

AGENDA

ACCESS ADVISORY COMMITTEE
ALICE SPRINGS TOWN COUNCIL
1:00PM TUESDAY, 23 FEBRUARY 2021
FUNCTION ROOM, CIVIC CENTRE

1. ATTENDANCE AND APOLOGIES
2. DECLARATION OF INTEREST
3. MINUTES OF PREVIOUS MEETING
 - 3.1 [Unconfirmed Minutes of the previous meeting held 24 November 2020](#)
4. BUSINESS ARISING FROM PREVIOUS MINUTES
 - 4.1 Mayoral Awards & International Day of People with Disability (Standing Item)
 - 4.2 Council Infrastructure and Accessibility Update
 - 4.3 Mobility Map Update
 - 4.4 Terms of Reference and Membership Update
5. DEPUTATION
 - 5.1 Peter Bourke – Relationships Australia
6. CORRESPONDENCE INWARDS / OUTWARDS
7. GENERAL BUSINESS
 - 7.1 [Accessible Tourism Opportunities NT](#)
 - 7.2 Disability Royal Commission Roadshow
8. NEXT MEETING / CLOSE

1PM Tuesday, 25 May 2021

MINUTES OF THE ACCESS ADVISORY COMMITTEE MEETING HELD TUESDAY 24 NOVEMBER 2020 ALICE SPRINGS TOWN COUNCIL

This meeting opened at 1:00pm

1. **ATTENDANCE**

Mayor Damien Ryan
 Councillor Glen Auricht (Chair)
 Peter Somerville – Department of Infrastructure, Planning & Logistics
 Annemarie Drummond
 Zoe Franey
 Cheryl Knight
 Brigida Stewart
 Fiona Hartnett – Disability Advocacy Services

OFFICERS IN ATTENDANCE

Scott Allen – Director Technical Services
 Kiri Milne – Community Development Officer
 Kristine Capangpangan – Administration Officer (minutes)

APOLOGIES

Karen Stewart

13th Alice Springs Town Council				
Access Advisory Committee Attendance List 2020/21				
	Sep-20	Nov-20	Feb-21	May-21
Mayor Damien Ryan		✓		
Councillor Glen Auricht	✓	✓		
Councillor Jimmy Cocking	✓	✓		
Peter Somerville	✓	✓		
Annemarie Drummond	✓	✓		
Zoe Franey	✓	✓		
Cheryl Knight	✓	✓		
Carol Muir	--	--		
Brigida Stewart	✓	✓		
Karen Stewart	✓	A		

✓ **Proxy** *Attended*
 ✓ **Proxy** *Proxy attended in place of committee member*
A *Apology Received*
 -- *No attendance and no apology tendered*

1.1 **Election of Chairperson**

In accordance with Council policy, Mayor Ryan declared the position of Chair and called for nominations.

Mayor Ryan nominated Councillor Glen Auricht as Chair
 Councillor Auricht accepted the nomination.

ACCESS 24/11/20

RESOLVED:

That Councillor Glen Auricht be appointed the new Chair of the Access Advisory Committee

Moved: Councillor Auricht**Seconded:** Peter Somerville**CARRIED****2. DISCLOSURE OF INTEREST**

Nil

3. MINUTES OF THE PREVIOUS MEETING**RESOLVED:**

That the minutes of the Access Advisory committee meeting held 1 September 2020 be confirmed as a true and correct record of the proceedings.

MOVED: Cheryl Knight**SECONDED:** Peter Somerville**CARRIED****4. BUSINESS ARISING FROM PREVIOUS MINUTES****4.1 Mayoral Awards and International Day of People with Disability – (Standing Item)**

Community Development Officer advised that a meeting took place with Disability Advocacy Services and Life Without Barriers with regard to the Mayoral Awards and International Day of People with Disability.

The event will be held on Thursday, 3 December 2020 from 10:30am - 1:00pm at the Double Tree Hilton Ballroom and to ensure that all COVID-19 health and safety precautions are met, the event will be RSVP only to assist with contact tracing.

Speakers at the event will be Sarah Brown, CEO of Purple House and Andrew Harrison, radio personality and winner of last year's Michelle Castagna medal.

There will be performances from guitarist and singer Ray Murtagh, King Marong, the Life Without Barriers group and advocacy short films created by Disability Advocacy Services.

This year has marked the most nominations received for the awards.

4.2 Council Infrastructure and Accessibility Update

Director Technical Services advised that media has been made aware on the promotion of the Neat Streets app.

