

PLEDGING TO THE
ACCESSIBLE TOURISM
JOURNEY

WE ARE **DESTINATION**
GOLDCOAST.TM

An aerial photograph of the Gold Coast, Australia, showing a long, sandy beach curving along the coast. The ocean is a deep blue, transitioning to a lighter turquoise near the shore. The city skyline is visible, featuring numerous high-rise apartment buildings and hotels. A river or inlet is visible on the right side of the image. The sky is clear and blue.

WE ARE **DESTINATION**
GOLDCOAST.[™]

GC2018

- Largest ever inclusive Commonwealth Games
- 6600 athletes and team officials
- 3000 media representatives
- 70 Commonwealth nations and territories



City of Gold Coast

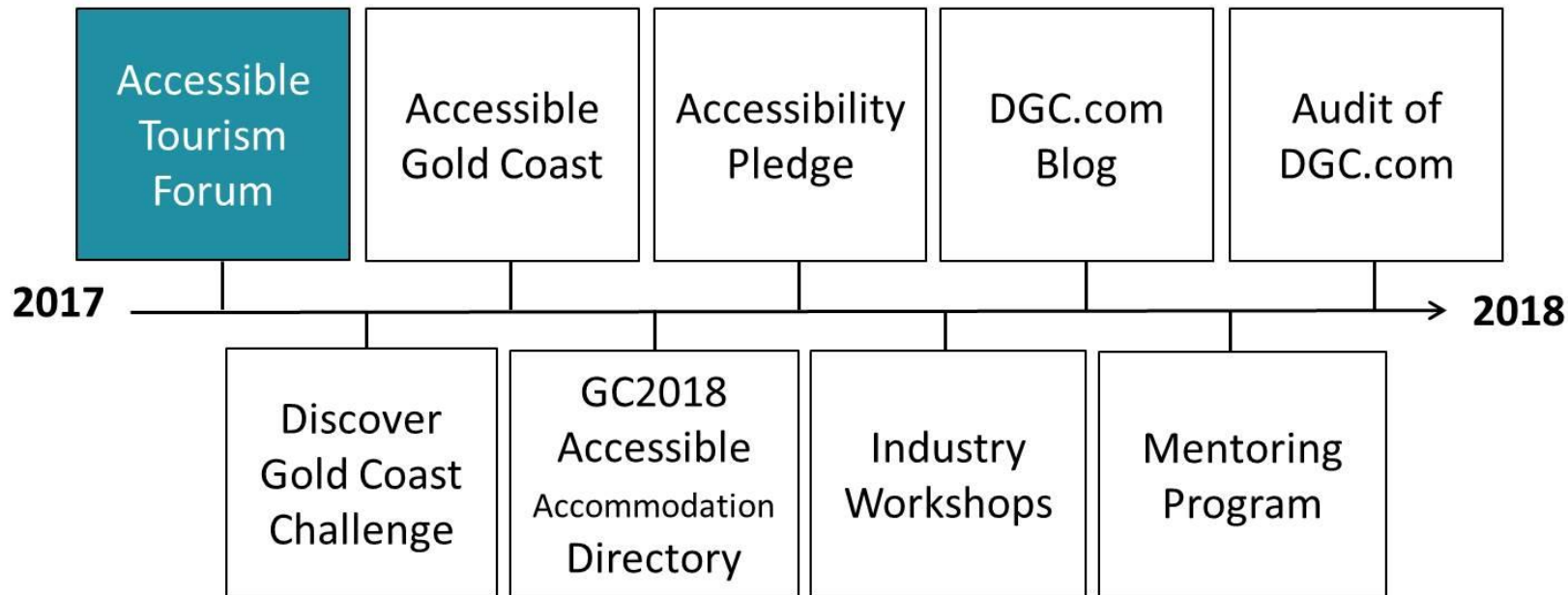
- Population of 600,000
- 1 in 6 jobs are related to tourism
- 13 million visitors
- \$5 billion spend
- 80% visitors from Australia
- 10% of Australian domestic tourism expenditure*

