


Visitor Accessibility in Urban Centres

www.sydneforall.com

Presentation for the
Cosmopolitan Civil Societies
Research Centre
21 April 2010



Tourism New South Wales

There's no place in the world like  Sydney®

Website: Project partners

This website reflects the results of research undertaken by the University of Technology, Sydney and the University of New South Wales, in conjunction with the Sustainable Tourism Cooperative Research Centre.



[Sustainable Tourism Cooperative Research Centre](#)



[University of Technology, Sydney](#)



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This project would not have been possible without the support of these Industry Reference Group members:



[Tourism and Transport Forum Australia](#)



[New South Wales National Parks and Wildlife Service](#)



[Sydney Opera House](#)



Harbour Foreshore Authority

[Sydney Harbour Foreshore Authority](#)

Research project

Contents

- Accessible Tourism
- Project Overview
- Audience Needs
- International Overview
- Pilot Website
- Initial Assessments
- Progress

Visitor Accessibility in Urban Centres

- TNSW – TTF – DECC NPWS
- 20 other stakeholders
- Economic modelling
- Access audits + photography
- Enablers
- Mobility map
- 20 quintessential experiences completed
- Opportunities to expand to new precincts
- Website demonstration to follow



self guided walking tours.com



The Accessibility & Western Foyers Project

Sydney Opera House is working on an exciting new stage of the building's development to improve accessibility for visitors.

Sydney Opera House Architect Jørn Utzon has created designs that will vastly improve theatre access for patrons. The project will also realise Utzon's inspired vision for the Western Foyers, including an amenities upgrade for this space.

An important part of the project is the construction of a large lift to improve access between the Lower Concourse, the Western Foyers and the Box Office Foyer. In the future, escalators between the Box Office Foyer and the main theatre foyers will be installed.

Sydney Opera House apologises for any inconvenience.

"As time passes and needs change, it is natural to modify the building to suit the needs and technique of the day" - JØRN UTZON, SYDNEY OPERA HOUSE ARCHITECT

SYDNEY OPERA HOUSE 

“As time passes and needs change, it is natural to modify the building to suit the needs and technique of the day”

Jørn Utzon, Architect
Sydney Opera House

Philosophy and Direction

- TNSW destination management & easy access markets
- TA White Paper niche experiences – accessible tourism
- Experience economy
- Building Compliance → Access Audits → Access and Mobility Maps
- Oz Access Guidelines + Universal Design
 - Guided by the principles of independence, equity and dignity
- Focus on experiences quintessentially Sydney
- Knowledge Management to provide information to allow individuals to make informed decisions for their access needs

The accessible tourism market

- Accessible tourism encompasses... *‘those **people who prefer easily accessible tourism experiences** – typically this would include people with a disability and less mobile seniors; and even families with young children in prams.’*
- Around 650 million people worldwide are classified as having a disability.
- Around 20% of the domestic market has some level of disability (ABS, 2004).
- Recent estimates show the Accessible Tourism market is worth around \$4.8 billion to the Australian economy each year. With demographic shifts there will be future growth in the number of people with accessibility needs (ST-CRC, 2003-2004).



Accessible Tourism

- *Accessible tourism is a form of tourism that involves collaborative processes between stakeholders that enables people with access requirements, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services and environments. This definition adopts a whole of life approach where people through their lifespan benefit from accessible tourism provision. These include people with permanent and temporary disabilities, seniors, obese, families with young children and those working in safer and more socially sustainably designed environments (adapted from Darcy & Dickson, 2009, p. 34).*



Project overview

- Goal:
To present a 'gateway' to the individual web-sites of accessible visitor experiences within defined precincts of Sydney City
- Process:
 - Research website accessibility:
 - Audience needs
 - International guidelines
 - Assistive technology, for example, screen readers
 - Review existing accessible website design
- Tourism NSW assisted with development/hosting of the working prototype

