



GIPPSLAND Accessible Tourism Plan 2019-2021 Summary

Revised and updated 3 Dec 2019
by the Gippsland Accessible Tourism Partnership Group

Destination **GIPPSLAND**





Introduction

The Gippsland Accessible Tourism Plan (Plan) has been developed by the Gippsland Accessible Tourism Partnership Group (GATPG) which consists of the following organisations.

- Destination Gippsland
- Tourism Victoria
- Gippsland's six Local Government Areas; Baw Baw, Bass Coast, East Gippsland, Latrobe City, South Gippsland and Wellington
- Parks Victoria
- DeafAccess Gippsland

The GATPG recognises the importance and benefits of building the region as an accessible and welcoming tourism destination for all.

- Australia's population is ageing in both volume and longer life expectancy which has resulted in a growing market for travelers with accessibility needs
- One in five people has a disability and based on recent Gippsland visitation figures, this translates to approximately 900,000 visitors with a disability travelling to Gippsland annually
- People with a disability account for 8.2 million overnight stays in Australia
- \$8 billion per year is spent on Australian tourism by travelers with a disability, which equates to approximately 11% of Australia's overall tourism expenditure

(Accessible Tourism in Victoria and Queensland January 2018 Tourism Research Australia report)

The Gippsland Accessible Tourism Plan is intended to guide and benefit all tourism industry stakeholders in Gippsland.

The ongoing management and implementation of the Plan will be led by Destination Gippsland in collaboration with all members of the GATPG.

Vision

Gippsland will be widely recognised as a region with a significant range of accessible tourism experiences that grow visitation and enhance the tourism opportunities for all visitors to the region.

Objectives

- Increase visitor numbers, specifically people with access requirements
 - Position Gippsland as a leader in accessible tourism experiences
- Raise the profile and priority of accessible tourism in Gippsland amongst all tourism stakeholders
- Increase visitor satisfaction and repeat visitation from people with access requirements in Gippsland



Priority Area 1

Accessible Tourism Experiences and development for Industry success

To ensure Gippsland is effectively positioned to provide accessible tourism experiences, infrastructure and development through education and investment for industry success.

1. Educate the Gippsland tourism industry on the benefits of becoming an accessible tourism business
 - Use networks to promote key message and share information and resources
2. Promote 'Good Access is Good Business' and the principles of 'Universal Access and Design' to the Gippsland tourism industry
 - Provide 'Accessible Tourism, it's your business' as a resource, encourage business to enter tourism awards, promote online training tools
3. Provide training, product development and networking experiences
 - Provide professional development opportunities at forums
 - Host annual workshops to identify gaps and barriers for people with access requirements visiting the region
4. Educate event organisers regarding accessibility requirements
 - Distribute 'Accessible Event' guidelines
 - Advertise accessible activities in tourism calendar, including accessible features
 - Encourage local government to include accessibility as part of event applications
5. Encourage investment in accessible infrastructure by tourism businesses, local government and Parks Victoria to improve accessibility for visitors with access requirements
 - Advocate to local government to continue to include/improve accessibility all in their buildings and other infrastructure
 - Encourage accessible infrastructure improvements in National Parks and Reserves



Priority Area 2

Marketing to Visitors with Access needs

Develop marketing activities and communication tools which focus on accessible tourism to increase visitor numbers, length of stay and dispersal for Gippsland

1. Ensure that Visit Gippsland and local government websites contain relevant content on accessible tourism experiences in Gippsland for consumers and operators
 - Include businesses with Australian Tourism Data Warehouse (ATDW) listing on visitgippsland.com
2. Promote the use of the 'Accessible Gippsland' tagline and '#accessiblegippsland' in all marketing activities
 - Use 'All Kinds of Wonder' branding in marketing
3. Expand imagery and video footage of accessible experiences to include in promotion of Gippsland
 - Use a wide range of footage in promotional material (ie people with access needs, parents with children in prams, older people)
4. Promote accessible Gippsland tourism experiences through a variety of digital channels
 - Utilise web deals pages on visitgippsland.com and visitvictoria.com
5. Generate PR and media campaigns supporting accessible Gippsland tourism experiences
 - Promote 'Best of Accessible Experiences' in mainstream and targeted markets



Priority Area 3

Advocacy, Policy, Governance and Management

Effectively advocate for policies and strategies to promote the benefits of accessible tourism in Gippsland through sound governance and management

1. Maintain the GATPG
 - Incorporate agenda into Tourism Manager's meetings
 - Expand current partnership as necessary
2. Manage the Plan
 - Destination Gippsland will lead the GATPG to implement the Plan accordingly
3. Influence other Gippsland plans and policies and strategies
 - Advocate for accessibility to be included in GATPG's and other tourism association's plans and policies and strategies
4. Access funding, as required to implement the Gippsland Accessible Tourism Plan of the Gippsland Accessible Tourism Plan
 - Identify and apply for relevant grant opportunities
5. Encourage people to promote accessible tourism experiences
 - Seek opportunities to connect with groups or individuals who may wish to share their stories with the media of positive accessible tourism experiences
 - Create key messages for tourism experiences to use to promote positive accessible tourism experiences



Appendix

Key Accessible Tourism Resources

- National Disability Strategy 2010-2020
www.dss.gov.au/our-responsibilities/disability-and-carers/publications-articles/policy-research/national-disability-strategy-2010-2020
- Tourism Victoria's Accessible Tourism Plan
www.business.vic.gov.au/tourism-industry-resources/Business-Tools-and-Support/accessible-tourism/accessible-tourism
- Accessible Tourism in Victoria and Queensland January 2018 Tourism Research Australia report
www.tra.gov.au/Archive-TRA-Old-site/Research/View-all-publications/All-Publications/Destination-Visitor-Survey-results/Strategic-regional-research-reports/accessible-tourism-victoria-queensland
- The Tourism Victoria Accessible Tourism Resource Kit
www.business.vic.gov.au/__data/assets/pdf_file/0007/1543705/Tourism_Accessibility_Digital.pdf
<http://www.tourism.vic.gov.au/business-tools-support/accessible-tourism.html#toolkit>
- Darcy & Dickson, 2009, A Whole of Life Approach to Tourism: The Case for Accessible Tourism Experiences. Journal of Hospitality and Tourism Management
www.researchgate.net/publication/235993187_A_Whole-of-Life_Approach_to_Tourism_The_Case_for_Accessible_Tourism_Experiences
- Destination Gippsland - www.destinationgippsland.com.au/industry-development/accessibility/
- The Victorian Office for Disability - www.dhs.vic.gov.au
- Divine - www.divine.vic.gov.au
- Vision Australia - www.visionaustralia.org
- To view Good Access is Good Business - www.destinationgippsland.com.au
- Travability - www.travability.travel
- Travellers Aid Australia - www.travellersaid.org.au
- Arts Access Victoria - www.artsaccess.com.au
- Liveable Housing Design resources - www.livablehousingaustralia.org.au
- Travelling Chair: Making your community accessible - www.travellingchair.net

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Destination Gippsland

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East Gippsland Shire Council

Tourism Events & Visitor Economy – Department of Jobs, Precincts and Regions, Tourism Events and Visitor Economy

Parks Victoria

Department of Health and Human Services, Office for Disability

Representatives of Gippsland Local Government Disability/Access and Inclusion Advisory Committees



A Changing Places Facility is a public toilet with adult change facilities designed to meet the needs of people with severe and profound disabilities. (Coves Victoria) Photography: Teana Kaleopa

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