

Ideas on how you can use this tool

Purpose

The *Why focus on disability access and inclusion?* power point presentation is designed to be used by Tourism owners and managers to build the case for inclusion and access internally within their business. The intent of the presentation is to provide staff and volunteers with key messages about why a focus on access and inclusion is important for businesses and how it can deliver a range of benefits.

Related Anywhere content is located [here](#).

Instructions for use

This presentation can be discussed in team meetings or sent to staff or volunteers as part of onboarding or disability awareness and inclusion activities.

Why focus on disability access and inclusion?

Embracing Disability Access & Inclusion: A win for our business

As a small tourism business, we are always looking for ways to improve our products and services for our customers, enter new customer markets, and find good people to employ.

One way to achieve this is to embrace disability access and inclusion and attract people with disability as both customers and employees.

In this pitch deck, we'll explore why we should embrace disability access and inclusion and outline several next steps that we plan on exploring together as a business.

Let's get started!

Anywhere

Building the case
for inclusion



Why embrace disability access and inclusion?

1

Our business can benefit from an expanded customer base

2

Our customers and the broader community expect it

3

We are legally obligated to



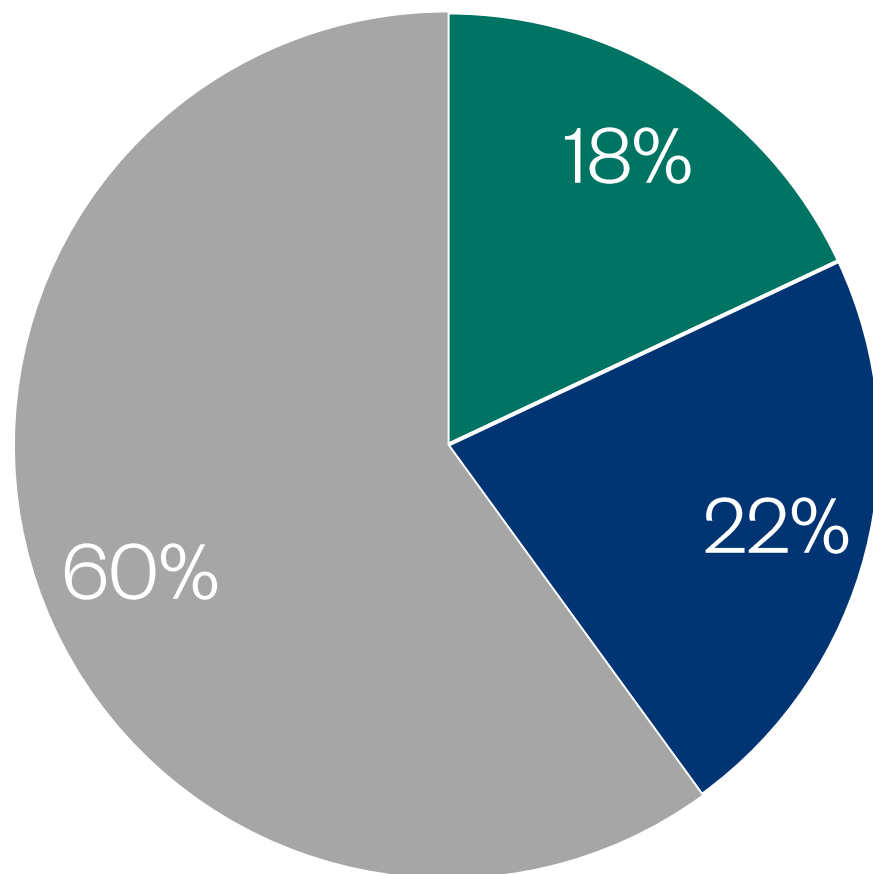
Anywhere

1

Our business
can benefit

Expanded Customer Base

Significant Market



18%

(4.4 million people)

Australians
with disability

22%

(5.5 million people)

Australians with long-term
health conditions

Source: Australian Institute of Health and Welfare, [Read more](#)

Expanded Customer Base

Untapped potential

Ignoring accessibility needs can limit access for this consumer segment and miss out on potential business growth.

Wider benefits

Designing for accessibility serves a broader audience beyond just people with disabilities (e.g., seniors, families), leading to wider customer appeal.

