

# Anywhere

Create inclusive experiences

## Maturity Model and Assessment Tool

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## Background

The *Anywhere* toolkit, comprising a maturity model and organisational assessment tool, offers a rapid evaluation of how tourism businesses cater to accessibility and inclusion for people with disability. This tool assesses not only the experience offered to customers but also the workplace environment for employees. It is designed for practical use rather than academic research, aiming to provide a snapshot of how your organisation performs in terms of access and inclusion. By identifying areas for improvement, the tool facilitates targeted enhancements in your business practices.

Integrated directly with the domains of the *Anywhere* resource, the tool directs users to specific sections of the toolkit that are most relevant and beneficial to their organisational needs. It serves as a valuable resource for business operators, CEOs, managers, and staff to initiate and enrich discussions on accessibility and inclusion within their organisations. Whether you are taking the first steps towards inclusivity or aiming to refine your existing practices, the *Anywhere* toolkit is structured to support and guide your journey towards a more inclusive and accessible business environment.

## About Anywhere's Maturity Model and Assessment Tool

The Disability Maturity Model and Organisational Assessment tool is designed as a rapid assessment of your organisation's accessibility and inclusion practices. It comprises 20 questions across three distinct domains, designed to evaluate and enhance the accessibility and inclusiveness of your tourism business. The tool is structured as follows:

- **Domain 1: Understanding, Attitudes, and Mindset** – This domain covers your general awareness and approach to access and inclusion for people with disability, consisting of 5 questions.
- **Domain 2: Customer Experience** – This domain assesses how your tourism business provides an accessible and inclusive experience for your customers, with 8 questions.
- **Domain 3: Employee Experience** – This domain evaluates how your business supports accessibility and inclusion for employees within the workplace, featuring 7 questions.

Participants should complete the tool by responding to each question. Questions are scored on a 5-point scale, allowing respondents to reflect varying levels of maturity regarding accessibility and inclusion practices. The scoring definitions for assessing your maturity on each question are:

- **Strongly Disagree (1 point)** – my business does not recognise or implement accessibility and inclusion practices effectively.
- **Disagree (2 points)** – my business has limited awareness and has begun to implement basic practices inconsistently.
- **Neutral (3 points)** – my business has some established accessibility practices, but there is a need for more consistent application and integration.
- **Agree (4 points)** – my business demonstrates a strong commitment to accessibility and inclusion with well-integrated practices across most areas.
- **Strongly Agree (5 points)** – my business exemplifies best practices in accessibility and inclusion, seamlessly integrated throughout all operations.

Scores for each domain are totalled to provide a domain-specific insight, with a maximum of 25 points for Domain 1, 40 points for Domain 2, and 35 points for Domain 3.

The overall score is the sum of all three domains, which provides a holistic view of the organisation's maturity in accessibility and inclusion, with a maximum possible score of 100 points. You can find a table to tally your scores on [page 8](#).

## Where to from here?

After completing the assessment tool and tallying your scores, the next steps involve a deeper exploration into areas where your business may require further development. Focus particularly on the domains where you scored lower—be it general practices, customer interactions, or employee engagement. Find the link to the relevant domain on [page 8](#) after tallying your score.

For detailed guidance on specific areas needing attention, revisit the assessment tool referencing questions where your business scored low. Each relevant section includes links that will direct you to the specific part of the *Anywhere* toolkit. These resources are designed to provide you with the knowledge and strategies necessary to enhance your practices.

By following these links, you'll access tailored information that aligns with the specific challenges and questions highlighted by your assessment scores. This process will support you in advancing your journey towards a more inclusive tourism experience, ensuring that both your customers and employees benefit from a welcoming and accessible environment.

We recommend that your organisation utilise the *Anywhere* toolkit on an annual basis to assess progress in accessibility and inclusion. Conducting this evaluation yearly will help you track improvements, identify emerging areas for development, and ensure that your practices continue to evolve to meet the needs of both customers and employees. Regular use of the tool will provide valuable insights and guide ongoing efforts towards creating a more inclusive business environment.

