

CLARENCE VALLEY INDUSTRY HUB

Is Your Business Accessible & Inclusive?

A self-assessment questionnaire for tourism and hospitality businesses in the Clarence Valley.

Complete this checklist to understand where your business stands and discover simple steps to welcome every visitor.

Print it. Save it. Revisit it →

Why Accessibility Matters



1 in 5

people have
an access need



17%

of total tourism
travel is accessibility-
driven



3x

more likely to share
positive or negative
experiences



\$100

return for every \$1
invested in digital
accessibility

Visitors with access needs often travel in groups, stay longer, and are influential in online communities — they are high-value guests.

How It Works



No Right or Wrong

This is a reflective tool designed to help you assess your current practices. There are no pass or fail outcomes - only opportunities to identify what you're doing well and where you can improve.



Rate Each Area

Work through the checklist and select the option that best reflects your current position in each accessibility area. Be honest, this is for your own insight and improvement.



Who Is It For?

This tool is designed for any business in the Clarence Valley and beyond, including cafes, accommodation providers, attractions, retail, operators, and more



Revisit & Improve

Keep this document as a working tool. As you make changes, revisit the checklist and update your responses to track your progress over time. There's no deadline, just continuous improvement.

Complete all sections, note you strengths and areas to improve, then revisit whenever you make changes.

Your Business Details

Business Name

Type of Business

e.g. Holiday Park, Cafe, Tour Operator...

Contact Person

Website / Booking Link



Contact Email

Date - First Assessment

Date - Revisit Assessment

Fill in your details before starting. Record the date each time you complete the assessment.

Quick Snapshot - Rate Each Area

Area	FIRST ASSESSMENT			REVISIT		
	Yes	Partially	Not Yet	Yes	Partially	Not Yet
 Step-free entry or alternative access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 Clear signage and wayfinding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 Staff can assist customers with diverse needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 Accessible toilet available (if applicable)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 Space to move comfortably – paths & aisles > 1000mm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 Website provides clear access information i.e. Accessibility Statement example here	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 Booking/contact options are accessible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 Lighting and noise levels are manageable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 Emergency procedures consider diverse needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Tick the column that best describes your situation - return to this page whenever you make improvements.

Practical Tips - Physical & On Site

Entry & Access

Add a temporary ramp, automatic door opener, or clearly signed accessible entrance. Fit door access buttons where possible. Handrails should be on both sides of steps.

Signage & Wayfinding

Use large print, high-contrast colours, pictograms, and 'You Are Here' maps. Avoid black floor mats - they can appear as holes to guests with vision impairment.

Staff Training

A 15-minute team briefing can make a real difference. Disability awareness training improves outcomes by 86%. Introduce the Sunflower Program — a discreet way guests signal hidden disabilities.

Accessible Toilet

Grab rails on both sides of the toilet, door opens outward, 1500mm turning circle, tactile cues for guests with vision impairment. Check these annually.

Paths & Space

Paths and aisles minimum 1000mm wide, clear of furniture and obstacles. Provide varied seating - at least 25% of seats with arms. Include shared accessible spaces in car parks; use bollards to prevent misuse.

Sensory & Neurodiverse Needs

Offer quieter times or spaces for noise-sensitive guests. Fit flashing alarm lights (hearing impairment). Add closed captions to foyer/common area TVs. Register for the [Sunflower Program](#).

Lighting & Environment

Ensure well-lit pathways without harsh glare. Consider beach access mats at beachside locations. Clear shared spaces in car parks benefit all guests.

Emergency Procedures

Evacuation plans must consider guests needing assistance. Ensure visible (not overwhelming) emergency signage in accommodation. Include this in staff inductions.

Small changes make a big difference. You don't need to do everything at once — pick one area and start there.

Practical Tips - Digital & Bookings

 **Highest ROI opportunity:**
Every \$1 invested in digital accessibility returns approximately \$100 in value. It's the single most impactful step most businesses can take.

Accessibility Statement

Create a dedicated Accessibility page per location listing: entrance type, path surfaces, parking, toilet details, accommodation features, and any known limitations. Include real photos of accessibility features in use. Use this guide to writing your business [Accessibility Statement](#).

WCAG Compliance

Ensure your website meets Web Content Accessibility Guidelines (WCAG). This includes: screen reader compatibility, alt text on all images, sufficient colour contrast, keyboard-navigable pages, and captions on videos.

Booking Experience

Add a 'Do you have access needs?' prompt at booking. Label accessible accommodation separately in your inventory. Include companion accommodation needs. Provide a direct phone number for accessibility enquiries — not just an online form.

Accessible Compendium

For accommodation providers: create a digital (or print) compendium covering accessible dining, amenities, local transport, wayfinding, and a feedback mechanism. Audio versions where possible add significant value for guests with vision impairment.

Our Strengths

What We're Already Doing Well

Note your existing strengths - every business has them.

1.

2.

3.

New Strengths - After Improvements

Add to this column when you revisit - celebrate your progress

1.

2.

3.

Areas for Improvement

Priority Actions

Top 3 things to tackle first - choose quick wins

1.

2.

3.

In Progress

Things you've started working on

1.

2.

3.

Completed ✓

Update this column as you make improvements

1.

2.

3.

Use the Practical Tips on the previous slide to help you identify which actions to prioritise.

WHAT'S NEXT?

You've Taken the First Step.



1

Review Your Responses

Look at your Quick Snapshot ticks. Where are most of your 'Not Yet' responses? These are your priority areas to focus on first.



2

Choose One Action

Pick one small, achievable improvement from the Practical Tips. Commit to completing it in the next 30 days.



3

Come Back & Re-Score

Save this document. Return to the Snapshot checklist whenever you make a change - watch your score improve over time.

Thank you for completing this assessment. Accessibility is not an add-on - every step towards accessibility is a step towards welcoming more visitors to our region.