4.3 Mobility Map Update

Community Development Officer advised that Councils IT team are assisting in finalising quotations for the online map. Council anticipates for the online map to be launched by 2021 subject to approval prior to commencing.

4.4 Terms of Reference and Membership Update

Community Development Officer advised that Manager Governance is still in the process of updating the draft Terms of Reference which will incorporate comments received by the committee from the last meeting. The draft will then be circulated to the committee for consideration.

A number of interested disability service providers and advocacy groups have expressed interest in membership including NT Friendships, Somerville Community Services, Life

ACCESS 24/11/20

Without Barriers and First Nations Disability Network. An expression of interest for memberships will be sought out when the Terms of Reference is completed.

ACTION:

Manager Governance to attend the next Access Advisory Committee meeting and provide a report with the updated Terms of Reference

5. DEPUTATION

5.1 Janna Donaldson – Community Resilience Officer (NTES)

Janna Donaldson was welcomed to the committee.

Janna is the Community Resilience Officer with the Northern Territory Emergency Service (NTES) Planning and Preparedness Unit here in Alice Springs. It is the designated Hazard Management authority for cyclones, storms and flood events and its responsibility is to prepare the community for the impact of these hazards. They do community engagement work across the Territory and have primary offices based in Darwin and Alice Springs.

Janna provided the committee with a presentation on tropical cyclones, storms and floods. The presentation focused on how to prepare, respond and recover from these natural disasters.

A list of all vulnerable medical patients is held with the Central Australia Health Service.

Information on preparing and getting through emergency situations in the Northern Territory can be found on <https://secure.nt.gov.au/>. Brochures and flyers were provided to the committee.

The committee acknowledged Janna for her presentation.

ACTION:

Community Development Officer to email Janna's details to the committee.

6. CORRESPONDENCE

6.1 Correspondence inwards

Nil

6.2 Correspondence outwards

Nil

7. GENERAL BUSINESS

7.1 Alice Springs Correctional Centre – Communities Work Parties Program

The Alice Springs Correctional Centre offers the Community Work Parties program. Some court orders require offenders to perform unpaid community work. This can range from gardening and general home maintenance, to preparation for major events. The program is for people in need, pensioners and concession card holders and a variety of different services for people in need.

Expression of interest or queries can be emailed to communityworkparties.ntdcs@nt.gov.au

7.2 Christmas Carnival

Community Development Officer advised the following:

- The event will be on December 4

ACCESS 24/11/20

- 8 disability carparks have been allocated on Leichhardt Terrace next to the public toilets
- There will be a “quiet zone” located outside of Uniting Church Op Shop
- Sanitising stations will be provided at the event with COVID marshals monitoring social distancing and hygiene

7.3 Total Recreation

Total Recreation is a group based in Darwin and will be starting in Alice Springs February 2021. It is a member led disability service provider that run services for people with disability delivering programs focused on sports, fitness, social groups, arts and travel.

Community Development Officer will invite Total Recreation to present to the committee once they have launched in Alice Springs.

8. NEXT MEETING

Tuesday, 23 February 2021 at 1:00pm

The meeting closed at 1:56pm

**THE
TERRITORY**
BOUNDLESS POSSIBLE

Accessible Tourism

Promoting and creating accessible holidays for persons of all abilities in the Territory



1

Consultation with persons with disability, families, seniors, service providers, and accessibility auditors to review existing infrastructure

2

Cross-industry collaboration to design and build accessible infrastructure, information and sector awareness

3

Co-design a directory, user review platform and/or accessibility map for the Territory and build capacity of NT tourism providers to deliver more accessible services

4

Marketing advice to promote the Territory across Australia – and the world – as an accessible destination of choice

Proposed project support by NDS

NDS National
Disability
Services

Accessible Tourism

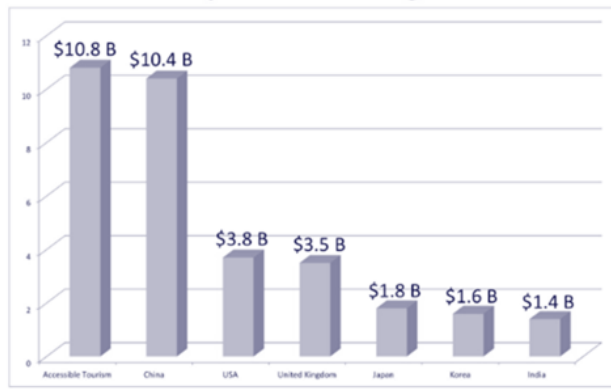
“...the contribution of Accessible Tourism to the Australian Visitor Economy is **\$10.8 billion**. That is greater than the \$10.4 billion spend by Chinese tourists inbound to Australia.”