Source: Tourism Research Australia. [Read more.](#)

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Expanded Customer Base

Tourism Spending

\$13.5 million

(17% in total)

Domestic tourism spending
contributed by people with disability

\$46.1 million

(19% in total)

Domestic trips accounted for
by people with disability

Source: Australian Trade and Investment Commission, [Read more](#)

Hiring good people

Address labour shortages

Hiring people with disabilities helps tackle the workforce shortage faced by many tourism businesses.

Increased retention

Research suggests people with disabilities show **higher job retention** and fewer workplace incidents.

Source: Department of Social Services. Read more.
Source: Human Rights Commission. Read more.

Diverse talent pool

Inclusive hiring opens up a pool of skilled and talented individuals with unique perspectives.

Enhanced workplace

Inclusive workplaces benefit from diverse ideas, boosting innovation and fostering a more dynamic environment.

Anywhere

2

Our customers
and the community
expect it



Societal expectations

Prioritising disability access and inclusion reflects what society expects from businesses and organisations.

International standards

The UN Convention on the Rights of Persons with Disabilities (UNCRPD) sets a global standard for inclusion, which Australia supports as an original signatory.

Ethics & reputation

Businesses who embrace these principles meet ethical expectations and enhance their reputation.

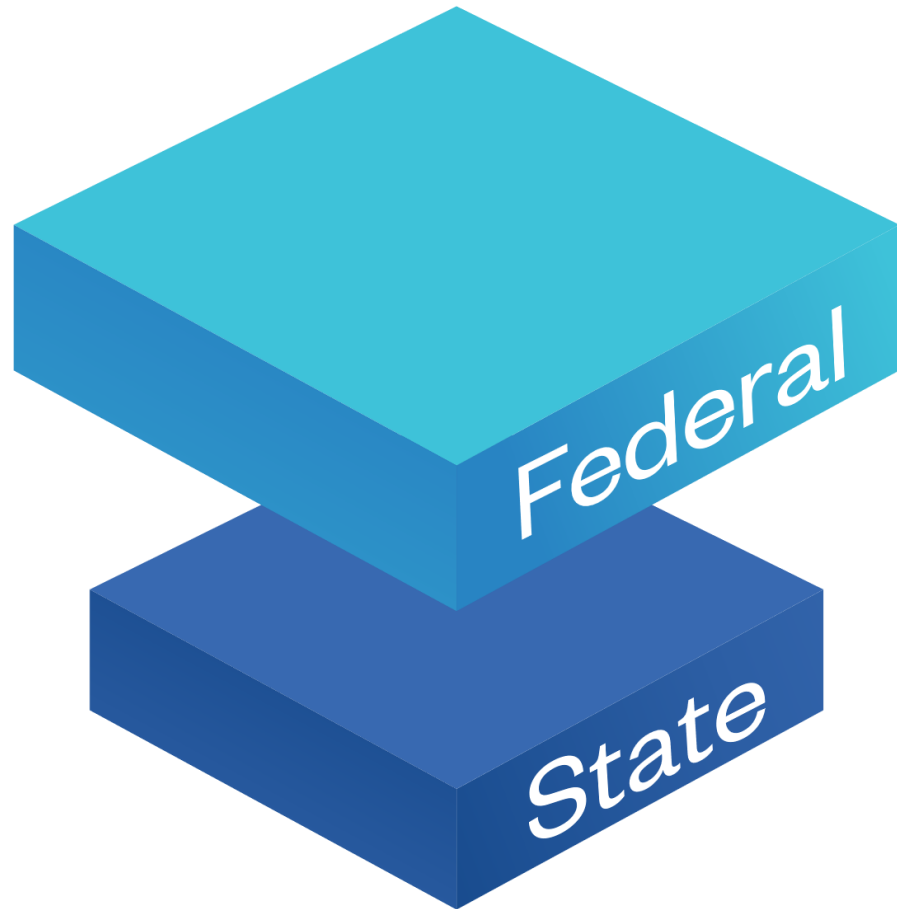
Inclusivity & community

A commitment to accessibility reflects a dedication to diversity and shows you value creating a more inclusive community for all.

Anywhere

We are legally
obligated to





Federal Law

The Disability Discrimination Act 1992 (Australia-wide) prohibits discrimination against people with disabilities.

State Law

In Queensland, the **Anti-Discrimination Act 1991** further reinforces inclusivity and anti-discrimination protections.



Consequences

Failure to comply can result in legal action and potential financial penalties.

State and federal law

Understand both state and federal laws to ensure your business is fully compliant.