The Rocks Discovery Museum

•Facilitators/enablers

- Physical access
- - Ramps
- - Access lift

•Constraints

- Visual & hearing impairment

- Access information

Innovations & Solutions

- Tactile experiences
- Audio & portable transmitters
- Teletext/subtitling – videos

- Communication - internet



The Rocks Discovery Museum



Audience needs

- Factors that can affect a person's experience of a website:

- Vision
- Hearing
- Age-related
- Cognition
- Mobility/dexterity

Visitors may:

- Be unable to see graphics
- Be unable to hear audio or video
- Navigate through the website using a keyboard or voice recognition software
- Use a screen reader with speech synthesiser or refreshable Braille display, screen magnifier, text-only browser or voice browser.
- Have problems reading and understanding large amounts of text

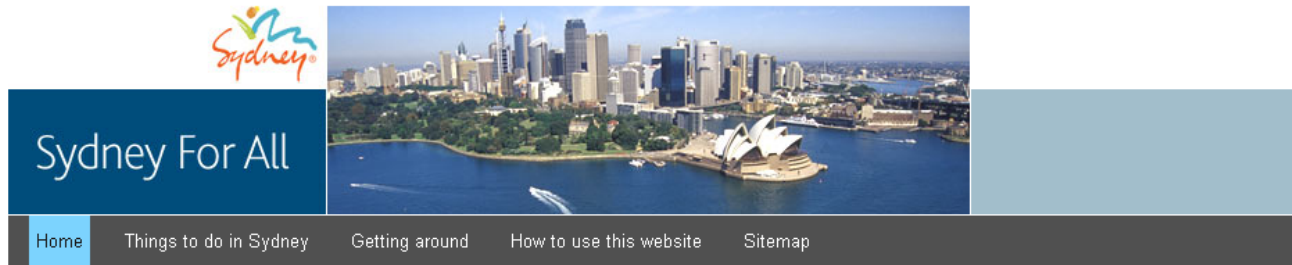
- The website design can address each of these issues, making the content accessible (in a staged process)

International guidelines

- A set of international guidelines explains in detail how to address these issues - **World Wide Web Consortium (W3C)**
 - International body that develops specifications, guidelines, software and tools for the Internet
 - Lead the Web Accessibility Initiative (WAI)
 - WAI produce a set of Web Content Accessibility Guidelines
- Not all that different from other websites
- Best practice for all website coding is to separate the structure from the presentation

Pilot Website: Homepage

[Skip to content](#) | [Change text size](#) | [Change contrast](#) | [Print this page](#)



Sydney For All - Accessible Activities and Attractions



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.

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:

- [Change the text size](#)
- [Change the contrast](#)

Learn more about [how to use this website](#)

- **The text can be resized**, using the tool provided or by changing the browser settings
- **The page design stretches** depending on the screen size, so there's more room for large text
- **Three different colour schemes available:**
 - Standard – an accessible website can also be attractive
 - High contrast – suitable for people with low vision
 - Low contrast – may suit people with dyslexia

Pilot Website: Content & design features

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.



- **Suitable for use with screen readers:**
 - Content is available in a linear format
 - Links are descriptive (not just 'click here') so they make sense when read out of context
 - Increased clickable area around links, making it easier for people with motor impairments
- **Text equivalents are provided for images**
- **Readability:**
 - Not too text-heavy
 - Content is well structured with headings and bullet lists
 - Images and icons included to aid understanding
 - Provides multiple ways to access content - site map, links repeated on different pages
- **Features that support keyboard users:**
 - Can tab through links in a suitable order
 - Links are highlighted, making it easier to see where you are when tabbing through the links
 - Included alternative links for any elements that are not keyboard accessible