– *Understanding the Opportunity for Australia in Accessible Tourism Report 2018*



7.1

Market size compared to major inbound segments



Source: TRAVABILITY

4.5m

There are at least **4.5 million** Australians living with disability



1 in 5

people has a disability that affects their daily life.



Persons with a disability also tend to **travel with a carer** – potentially boosting the inclusive travel spend even further.

Accessible infrastructure benefits new families, persons with a disability and retirees – all growing demographics of tourists



NDS National Disability Services

July 2020

National Disability Services NT

NT Rebound Submission

7.1

Territory Economic Reconstruction Commission



NDS National
Disability
Services

Disclaimer

This information is based on information publicly available and listed in the *Further Sources* section of this report. This report has been prepared for the purposes of the NT Rebound Submission and should not be used by third parties. No warranty of completeness, accuracy or reliability is given in relation to the statements and representations made by, and the information and documentation provided by, the stakeholders consulted as part of the process. NDS NT has not sought to independently verify sources unless otherwise noted within the report.

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01

Executive Summary

7.1

The impacts of COVID-19 have been devastating for the Australian and international tourism industries. In this 'new normal', businesses need to be ready to pivot; adapting their business models and product/service offerings to attract new customer segments and build viability and resilience. With international borders closed for the foreseeable future, Australian tourism operators are reliant on the local and domestic travel market.

A previously underserved and relatively untapped market segment in Australia are domestic travellers with disability and/or additional requirements to access tourism products or services. The domestic contribution of Accessible Tourism to the Australian Visitor Economy is \$8 billion. (When combined with the international contribution of \$2.8 billion, it exceeds the estimated spend by Chinese tourists inbound to Australia.)

Australia has an aging population and 1 in 5 people experience disability or a long-term health condition. The disability sector and the demand for Accessible Tourism are set to grow.

Through the implementation of a funded program that assists NT tourism businesses to create accessible products and services, the NT Government will:

- Capture a greater market share of the Australian Accessible Tourism Market;
- Support businesses to grow their offerings and obtain higher visitation and yields;
- Create jobs in tourism, hospitality, construction and human services;
- Provide an immediate stimulus to the NT economy; and
- Reinforce the NT Government's Boundless Possible strategy, by actively ensuring the Territory is warm and welcoming to all visitors;
- Work further toward achieving the key priorities of the NT Tourism Industry Strategy 2030; the NT Economic Development Framework and the Territory Boundless Possible brand strategy; and
- Increase private sector investment to grow jobs as per the NT Economic Development Framework.

The economic benefits will be both immediate and long-lasting. The program will drive private investment, business revenue, job creation and economic stimulus in the short-term. In the medium to long-term, participating tourism businesses will have infrastructure, products and services in place to cater for a large and growing, new market segment. People in the Territory (or considering a move to the Territory) will benefit from being able to access more of what the Territory has to offer. This greater access could support the retention of our ageing population.

02 Background

7.1

COVID-19

The impact of COVID-19 on the broader tourism industry has been devastating in Australia and internationally. For the foreseeable future, the NT tourism industry will rely solely on the domestic visitor market; significantly lessening revenue streams. *“We know that Australians also spent almost \$65 billion in overseas holidays last year so if we are able to encourage them to spend some of their holiday dollars in Australian instead, it will really help our tourism industry on its road to recovery – and travel agents will have an important role to play in this.”*¹

With the potential for new, future strains of coronavirus, businesses must prepare for the ‘new normal’. Businesses need to be able to pivot, adapting their business models and product/service offerings to attract new customer segments if they hope to survive.

People with disability or other access requirements

There are approximately 4.5 million Australians with disability, representing over 20% of the population. Worldwide, approximately 15%, or 1 billion people, are living with a disability. People with disability face a range of barriers in accessing infrastructure, products and services, hindering their participation in social and economic activities. These barriers can be physical (narrow door widths or steps are barriers for wheelchair users or those using mobility aides) or intellectual or sensory (signs or information are not easily read or interpreted). People with a disability generally seek the same types of activities when they travel, including eating out, visits to the beach, and nature and cultural experiences. Overall, they tend to stay in the same types of accommodation and visit the same destinations as the broader population.