*Tourism Research Australia 2017





February 2017



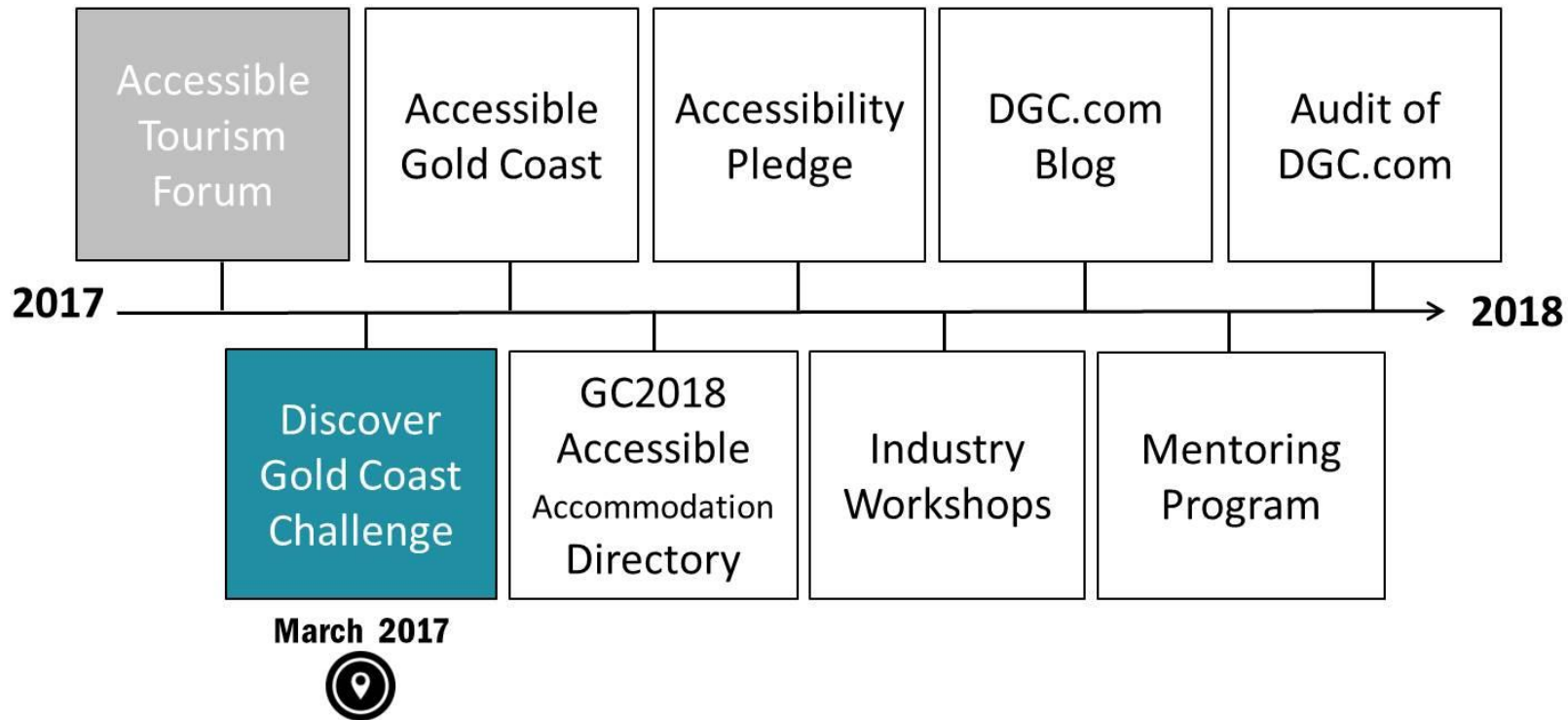
A group of swimmers in green caps and athletic suits lined up at the start of a race. The swimmers are wearing green caps with numbers 18, 20, and 21. They are wearing athletic suits in various colors including red, white, blue, and teal. The background is blurred, showing more swimmers and spectators. A white text box is overlaid in the center of the image.

Accessible Tourism Forum

Accessible Tourism Forum

- Collaboration between Destination Gold Coast, City of Gold Coast and GOLDOC
- Over 170 industry and community attended
- Speakers included:
 - Prof Simon Darcy, Keynote Speaker
 - Nick Morris, GOLDOC Access Consultant
 - Sailability
 - Marriott Resort Surfers Paradise





The background of the slide is a blurred photograph. In the foreground, there are white, frothy waves of the ocean. In the middle ground, several people are seen from behind, wading or swimming in the blue water. In the background, a dense city skyline is visible under a hazy, light sky. The most prominent building is the Burj Khalifa, with its distinctive spire. Other various skyscrapers of different heights and shapes complete the skyline.

Accessibility Challenge

Accessibility Challenge

- Five teams were sent across the City
- Actively experienced the city's ease of access and challenges
- Asked to look at their own workplace and implement change





April 2017

Accessible
Tourism
Forum

Accessible
Gold Coast

Accessibility
Pledge

DGC.com
Blog

Audit of
DGC.com

2017

2018

Discover
Gold Coast
Challenge

GC2018
Accessible
Accommodation
Directory

Industry
Workshops

Mentoring
Program

A young girl with blonde hair in a bun, wearing a denim jacket, is smiling and hugging a large grey koala mascot. The koala is wearing a white shirt with "GOLD COAST" and "Melinda" written on it. They are standing in front of a teal vehicle, possibly a bus or train. The background is slightly blurred, showing green foliage.

Accessible Gold Coast

A photograph of a person in a wheelchair on a beach. The person is wearing a black t-shirt with 'LNU' and 'PERFORMED IN 2012' on it, and a black bag with various logos. They are on a blue mat laid out on the sand. Other people are visible in the background, some standing and some walking. The text 'ACCESSIBLE GOLD COAST' is overlaid in white, centered on the image.

