



## **Outstanding Achievement in Accessible Tourism**

**An Outstanding Achievement in Accessible Tourism** defines businesses that provide tourism products or services exceeding standard requirements to accommodate people with disabilities, including mobility, vision, hearing, and cognitive needs.

This award recognizes a tourism business or attraction that demonstrates an outstanding commitment to accessibility in the region. It honors those who have integrated inclusive practices into their core operations—ranging from physical infrastructure and digital accessibility to staff training and inclusive marketing.

### **Scoring**

- **Written submission: 70 marks**
- **Online reviews & social media: 30 marks**
- **Total score: \_\_\_/100 marks**

### **Written submission – 70 marks**

1. Describe the physical modifications or design features implemented at your site/business to improve access for people with mobility, sensory, or cognitive impairments. (150-200 words).
2. Outline the specific training programs your team has undergone regarding disability awareness and inclusive service. How do you ensure staff feel confident and empowered to assist guests with diverse needs? (100 words)
3. What is one innovative initiative you have introduced this year that sets you apart in the inclusive tourism space? What are your documented goals for improving accessibility over the next three years? (100 words)
4. Outline one significant accessible tourism project, technology implementation, or operational change you spearheaded this year. How did this improve efficiency or modernise the business? (100 words)
5. What's your initiative in promoting your accessible product through digital platform to ensure accurate information access pre arrival (50-100 words)?

### **Online reviews & social media - 30 marks**

Please submit the above and send by drop box link:

- Your completed nomination entry on word doc
- Jpeg images
- Media files in Mp3
- Your company logo in jpeg
- Your contact details, email phone number and name of business and address
- Make payment of \$120 admin fee on our website link "Pay Nomination Fee".



Email all the above to: [awards@wstourism.com.au](mailto:awards@wstourism.com.au)

**Submission deadline: 20<sup>th</sup> July, 2026**  
**Finalists Announced: 3<sup>rd</sup> August 2026**  
**Awards Night: Friday, 16<sup>th</sup> October 2026**

**Good luck!**

**Book your Awards night tickets to support this incredible event for Industry!!**

**Thank You,  
Western Sydney Tourism Taskforce NSW Inc**