



**Making Tourism Accessible for Visitors
who are Blind or have Low Vision**

**Enhancing Business Planning
Through Access**

A Business Plan allows business owners and managers to define their ultimate goal, guide operations and evaluate progress. It supports growth and effective management, being an important and strategic tool that assists operators to focus on clear goals and guidelines for how the business is to be managed, as well as the specific steps necessary for them to make business ideas succeed and achieve short and long term outcomes. Business Plans can be enhanced when they intentionally include a focus on accessibility.

There are many templates available to support business to develop their Business Plan, with the preferred framework often influenced by the nature of the business and personal preference. The Australian Government provides useful business advice for developing a business plan, including access to a business planning tool and a detailed business plan template. (ref. <https://business.gov.au/planning/business-plans/develop-your-business-plan>)

Whatever framework your Business Plan revolves around, there will no doubt be a number of areas where you will be able to embed accessibility elements. Tourist destinations and venues are encouraged to draw from the extensive resources provided by Braille House through this project to enhance their Business Plan. Information gathered from, for example, completed Self-Assessment Access Audits will inform short and long term business goals and criteria to assess achievement of outcomes.

Provided here are key components from a business plan framework, with examples of accessibility related elements which relate to visitors who are blind or have low vision, that may be included in the plan. These are by no means exhaustive, and relate to a fictitious business, Coffee Cairns.

Vision / Mission

Include reference to:

- Commitment towards access and inclusion

For example: Coffee Cairns is committed to making our facilities and services accessible and inclusive.

- Dedication to preventing and removing accessibility barriers

For example: Coffee Cairns is a solution focused business that is on the continual quest to prevent and remove accessibility barriers.

Operations

Include reference to:

- How products and services are accessible

For example: Coffee Cairns uses QR codes in store, which are easily located by visitors who are blind or have low vision through the use of tactile QR code indicators. Our menus are available in braille and large print. Any background music in the café is of low volume to support our patrons' conversations. Our toilet facilities include Braille signage.

- How you manage sales and distribution in ways that are accessible

For example: Key staff at Coffee Cairns have undertaken training in how to guide a person with vision loss. The service counter is unobstructed from the entrance.

- How the business's use of technology is accessible

For example: Wayfinding information is available via our accessible website.

Key people

Include reference to:

- Key roles and responsibilities when it comes to supporting accessibility

For example: The Manager on duty is the designated access and orientation champion

- The skills, training and experience required to support accessibility

For example: Key staff at Coffee Cairns have undertaken training in how to guide a person with vision loss. All staff are aware of the etiquette required to meet a person with vision loss.

Target market

- Have a clear picture of who your marketing efforts are targeting, including patrons who have accessibility needs.

For example: Coffee Cairns management seeks to know the appropriate number and understand the access needs of local area clientele, as well being prepared for an increase in domestic and international access needs.

Communication and Marketing

- Identify and choose advertising and promotion channels that suit your target market.
For example: *Social media posts from Coffee Cairns are accessible to readers and regularly promote our accessible features, such as:*
 - *At Coffee Cairns we are mindful of creating accessible experiences for people who are blind or have low vision.*
 - *At Coffee Cairns, Assistance Dogs are welcome.*
- Identify and promote your accessibility strengths.
For example:
 - *At Coffee Cairns, information is available in Braille and large print, including our menus*
 - *At Coffee Cairns, all QR codes in use include a tactile QR code indicator*

Risk Management

- Identify, assess and manage any potential risks to your business when promoting it as an inclusive environment. Name the risk and its possible impact, identify the likelihood and state what you will do to reduce the risk.
For example: *The risk – use of mats is a potential trip hazard*

Possible impact – a person may, trip, fall and injure themselves

Likelihood – minimal mats mean minimal risk

Risk reduction action – at entrance, install a recessed mat that sits on a firm, level surface with the floor

Legislation

- Identify the laws that impact your business, including those specific to your industry and those relating to inclusion.

For example: The Manager of Coffee Cairns takes the lead role in understanding the business's legal responsibilities and anti-discrimination obligations, and shares these, as relevant, with members of staff.

Goals – short, medium, longer term

- Identify access goals, drawn from the Self-Assessment Access Audits, for the short and longer term that will support your business to grow. Make each goal an “Accessible action to Achieve Goal”, identify the completion date and who is responsible.

For example:

- *By 1 July 2024, commence providing cutlery, water and serviettes at tables. Manager to inform staff, wait staff to enact.*
- *By August 30 2024, new summer menus in braille and large print to be available. Manager to contact Braille House and others to source quotes, secure supplier.*
- *By 30 January 2025, increase the amount of braille and large print signage available. Manager to source quotes, secure a supplier and install.*
- *Over the Christmas / New Year break, 2024 – 25, repaint the column near the kitchen area to contrast visually with the surrounds. Manager to source quotes and organise access for tradespeople .*
- *Over the Christmas / New Year break, 2024 - 25 relocate the protruding fire extinguisher in the outdoor area. Manager to source quotes and organise access for tradies.*
- *By January 30, 2026, when renovating, make the service counter highly visible. Silent business partner to coordinate.*
- *By January 30, 2026, when renovating, change entrance door handles to be more visible and larger. Silent business partner to coordinate.*

Finances

- Identify how much money you will need to achieve each of your access and inclusion goals. Include this in budget expenditure costs.
For example: *Coffee Cairns offers a Summer and Winter Menu. 5 of each are required in large print / braille / with tactile QR code indicator. Based on quotes, included 10 accessible menus in each year’s budget.*
- When developing a Balance Forecast, remember to include forecast income / profit from potential increase in sales to visitors who are blind or have low vision, as well as their travel group.
For example: *Coffee Cairns is aiming to increase patronage by visitors who are blind or have low vision by # number of patrons per week.*
Average travel group = 2 x #.
Average spend per patron = \$15.50
Average profit per patron = \$5.50
Average yearly profit from forecast increased patronage = # x \$5.50 x 50 (weeks)