

Inclusion in Transportation

Presented by *Makingtrax* New Zealand's Accessible Adventure Travel Specialists
& Inclusive Tourism Experts
Speaker Jezza Williams director & founder



**The future is now 2020, time to embrace the
Inclusive sector**

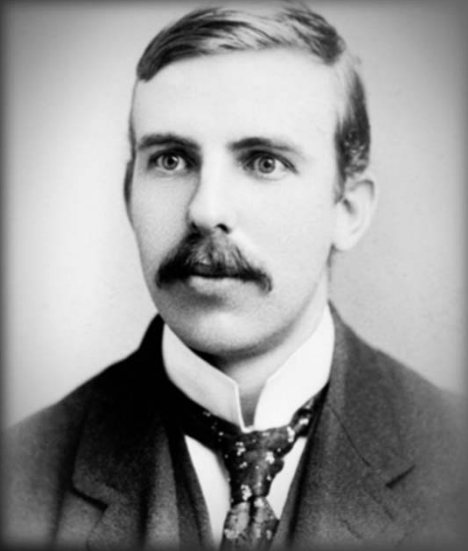
The largest minority on earth



We are Kiwis



We've always lead by example, now we have the opportunity to do the same with Inclusion in Transportation



Why does Makingtrax see the big picture?

25 years in the travel & adventure guiding industry

Fell into the Inclusive Tourism industry by accident not choice



- **Inclusive Tourism internationally global game changer & innovator**
- **Consultant/Educator/Ambassador**
- **Licensed tetraplegic paraglider/Mongol Rally's first tetraplegic** *London to Mongolia & back*
26,000km



What is Inclusivity



*“a global movement to ensure the social participation of persons with disabilities, in travel, adventure & cultural contribution
– It starts at looking at real people as they exist in all their diversity of abilities”*



Where are we at?



The largest minority on earth that anyone can join

- Stats NZ 2013 survey stated 24% of NZ population were identified as disabled, total of 1.1 million people
- WHO estimated that 15% of the global population have some form of disability & 75 million wheelchair users (World Health Organisation)

2013 Statistics from Stats NZ



- Kiwi's with some form of disability
- Kiwi's with potential to have a disability

It keeps getting bigger

- Tourists with disabilities travel with friends/families/companions
- Baby boomer generation, double in the next 15 years retiring having the confidence/health/finance to travel
- Travel industry Indian/Chinese markets travel with whole family
- Temporary disability and mothers with push chairs



What is stopping us?

- **Unsure of what accessibility means... one barrier and it all breaks down**
- **Lack of industry knowledge**
- **Consistency & communication between councils**
- **Population differences**
- **Taking the cheapest option - Expensive to retro fit**
- **Procedures not available to all**



Imagine all buses



- Were consistent
- Where drivers were trained for accessible service ramp down & assistance
- That had plenty of accessible spaces, including service dog space
- Had raised curbs at all bus stops (Kessel Curb or Kiwi invention Kirsty Curb)
- Destination & stop announcements



Imagine if all Ferries

- Were consistent
- Where access to ferries was accessible
- Had floating wharfs where possible
- Had accessible toilets on longer journeys
- Had destination & stop announcements



Imagine if all accessible Parking



- Was consistent
- Had correct ramp access to curb
- Was Signposted
- Was flat for safe transfers
- Was away from traffic for safe transfers
- Had enough room for side access vehicles



Imagine if all curb side pavements

- Were consistent
- Had raised pedestrian crossings
- Had correct gradient & cross fall ratios
- Had markers for the vision impaired to avoid cycle lanes
- Didn't have Lime Scooters lying in the path of vision & mobility impaired users



Imagine if all Taxis



- Had enough accessible taxis even during school transfer times
- Were available after 7pm
- You didn't have to pre-book
- Taxi drivers were willing to assist wheelchair users to transfer into front seat
- If Uber Assist started in New Zealand
- Took a leaf from London's universal designed taxi system



Imagine if all Cycle-ways



- Were consistent
- Had entrance gates that were passable for all
- Where board ways, bridges & trails were accessible to all
- Looked at all modern mobility equipment hand cycles, e-bikes to power-chairs



Imagine if National Coach Lines

- Had an accessible option
- If cruise ship shuttles had an accessible option



Imagine if accessible Campervans
In the Campervan Capital of the World



- Existed!!



How do we change this?

- **By employing the correct people for the job**
- **Having the consultants educating councils & governing agents**
- **Using the Urban Design Panel**
- **Updating outdated procedures & codes of practice**
- **Sticking with Universal Design**
- **Understanding the potential of ease of access, empowering people to travel**



Believe in our Tourism Incentives



- **Tourism Sustainability Commitment**
 - Meeting and Exceeding the expectations of our visitors is a key mechanism to create added value from tourism.
 - International and domestic visitors' experience of New Zealand overwhelmingly meets or exceeds expectations.
 - Product and Market Development: Businesses innovate to improve or upgrade their offering to enhance visitor experience.
- **Tiaki Promise, To Care For People & Place; Care & Consideration for All**



Return on investment

- **Build it, market it and they will come**
- **Empowers more domestic & inbound travel**
- **Do it properly the first time #Universal Design**
- **Once there it's there for generations**
- **Growing Inclusive Tourism**
- **Building a destination**



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