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MEDIA RELEASE

Australia makes significant strides towards a more inclusive tourism model

Advocates, tourism and business experts, Sparrowly Group, has today released their 4th Edition of their internationally acclaimed paper - [*Creating Real Inclusion - A call to arms to the tourism industry in support of people with disability.*](#)

“Through lived experience, it has inspired both myself and my co-author Jackie Hicks to commit to researching and writing this paper and keeping it current. We are excited to release the 4th edition of our paper today on the International Day of People with Disability.” said co-author and Managing Director of Sparrowly Group, Giovanna Lever.

“This edition of the paper also includes more resources of contacts to reach out to and recorded videos on *Accessible and Inclusive Destination Marketing* and *Making Your Business Accessible* in the suite of resources.

“It is our aim through these resources to make it as easy as possible for businesses and destinations to implement inclusive practices,” Giovanna said.

We are passionate about this sector and more broadly inclusion for all. *Creating Real Inclusion: A call to arms to the tourism industry in support of people with disability* outlines not only the current situation with respect to accessible tourism but the opportunity that exists and requires immediate change to achieve.

“Since releasing our first paper in 2018, Australia has made significant progress in creating a more inclusive tourism ecosystem ready to welcome back international visitors,” Giovanna said.

Following the success and legacy of both the Gold Coast Commonwealth Games 2018 and Invictus Games 2018 in Sydney, the foundations and model has been set for how the Brisbane

Olympic and Paralympic Games in 2032 can deliver an accessible event for all, spectators and athletes. Brisbane 2032 will look to build on the powerful legacies of the landmark Sydney 2000 Paralympics, the London 2012 Paralympics where social legacy outcomes came of age, and the Gold Coast 2018 Commonwealth Games, which set new standards for accessibility and equality for Para-sports and Para-athletes. It is the hope that these Games would leave an enduring legacy and social impact of a more cohesive and inclusive Australia.

Key updates to the paper are in line with the 2021 release of international guidelines and regulations from both the United Nations World Tourism Organisation (UNWTO) and the World Travel and Tourism Council (WTTC). The United Nations World Tourism Organisation (UNWTO) published the International Organisation for Standardisation (ISO) to help the industry make travel accessible for all.

It is the first global standard on accessible tourism and will support the tourism sector in mainstreaming Universal Design approaches, making tourism accessible for everyone, everywhere. The World Travel and Tourism Council (WTTC) launched Inclusive and Accessible Travel Guidelines which focus on developing inclusive and accessible systems, creating safe systems, designing an engaging and relevant system that exemplifies inclusion and accessibility.

The paper is available [here](#).

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