

QORF

Provider Opportunity: Engaging people with disability in the outdoors

About 4 million Australians are living with a disability. Many activity providers may find it daunting to think about how to engage these people. However, a little understanding and flexibility provides opportunity for recreation providers to engage a wider audience, as well as enriching the lives of those who often miss out.

Why include people with different needs?

- Access to a new group of potential customers
- Provides direct exposure to carers, family and friends
- Enable experiences for people who will truly appreciate them
- Engenders community support and goodwill
- Potential grant and funding opportunities available, including an estimated 97,000 Queenslanders receiving NDIS funding by 2019

What are the first steps?

- Take a positive attitude. This is an opportunity for both of you – how can you make it work?
- Start small and have a go! Many people with minor disability will need minimal changes or adaptations, no more than some able-bodied customers – focus on their ability rather than disability.
- Ask questions. If you're unsure if an adaptation will be suitable, your customer knows their abilities, and has had plenty of experience figuring out how to make things work for them.

Where can I learn more?

- Play By The Rules is an initiative to support inclusion in all forms. It provides a range of resources: www.playbytherules.net.au
- Search “inclusive recreation” online for a range of programs, initiatives and resources from around the world.

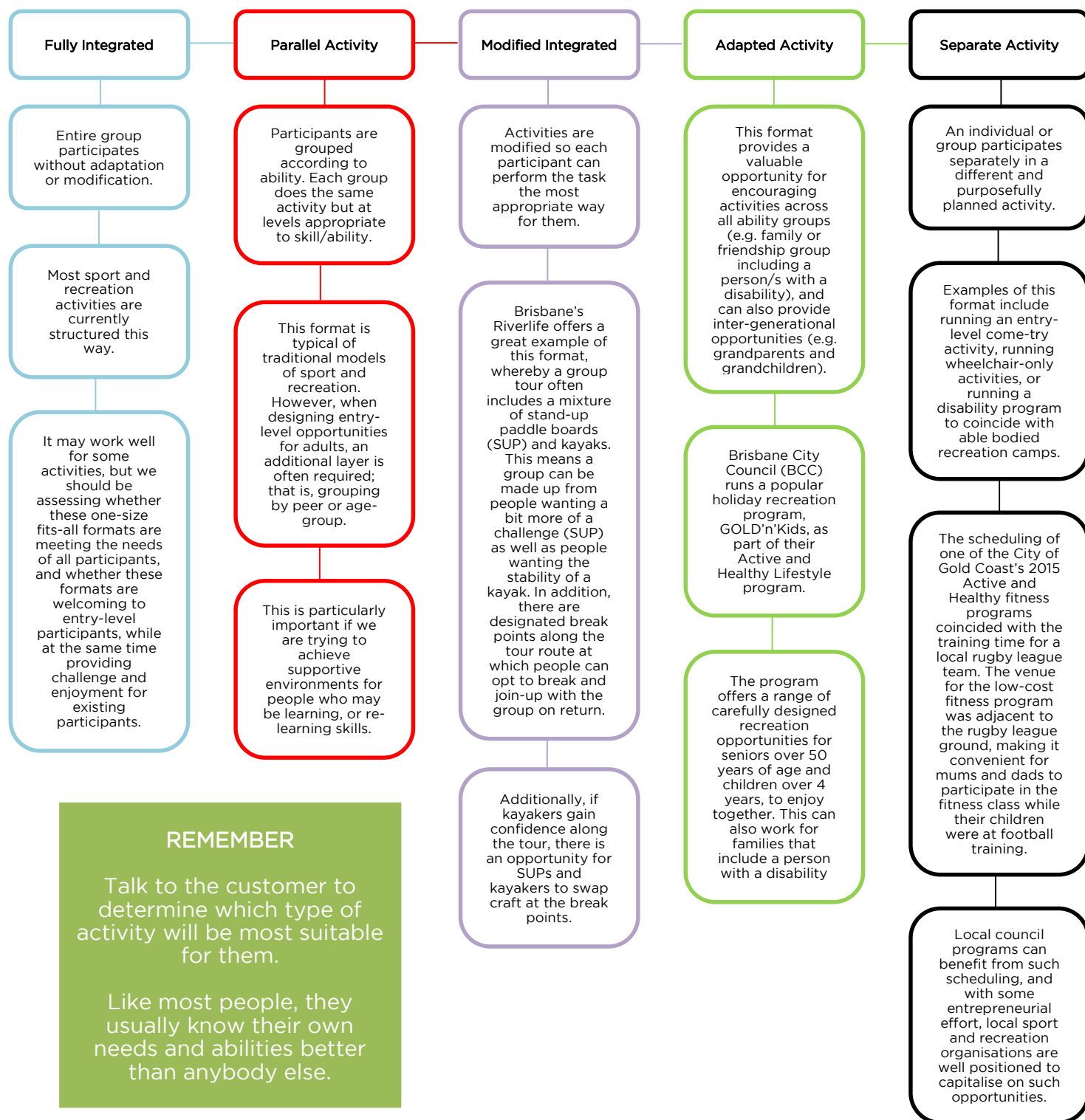
Inclusion seems daunting, but is generally easy. Though sometimes an activity simply won't be appropriate (just like for able-bodied customers), with practice this will become a rare exception.

In the same line as catering for different ages, sizes, skill and physical fitness levels, including people with disability can become simple standard practice in your business.

1 in 5
Australians
is living
with a
disability.

3 in 4 of
these (over
3 million
Australians)
are not
regularly
involved in
sport or
recreation.

Designing inclusive outdoor recreation opportunities can be assisted by using the Inclusion Spectrum. This illustrates the varying degrees of integration or segregation which might be reflected in an activity to engage a target group. The spectrum also helps to highlight how degrees of change can ensure our activities are relevant and engaging for our target groups.



Using the Inclusion Spectrum as a framework, providers can offer accessible programs to a wide range of participants with minimal difficulty or effort. Consider your existing offerings and how they could be adjusted to fit different degrees of integration and different levels of ability.