

2023 PROGRAM

Change Starts Now



April 28th - City of Cold Coast
May 11th - Online

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WELCOME TO AITCAP 2023

Thank you for joining us!

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2023 HYBRID EVENT

➤ **1 DAY ON THE GOLD COAST**
28TH APRIL 2023

SEAWORLD RESORT CONFERENCE CENTRE

➤ **1 DAY VIRTUAL**
11TH MAY 2023

DON'T FORGET OUR SIDE EVENTS

➤ **Networking cocktail - April 28th**
iFly Gold Coast Accessible Experience - April 29th
Access2Adventure Boat tours - April 28 & 29th

➤ **Networking Zoom Get-together - May 11th**



WELCOME TO AITCAP 2023

Change Starts Now



Dear colleagues,

It is my great pleasure to welcome you to the third edition of the Accessible and Inclusive Tourism Conference in the Asia-Pacific (AITCAP). As the founder of GetAboutAble, I am thrilled to be hosting this important event once again, bringing together experts, industry leaders, and advocates to discuss the opportunities, challenges and solutions for accessible and inclusive tourism

At GetAboutAble, we are committed to promoting the value of accessible and inclusive tourism, not just for people with disabilities, but for everyone involved in the tourism industry. By creating more accessible and inclusive environments and experiences, we can improve the lives of millions of people, while also unlocking new business opportunities and driving economic growth.

AITCAP is a forum for **LEARNING** and **CONNECTING**. It is an opportunity to come together, learn from one another, and work together to make a difference.

Our theme for this year's conference is **Change Starts Now**. As more and more businesses and organisations are recognising the value that accessible and inclusive tourism can bring, many don't know where to start. That is why our program is full of ideas, innovative solutions and best practices examples.

Both on April 28th and May 11th, you will hear from some of the leading voices in the industry, as well as people at various stages of the journey, who will share their experiences and insights. Together, we will explore how we can create more accessible and inclusive tourism opportunities, and unlock new business opportunities and economic growth in the process.

LEARNING is just the first step. Real change happens when we **CONNECT** with one another, share our own experiences and ideas, and work together to make tourism more accessible and inclusive for all. That's why we have also designed this conference to be a space for meaningful conversations, networking, and collaboration. I encourage you to reach out to others you meet at AITCAP.

Once again, I want to welcome you to AITCAP 2023, and I hope that you will make the most of this opportunity to take a step, the first or the next, on your journey towards mainstreaming accessible and inclusive tourism. Let's start making real change happen, starting now.

Sincerely,

Yasmine Gray
Founding Director, GetAboutAble

 **getaboutable.com**
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WELCOME TO AITCAP 2023

Change Starts Now



We've declared 2023 as Queensland's Year of Accessible Tourism to lead the State's transformation as the world's all-abilities destination of choice.

To ignite change and generate opportunity, the Queensland Government is backing this year's Accessible and Inclusive Tourism Conference in the Asia-Pacific on the Gold Coast.

This is a wonderful opportunity to connect with global experts on fast-tracking accessible infrastructure, game-changing technology and business learning.

Better visitor experience accessibility is a key initiative of Queensland's industry led Towards Tourism 2032 roadmap.

It's also part of our commitment to making the Brisbane 2032 Olympic and Paralympic Games the most accessible and inclusive sporting event in world history.

The Queensland Government is investing \$12 million in the Year of Accessible Tourism to help tourism operators upgrade visitor infrastructure, supportive technology and business knowhow to transform our visitor economy.

A \$1 million portion of the Government's funding is for promoting accessibility awareness through a series of events including this conference.

Nearly one-in-five Australians has a disability.

Tourism Research Australia estimates the untapped potential of accessible visitor experiences, accommodation and transport for travellers with a disability, and their companions, to be in the vicinity of \$1.8 billion per year.

The Accessible and Inclusive Tourism Conference in the Asia-Pacific is a forum for sharing ideas on building an enduring legacy as Australia's premier, inclusive visitor destination.

Your stay on the Gold Coast is a perfect opportunity to find out why this region is the nation's favourite holiday destination, because Queensland's great lifestyle and world-class tourism experiences are too good not to be enjoyed by everyone.

