



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

CASE STUDY 3 - Suncorp Stadium, Brisbane



Suncorp Stadium provides Brisbane and south-east Queensland with a 52,500 plus seat capacity, three-tiered, state-of-the-art, world-class stadium. This multipurpose facility is located in the suburb of Milton and has always placed great importance on providing services and facilities to patrons with disabilities.

The stadium engaged with the following self-assessment audits:

- Whole of Venue Self-Assessment Audit Checklist
- Tourist of Event Destination Self-Assessment Audit Checklist

The following are examples of areas where stadium staff found:

- a. No adjustments are required (as the destination already attends to this area)
 1. Accessible seating
 2. Doorways
 3. Stairways
 4. Lighting
 5. Seating Areas
- b. Adjustments are pending (as the destination has already planned for such)
 1. Training
 2. Website (Accessible)
 3. Visitor Info
 4. Drinking Fountains
 5. Tour Guides
- c. Potential minor adjustments are needed
 1. Drinking Fountains
 2. Some wayfinding signage
- d. Adjustments should be undertaken in the medium term, however these do not require renovations
 1. Additional lighting on some stairs
 2. Audible elevator messages
 3. Elevator lighting levels
 4. Review of signage colours

- e. Adjustments are required in the longer term / during future renovation or redevelopment
 1. Seating in pick up areas
 2. Door handles
 3. Vision panels
 4. Colour of columns
 5. Level of directional signage

Provided are several examples of Suncorp Stadium's facilities where staff believes each area is where it should be in terms of accessibility for blind and low vision visitors.



Photo of Braille on signage



Photo of Braille on signage



Photo of Braille on signage



Photo of Braille on signage



Photo of TGSI's on entry stairs

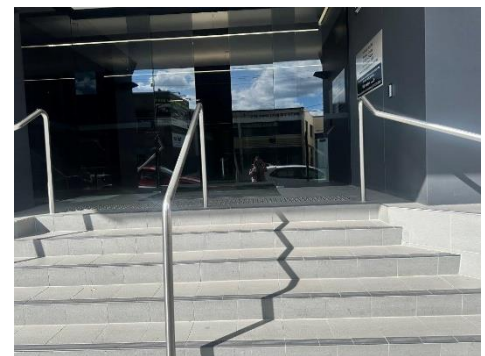


Photo of handrails and some colour contrast on entry stairs



Photo of tactile (inc. Braille) internal lift buttons

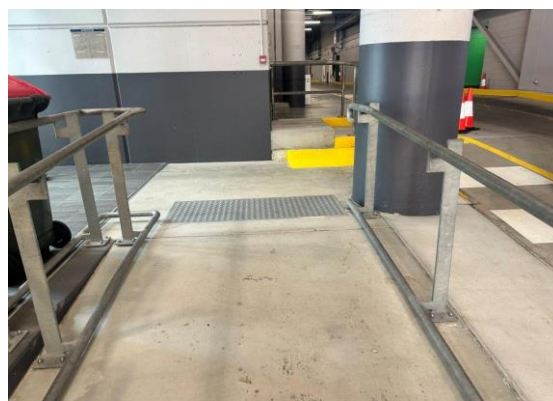


Photo of internal ramp with handrails (and twin rails to support cane detection) and TGSI's, plus colour contrast between pole, walls and steps with surrounds

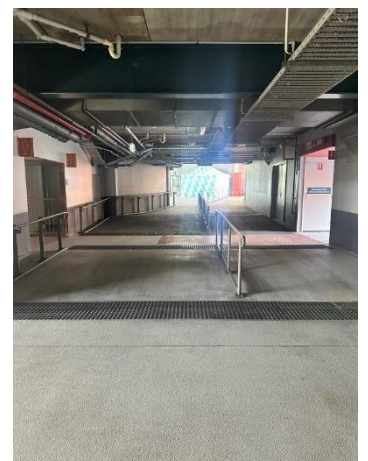


Photo of Level 3 concourse is lit during event days



Photo of tactile (inc. Braille) lift buttons

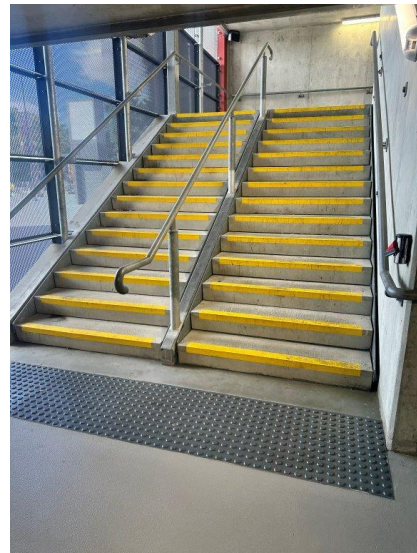


Photo of stairs with handrails and TGSIs, plus colour contrast on step treads

The examples provide below demonstrate areas of Suncorp Stadium's facilities where staff believes each area **is not** where it should be in terms of accessibility for blind and low vision visitors and required improvement.

