



MEDIA RELEASE

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Accessible tour operator Cocky Guides goes nonprofit to serve even more blind and low-vision travellers.

Since 2018 Cocky Guides has been creating sensory group tours for blind and low-vision Australians. More than 1,200 travellers have experienced 60 destinations nationwide with Cocky Guides. Their change to a non-profit public company called Cocky Guides Australia Limited enables them to create new and innovative ways to deliver on their mission to inspire and support the blind and low-vision community to travel.

Cocky Guides is a social enterprise that turns group support into travel experiences for blind and low-vision participants of the National Disability Insurance Scheme (NDIS). A change to a non-profit model means Cocky Guides can reduce the barriers to travel and provide cost-effectively supported sensory group tours to vision-impaired travellers that are non-NDIS participants or international visitors.

Cocky Guides Founder James (Buck) McFarlane says, "This move is part of a diversification strategy that will see Cocky Guides create more funding opportunities beyond our existing support charges and traveller contributions. This week, we are excited to launch a destination management service in Sydney's Blue Mountains, where we operate daily tours for other tour operators. This revenue will go towards new products and subsidised services for vision-impaired travellers."

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

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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. Over 1,200 travellers have enjoyed sensory experiences at more than 60 destinations across NSW and Australia.

Cocky Guides was the proud recipient of the Silver Award for Excellence in Accessible Tourism at the 2022 NSW Tourism Award. This accolade 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
- 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

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