Stirling Hinchliffe

Queensland Tourism, Innovation and Sport Minister and Minister Assisting the Premier on Olympics and Paralympics Sport and Engagement.



**Queensland
Government**

WELCOME TO AITCAP 2023

Change Starts Now



The old adage 'actions speak louder than words' certainly applies when it comes to delivering on key programs and policy initiatives within our Council.

From transport to urban planning, beach preservation and waste recycling, we are a city experiencing a range of challenges as we grow and prosper.

Delivering better outcomes for residents and visitors has been a key driver behind the role of Mayor since I was elected in 2012.

Accessibility and inclusiveness are at the forefront of every policy decision we make on the floor of Chamber.

As a city and as a region, we want to ensure the memories and experiences people have of the coast are enriching. At the heart of this is our desire to create an inclusive environment for not only our 13 million annual visitors but for the city's 660,000 residents.

In 2018, we learned a lot as host city of the Commonwealth Games. I am proud to say we were the first host city to integrate the para-athletes program into the main events program ensuring all athletes, officials and spectators could witness the incredible feats of all competitors over the 11 days of action.

Hosting the 2023 Accessible & Inclusive Tourism Conference in the Asia-Pacific is a great opportunity to continue to learn more about inclusiveness.

A key policy of our council – the Accessible and Inclusive City Action Plan 2020-2025 – has driven a suite of decisions over the past three years as we work to improve both the urban built-form experiences across our city but also in the field of tourism-related activities.

Hosting this conference will give us great insight into changing trends – and opportunities – globally.

I welcome delegates and officials to Australia's favourite playground and trust you find your time here both stimulating and rewarding.

Sincerely,

Tom Tate
Mayor, City of Gold Coast

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APRIL 28TH - IN-PERSON EVENT

SeaWorld Resort Conference Centre, Gold Coast

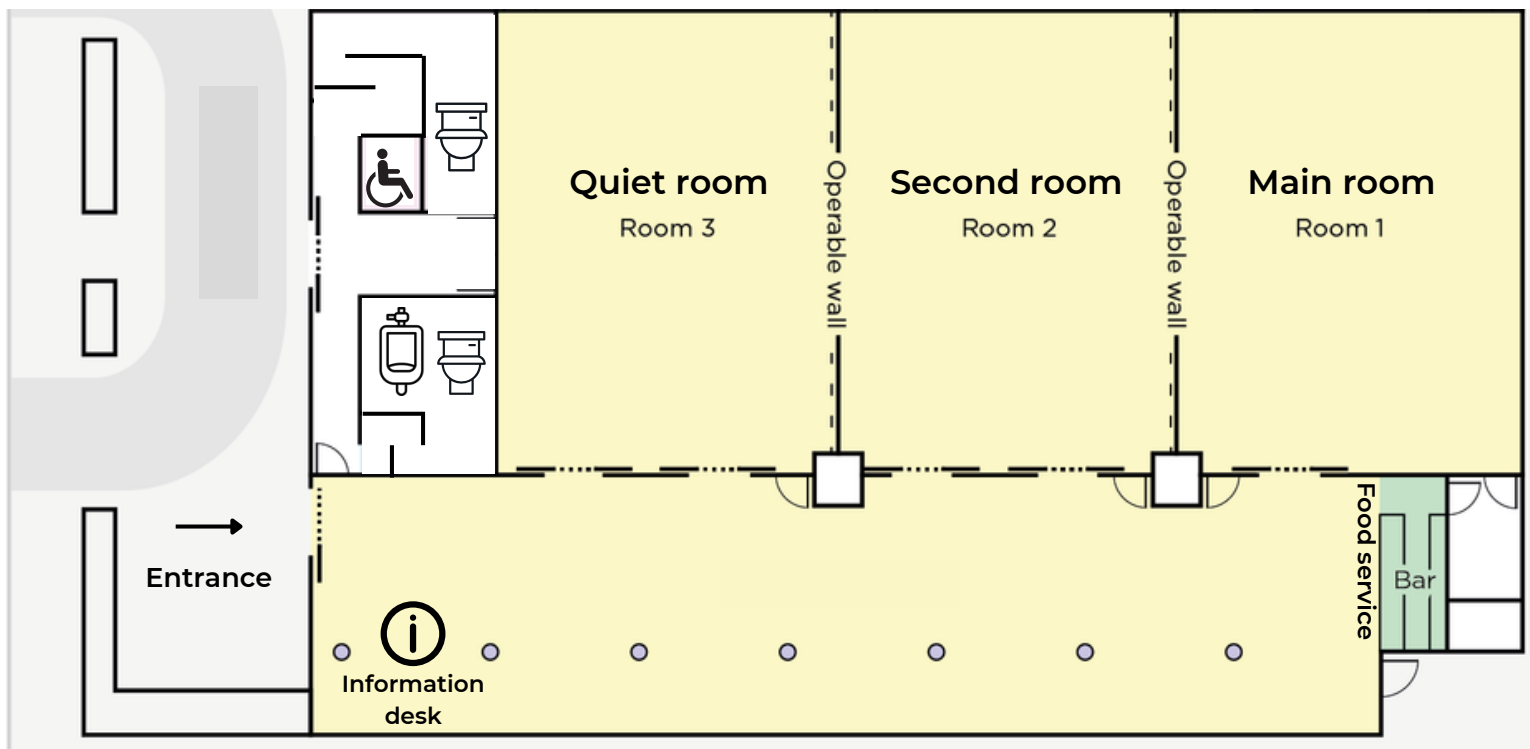
Address: Seaworld Dr, Main Beach QLD 4217