ACCESSIBLE GOLD
COAST

BEACH ACCESS

The Gold Coast provides and supports a range of initiatives to increase access to our beaches. This includes accessible [viewing platforms](#), [beach matting](#) and [beach wheelchairs](#).

MOBILITY MAPS

The City's [mobility maps](#) provide accessibility information to assist visitors to plan their stay and move around the city safely

Map information includes the location of accessible toilets, change facilities, accessible car parking spaces, pathway gradients, location of kerb ramps and key buildings and services. Transport information for light rail stations, bus stops and bus routes is also featured.

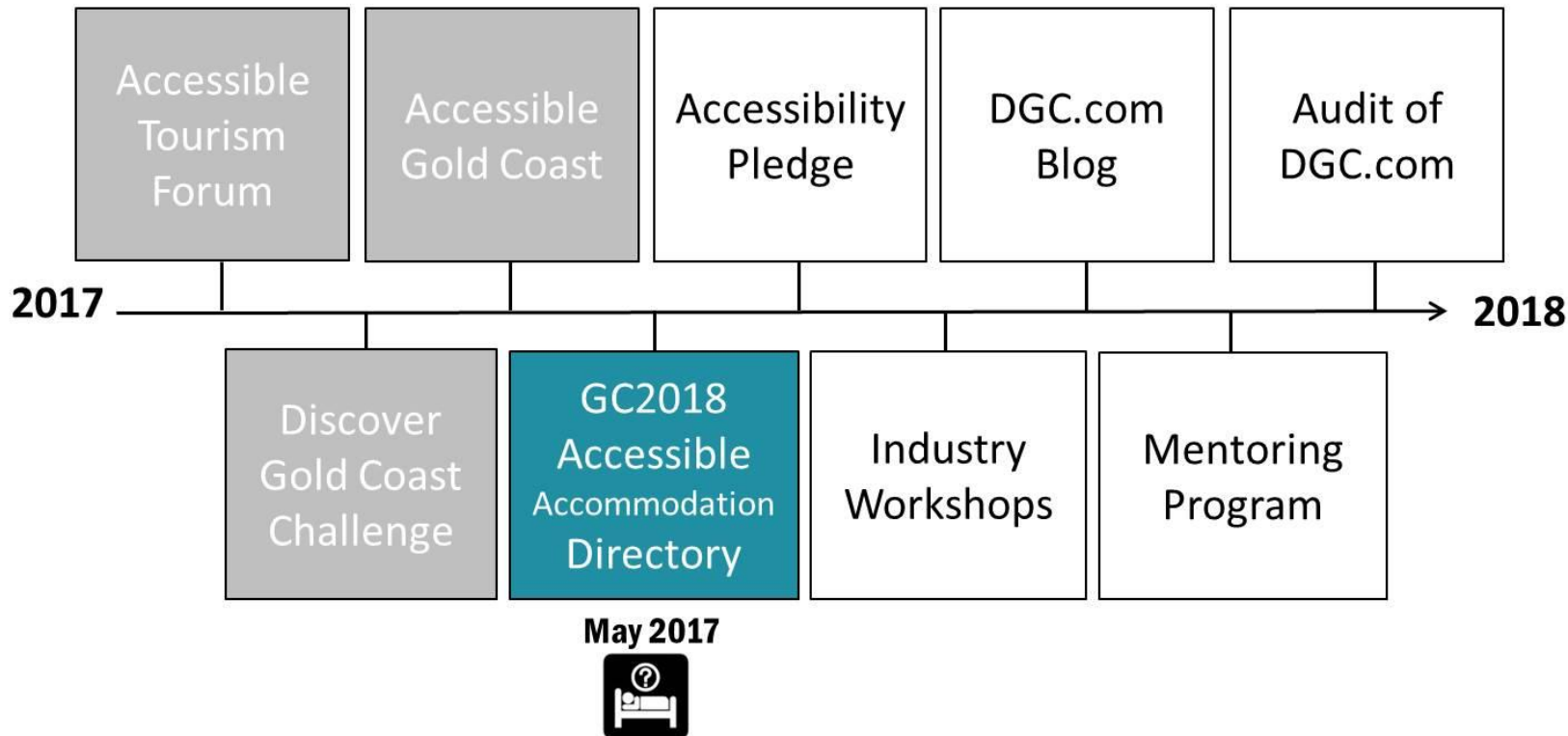
CHANGING PLACES

The City has installed [Changing Places](#) toilets and adult-sized changing facilities at locations around the Gold Coast. These toilets have wider doorways, an adjustable height change table and a ceiling tracking hoist and shower.

RECHARGE POINTS

The City has partnered with the RECHARGE Scheme™ to provide a citywide network of designated, free to use, power points for people to safely recharge the battery of their electric mobility device.

Areas designated as [recharge points](#) have appropriate access requirements to ensure that users can move around easily and safely.



