



MEDIA RELEASE

For immediate release

25 November 2021 - SYDNEY AUSTRALIA

Accessible tourism operator Cocky Guides recognised in awards for Business Excellence.

Cocky Guides is excited to announce that they are the Excellence in Micro Business Award winners at the 31st Annual Western Sydney Awards for Business Excellence. Business founder James McFarlane collected the award at Rosehill Gardens on Wednesday night.

James said, "I am so proud that Cocky Guides, an accessible tourism business born in Western Sydney, has been recognised for our commitment to excellence in providing travel and social solutions for blind and low vision Australians. Although recognised as a micro-business, we deliver life-changing outcomes for our travellers. Our outcomes are achieved with the amazing support of 30 businesses across 9 Western Sydney Local Government Areas."

Cocky Guides deliver experiences for blind and low vision travellers to over 50 destinations across Australia, and around 70% of travellers with Cocky Guides call Western Sydney home.

For more information on scheduled small group sensory tours, social outings and tailored trips, visit www.cockyguides.com.au/tours

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CONTACT

For further information: please get in touch with James (Buck) McFarlane at buck@cockyguides.com.au or call 0403 827 666

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

ABOUT WESTERN SYDNEY AWARDS FOR BUSINESS EXCELLENCE

The Western Sydney Awards for Business Excellence (WSABE) is the premier platform for the Greater Western Sydney Region. Founded by the Parramatta Chamber of Commerce in 1990, this initiative celebrates its 31st anniversary in 2021. The WSABE platform annually recognises outstanding business leaders and organisations actively contributing to the Western Sydney region's rapidly developing economy. Since its inception in 1990, WSABE has acted as a launching pad for many of Western Sydney's high profile businesses and professionals. Over 31 years of operation, it has received more than 5,000 entries.

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