You'll be welcomed by our team with tea and coffee for registration from 8.00 am.

The Conference will start at 9.00 am, with sessions being shared between the Main Room and the Second Room.

Food and drinks will be served during breaks, providing a nice setting for delegates to connect with each other.

Venue Map



APRIL 28TH - IN-PERSON EVENT

Accessibility Information

We want to welcome people of all abilities to all parts of this event.

Our team's commitment is to do our best to accommodate all of your access requirements.

We are a Hidden Disability Sunflower Friendly Event

AITCAP team members have been trained by the Hidden Disability Sunflower organisation. They will be wearing a supporter badge so people who require assistance can identify them and know who they can approach.



Your Digital Concierge - Cergé

AITCAP 2023 has partnered with Cergé, to offer individuals with access requirements a platform to help prepare their visit and engage fully in the event.

[Access the app here.](#)



Other Accessibility Information

All sessions will include captions and Auslan interpretation.

We also have worked on making our venue as accessible as possible, read our [Accessibility Page](#) for more details!



AITCAP 2023 - PROGRAM

April 28th -

SeaWorld Resort Conference Centre, Gold Coast

ARRIVAL - FROM 08.00 AM

Welcome Ceremony

9.00 am

Giovanna Lever (MC) - Sparrowly Group

Welcome to Country

Dr Yasmine Gray - Founding Director GetAboutAble

The Hon. Stirling Hinchliffe MP - Queensland Minister for Tourism, Innovation and Sport

Mayor Tom Tate - City of Gold Coast

Melissa Tan - City of Gold Coast

Bede Fennell - Executive General Manager Tourism Australia

It's worth it!

9.55 am

Being accessible & inclusive is a win for your customers and your business

Martin Heng - Australian Tourism Export Council

Julie Jones - Travel Without Limits

Carolyn Childs - MyTravelResearch.com

Moderator: Jessica Keen - ATEC



Gain an understanding of the market through evidence-based insights about what accessible & inclusive tourism is, the difference between accessible and inclusive, making your business accessible, best practices and how incorporating it is a winning business strategy.

Don't be afraid to start!

10.40 am

Take the first step on your accessible & inclusive journey today

Julia Svaganovic - GetAboutAble

Chris Kerrisk - Cérge

Build confidence in your ability to make changes, by learning how to break down the steps so they feel achievable instead of overwhelming.

NETWORKING MORNING TEA - 11.00 AM

After Morning Tea, you'll have a choice between 2 parallel sessions. You can move between rooms.

