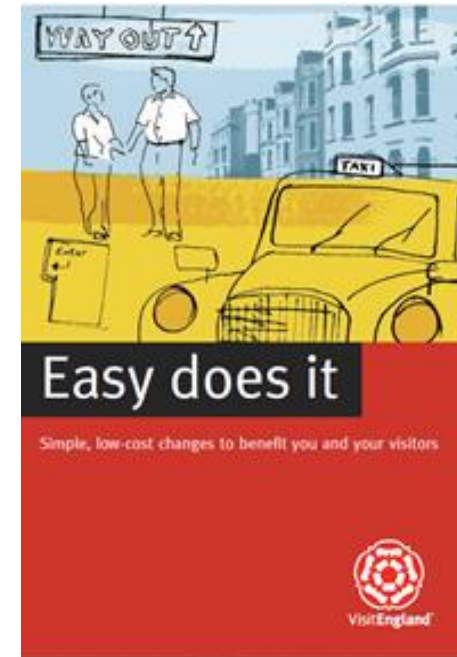
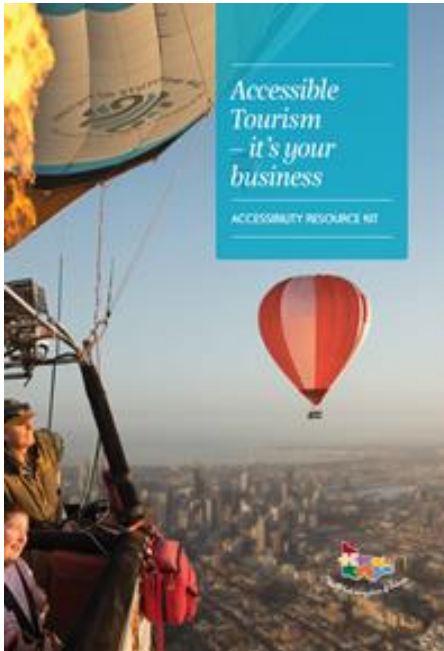
- Universal Design is defined as the design and composition of an environment so that it can be accessed, understood and used to the greatest extent possible by all people regardless of their age, size, culture, ability or disability
- It applies not only to design of buildings but also to furniture, fittings, signage, equipment, information and much more

ACCESSIBLE TOURISM RESOURCES

Business Victoria <https://www.business.vic.gov.au/>

Tourism Australia <https://www.tourism.australia.com/en>

Visit England <https://www.visitengland.com/>





ACCESSIBLE TOURISM WORKSHOP

Parks Victoria will hold a practical Accessible Tourism workshop for Licensed Tour Operators and tourism stakeholders:

2:00pm, Thursday 4 February 2021

- Overview of Accessible Tourism
- Practical tips on how your business can be more accessible friendly
- Opportunity to ask questions

More details coming in January 2021