



MEDIA RELEASE

For immediate release

30 November 2021

Accessible tourism operator encouraged by the Australian Government proposed visitor economy strategy.

Cocky Guides is excited to learn that the report titled 'Reimagining the Visitor Economy' has identified accessibility in several strategic priority actions. This report has resulted in the delivery of the proposed visitor economy strategy available for review and feedback.

Cocky Guides Founder James (Buck) McFarlane says, "For the past three years, Cocky Guides has been delivering impactful and engaging travel experiences for blind and low vision Australians. This new report recognises accessible experiences as a strategic priority action like accessible assets and infrastructure."

Cocky Guides would encourage businesses in the visitor economy to take time to review their end-to-end guest experience and identify minor improvements that can be made immediately, at low or no cost, to improve accessibility. Large print menus, large QR codes in convenient locations, contrasting colours in design and high watt light bulbs assist many Cocky Guides low vision travellers, plus most of your guests!

James says, "It's great to see a priority action in the proposed report to conduct a pilot program to facilitate employment for people with a disability into the visitor economy. This is something I would like to see Cocky Guides pursue further with our tourism partners."

Cocky Guides encourages their tour partners and other businesses in the visitor economy to review the proposed visitor economy strategy and make a submission by 23 December 2021 via this link:

<https://www.austrade.gov.au/news/publications/national-visitor-economy-strategy-thrive-2030-consultation-draft>

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CONTACT

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ABOUT COCKY GUIDES

Since launching in August 2018, Cocky Guides have specialised in providing unique, multi-sensory adventures for the blind and low-vision community. Cocky Guides has been recognised as an outstanding tourism business, nominated as finalists in the prestigious 2021 NSW Tourism Awards and winner of this year's Excellence in Micro Business Category in the 31st Western Sydney Awards for Business Excellence.

It is estimated there are over 575,000 Australians who are blind or have low vision. Cocky Guides aims to be the leading support provider for adventure and travel, designed to increase independence and social and community participation for blind and low vision Australians.

For more information, visit www.cockyguides.com.au