A photograph of a beach scene. In the foreground, a large, curved concrete structure is decorated with a vibrant mosaic of blue, green, and white tiles, resembling a surfboard. The mosaic features intricate patterns, including a large circular design. In the background, a sandy beach leads to the ocean under a clear blue sky. A white umbrella and a few people are visible on the beach. A white text box is overlaid on the image, containing the text "Accessible Accommodation".

Accessible Accommodation

Accessible Accommodation

- GOLDOC surveyed contracted accommodation suppliers
- Shared the results with Destination Gold Coast
- Accessible Accommodation highlighted for GC2018





ACCOMMODATION


DURING THE 2018 COMMONWEALTH GAMES

GOLD COAST SUBURB

I'm interested in staying in Click to select ▾


ACCOMMODATION TYPE

and my preferred accommodation is Click to select ▾

 Accessible accommodation only

SEARCH

 **Accessible:** The property has deemed they have one or more accessible bedroom/bathroom/s available as per common accessibility requirements.

 **Partly Accessible:** Whilst the property does not meet the common requirements of an accessible bedroom/bathroom, we encourage you to contact them directly as they may be able to accommodate your needs.

Or, scroll down to browse all accommodation types.



October 2017



2017

→ 2018



Discover
Gold Coast
Challenge

GC2018
Accessible
Accommodation
Directory

Industry
Workshops

Mentoring
Program

DestinationGoldCoast.com/BeMyGuest

Accessibility Pledge

It is time to promote your product by pledging to understand and take action within your business for the benefit of all.

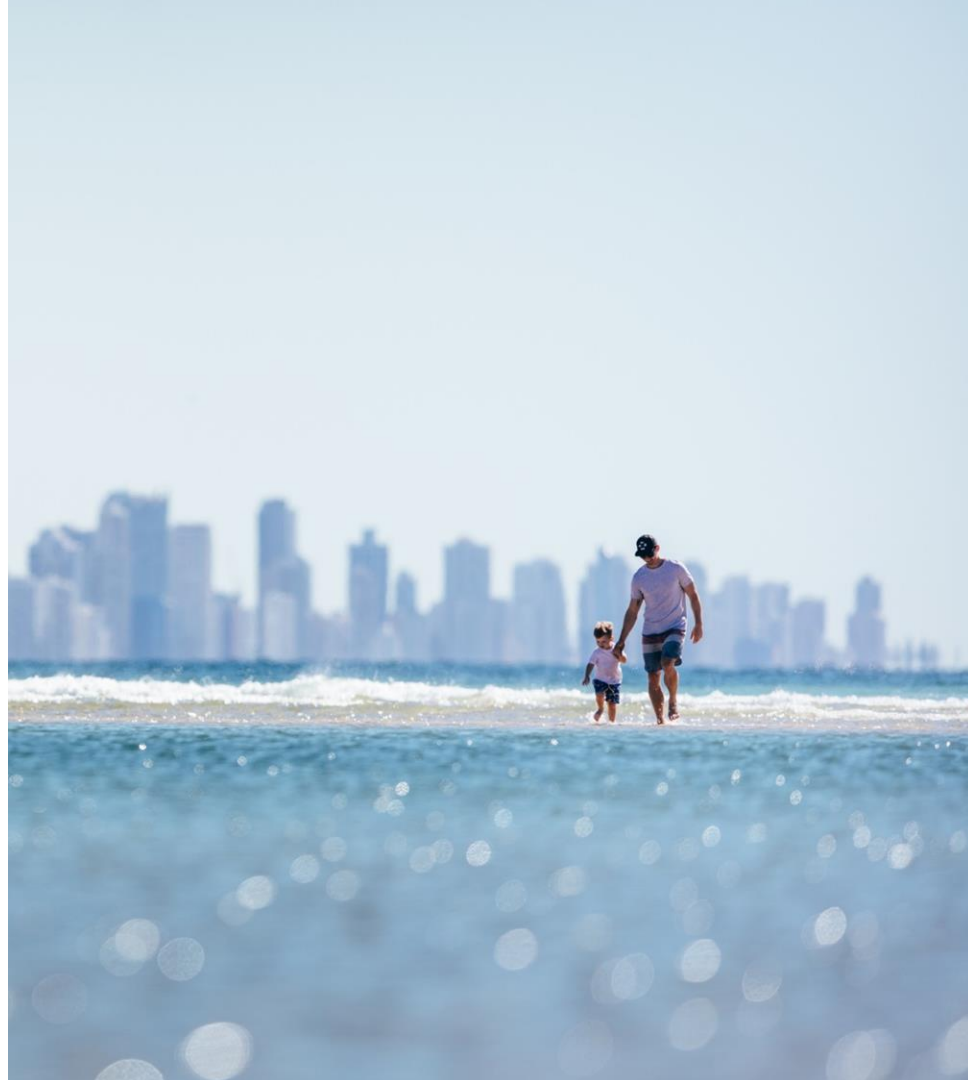
PLEDGE NOW



Accessibility Pledge

Inviting the tourism industry to discover and promote their accessible product:

- Develop an Accessibility Guide
- Nominate an Inclusive Champion
- Accessibility workshops
- Mentoring Program





