

MEDIA RELEASE

For immediate release



20 July 2023

Accessible tour operator announced as a finalist in the 2023 Western Sydney Awards for Business Excellence.

Cocky Guides is a specialist tour operator for blind and low-vision travellers and a finalist for Outstanding Community Organisation at the 33rd Annual Western Sydney Awards for Business Excellence.

Cocky Guides Founder James (Buck) McFarlane says, "Since our launch in 2018, we have successfully presented sensory experiences at over 60 destinations for more than 1,200 blind and low-vision travellers. At least 80% of our travellers are from the Western Sydney region where we are based."

Cocky Guides has created a purpose-built social enterprise and accessible tourism business for blind and low-vision Australians, offering fully immersive and engaging sensory experiences to some of Australia's most iconic destinations like the Great Barrier Reef in Queensland, Uluru in the Northern Territory and Cradle Mountain in Tasmania. Across Western Sydney, Cocky Guides work with thirty local businesses in ten local government areas.

James says, "The Western Sydney Awards for Business Excellence are a unique opportunity for us to reflect on our business, highlight our successes and recognise our failures. We've been able to develop effective strategies and continuous improvement."

Western Sydney Awards for Business Excellence's past success for Cocky Guides includes:

- 2020 - Startup Superstar winner
- 2021 - Excellence in Micro Business winner
- 2022 - Excellence in Social Enterprise finalist and recipient of a Patron's Acknowledgement

Cocky Guides run tactile and sensory group adventures all around Australia. You can find out about upcoming experiences and register for their newsletter online at www.cockyguides.com.au or call 1300 657 640.

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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, multisensory adventures for the blind and low-vision community. More than 1,000 travellers have visited over 60 destinations with Cocky Guides.

Cocky Guides is a licensed Parks Eco Pass operator with NSW National Parks & Wildlife Service and is the recipient of the Silver Award for Excellence in Accessible Tourism at the prestigious 2022 NSW Tourism Awards.

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, plus social and community participation for blind and low-vision Australians.

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