



Destination North Coast NSW

MAKING YOUR BUSINESS ACCESSIBLE

Presented by Giovanna Lever

TODAY'S SESSION

1. What does accessibility and accessible business mean
2. Why it's important and what's the opportunity for you as a business
3. What does the accessible customer need
4. Q & A Panel

ACCESSIBILITY AND ACCESSIBLE BUSINESS - OUR DEFINITION

“Ensuring businesses and the services they provide, infrastructure, public spaces, accommodation, and transport modes are accessible for all, especially for people with disability.”



WHY IT'S IMPORTANT AND WHAT'S THE
OPPORTUNITY
FOR YOU AS A BUSINESS

WHY IT'S IMPORTANT TO YOU?

\$10.8 billion *(and that's just tourism)*.

Business within the visitor economy

Worth more than the inbound Chinese market (2018)

THE OPPORTUNITY FOR YOU AS A BUSINESS!

**New Customers =
Loyal Customers**

Loyalty

Revenue

Positive word of mouth

WHAT DOES THE
ACCESSIBLE CUSTOMER
NEED

WHAT DOES THE ACCESSIBLE CUSTOMER NEED?

**The same as every customer...
Exceptional customer service and
experiences**

It's important to think of accessible customers beyond their **mobility** and focus on their **ability**.

MEET THE PANEL



Julie Jones

Travel Without Limits and Have
Wheelchair Will Travel



Melissa James

Inclusive Tourism and Can Go
Everywhere



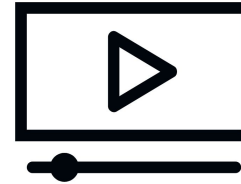
James (Buck) McFarlane

Cocky Guides and Sensory
Tourism Australia

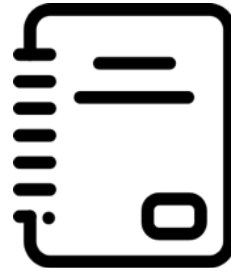
RESOURCES AND TOOLS



PRESENTATION SLIDES



VIDEO RECORDING



ACCESSIBLE
TOURISM
DISCUSSION PAPER



HOW ACCESSIBLE IS
YOUR BUSINESS
CHECKLIST



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THANK YOU!

If you have any questions regarding this webinar or the mentoring program, please email the Sparrowly Group mentoring team - mentoring@sparrowly.com