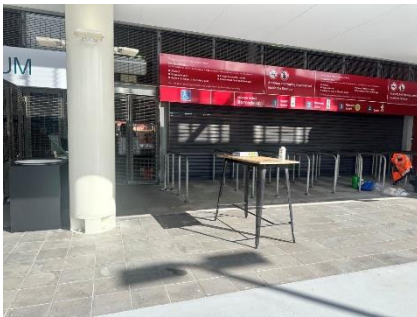


Photo of Braille or tactile signage. No colour contrast between pole and surrounds. Table is in walkway, although this is very temporary. NB Image not taken on an event day.

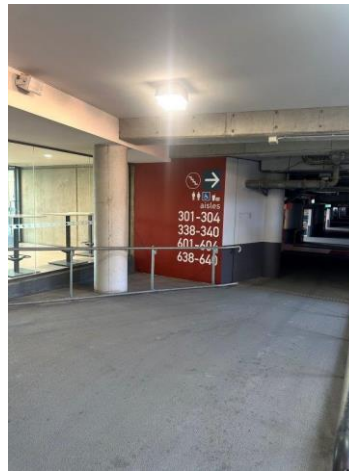


Photo of no Braille or tactile directional signage, although what is provided is large with good colour contrast.



Photo of no Braille or tactile directional signage, although what is provided is shows good colour contrast.



Photo of Braille signage outside lift which is very extensive, however due to the amount of information and the formatting of the sign, is not height friendly for hands to read Braille.

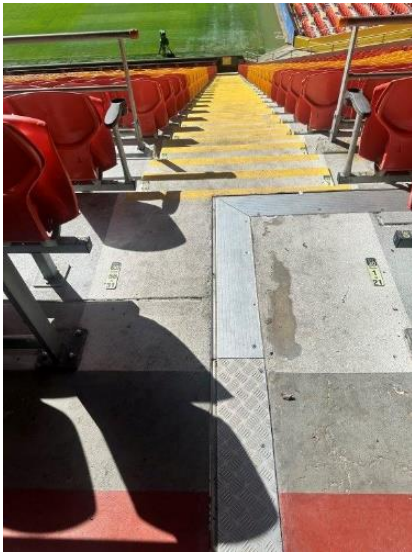


Photo of stairs to seats which have no TGSIs.

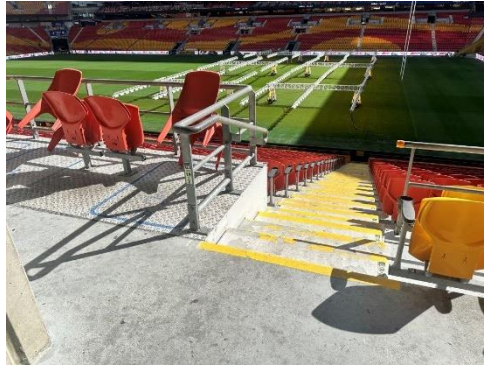


Photo of stairs to seats would benefit from a repaint of the colour contrast. No TGSIs.

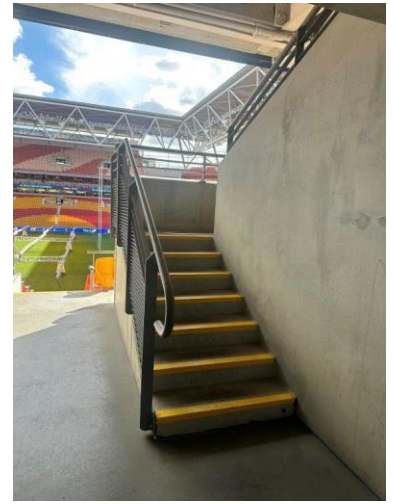


Photo of stairs to seats which have no TGSIs, although step colour contrast and handrail is supportive.