CURRUMBIN RSL



CURRUMBIN WILDLIFE SANCTUARY



MIAMI MARKETTA



PACIFIC FAIR



PARADISE JET BOATING



RACV ROYAL PINES



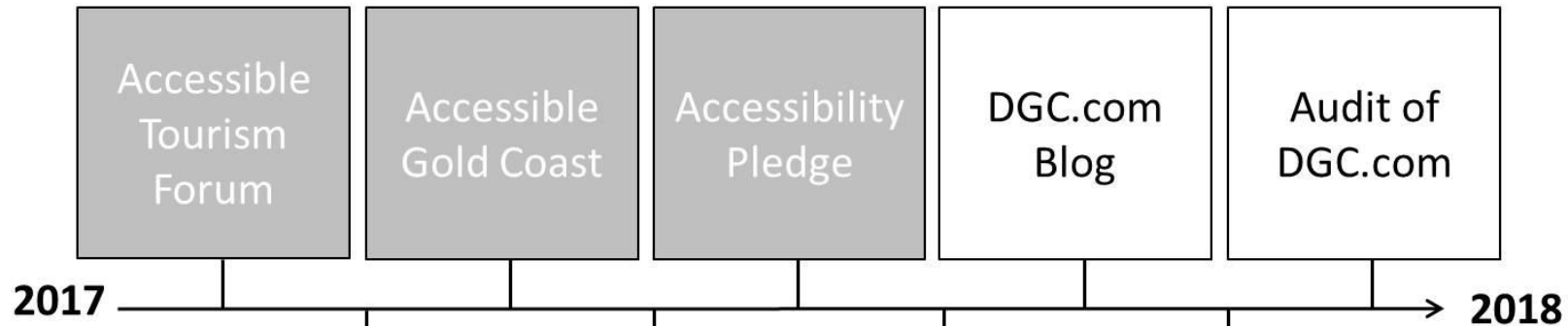
SOFITEL BROADBEACH



SURFERS PARADISE MARRIOTT RESORT & SPA



TIMEZONE



Accessible
Tourism
Forum

Accessible
Gold Coast

Accessibility
Pledge

DGC.com
Blog

Audit of
DGC.com

2017

2018

Discover
Gold Coast
Challenge

GC2018
Accessible
Accommodation
Directory

Industry
Workshops

Mentoring
Program

November 2017



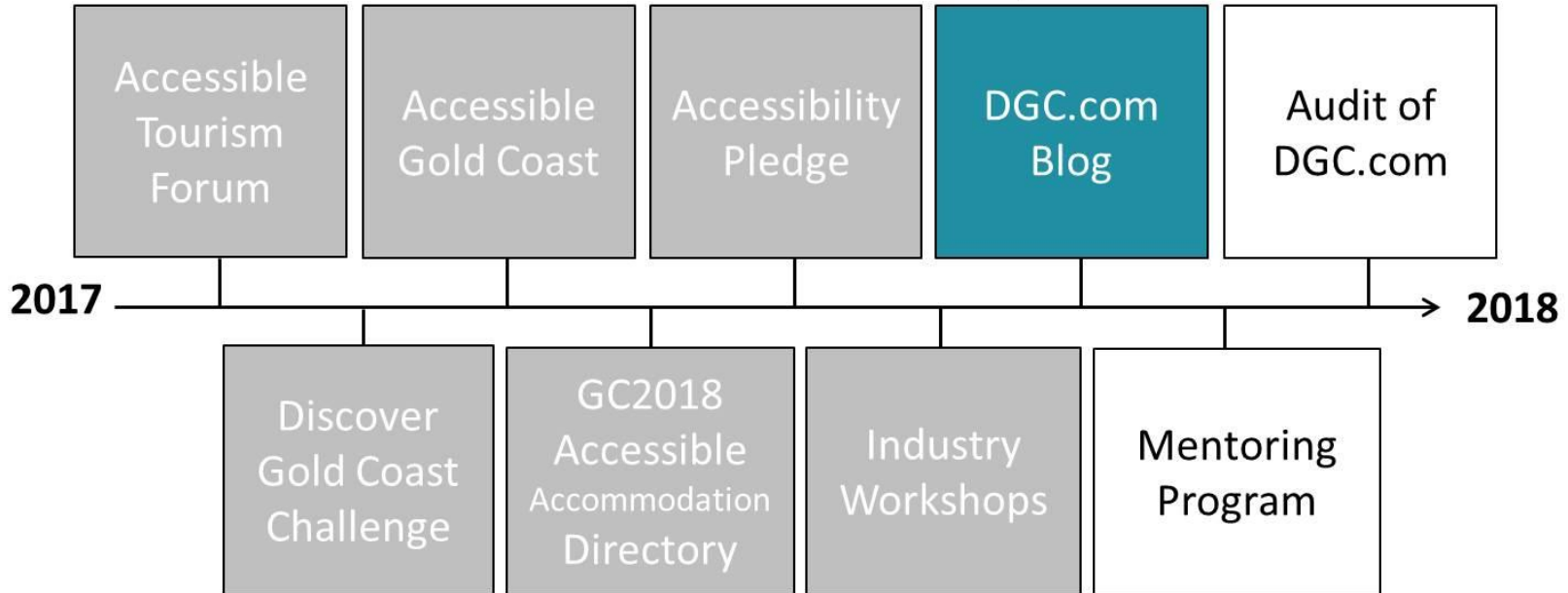
Industry Workshops