Anywhere

Next steps

Where to from here?

1

Assess our Maturity

Take an online assessment to understand where we are in our journey

2

Review Results

From the results we will discover where to commence making changes

3

Action

We will report back with a detailed plan of action in due course

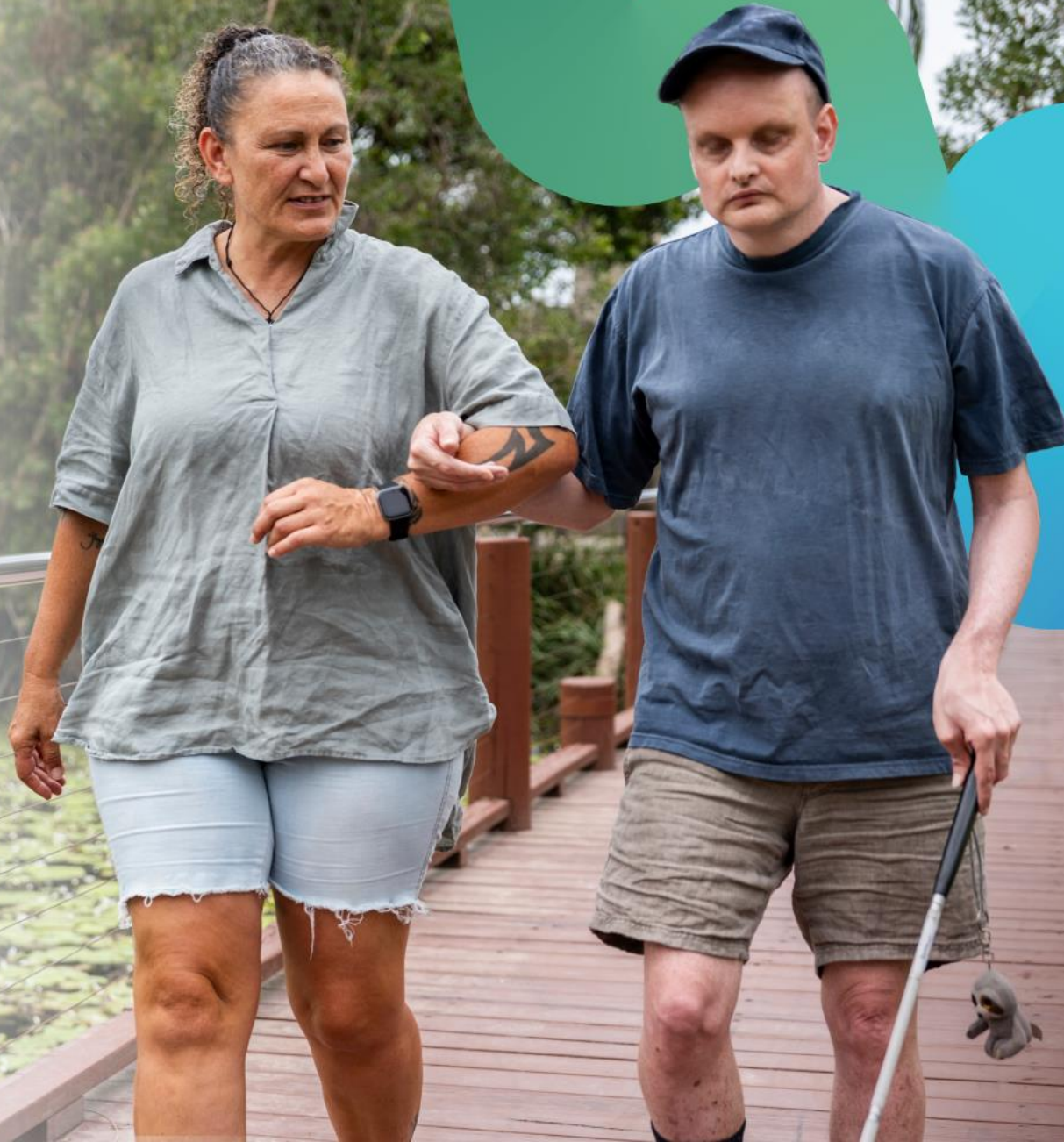
Anywhere

Accessibility and Inclusion Resources

Create inclusive experiences

Join us in creating a world where anywhere can be a destination for anyone. Anywhere will equip you with the tools and resources to lead the way in accessible tourism experiences.

anywhere.org.au



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