



Access All Areas

A guide to creating Western Australia as a community and tourism destination for people of all ages and abilities

A rapidly expanding market

Ageing communities in Western Australia, Australia and throughout the world are creating new tourism and business opportunities for services and facilities that can be accessed and enjoyed by everyone regardless of their age and ability.

Tourism operators and providers can tap into this rapidly expanding market by:

- ensuring staff can meet specific access requirements of their customers with disabilities;
- creating attractive buildings and facilities that cater for everyone including the access requirements of customers with a range of physical and sensory abilities; and
- providing accurate information about the accessibility of their services and facilities to potential customers of all ages and abilities.

The key to tapping into this expanding customer base is to provide mainstream services that are attractive and accessible to all. This integrated approach is more successful than catering to a “disability only market” as experience shows that most people with disabilities travel with family or friends. This universal design approach to tourism is taking off globally and is an ideal way for tourism operators within Western Australia to maximise their business potential.

Snapshot of the sector and demand

- Disability currently affects the lives of half a million Western Australians (one in three people).
- One in every five Western Australians has a disability.
- 95 percent of Western Australians with disabilities live in the community either independently or with friends.
- There is a strong linkage between age and the likelihood of having a disability. Someone under the age of five years, for example, has less than a five per cent chance of having a disability while this rises to 50 per cent for people aged over 60 years.
- Because of the ageing Western Australia population the number of people with disabilities will continue to increase significantly.

Increasing numbers of people with disabilities consistently report that they experience difficulty accessing Western Australian tourism opportunities.



Tapping into the market

This guide complements the "Access All Areas: Accessible Tourism Strategic Directions Plan for Western Australia" which was developed by the Disability Services Commission and Tourism Western Australia in partnership with key stakeholders. The guide and plan are available at www.tourism.wa.gov.au under "Media Centre"/"Publications Library".

The information outlined in this guide will help you expand your customer base by providing mainstream services that are attractive and accessible for people of all ages and abilities. The resources below contain lots of practical information to guide you.

Resources

- Staff Training: view the Disability Services Commission's video "You Can Make a Difference to Customer Relations for People with Disabilities", available by contacting the Community Access and Information Branch at the Commission, phone 9426 9384 or email access@dsc.wa.gov.au.
- The "You're Welcome WA Access Initiative" series of information sheets for tourism, business and community service providers are available on the Disability Services Commission website at www.disability.wa.gov.au under "For business, schools and the community".
- The publication "GuestAbility", which contains information to assist management make their accommodation and services accessible to people of all ages and abilities, is available from the Independent Living Centre (ILC) phone (08) 9381 0600 or under Publications on the ILC website www.ilc.com.au
- A wide range of access information is available on the Disability Services Commission website www.disability.wa.gov.au under Access and Universal Design.
- Assistance with designing and auditing facilities, including the names of accredited access consultants: visit the Access Consultants Association website at www.access.asn.au.

More information is available from:

Tourism Western Australia

Industry Development Division
Level 9, 2 Mill Street
PERTH WA 6000

GPO Box X2261
PERTH WA 6847

Tel: 08 9262 1700
Fax: 08 9262 1702

info@tourism.wa.gov.au

www.tourism.wa.gov.au

Disability Services Commission

Community Access & Information Branch
146–160 Colin Street
WEST PERTH WA 6005

PO Box 441
WEST PERTH WA 6872

Tel: 08 9426 9200
Fax: 08 9226 2306

dsc@dsc.wa.gov.au

www.disability.wa.gov.au