



MEDIA RELEASE

For immediate release

31 JULY 2025

Cocky Guides Celebrates 7 Years with \$7 Sensory Day Experiences for Blind and Low-Vision Australians

Australia's leading not-for-profit tour operator for blind and low-vision travellers, Cocky Guides, is turning seven — and they're celebrating with seven unique sensory day experiences across Sydney, starting from just \$7.

Throughout August, Sydneysiders who are blind or have low vision can explore a series of immersive, multisensory day trips designed to showcase the best of local culture, nature, and community — all with the expert support of Cocky Guides' trained trip leaders and support guides.

The Seven Experiences Include:

- **Explore local produce** at Exeter Village Markets in the Southern Highlands
- **Hike with global visitors** on a Blue Mountains Sunset Tour with Autopia Tours
- **Taste culture and cuisine** in Chinatown with Local Sauce Tours
- **Cruise Sydney Harbour** by ferry to a surprise waterfront dining destination
- **Walk the Inner West Ale Trail** and discover Sydney's indie-beer boom
- **Wander beneath cherry blossoms** at Auburn Botanic Gardens
- **Step back in time** with the scents & sounds of a steam train on the Zig Zag Railway

"What makes Cocky Guides truly special, apart from the sensory experiences we create, is the power of our advocacy," says **James (Buck) McFarlane**, Founder and Leader of Cocky Guides. "We champion inclusive travel by being out there — boots on the ground — working with destinations and businesses across the visitor economy to deliver exceptional experiences for blind and low-vision Australians."



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Since testing his concept of **sensory tourism** in 2018, Buck has grown Cocky Guides into an award-winning national leader in accessible tourism. Over the past seven years, Cocky Guides has:

- Delivered **around 400 tours** across **80 destinations**
- Facilitated **1,700 individual passenger movements**
- Connected with **more than 200 tourism businesses** to champion accessibility

Partner With Cocky Guides

Cocky Guides is always looking for new tourism businesses, attractions, accommodations, and venues to collaborate with. If you're part of the visitor economy and want to be involved, start by emailing: **partnerships@cockyguides.com.au**

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CONTACT

For further information, please get in touch with James (Buck) McFarlane at james.mcfarlane@cockyguides.com.au or call 0403 827 666

ABOUT COCKY GUIDES

Cocky Guides is Australia's leading tour operator for blind and low-vision travellers, offering unique sensory adventures that break down barriers to travel. Their purpose is to inspire independence, connection, and discovery — one sensory journey at a time.

Since launching in 2018, they've supported over 1,700 travellers across 80 destinations and proudly won Gold for Excellence in Accessible Tourism at the 2023 NSW Tourism Awards.

With over 575,000 Australians who are blind or have low vision, Cocky Guides is on a mission to make inclusive, empowering travel experiences the norm.

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