Other demographic changes in Australia are creating conditions for increased demand for inclusive tourism services and products. Projections over the next 40 years indicate that the proportion of the population aged 65 years and over will almost double to around 25 per cent. The prevalence of disability increases with age, with a person aged 65 years being 14 times more likely to have a disability than a four-year-old. In 2015, about half of all people aged 65 years and over had some form of disability. In addition, in 2013 there were 1.3 million families with young children, and with slightly higher fertility rates this group is also expected to increase.²

These population groups face similar barriers to tourism experiences, often requiring additional access supports such as ramps for wheelchairs or prams, mobility supports or large font signs or pamphlets/menus.

1 Tourism Research Australia, National Visitor Survey

2 Australian Federal Government – Department of the Treasury: Australia’s Demographic Challenges

What is Accessible Tourism?

Accessible Tourism refers to tourism products, services or experiences that are designed and/or modified using *universal design principles*.

Universal Design is a “... *design philosophy that ensures that products, buildings, environments and experiences are innately accessible to as many people as possible, regardless of their age, level of ability, cultural background, or any other differentiating factors that contribute to the diversity of our communities.*”

Accessible Tourism promotes inclusivity and allows everyone to feel welcome as customers or guests. To achieve this, businesses and operators can consider changes to their current products and/or services, or to design new products or services, that meet the needs of people with special access requirements, such as:

- **Information** – people may require need more practical and prominent information to be able to plan their trips and understand the mobility environment at the accommodation or on the day trip/activity. This information needs to be easy to find, targeted and could be through social media, review sites or through personal contact with operators or booking agencies. This could be achieved through investment in the digital presence of businesses and operators and targeted support to understand the information needs of people with a disability or special access requirements.
- **Facilities and Transport** – this includes accessible toilets, lifts, ramps, public transport access, broader accommodation options, physical accessibility to events and activities. This could be achieved through targeted investment in infrastructure and design of experiences.
- **Service and knowledge** – this relates to fostering a welcoming, inclusive environment, with staff who understand accessibility challenges and the diverse needs of people with disability. This could be achieved through targeted staff training and development opportunities.³

“The biggest gaps in the information provided by a lot of accommodation properties is what ‘ACCESS’ really means. As explained earlier, they say they are disabled friendly but do they really know what this really means? ACCESS means different things to different people with disabilities.”

**Male Traveller with a disability,
aged over 55, Revional Queensland**



Accessible design really pays off

Owners of The White Horse, a luxury hotel in Dorking, UK, worked with interior designers to create accessible hotel rooms for guests with disability. Every aspect of the design was carefully considered, from the thickness of carpets that allow wheels to move freely, to the width of doors and height of desks. Over a 12-month period, they found that their accessible rooms had an occupancy of 74%, compared to their standard rooms at 42.5%. *‘Since the renovation of our hotel, bookings of our accessible bedrooms are higher than ever and guests who don’t require the accessible facilities are actively choosing the rooms due to their increased size, luxurious finish and universal design features. We are delighted with the feedback we’ve received from all guests, both new and returning.’* Becky Gunn, General Manager⁴

NT Accessible Tourism examples in action

There has been limited focus on tourism accessibility in the NT to date; however, the following are examples of organisations that are recognising the opportunity:

- Tourism Top End published an *Accessibility Guide for Darwin City* in 2018, providing a valuable information resource for people when planning the trips or activities.
- The City of Darwin undertook a review in 2019/20 into the current access and inclusion for three beaches and the Darwin Waterfront; recognising the requirement to increase accessibility and seeking to identify opportunities for investment and improvement.⁵
- There is continued focus on a Mindil Beach Access Project, led by the City of Darwin Access and Inclusion Committee.⁶

For more information, see *Further Sources* below.

“Attending a football match is something (my son) enjoys. We go together. As I go as his carer it is cost effective for us both to attend.”

Female carer, 35-54, Son with Down Syndrome, Melbourne

“I get some information on travel destinations from 4WD magazines - if the location is reasonable (sic) accessible or looks attractive to my sons and I, we visit that location. We prefer locations away from the crowds.”

Male, over 55, Carer for son with cognitive difficulties and profoundly deaf Regional Queensland



4 Motion Spot

5 City of Darwin Casuarina Beach, Mindil Beach, Nightcliff Beach Access & Inclusion Review

6 City of Darwin Access and Inclusion Committee: Mindil Beach Access Project

The National Disability Insurance Scheme

People with disability in Australia have historically experienced a lack of choice and control over their lives; through discrimination and greatly reduced access to quality services, safeguarding, community and social participation and employment.

To address some of these issues, the Australian Government designed and implemented the National Disability Insurance Scheme (NDIS) in 2013; with the intention of providing people with choice and control over the services and supports they access and regulating providers to ensure services are delivered in a safe, quality, person-centred way. The NDIS was the most significant government reform since Medicare in 1975 and has greatly impacted the human services industry; scheme funding currently worth \$9.8 billion per annum and increasing.