- Welcome to Accessible Tourism
- Customer Service Awareness





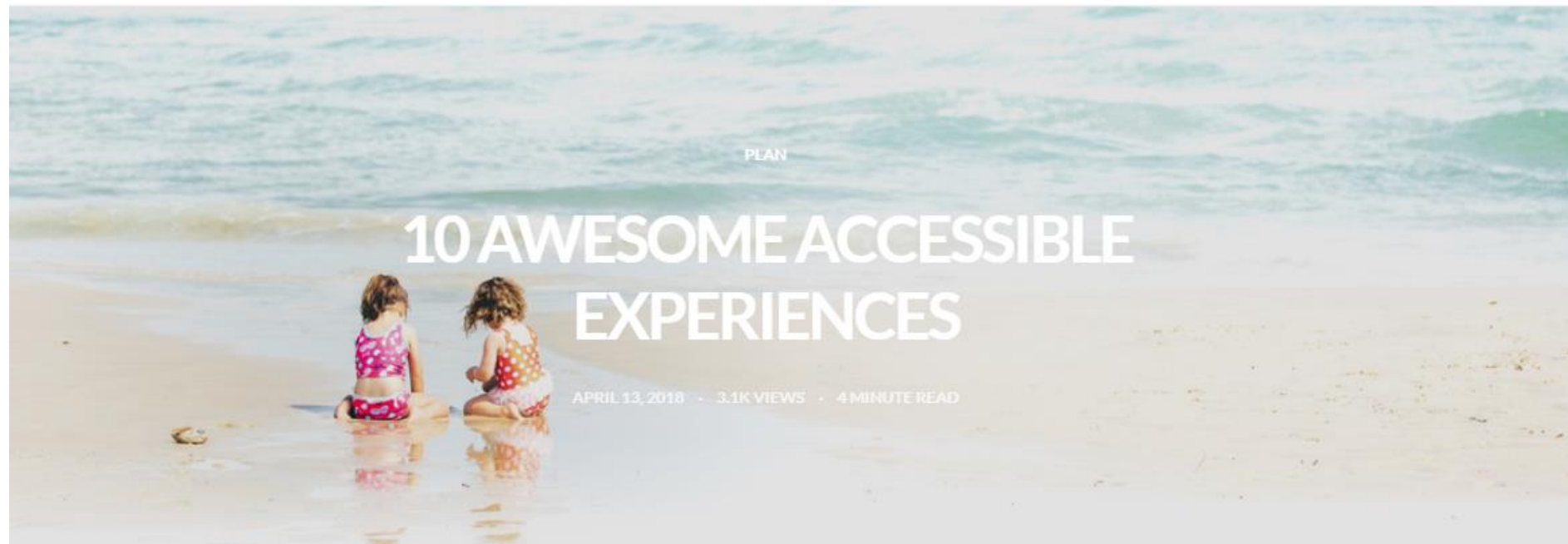
April 2018



PLAN

10 AWESOME ACCESSIBLE EXPERIENCES

APRIL 13, 2018 · 3.1K VIEWS · 4 MINUTE READ



Accessible
Tourism
Forum

Accessible
Gold Coast

Accessibility
Pledge

DGC.com
Blog

Audit of
DGC.com

2017

→ 2018

Discover
Gold Coast
Challenge

GC2018
Accessible
Accommodation
Directory

Industry
Workshops

Mentoring
Program

June 2018



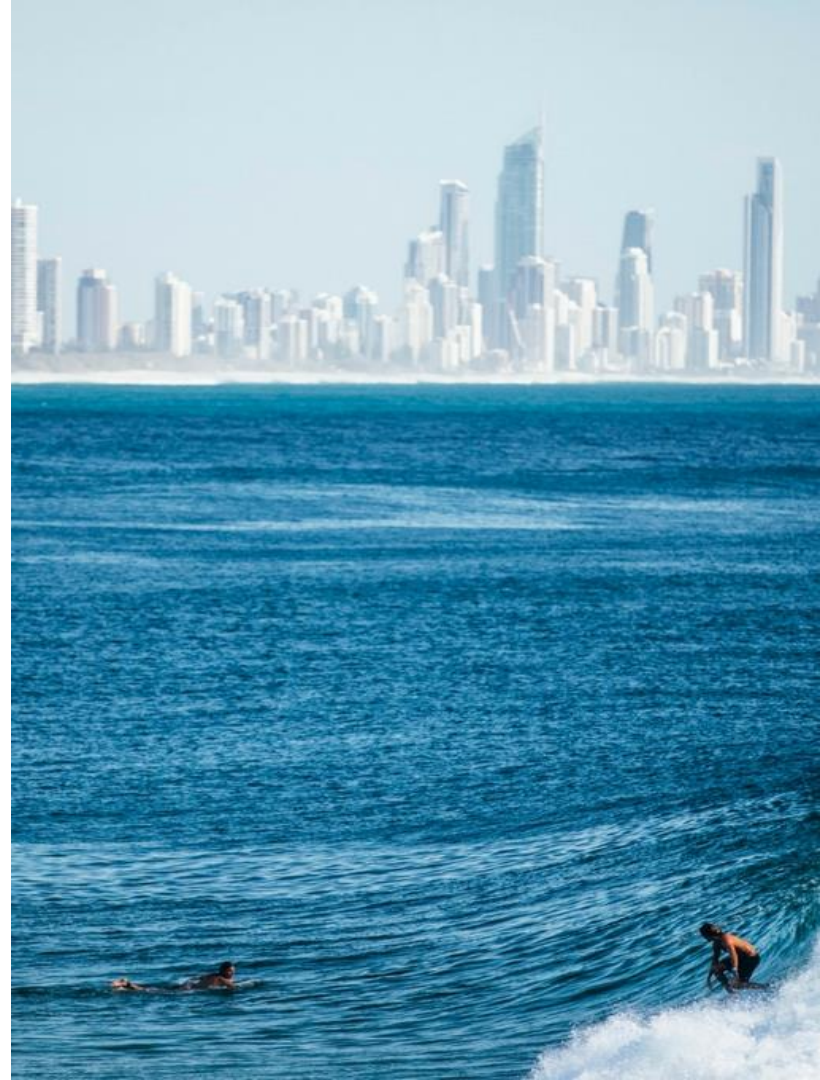
Accessible Tourism Mentoring Program

- Targeted industry to express interest