MAIN ROOM



We love travelling too - Hear from travellers with disabilities

Brett Morris - Amplify
James Kerwin - On James' Desk
James Nelson - Cocky Guides
Nicole Canal - GetAboutAble
Moderator: Dane Cross - Spinal Life Australia

Discover what it's like to travel with a disability, how access requirements differ and have the opportunity to ask questions of our panellists with lived experience.

Inclusive employment - Opening up opportunities for the tourism workforce

Andrea Comastri - Hotel Etico
Lynda Ugarte - IHG
Carla Giuca - Austrade
Moderator: Giovanna Lever

Accessibility isn't just for your customers, it extends to your entire business including employment. Discover the advantages of hiring people with disabilities from those leading the way

SECOND ROOM



A destination-based approach to accessible & inclusive tourism - A case study in Queensland

Laz Herrera - City of Gold Coast
Chantel Maclachlan - Dreamworld
Andrew Illingworth - Gold Coast Tourist Parks
Kate Barr - Destination Gold Coast
Moderator: Bill Forrester - Travability

Learn how to bring together information, transport, accommodation, attractions, dining, public infrastructure and marketing campaigns utilising the ISO Standard 21902 accessible destination criteria.

Improve your social media accessibility and engagement through understanding assistive technology

Gian Wild - AccessibilityOz

What are assistive technologies and how to use them? Gian will talk about their importance and then show how assistive technologies are used. Gian will demonstrate how they work with social media networks (such as Twitter, Facebook, LinkedIn and Instagram) and explain how those can be made accessible to people with disabilities – whether they are using assistive technologies or not.

11.30 am

12.15 pm

LUNCH - 12.45 PM

MAIN ROOM

Unlocking the visitor journey - How to provide the right accessibility information - 1.45 pm

Frances Riggs - Latrobe Community Health Service

Yann Charavel - STX

Moderator: Ryan Smith - The Access Agency

One of the most important steps to being accessible is making sure people know about it! Learn how to share your access information with your customers, and how to make sure it's in a format that's accessible to them.

Small things, Big impacts - 2.15 pm

Emma Gallagher - ASPECT Australia

Sandra Facy - Hidden Disabilities

Sunflower ANZ

Improving access and inclusion isn't always expensive, discover the power of low-cost initiatives to make big impacts, and learn how these can benefit you.

The Impossible is Possible: Adventure Tourism for All - 2.45 pm

Glen Fozzard - Adventures2Access

Mike Brigg - iFLY

Belinda Harris - University of the Sunshine Coast

Peta Wittig - Phillip Island Nature Parks

There are no limits to what can be made accessible. Learn about some of the barriers to adventure tourism and how these organisations have made these seemingly inaccessible activities accessible & inclusive for all.

SECOND ROOM



Remaining competitive - How accessible tourism can positively position destinations

Simon Darcy - University of Technology Sydney

Tracey Dickson - University of Canberra

Dr Alison McIntosh - Auckland University of Technology

Dr Brielle Gillovic - Auckland University of Technology

One of the key industry and academic frameworks for conceptualising destinations is the Destination Competitiveness and Sustainability Framework, which we'll explore.

Enhance your visitor experience by getting started with digital accessibility

Bri Norton - OZeWAI

Amanda Mace - AbleDocs

The workshop will share tips and tricks for your websites, either building yourself or questions to ask web design companies and explore how PDF accessibility has progressed to become a necessary part of achieving a comprehensive accessibility strategy.

NETWORKING AFTERNOON TEA - 3.30 PM

MAIN ROOM

HOTA HOME OF THE ARTS

How cultural experiences can contribute to accessible and inclusive tourism?

Anna Carroll - HOTA

Dr Janice Rieger - Queensland University of Technology

Martin Edge - Artist and Autism Queensland Ambassador

Moderator: Pia Robinson - The Culture Crusader

A case study in building accessible & inclusive cultural experiences with industry professionals, academics, and artists working in inclusive arts engagement sharing their lived experiences, learnings and aspirations for the sector and visitor experience to be accessible for all.

Leveraging off big international events to influence change

Steven Mifsud MBE - Direct Access

Gayle O'Brien - Queensland Department of Tourism, Innovation and Sport

Maria Groner - Travellers Aid

Moderator: Tricia Malowney OAM - Department of Transport in Victoria

Hosting a city or state wide event provides an opportunity to improve accessibility & inclusion on a larger scale. Discover what's involved, the cooperation required, the impact on the destination and the accessible legacy it leaves.