Economic impact of the NDIS in the NT

In the NT, this equates to \$146 million (and growing) in annual funding for Territory residents, with a large majority of revenue remaining in the Territory economy and employing Territorians. The scheme continues to create jobs in urban, regional and remote areas, with Health and Social Services being one of the largest employers in the Territory. With an estimated growth of more than 40% by 2023, it will be the largest contributor the NT workforce.

Due to its size and scope, the NDIS has also provided significant economic benefits to other industries that provide services to people with a disability; including tourism, hospitality, construction, allied health and transport.

A person with an approved NDIS funding package (or an NDIS Plan) is provided an annual budget to access various services, supports and opportunities that meet their goals and needs. This could include funding for community access and participation; including sport, recreation, hospitality, events and tourism experiences.



03

The Opportunity

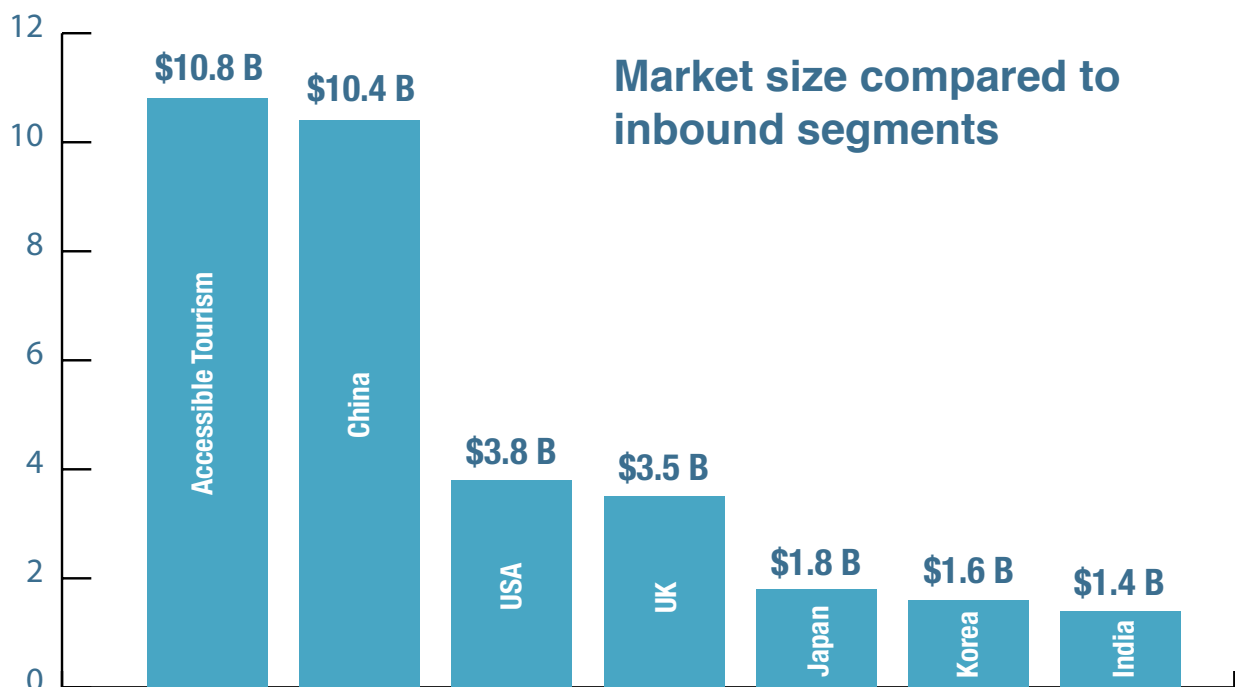
7.1

Accessible Tourism provides an opportunity for the Territory to capture a greater market share of a large and growing visitor market; while investing in infrastructure, products and services that provide universal access and improved quality of life for people with disability or other special access requirements.

Grow the Territory's market share

...the contribution of Accessible Tourism to the Australian Visitor Economy is \$10.8 billion. That is greater than the \$10.4 billion estimated spend by Chinese tourists inbound to Australia.

The Accessible Tourism market segment value comprises \$8m of domestic travellers and \$2.8b contributed by international visitors. Of the domestic travellers, 1.3 million people are taking overnight and day trips, and due to the need for many people with disability to travel with others (family, carers, support workers) a multiplier of 2.45 is applied, which then totals 3.4 million people travelling with accessible tourism needs.



In Australia, with 1 in 5 people experiencing disability or a long-term health condition as well as an aging population, the disability sector and the demand for Accessible Tourism are set to grow.