## Assessment Tool

Completed by

Date

### Domain 1: General Accessibility Access and Inclusion Maturity

**1. My business recognises the value that inclusion brings to all aspects of our operations.**

Understanding of Inclusion Benefits – [Learn more](#)

Strongly Disagree  
(1 point)

Disagree  
(2 points)

Neutral  
(3 points)

Agree  
(4 points)

Strongly Agree  
(5 points)

**2. My business adheres to the social model of disability, recognising barriers as societal and environmental, rather than inherent to the disability.**

Inclusion Mindset – [Learn more](#)

Strongly Disagree  
(1 point)

Disagree  
(2 points)

Neutral  
(3 points)

Agree  
(4 points)

Strongly Agree  
(5 points)

**3. My business is knowledgeable about common access requirements for people with disability.**

Common Access Requirements – [Learn more](#)

Strongly Disagree  
(1 point)

Disagree  
(2 points)

Neutral  
(3 points)

Agree  
(4 points)

Strongly Agree  
(5 points)

**4. My business consistently uses inclusive communication and appropriate language.**

Appropriate Language – [Learn more](#)

Strongly Disagree  
(1 point)

Disagree  
(2 points)

Neutral  
(3 points)

Agree  
(4 points)

Strongly Agree  
(5 points)

**5. My business clearly defines roles and responsibilities to ensure an inclusive environment.**

Roles and Accountabilities – [Learn more](#)

Strongly Disagree  
(1 point)

Disagree  
(2 points)

Neutral  
(3 points)

Agree  
(4 points)

Strongly Agree  
(5 points)

**Total Score:**

## Domain 2: Providing an Inclusive and Accessible Environment for Customers

### 1. My business understands the specific benefits of inclusion for our customers.

Customer Inclusion Benefits – [Learn more](#)

Strongly Disagree (1 point)	Disagree (2 points)	Neutral (3 points)	Agree (4 points)	Strongly Agree (5 points)
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### 2. My business comprehensively understands the end-to-end customer journey, particularly relating to access and inclusion.

Customer Journey Understanding – [Learn more](#)

Strongly Disagree (1 point)	Disagree (2 points)	Neutral (3 points)	Agree (4 points)	Strongly Agree (5 points)
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### 3. My business plans customer experiences related to access and inclusion in partnership with people with disability.

Inclusive Planning with Customers – [Learn more](#)

Strongly Disagree (1 point)	Disagree (2 points)	Neutral (3 points)	Agree (4 points)	Strongly Agree (5 points)
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### 4. My business uses various communication channels effectively to inform people with disability about our services.

Communication Channels – [Learn more](#)

Strongly Disagree (1 point)	Disagree (2 points)	Neutral (3 points)	Agree (4 points)	Strongly Agree (5 points)
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### 5. My business provides detailed, accessible information about our offerings online and in print.

Accessible Information – [Learn more](#)

Strongly Disagree (1 point)	Disagree (2 points)	Neutral (3 points)	Agree (4 points)	Strongly Agree (5 points)
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**6. My business ensures a seamless booking or purchasing experience with customisable accessibility options.**

Seamless Booking Experience – [Learn more](#)

Strongly Disagree (1 point)	Disagree (2 points)	Neutral (3 points)	Agree (4 points)	Strongly Agree (5 points)
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**7. My business provides an accessible physical environment, trained staff, and supporting materials for an inclusive tourism experience.**

Accessible Physical Environment – [Learn more](#)

Strongly Disagree (1 point)	Disagree (2 points)	Neutral (3 points)	Agree (4 points)	Strongly Agree (5 points)
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**8. My business actively engages with customers post-experience to gather feedback and encourage sharing of their positive experiences.**

Engagement Post-Experience – [Learn more](#)

