



ACCESSIBLE TOURISM PORTAL ENABLES SYDNEY FOR ALL

The accessible tourism market incorporates people with disabilities and those who are ageing and who have access needs (mobility, vision, hearing and communication). Significant numbers of Australians and people from overseas have disabilities – 600 million worldwide. The Australian Bureau of Statistics estimates that 4 million Australians have a disability¹. Based on the National Visitor Survey 88 per cent of these people travelled within Australia in the previous year, 7 per cent travelled overseas and most travelled in independent groups with an average size of 4.1 people. The accessible tourism market has recently been valued at \$4.8 billion to the Australian economy² with significant latent demand.

Yet, finding accessible tourism experiences and day trips has been a major issue for people with disabilities and those with access requirements. Many disability organizations provide member created word of mouth lists, tips and stories to help others plan their day trips and holidays more easily. However, these information systems are incomplete and problematic.

A prototype accessible tourism Web “portal”, www.sydneyforall.com, aims to make it easier to find accessible destination experiences around Sydney for those with access needs. The portal reflects the findings of a research project and seeks to provide accessibility information about key tourism experiences that people can enjoy when they are in Sydney. The area covered by the portal includes The Rocks, Circular Quay, The Royal Botanic Gardens and Domain. It also includes the Sydney Fish Markets, a ferry trip to Manly and a visit to North Head.

The research project was sponsored by the Sustainable Tourism Co-operative Research Centre, Tourism NSW, the Tourism and Transport Forum and the NSW Department of Environment and Climate Change.

One key feature of the portal is its ability to provide information to people with vision impairment. The portal has been developed to meet international W3C Web Accessibility standards and was independently assessed by Vision Australia to verify compliance with those standards.

The information provided on the portal was gathered by people with disabilities actually experiencing the attraction and documenting that experience. Information was also provided by the attraction, many of which have implemented strategies to improve their access for people with access needs. For example, the Sydney Opera House has not only started to improve mobility access but also access for people with vision and hearing impairment.

The web portal offers information by icon, text, photographs and links to additional information. It embraces ‘wayfinding’ maps, transport, parking, toilets and most importantly the experience itself. The portal will also help providers within the tourism industry plan to market collaboratively, improve their services and encourage more tourists with disabilities to visit them.

As this is a test site and will be reviewed at the end of three months, feedback on the portal and suggestions are welcome. People can complete the independent survey that is linked to the portal, or you can contact either the researchers directly on accessibletourism@uts.edu.au or sydneyforall@tourism.nsw.gov.au

The long-term aim is to have a more expansive portal that will assist people to plan their holidays and will incorporate detailed transport, accommodation and disability support information.

Further Information, please contact:

Dr Simon Darcy, UTS – 02 9514-5100 Simon.Darcy@uts.edu.au

Bruce Cameron, EAA – bruce_eaa@bigpond.com

¹ Australian Bureau of Statistics. (2004). Disability Ageing and Carers Summary of Findings, 2003 (Cat No. 4430.0). from <http://www.abs.gov.au/Ausstats/>

² Dwyer, L., & Darcy, S. (2008). Chapter 4 - Economic contribution of disability to tourism in Australia. In S. Darcy, B. Cameron, L. Dwyer, T. Taylor, E. Wong & A. Thomson (Eds.), Visitor accessibility in urban centres: Technical Report 90040 (pp. 15-21). Gold Coast: Sustainable Tourism Cooperative Research Centre (forthcoming).

Web Portal Front Page <http://www.sydneyforall.com/>

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Sydney For All



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Sydney For All



Sydney is an exciting, colourful and vibrant city where it's easy to get out and about. You can tick off all the city's icons – the World Heritage-listed Sydney Opera House, Sydney Harbour and the Sydney Harbour Bridge. You can also discover less well known attractions, all within a short distance of Circular Quay.

There are plenty of attractions that are easy to visit if you have a disability or require assistance with access. Pre-planning your visit will help you enjoy a visit to Sydney at any time of the year.

Things to do in Sydney

Find out the inside story on accessible Sydney experiences around Circular Quay and the harbour. Discover the colonial heritage of The Rocks, be inspired by museums and art galleries, catch a ferry to Manly and enjoy the panoramic views from Sydney Harbour National Park.

Arts and culture

Enjoy Sydney's vibrant theatres, galleries and performing spaces which offer a range of accessible tours and programs.



[Art Gallery of New South Wales](#)

Explore the Art Gallery of New South Wales and discover a treasure-trove of artistic and culinary excellence framed by magnificent views of Sydney Harbour.



[Sydney Opera House](#)

Visit the Sydney Opera House to see a performance, sip on a cocktail overlooking the harbour or take a backstage tour.



[View more Arts and Culture experiences](#)

Outdoors

With a near-perfect climate, beautiful gardens and interesting neighbourhoods to explore, you can get a taste of the

How to use this website

This website is designed to be accessible to everyone. You can adjust the text and colour contrast to suit your needs:

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Symbols used in this website

Universal icons will help you decide which attractions provide the appropriate level of access.



Mobility access is available offering a clear path of travel throughout the venue including an accessible toilet



A clear path of travel throughout the venue for those who are blind or have low vision



Hearing loop or audio induction loop is available



Audio description is available



Auslan sign language interpretation is available



Text captions provided for audio content