

# Anywhere

Disability Access and Inclusion

# Disability Action Plan Guide



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## Guide

# Disability Action Plan

## Purpose

Creating a Disability Action Plan (DAP) demonstrates a genuine commitment to building an inclusive and accessible environment for everyone. We know it can feel daunting to translate ideas into a formal document. Luckily, there are excellent resources to guide the process, including:

- The Australian Human Rights Commission Disability Action Plan Guide provides a comprehensive overview of every step.
- The Australian Disability Clearinghouse on Education and Training offers the helpful article “What’s in a Good Disability Action Plan?”

These guides offer big-picture thinking, best practices and detailed guidance on how to develop a Disability Action Plan. So, what’s the purpose of this template?

- This template helps you bridge the gap between understanding what needs to be done and writing your plan.
- While a DAP needs background information, this template emphasises outlining clear, practical actions.
- Support you with a streamlined template that helps you develop a meaningful DAP without unnecessary jargon or repetition.

For more information on developing a Disability Action Plan, head back to the [Anywhere toolkit](#) where you will find more information and links to a variety of resources to help you along the way.

## Foreward

Here's a breakdown of what a foreword for a Disability Action Plan could comprise, along with some points to consider.

### Components of a Foreword:

- **Establishes importance and commitment:** the foreword sets the tone, highlighting why the organisation values inclusion and why the DAP is significant. It is usually written by the CEO or a company director.
- **Personal connection (optional but powerful):** if the author has a lived experience of disability, a brief mention adds authenticity and demonstrates the organisation's willingness to centre those voices. A co-authored foreword alongside a person with disability would also work.
- **Addresses potential challenges:** acknowledges that implementing the DAP might require overcoming obstacles. This shows that the commitment is realistic, not just idealistic.
- **Focus on action:** emphasise that the DAP represents a move from words to tangible action.
- **A call for participation:** invite everyone in the organisation to play a role in creating a more inclusive environment.

### Additional Tips:

- **Keep it concise:** a foreword should be impactful but short enough to hold people's attention.
- **Authentic voice:** whether written by a senior leader or someone with lived experience, the foreword should sound genuine, not just formal.
- **Positive and forward-looking:** frame the DAP as an exciting opportunity for the organisation and its community, rather than emphasising it as a series of difficult changes.

## Introduction

Here's a breakdown of what your Introduction/Background section could cover. What you want to achieve with the introduction is to set the scene about your tourism business and why access and inclusion is important to you.

Key points to include:

<b>Business Introduction</b>	<ul style="list-style-type: none"><li>• <b>Name of the tourism business.</b></li><li>• <b>Type of business (e.g., adventure tours, accommodation, transport provider, etc.).</b></li><li>• <b>Scale and location of operation (are you a local business, do you serve a wider region?).</b></li></ul>
<b>Commitment to Inclusion</b>	<ul style="list-style-type: none"><li>• <b>Explicitly state your organisation's belief in access and inclusion for people with disability.</b></li><li>• <b>Emphasise that this commitment goes beyond words and requires a structured approach.</b></li></ul>
<b>Reasons for the DAP</b>	<ul style="list-style-type: none"><li>• <b>Benefits for customers:</b> explain how a focus on accessibility expands your audience and improves the visitor experience.</li><li>• <b>Benefits for employees:</b> highlight your support for hiring and retaining employees with disability, recognising the value they bring.</li><li>• <b>Benefits for community:</b> describe how a commitment to inclusion strengthens your business's positive impact on the community.</li></ul>

## Issues and Opportunities

This section is crucial as it highlights the specific areas your DAP will address. It ensures that your actions are focused on the most impactful changes suggested to you by your customers, employees or stakeholders.

### Identifying Issues

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#### Looking externally

Examine each step a customer takes when interacting with your business (e.g., booking, arrival, using your facilities, departure) by using a tool like customer journey mapping.

Identify areas where people with disability face obstacles, including:

- Physical barriers (steep ramps, inaccessible rooms/attractions.)
- Information barriers (confusing website, lack of clear signage).
- Communication barriers (difficulty understanding staff, lack of alternative communication formats).
- Attitudinal barriers (unconscious bias, lack of disability awareness among staff).

#### Looking internally

Gather input from current employees with disability (if applicable) and consider broader accessibility issues affecting employees:

- Recruitment and hiring (inaccessible job postings, interviewing process)
- Workplace accessibility (workstation setups, accessible meeting rooms)
- Career development opportunities (training, promotions)

### Defining Opportunities

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Through engaging with your customer, employees, stakeholders and people with disability.

Identify opportunities such as:

- **Expanding your market:** more accessible offerings allow you to reach a wider customer base eager for inclusive experiences.
- **Reputation enhancement:** a commitment to accessibility boosts your reputation as a socially responsible and welcoming business.
- **Innovation:** addressing accessibility challenges often leads to creative solutions that benefit everyone (e.g., clearer signage benefits non-native language speakers too).
- **Staff enrichment:** building a more inclusive workplace attracts talented individuals with diverse backgrounds and promotes a positive work culture.

**Note:** make this section factual and straightforward. Aim for bullet points or short summaries under each category. Lastly, issues/opportunities can be presented in several ways and dependent on the process used to collect the information. As long as this section talk succinctly about the issues and opportunities you have identified and can be linked to the content in the next section it'll work.

## Our Disability Action Plan

### Overarching Goal

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This section begins with a clear, concise statement of your organisation’s ultimate aim regarding disability inclusion. Make it ambitious enough to inspire action, yet realistic and specific.

**Example:**

“[Your Business Name] will become a leader in accessible tourism within [region], providing seamless and enjoyable experiences for people with disability.”

### Domains/Themes and Goals

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Domains: these are broad areas of focus within your DAP.

Common domains might include:

- Physical Accessibility
- Information and Communication
- Employment
- Customer Service
- Procurement (ensuring your suppliers also have inclusive practices)

Each domain should have a specific goal contributing to the overarching goal.

**Example:**

Under the “Customer Service” domain, a goal might be: “All frontline staff will receive disability awareness training to provide confident, respectful, and helpful interactions with all customers.”

### Mapping Domain Goal to Overarching Goal

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Briefly explain (or visualise) how domain-level goals will directly contribute to achieving the overarching goal. This is generally visualised in an infographic or table where the domain goals cascade down from the overarching goal.

End this section by clearly stating how the next part of your DAP will contain a detailed list of concrete actions organised under each domain/theme.

## Disability Action Plan Domains

Add additional domains as needed and/or rows as needed.

### Domain name 1

Goal for Domain 1

Action	Responsible	Timeline	Measure of Success
1			
2			
3			
4			

### Domain name 2

Goal for Domain 2

Action	Responsible	Timeline	Measure of Success
1			
2			
3			
4			

### Domain name 3

Goal for Domain 3

Action	Responsible	Timeline	Measure of Success
1			
2			
3			
4			

## Monitoring and Evaluation

This section of the Disability Action Plan outlines how progress will be measured and who is accountable for its success. Actions will have clear deadlines and designated individuals or teams responsible for their completion.

Regular progress updates (monthly, quarterly, etc.) will track what's working well and where adjustments are needed. Oversight will be provided by a specific role (e.g., CEO, Diversity & Inclusion Manager) or a designated governance committee.

Feedback from employees and customers with disability will be a crucial part of evaluating the DAP's impact. This commitment to review and adaptation ensures the plan effectively guides the organisation towards its inclusion goals.