Strongly Disagree (1 point)	Disagree (2 points)	Neutral (3 points)	Agree (4 points)	Strongly Agree (5 points)
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**Total Score:**

### Domain 3: Providing an Inclusive and Accessible Environment for Employees

**1. My business understands the benefits of inclusion specifically for our workplace and employees.**

Employee Inclusion Benefits – [Learn more](#)

Strongly Disagree (1 point)	Disagree (2 points)	Neutral (3 points)	Agree (4 points)	Strongly Agree (5 points)
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**2. My business comprehends the end-to-end employee journey with a focus on access and inclusion.**

Employee Journey Understanding – [Learn more](#)

Strongly Disagree (1 point)	Disagree (2 points)	Neutral (3 points)	Agree (4 points)	Strongly Agree (5 points)
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**3. My business collaboratively plans the employee experience, ensuring it is accessible and inclusive, particularly in partnership with employees who have disability.**

Inclusive Employee Experience Planning – [Learn more](#)

Strongly Disagree (1 point)	Disagree (2 points)	Neutral (3 points)	Agree (4 points)	Strongly Agree (5 points)
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**4. My business creates a welcoming and accessible environment even before potential employees apply, ensuring accessibility from the initial stages.**

Welcoming Environment for Applicants – [Learn more](#)

Strongly Disagree (1 point)	Disagree (2 points)	Neutral (3 points)	Agree (4 points)	Strongly Agree (5 points)
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**5. My business employs a fair and inclusive recruitment strategy that actively seeks to include people with disability.**

Inclusive Recruitment – [Learn more](#)

Strongly Disagree (1 point)	Disagree (2 points)	Neutral (3 points)	Agree (4 points)	Strongly Agree (5 points)
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**6. My business fosters an environment where employees with disability are supported through adaptability and appropriate resources.**

Supportive Work Environment – [Learn more](#)

Strongly Disagree  
(1 point)

Disagree  
(2 points)

Neutral  
(3 points)

Agree  
(4 points)

Strongly Agree  
(5 points)

**7. My business ensures that parting ways with employees is handled in a way that values inclusion and supports their future career development.**

Positive Exit Experience – [Learn more](#)

Strongly Disagree  
(1 point)

Disagree  
(2 points)

Neutral  
(3 points)

Agree  
(4 points)

Strongly Agree  
(5 points)

**Total Score:**

## Assess your inclusive tourism maturity

	Tallied Score	Maturity Level
Domain 1: General Disability Access and Inclusion Maturity Maturity Level Scores: Low (1 – 12), Medium (13 – 20), High (21 – 25) <a href="#">More information</a>		
Domain 2: Providing an Inclusive and Accessible Environment for Customers Maturity Level Scores: Low (1 – 20), Medium (21 – 32), High (33 – 40) <a href="#">More information</a>		
Domain 3: Providing an Inclusive and Accessible Environment for Employees Maturity Level Scores: Low (1 – 17), Medium (18 – 28), High (29 – 35) <a href="#">More information</a>		
<b>Total Score</b>		

### Low maturity (1 – 49 points overall score)

Your organisation shows limited awareness and implementation of accessibility and inclusion practices. Scores in this category indicate that there is significant room for improvement across all domains. Immediate action and dedicated resources are needed to start building a more inclusive environment for both customers and employees.

### Medium maturity (50 – 80 points overall score)

Your organisation demonstrates a developing awareness and integration of accessibility and inclusion practices. Scores in this category suggest that while some effective practices are in place, there is inconsistency in their application. Continued efforts and focused improvements are necessary to strengthen and standardise your inclusive practices.

### High maturity (81 – 100 points overall score)

Your organisation exemplifies a strong commitment to accessibility and inclusion, with well-established and integrated practices across most or all areas. Scores in this category reflect a high level of maturity, indicating that your business serves as a model of best practices in providing an accessible and inclusive environment for both customers and employees.