



MEDIA RELEASE

For immediate release

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Accessible tour operator challenges hospitality and tourism businesses to target people with disabilities to fill job vacancies.

Cocky Guides is an Australian group tour operator created for blind and low-vision travellers. Since 2018 they have showcased 60 destinations to over 1,000 vision-impaired Australians. Now they are organising an industry-led network to improve accessible tourism by getting people with lived experience with disability into employment with businesses in the Australian visitor economy.

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 daily with each tap of a 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 guests. Providing job opportunities to Australians with a disability will make accessibility conversations more natural and impactful."

All around Australia, tourism and hospitality venues struggle to fill job vacancies. A loyal Australian workforce with disabilities is ready to help fill some of these roles. Cocky Guides will host the first 60 min online networking event on Tuesday, 29 November 2022, at 9.30 am (AEDT).

Are you a business in the visitor economy that would be interested in creating employment opportunities for Australians with a disability? Learn more or register today by visiting www.cockyguides.com.au/network



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CONTACT

For further information: please get in touch with James (Buck) McFarlane at 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. More than 1,000 travellers have visited over 60 destinations with Cocky Guides, 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 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