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



Audio description is available



Hearing loop or audio induction loop is available



Auslan sign language interpretation is available



Text captions provided for audio content



Telephone Typewriter (TTY) is available

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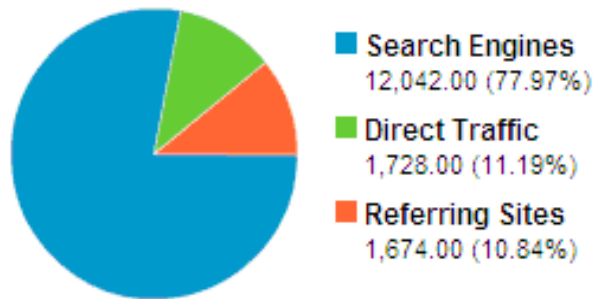
[Sydney Harbour Foreshore Authority](#)

Initial assessments

Proposal	Approach
Open response Feedback	<ul style="list-style-type: none"> Feedback via the e-mail link on the Portal.
Online research QNR	<ul style="list-style-type: none"> Feedback via UTS survey report
Website Analysis	<ul style="list-style-type: none"> Google Analytics tool
Hits	<ul style="list-style-type: none"> Google Analytics tool 17,000 visits, or an average of 30 per day*
Countries	<ul style="list-style-type: none"> 120 countries/territories

Quote:

‘...the website is by far the most accessible website the reviewer has encountered.’ (Vision Australia)