- Six-month program
- Eight tourism businesses
- Funded by Queensland State Government



Accessible Tourism Mentoring Program

- Identify and remove barriers
- Build on assets
- Higher level of disability awareness
- Handouts for staff training
- Access Enhancement Report
- Accessibility Guide





June 2018

Accessible
Tourism
Forum

Accessible
Gold Coast

Accessibility
Pledge

DGC.com
Blog

Audit of
DGC.com

2017

2018

Discover
Gold Coast
Challenge

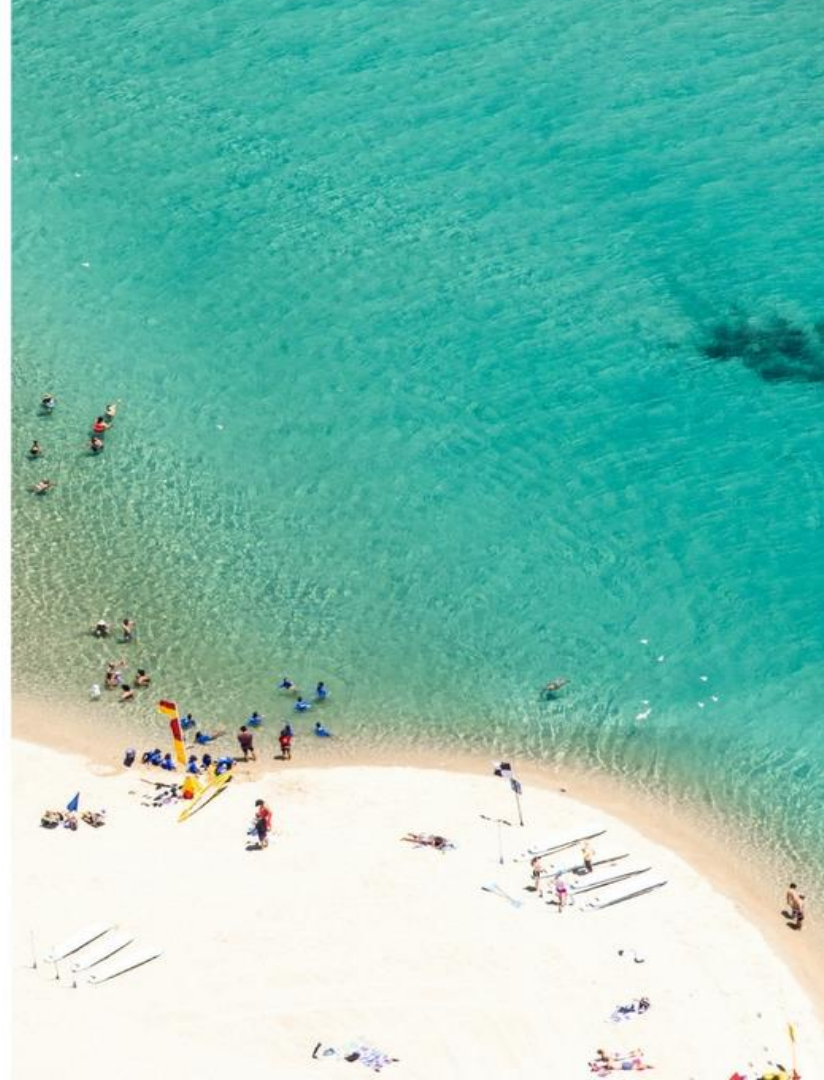
GC2018
Accessible
Accommodation
Directory