Tourism Top End recognise the opportunity:

“...accessible tourism is not a niche market, with over one billion people worldwide or 15% of the world’s population experiencing disability. Accessible tourism benefits everyone, research tells us that 54% of people with access requirements avoid going to new places if they can’t find information about accessibility and 96% of visitors are likely or very likely to return to venues with good accessibility.”⁷

In the NT alone, there are 3,124 people with approved NDIS plans, many of these with unspent budgets to spend on accessible tourism options (day trips, social activities). There are many more people with disability (without approved plans) and people with additional mobility or access requirements (aged, chronic health conditions) that are a potential new target market.

There is documented, significant opportunity for capturing increased visitation, higher spend yields and accessing underspent NDIS plan funding.

Other jurisdictions’ investment

Other, larger Australian jurisdictions benefit from superior infrastructure accessibility; and continue to invest in disability accessibility and inclusion. See Appendix A for a summary of recent and current funded and strategic planning initiatives.⁸



⁷ Tourism Top End Accessibility Guide for Darwin City 2018

⁸ Understanding the Opportunity for Australia in Accessible Tourism Report 2018, Tourism Research Australia

04 The Strategy

7.1

The 'Accessible Territory' Program

This submission requests commitment to delivering a funded program that capitalises on the opportunity outlined above; increasing private investment to grow Territory businesses and create jobs.

The Accessible Territory program builds on the intent of the successful *Visitor Experience Enhancement Program*; while targeting investment specifically to capture market share of a large and growing market which has documented, relatively untapped opportunity.

Program overview

The Accessible Territory program would mirror the approach of recent stimulus/improvement programs such as the *Visitor Experience Enhancement Program*, the *Home and Business Improvement Schemes*. It would issue vouchers for businesses to make changes or modifications to existing products and services, or design new products and services, to make them accessible. The vouchers would require a co-contribution from the applying business, ensuring private investment. The program could potentially be marketed to industry as a new, targeted round of the VEEP. These programs have previously been effective in achieving outcomes, welcomed by industry and very well subscribed.

Program design and implementation

The framework for the program design, implementation, management and evaluation has already been developed by the NT Government and honed through the delivery of prior programs. This will save the NT Government time and money, as the internal controls and processes would be efficient, high-quality and could be implemented quickly. These would include program models, strategies for resource management, media and communications, risk management and program evaluation. (Prior program evaluations could inform this program, ensuring continuous improvement of implementation and outcomes.)

Program costs and timeframes

The program timeframe and costs are proportional and scalable to the desired impact and allocated investment from government. NDS NT has costed the program at \$1.4 million, which would support 34 businesses to improve their accessibility and stimulate minimum private investment of \$1 million.

NDSNT proposes a minimum target spend per business of \$100,000 for infrastructure upgrades and \$10,000 for digital upgrades, information and staff training requirements. (These amounts include the voucher amount + co-contribution.)

The following high-level budget demonstrates the breakdown of a grant fund of \$1million.

Total budget for Infrastructure	Individual vouchers	Government spend	Private investment	ROI
\$1m	18x50k	900k	900k	34 businesses supported, minimum \$2m investment in business development and infrastructure
	20x5k	100k	100k	

NDS NT estimates there would also need to be approximately \$400k in resources allocated to cover:

- Program governance;
- Staffing (salaries and on-costs for a Project Manager and Project Officer);
- The development of an NT wide accessibility resource - a map/list/itinerary of accessible tourism experiences in the NT;
- Operational program implementation funds; and
- Other likely expenses, i.e. marketing and communications.
- include a base line data assessment of the current and future market potential.

The project is proposed to be delivered across 18 months, though the timeframe is flexible to ensure the following is taken into consideration:

- NT Government expertise and learnings from other, similar program evaluations (meeting outcomes and mitigating unintended consequences);
- Funding allocation and size/scope of program; and
- Construction sector demands (to ensure stimulus is timely, following on from other stimulus programs and not competing for outcomes).

Alignment with the NT Tourism Industry Strategy 2030

The program aligns with all six of the identified six priority objectives to meet its ambitious target growth in visitor numbers and revenue:

1. Grow investment in the Territory's remarkable assets, product and regions;
2. Strengthen and showcase the Northern Territory's distinctive Aboriginal cultural tourism experiences;
3. Through strategic marketing activities grow the value of the holiday market in the Northern Territory;
4. Leverage and build events to drive visitation;
5. Develop ongoing access to and within the Northern Territory; and
6. Increase recognition of the value of tourism to the Northern Territory.

