



MEDIA RELEASE

For immediate release

SYDNEY, AUSTRALIA – 30 September 2022

Accessible tour operator has been announced as a finalist in two categories at the NSW Tourism Awards 2022

Cocky Guides specialise 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 for the mainstream Tour & Transport Operators category and Excellence in Accessible Tourism.

Cocky Guides Founder James (Buck) McFarlane says, “As a specialised accessible tourism operator, it is great to be a finalist for Excellence in Accessible Tourism. However, our team are also very excited to let our travellers know about our success as finalists in the mainstream Tours & Transport Operators category. We work hard to make travel naturally accessible at the destinations we visit. Our recognition as a finalist in this category is exceptional for our travellers, trip leaders and tourism partners.”

Cocky Guides is a social enterprise that connects communities and industry by providing group support to help blind and low-vision Australians travel without relying on family, friends or paid carers. Since its launch in 2018, Cocky Guides has returned over half a million dollars to the Australian tourism industry.

James says, “During the awards qualifying period we could only operate for 136 days without COVID restrictions. In that time we managed to provide 24,000 group support hours for our blind and low-vision travellers, with 25 multi-day trips, 46 day tours and 638 travellers across 35 destinations.”

Do you have a friend or relative that is blind or has low vision? Share Cocky Guides on socials to discover what we do. Keep up to date with regular newsletters, group tours or request a tailored trip at www.cockyguides.com.au



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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. More than 1,000 travellers have visited over 60 destinations with Cocky Guides, which have been recognised as an outstanding new tourism business, and nominated as finalists in the prestigious 2019, 2021 & 2022 NSW Tourism Awards. Cocky Guides was also the winner of both the 2020 Start-Up Superstar and the 2021 Excellence in Micro Business at the 2020 Western Sydney Awards for Business Excellence.

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