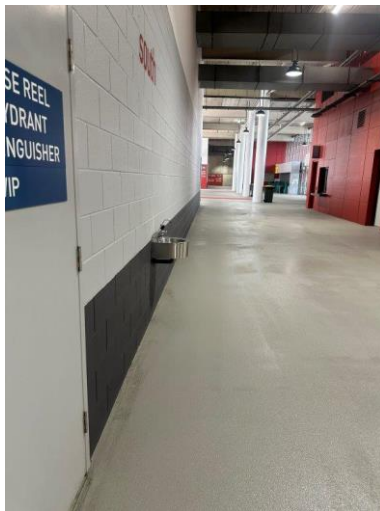


Photo of drinking fountain along walkway juts out from wall, although colour contrast is present. There is no tactile (inc. Braille) signage.

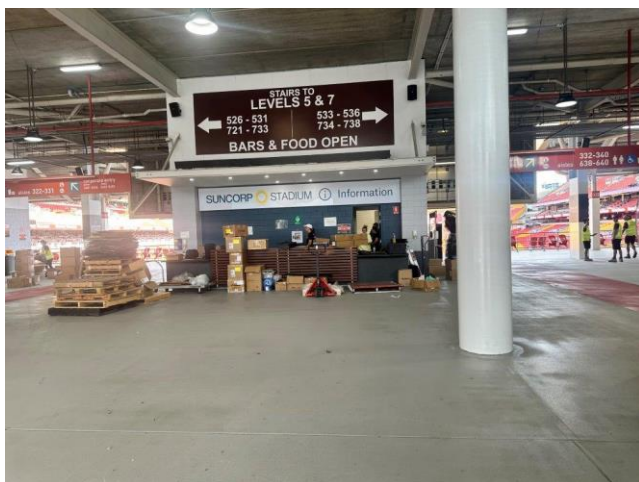


Photo showing there is no tactile (inc. Braille) signage and pole in heavy traffic area has no colour contrast. NB Image not taken on an event day.

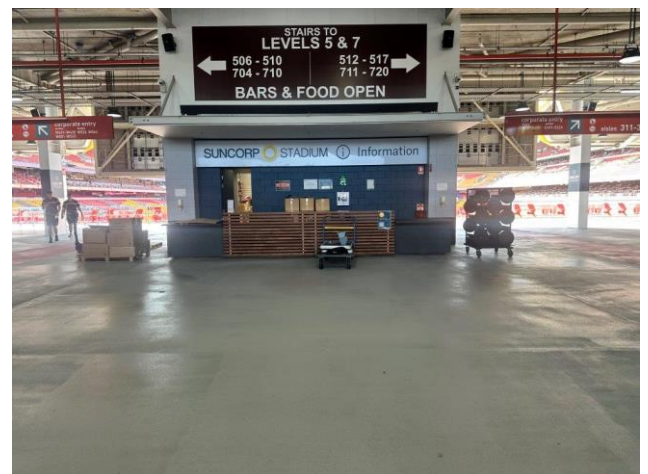


Photo showing there is no tactile (inc. Braille) signage. NB Image not taken on an event day.

After consideration of the self-assessment audit findings, management is considering the following “next steps” that Suncorp Stadium will look to undertake to make the destination more accessible and inclusive for visitors who are blind or have low vision.

1. Addressing the adjustments that they already have pending, as well as potential minor adjustments, as identified above.

Suncorp Stadium suggests that provision of the following resources will assist them in their quest to make tourism more accessible for visitors who are blind or have low vision.

- assistance to produce large print / braille “twin vision” restaurant menus
- proof reading of braille signage
- tactile QR code indicators

Stadium management know that Braille House can assist with the production of resources, and have reached out to Braille House for assistance.

Suncorp Stadium leadership is also appreciative of the Human Guide Training which Braille House consultants are providing to Suncorp Stadium staff.

Through the undertaking of the self-assessment audits, Suncorp Stadium’s leadership team has articulated the following key learnings.

Key Learning 1: A broader understanding of the needs of the visually impaired

Key Learning 2: Expanding traditional Stadium facilities and services to accommodate the needs of visually impaired.

Key Learning 3: Helping us to quantify the areas requiring improvement and providing a framework for us to prioritise and implement enhancements

THANKS to the Suncorp Stadium team for this participation, feedback and valuable insights,

and

CONGRATULATIONS on your commitment to cater for accessibility and inclusion

for guests who are blind or have low vision.