Specifically, this program would directly contribute to Priority Objective Three which is explained as:

“Growing holiday visitation to the Northern Territory will continue to require a split focus between increasing volume and increasing yield, due to differing regional market conditions.

The focus in the short term is to strengthen the point of difference in the minds of consumers and enable the entire NT industry to amplify the messaging of differentiation and quality across more channels to more consumers than ever before.”

The program supports businesses to strengthen their point of difference and increase visitor volume and yield; by growing a new market segment that generally produces higher spend due to larger travelling groups (with carers and family etc), as well as specific, often more expensive personal requirements.

While Priority Objective Five refers to making it easier for visitors to get into (and around) the Territory (through flights, cruise ships, rail and internal transport); the next required aspect of accessibility is the ability for people with mobility issues to access the individual products, services and experiences they find here in the Territory.⁹

Alignment with the NT Economic Development Framework

The Northern Territory Economic Development Framework (EDF) was delivered by the NT Government in 2017; providing a blueprint to inform policy and actions to increase private sector investment, create jobs and generate wealth. It identified the Territory's unique advantages and the key growth sectors to focus economic development activity.

Tourism was identified as a key growth sector due to the Territory's unique natural and cultural experiences and the industry's potential for growth and jobs creation.

Accessible Tourism directly contributes to the EDFs tourism growth strategy in increasing ease and safety and removing barriers to growth.

“It is important that we promote the compelling reasons to visit the Territory, and make it as easy and safe as possible to experience what the Territory has to offer. Improving the suite of products and experiences for visitors is critical, as is removing unintended barriers to tourism businesses. Achieving this will require industry to work with all levels of governments to make it easier to create better visitor experiences.”

Specifically, this proposal aligns with the following High-Level Actions identified in the EDF:

- Grow the value of the visitor economy in the Territory;
- Undertake market research to identify opportunities to develop tourism products to activate the regions; and
- Develop niche market and product segments.¹⁰

9 NT's Tourism Industry Strategy 2030

10 Our Economic Future: Northern Territory Economic Development Framework

Alignment with The Territory: Boundless Possible

The Territory's Boundless Possible brand and strategy aims to challenge common misconceptions about the Territory and attract people from elsewhere to visit, live and work in the NT; driving population and economic growth.

Accessible Tourism supports the Boundless Possible aims of:

- Showcasing innovation, excellence and our unique quality of life;
- Changing current, negative perceptions of the NT that create barriers for people to visit, live and work here; and
- Promoting the NT as *warm and welcoming* to all visitors.¹¹

The benefits of Accessible Tourism are not only experienced by travellers with a disability. Universal access attracts people to move to the Territory; benefits the lives of Territorians with disability; and supports retention of people that previously may have relocated as their needs change (older Territorians for example).

Consultation

NDS NT has consulted widely and garnered support for the strategy across public and private sectors. The below were consulted in the development of this proposal:

- Tourism NT, Northern Territory Government (Andrew Hopper, Mark Crummy)
- Tourism NT Board (Michael Bridge, Mick Burns)
- Tourism Top End (Glen Hingley)
- Tourism Central Australia
- City of Darwin Access and Inclusion Committee
- Darwin Waterfront Corporation
- NDS NT members (NT disability sector)
- Regional Development Australia
- Tourism Australia (Public Affairs Manager, Kim Moore)
- Tourism for All (Chair, Chris Veitch)
- NT Major Events
- Darwin Festival
- Disability Advocacy groups
- Department of Infrastructure, Lands and Planning's Access point to point working group
- NT Peer Supporters (a program run BY people with a disability FOR people with a disability)
- Travel Ability
- The Good Scout
- Mobi-Matting
- Access Consultants Institute

11 The Territory Boundless Possible



05

The Impacts

7.1

Increased Accessible Tourism options unlock the Territory for all people to experience and enjoy. They contribute to people's ability to live full, meaningful lives and exercise choice and control over how they live and travel.

Accessible infrastructure also supports population growth and retention, as more people are able to build a lifestyle in the Territory that suits their requirements. This includes people with a disability, people with mobility or other access requirements, including ageing Territorians.