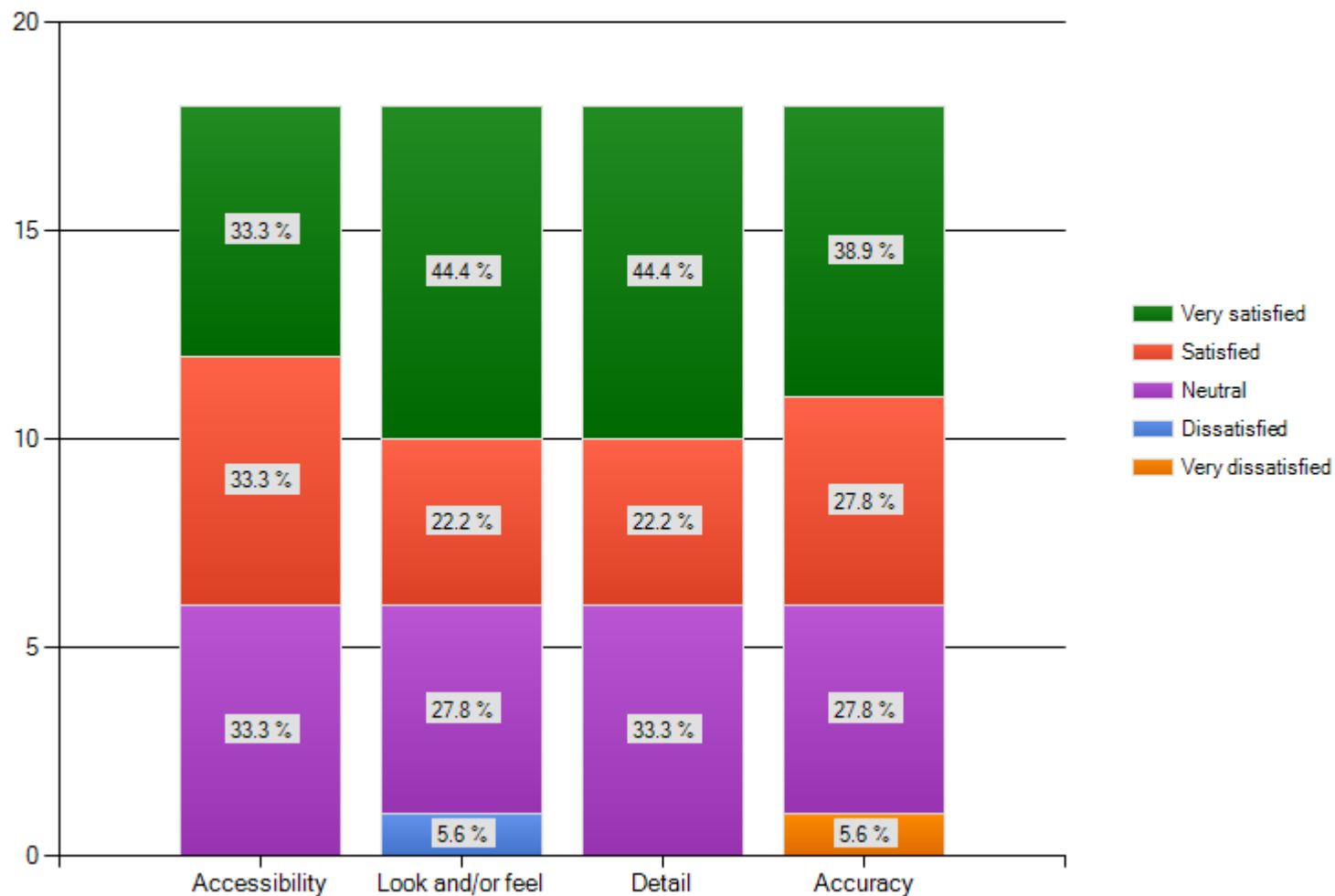
Next steps

- Project partners, venues and attractions
- Links with other accessible tourism work and research
- Ongoing management of the portal content
- Expansion of the portal's content
 - Additional participants in current precincts
 - New precincts areas in Sydney
 - New areas of NSW (e.g. Snowy Mountains)
 - Events
 - Maps
 - Accommodation



Thank you

On a scale of 1 Very dissatisfied to 5 Very satisfied how would you rate the following criteria of the Sydney for All website? (select appropriate responses)



Selected Quotes 1/4

- Easy to entry then to exit with disability transport card, no step's to restrict your movement's around the facility when using a wheelchair, good assistance at food outlet's
- The harbour lunch cruise was wonderful. My husband is a newie in a wheelchair from a motorbike accident so finding out things for us is numerous phone calls and trial & error.
 - The luncheon was upstairs which is inaccessible so they put us downstairs. The downstairs part was set up for the dinner cruise so we had the best seats in the house...full waiter service and window seats which we didn't pay any extra for.
 - We were totally on our own which made it more romantic and they gave us a choice of music or listening to the guided tour talk of Sydney Heads.
 - A wonderful experience indeed. Not sure if this would apply to anyone else or if it was just a on the day thing.



Selected Quotes 2/4

- The information displayed was clear and reflected the experience and accessibility at the site.
- Have more seats at the wharves
- Sydney is pretty good actually. We did go to the zoo as well which you don't mention and although we didn't push ourselves by going through the whole zoo we did have a great day even though my husbands wheelchair didn't fit through on the sky cable car

Selected Quotes 3/4

- Great to see you understand people with disabilities enjoy travelling with their families. We are early 40's with 3 adult children and we regularly go out as a group to movies, restaurants, small holidays etc but the work to find the information is exhausting...we want to go to Japan on a cruise and Ireland and the work to get accessible info is hard...so much literature to wade through to try and find a website that offers it all and is comprehensive. You are definitely in the right direction. Congrats for insight

