



## MEDIA RELEASE

23 November 2022

### **Accessible tour operator Cocky Guides wins Silver in the 2022 NSW Tourism Awards.**

Cocky Guides is at the forefront of accessible tourism, specialising in creating and delivering sensory experiences at over 60 destinations for more than 1,000 blind and low-vision Australians. Now they have been recognised by taking home Silver in the 2022 NSW Tourism Awards held on 17 November at Luna Park Sydney.

This highly respected Silver Award is the second consecutive win for Cocky Guides in the Excellence in Accessible Tourism category, having also taken out Bronze in that same category in the 2021 NSW Tourism Awards.

Cocky Guides Founder James (Buck) McFarlane says, "We've successfully created a tourism business with blind and low-vision travellers at the heart of everything we do. By visiting destinations with our travellers and working with tourism operators throughout the country, we advocate accessible tourism with each tap of our traveller's white cane or paw print from their dog guide."

Buck believes that "Businesses that make accessibility a priority will naturally improve the overall experience for every guest they serve and recommends businesses to look at accessible tourism as an ongoing journey of continual service excellence improvement. We look forward to celebrating our win with our travellers at lunch for the International Day of People with Disability next week."

Buck added that with Cocky Guides proudly taking home the Silver Excellence in Accessible Tourism 2022, this now adds to the previous finalist and awards achieved in their first four years of operation, including:

- NSW Tourism Awards 2022 Finalist, Tour and Transport Operator
- Western Sydney Awards for Business Excellence 2022 Patrons Acknowledgement, Excellence in Social Enterprise
- NSW Tourism Awards 2021 Bronze Winner, Excellence in Accessible Tourism



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- NSW Tourism Awards 2021 Finalist, Tour and Transport Operator
- Western Sydney Awards for Business Excellence 2021 Winner, Excellence in Micro Business
- Western Sydney Awards for Business Excellence 2020 Winner, Start-Up Superstar
- NSW Tourism Awards 2019 Finalist, New Tourism Business
- NSW Government Travel Choices Award 2019 Commendation, Initiative of the Year

Cocky Guides run tactile and sensory group adventures all around NSW and Australia. You can find out about upcoming experiences and register for their newsletter online at [www.cockyguides.com.au](http://www.cockyguides.com.au)

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### CONTACT

For further information: please get in touch with James (Buck) McFarlane at [buck@cockyguides.com.au](mailto:buck@cockyguides.com.au) or call +61 403 827 666

### 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. Over 1,000 travellers have enjoyed sensory experiences at more than 60 destinations across NSW and Australia.

For more information, visit [www.cockyguides.com.au](http://www.cockyguides.com.au)