The Accessible Territory Program will also have both immediate and long-term positive impacts on the Territory economy, local businesses and jobs for Territorians, supporting the NT Rebound intent:

Impacts that support NT Rebound

Capture a greater market share of the Australian Accessible Tourism Market

- Supporting businesses to grow their profitability
- Boosting the NT economy through visitor spend (accommodation, day trips, experiences etc., as well as hospitality, retail, human services, transport etc)

Supporting businesses

- Build capacity and capabilities in the NT tourism industry, broadening their offerings and key points of difference
- Supporting businesses to grow their profitability through increased sales and construction spend (tradies and related construction businesses)

Creating jobs

- In tourism businesses, retail, hospitality, human services
- Jobs for sole traders and in construction businesses

Provide an immediate stimulus to the NT economy

- A co-contribution funding program leads to increased private investment and stimulus outcomes. *"The initial investment of \$3 million from the Territory Government for the first VEEP unlocked an additional \$11.6 million in private investment across the Territory."*¹²

Reinforcement of the NT Government's current strategic frameworks

- Boundless Possible - promoting the NT as *warm and welcoming* to all visitors
- NT Tourism Strategy 2030 -
- NT Economic Development Framework – tourism is a key industry growth sector

Who benefits?



The NT Economy

Businesses that provide products/services
through the funded program

Businesses supplying Accessible
Tourism offerings

Visitors with accessibility needs

06

Further Sources

7.1

The following sources and documents were used to inform this report, and/or can be consulted for further information about accessible tourism, the disability industry, the NDIS etc.

- Tourism Research Australia: National Visitor Survey Results www.tra.gov.au/Domestic/domestic-tourism-results
- Australian Federal Government – Department of the Treasury: Australia’s Demographic Challenges www.rightathome.com.au/images/pdfs/Australia_Demographic_Challenges_-_Treasury.pdf
- Understanding the Opportunity for Australia in Accessible Tourism Report 2018, Tourism Research Australia; <http://www.travability.travel/blog-node/understanding-opportunity-australia-accessible-tourism/>
- Motion Spot: Accessible rooms in The White Horse Hotel really pay off <https://www.motionspot.co.uk/accessible-white-horse-dorking-pay-off/>
- NT’s Tourism Industry Strategy 2030: www.tourismnt.com.au/system/files/uploads/files/2020/nt-tourism-industry-strategy-2030-summary-report.pdf
- NDIS Market Monitoring, Summary Dashboard for the Northern Territory, as at 31 December 2019: www.data.ndis.gov.au/reports-and-analyses/market-monitoring/market-monitoring-nt
- Our Economic Future: Northern Territory Economic Development Framework: www.cmsexternal.nt.gov.au/_data/assets/pdf_file/0008/434546/economic-development-framework.pdf
- The Territory: Boundless Possible: www.boundlesspossible.nt.gov.au/about/brand-journey
- Victorian Government Sport and Recreation Victoria, Universal Design: www.sport.vic.gov.au/our-work/participation/inclusive-sport-and-recreation/universal-design
- Tourism Top End Accessibility Guide for Darwin City 2018 <https://images.impartmedia.com/tourismtopend.com.au/Accessibility/Accessibility-Guide.pdf>
- City of Darwin Casuarina Beach, Mindil Beach, Nightcliff Beach Access & Inclusion Review 2020 (Available on request)
- Lauren Moss, Minister for Tourism and Culture: BUDGET 2019: TURBO2 - Enhancing Visitor Experiences and Attracting Business Events www.newsroom.nt.gov.au/mediaRelease/28963

07 Appendix A – Recent investment in accessibility in other jurisdictions

7.1

Victoria

The VIC Government's *Absolutely everyone* is the state disability plan 2017–2020 and includes priorities and actions for inclusive communities and addressing barriers to community participation. It includes focus on universal design (design that everyone can access), Building requirements and community infrastructure.) More information can be found at www.statedisabilityplan.vic.gov.au/absolutely-everyone-2017-2020

New South Wales

The NSW Government's Building a better-connected NSW program's 'record investment includes a commitment to improve access for those with mobility constraints and better connect travellers with their jobs, schools and communities. \$220 million was invested in specific accessibility initiatives (access upgrades and community transport options for those with difficulty accessing transport). More information can be found at www.budget.nsw.gov.au/budget-overview/building-better-connected-nsw

Queensland

The Brisbane City Council invested in the Access and Inclusion Community Partnership Program, with aims including improve the accessibility of facilities, services or venues; remove barriers to and access and inclusion in community activities. More information can be found at www.brisbane.qld.gov.au/community-and-safety/grants-and-awards/community-grants/access-and-inclusion-community-partnership-program/guidelines#funding

Australian Capital Territory

ACT Government's Community Services Disability Inclusion Grants, which supported organisations to invest in equipment, training, visual communication tools and infrastructure modifications to support accessibility. More information can be found at www.communityservices.act.gov.au/disability_act/recipients/recipients-disability-inclusion-grants