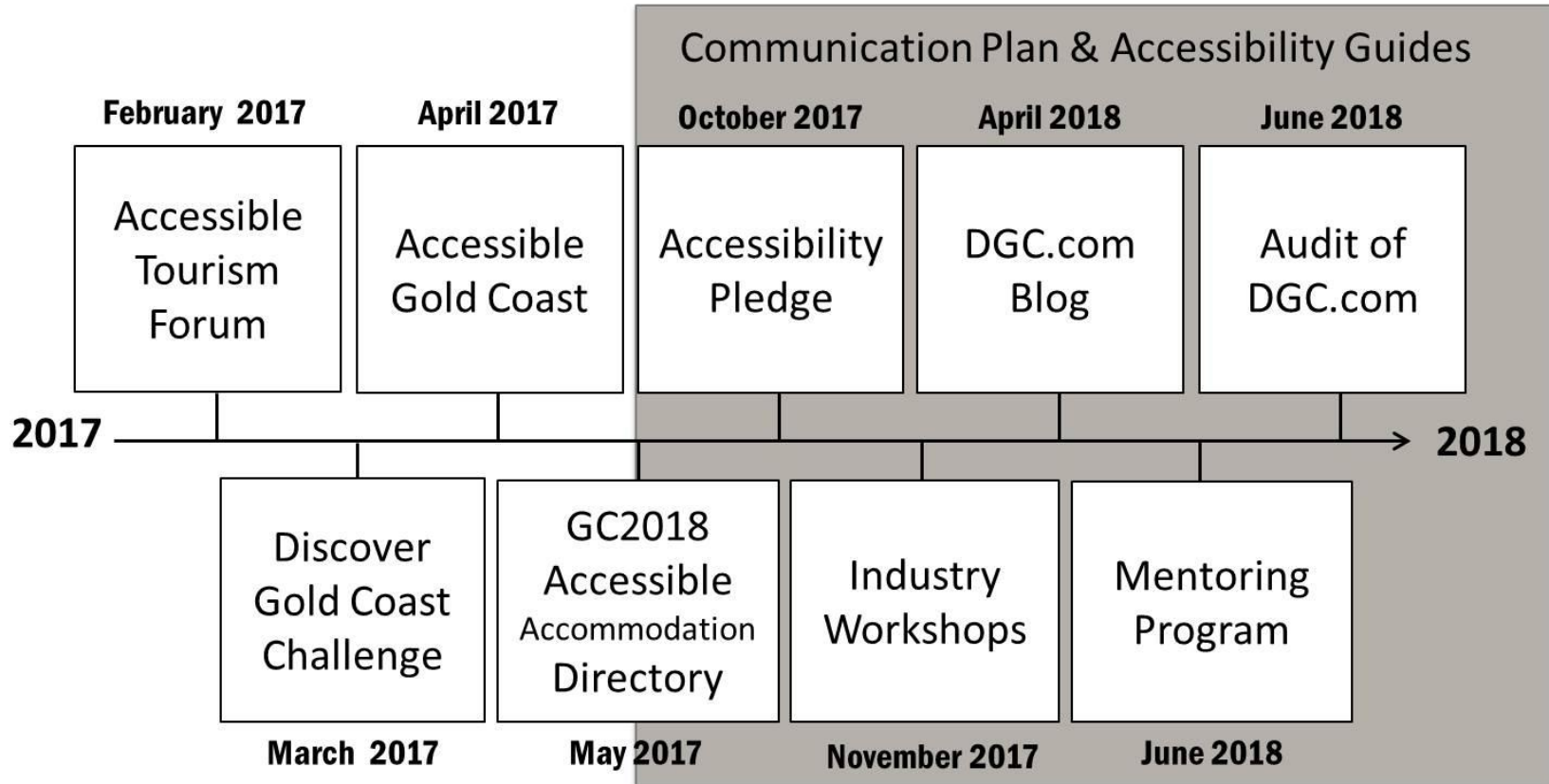
Industry
Workshops

Mentoring
Program

Accessible Audit

- DestinationGoldCoast.com
 - Font sizing
 - Contrast colours
 - Improved layout
 - Alt attributes for images





Work in progress

- Drive more tourism businesses to publish their online Accessibility Guides
- DestinationGoldCoast.com – accessible information
- Additional Gold Coast Accessible Experiences Guides
- Inclusive Champions Working Group







Reach out

Lenna.Klintworth@
DestinationGoldCoast.com

WE ARE **DESTINATION**
GOLDCOAST.TM