4.00 pm



SECOND ROOM

A Case Study in Co-Design - Nature Freedom

Mathew Townsend - Nature Freedom

Belinda Harris - University of the Sunshine Coast

Discover how to build connections with the communities you want to be accessible for, and how to work with them to make a truly accessible experience.

4.30 pm



How to create your disability and inclusion action plan

Melissa James - Inclusive Tourism

Learn how to consolidate all you've learned at the conference into a plan on how to build your business to meet its full accessible potential.



CLOSING CEREMONY - 5.10 PM
FOLLOWED BY NETWORKING COCKTAIL - 5.30 PM

MAY 11TH - ONLINE EVENT

AITCAP Platform

We'll open our Live Virtual Conference at 11.00 am AEST (Sydney time).

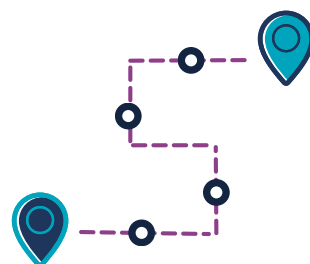
There'll be breaks every hour and a half, and you'll be able to join at any time of the day.

Recordings will be made available less than 24 hours after the event to all registered attendees.

Accessibility Information

All sessions will include captions, Auslan interpretation and a transcript of all slides used by speakers for screen-readers.

For more details, read our [Accessibility Page](#)



AITCAP 2023 - PROGRAM

May 11th -

Online, AITCAP Platform

START AT 11.00 AM (AEST)



Welcome Ceremony

11.00 am

Todd Bolton (MC) - GetAboutAble

Welcome to Country

Welcome to the City of Gold Coast - Mayor Tom Tate



Defining disability, accessibility and inclusion A module video from the Queensland Government

11.15 am

Queensland Government

Get Skilled Access



**Queensland
Government**



How to use technology to accelerate the booming of accessible & inclusive travel

11.20 am

Camilo Navarro - Wheel the World

Maxine Parker - Access Ability Australia

Meegan Winters - Able Eyes

Moderator: Anna Wright - BindgMaps

We welcome entrepreneurs that have tackled this problem and share how technology can help make that information available and extend significant long-term value to all visitors, including those living with a disability.



Case study: Mobility Mapping on the Sunshine Coast

11.50 am

Evelyn Murphy - Sunshine Coast Council

This session perfectly illustrates how technology can improve access and how this, in turn, can benefit both the local community and tourism visitors. It is a project led by the Sunshine Coast Council, another great leader of change in Queensland.

The Importance of Accessibility in Travel Awards - A case study of the Japan Travel Awards

12.00 pm

Ally & Seiya Hongo – Shiitake Creative & Japan Travel Awards
Moderator: Josh Grisdale – TabiFolk

Why was accessibility introduced in the Japan Travel Awards in the first place and how did it take the lead in the awards? Why is it crucial to have accessibility as a primary category in travel awards? These are the key questions we will address in this session and how it lead to the discovery of Japan's most inclusive travel destinations.

BREAK 1 - 12.35 PM

tabifolk

How an Accessibility Champion can lead effective change in your business

12.45 pm

Chris Veitch – Access New Business
Jane Cooper – Access & Inclusion UK

Inclusive tourism champions can play an important role at the National, regional and local levels to influence and support change. This change has to run deep and be of cultural nature within Government and the private sector so that eventually all development in the public realm and private business is based on universal design and service principles.

A Time to Change - Campaign strategies to get industries moving

1.15 pm

Nina Smith – TravelPaws
Michele Erwin – All Wheels Up

What are the 6 key success factors to running an efficient campaign for change towards more accessibility and inclusion in the tourism industry? This is a relevant question for all who are considering change, both big or small, and whether they work in their own organisation or as part of a company.

Misconceptions and unconscious bias A module video from the Queensland Government

1.40 pm

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How can accessible tourism intersect with medical health and wellness tourism?