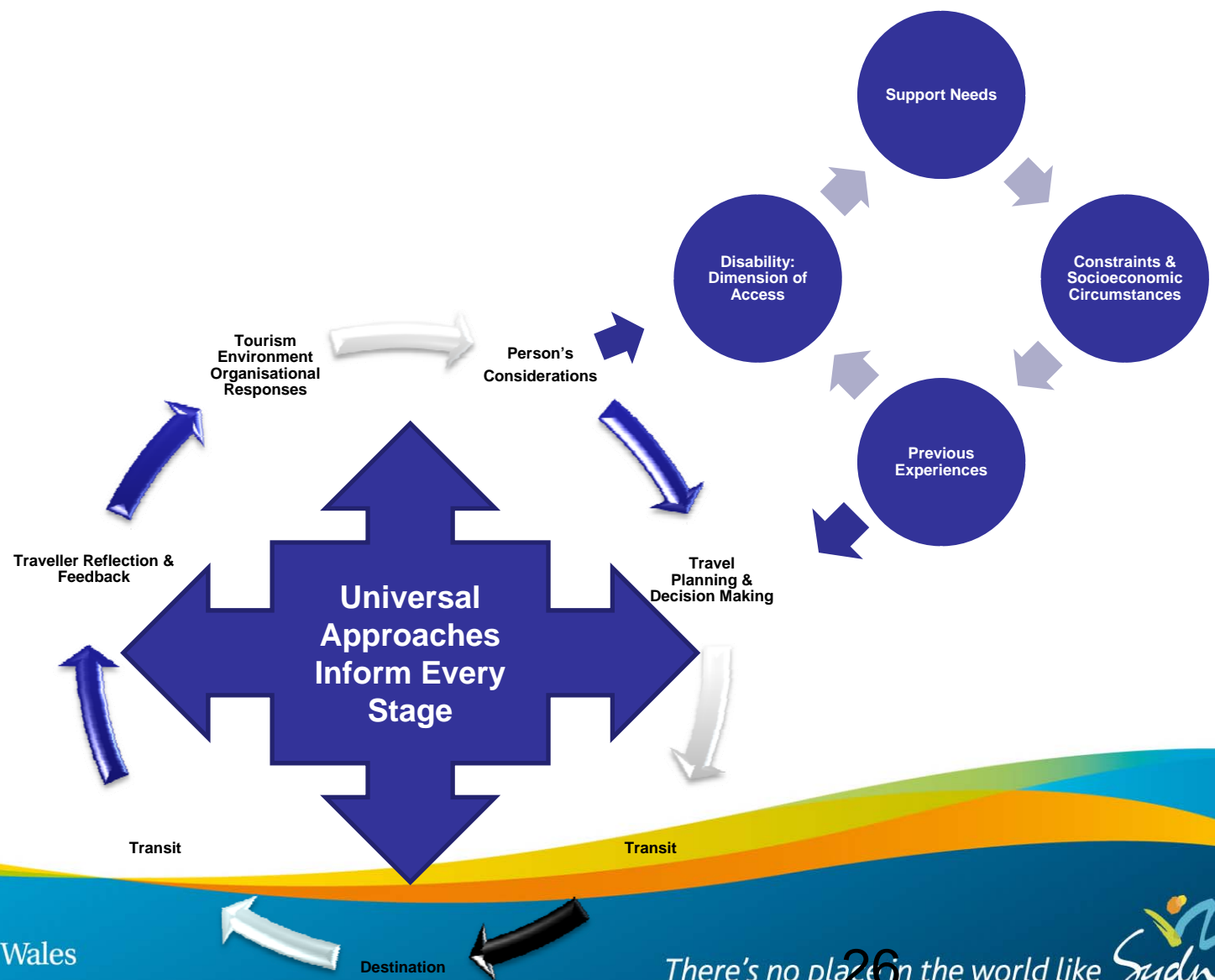


We'll finish on this one...

- Love the website...needs to expand...NSW, Australia...the world

Darcy & Buhalis 2010

Universal Approach to Market Use Circle



Parallel Accessibility Projects

- Accessible Alpine Tourism
 - AusIndustry Funding Grant, Disabled Wintersport Australia, ASA, Uni of Canberra, NSW Sport & Rec. & NSWPWS
- Alpine Accessibility Tourism Toolkit
 - “You can make a difference”, DSC WA
 - CD – Accommodation Template
- Education/Awareness Workshops
 - Jindabyne (NSW), Mansfield & Bright (Vic)
- Information Gathering
 - Tourism Australia and the Australian Tourism Data Warehouse
 - Snowy Mountains, Vic high country, Cradle Mountain (Tas)



Parallel Accessibility Projects

- Accessible Touring Routes
 - Tourism Australia
 - 10 Touring Routes and 10 Day Trips per Capital City
- You're Welcome
 - Disability Services Commission, WA
 - Local Government
 - Present Data on access – accessible toilets & accommodation
 - Guestability – education

"We do not see accessibility as a destination — we see it as an evolution."



Michael Takemura
Director of Accessibility at HP



Accessible Tourism

Universal Design