1.55 pm

Dr Elizabeth Ziemba – Medical Tourism Training

Michelle Massey – Amplify Travel

Moderator: Fred Maahs, Jr – Maahs Travels

One of the “sister markets” for accessible & inclusive tourism is medical health and wellness tourism. Our panellists argue that accessible travel is part of the patient journey, be it medical health or wellness, and that given the demographics of those travellers, taking accessibility and inclusion into account can greatly benefit tourism providers and destinations.

Approaching accessible and inclusive tourism in the Asia-Pacific region

2.25 pm

Ewan Cluckie – Tripseed

Syed Abd Rahman – Diveheart Malaysia

Veneranda Mateo – Lolo Inggo Private Resort

Moderator: Pankaj Pradhananga – Four Season Travel & Tours

Across the Asia-Pacific region, the travel and tourism industry must change to be more inclusive and accessible in order to be sustainable. Don't take our word for it, trust your peers! A travel operator, an accommodation provider and a national tourism organisation share their journey towards accessible & inclusive tourism and how much benefit it brought them.



Inclusion Training for Accommodation Providers

3.10 pm

Kerry Williams – Accessible Accommodation

Rob Wynn – Spinal Cord Injury Australia (SCIA)

Suzie Stollznou – Spinal Cord Injury Australia (SCIA)

Everyone can offer a level of accessibility. Clear information about how accessible your premises is, shared publicly with guests is the most important thing you can do. Spinal Cord Injury Australia (SCIA) and Accessible Accommodation researched and developed an online training program to assist accommodation providers to offer the highest standard of accessibility they can. They will share the key components of the training and the lessons learned in their consultations with their 3,000 members.

Communicating with everyone by keeping things so simple and easy to understand

3.45 pm

Karen Hedley – The Easy Read Toolbox

A big part of your potential visitors read at a primary school level or below so come and learn how to communicate clearly to them with the Easy Read Toolbox. They provide self-paced membership to learn and write in Easy Read and easy-to-understand ways to connect with your community, and bespoke consulting services to assist you in being more accessible.



Designing Accessibility - Start with compliance, design for inclusion

3.55 pm

Ileana Rodriguez – I Design Access

Interviewer: Julia Svaganovic - GetAboutAble

What are the benefits of including people with disability as your future clients and users from the design stage of your projects? We'll be exploring ways you can improve your design process to create better, accessible and inclusive spaces.



Case Study: Putting access at the core of your accommodation design with Lower Laurel Farm

4.15 pm

Jenny Goddard – Lower Laurel Farm

Jenny Goddard from Lower Laurel Farm shares the reasons she chose to design and manage a truly accessible accommodation option as well as the challenges she faced and the benefits she got in doing so. The design for the Coastal Cottage and Mountain Lodge enables everyone to be at the centre of the activity, to be able to relax, enjoy downtime and be fully involved in all the activities including doing the dishes....no excuses.



Gold Coast - A City where Everyone is included

4.25 pm

Melissa Tan - City of Gold Coast

Presenting the new Accessible Gold Coast Guide

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CLOSING CEREMONY – 4.30 PM
FOLLOWED BY NETWORKING VIRTUAL CHAT – 5.00 PM

KEEP CONNECTING

**Join our AITCAP
Conversation Community**

aitcap.getaboutable.com/conversation



The Accessible & Inclusive Tourism Conference



THANK YOU

As a team, GetAboutAble would like to thank all those who contributed to making AITCAP 2023 a reality, including:

- Our amazing speakers for sharing their knowledge and experience
- Our Auslan Interpreters - the Deaf Connect team and James Kerwin - for helping us make AITCAP even more accessible this year
- Our tech team for making sure to deliver the best possible version of our online content
- The venue staff at the SeaWorld Resort Conference Centre for their support in our first in-person AITCAP
- All of our suppliers for going the extra mile to deliver accessible features
- Our Steering Committee members for helping shape this event.

A special thank you to our sponsors and partners, all of them listed on the next page: without them, we couldn't have made AITCAP grow to become the event that it is today!

And of course, thank you to all our attendees: the best part of AITCAP is learning and connecting with you!



**April 28th - City of Gold Coast
May 11th - Online**

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The Accessible & Inclusive Tourism Conference



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