

Bundaberg
Southern Great Barrier Reef
Queensland *Where great begins*

INCLUSIVE TOURISM LEGACY BUILDING PROJECT

Industry Toolkit



bundabergregion.org
[@visitbundaberg](https://www.instagram.com/visitbundaberg)

TOOLKIT SUMMARY

This toolkit supports industry partners involved in the Bundaberg Region Inclusive Tourism Legacy Building Project and Sensory Audio Guide initiative. Inside, we have provided a number of tools to help maximise and promote this new accessible content.

WHAT'S INSIDE:

- Project Overview: Goals, focus, and timeline.
- Audio Guides: Inclusive content insights.
- Marketing Assets: Imagery, posters, socials, guides.
- ATDW & Website Tips: Boost visibility online.
- Social Media: Share accessible stories.
- Industry Support: Training and resources.
- Local Services: Regional support contacts.
- Future Plans: Sustaining the legacy.

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ACKNOWLEDGEMENT OF COUNTRY

Bundaberg Tourism respectfully acknowledges the Taribelang Bunda, Gooreng Gooreng, Gurang, Bailai and the Wakka Wakka and Auburn Hawkwood (Wulli Wulli) Peoples as the Traditional Custodians of the precious land, water and sea country on which we all love to work, live and play.

We recognise the thousands of generations of continuous culture that have shaped this country and the people on it.

And we pay our respects to Elders past, present and emerging and look forward to working with all First Nations People in the Bundaberg and North Burnett regions in sharing culture through tourism, in the spirit of mutual respect and reconciliation.



BUNDABERG REGION INCLUSIVE LEGACY BUILDING PROJECT - AUDIO GUIDES

ABOUT THE PROJECT

Bundaberg's Immersive Sensory Audio Guides have been designed to increase access to perceptible travel information, helping people of all abilities make confident decisions when planning and experiencing their visit to the Bundaberg region – because everyone deserves a holiday!

The development of these new immersive audio guides are part of the ***Bundaberg Region Inclusive Tourism Legacy Building Project***, aimed at enhancing the visitor experience from planning, to the adventure itself.

Developed in partnership with Vacayit, Australia's first travel audio app, these guides are tailored for users of all abilities, with a focus on those who are blind or have low vision, as well as neurodiverse travellers.

Vacayit's team, many with lived experience, create engaging tourism narratives and bespoke soundscapes that spark imagination and connect listeners with the essence of the region. The audio guides follow universal design principles, offering:

- Simple and intuitive navigation with an easy-to-use content tab
- Equitable access through transcripts for people who are deaf, hard of hearing, or prefer reading
- Multiple access points via the Vacayit App, Vacayit Website, and the Bundaberg Region's website
- Enhanced discoverability through SEO optimisation

The Bundaberg Immersive Sensory Audio Guides Project is funded through the

Accessible Tourism Elevate Fund 2023 and is a significant step toward reducing barriers to information, growing the region's accessible tourism offerings, and ensuring every visitor can experience Bundaberg with confidence.

PROJECT PARTNERS

The Bundaberg Region Inclusive Legacy Building Project is proudly supported by the Queensland Department of Tourism and Sport through the Access Project Grant, as part of the Year of Accessible Tourism initiative.

We acknowledge the valuable collaboration of our project partners – Wide Bay Kids Community Inc., All Abilities Alliance Bundaberg, and Bundaberg Regional Council – whose insights and support have been vital to this project.

Special thanks to our consulting and content creation partners: Vacayit, Associate Media, GetAboutAble, Bundaberg All Abilities Alliance, and Party Higher.

Together, we're building a more inclusive visitor experience, growing accessible tourism, and leaving a lasting legacy for the Bundaberg region.

FUNDING PARTNER



PROJECT MANAGERS



STEERING COMMITTEE



PROJECT PARTNERS





VACAYIT & BUNDABERG REGION DESTINATION PARTNERSHIP

ACCESSIBLE AND INCLUSIVE CONTENT

The Bundaberg Immersive Sensory Audio Guide project has been delivered in phases to enhance accessibility for all travellers, focusing on specific areas to enhance accessibility for travellers of all abilities.

Recognising the diverse needs of travellers with disabilities, this project focused on:

- People who are blind or have low vision
- Neurodiverse individuals
- People who are deaf or hard of hearing

Launched in partnership with Australia's first travel audio app, *Vacayit*, this partnership delivered engaging, perceptible content that supports confident travel planning and on-the-ground exploration.

ACCESSIBLE FOR ALL

The guides are designed for easy, equitable use, offering:

- Transcripts for those who are deaf, hard of hearing, or prefer reading.
- Access across multiple platforms: Vacayit app, Vacayit website, destination website, and operator websites.
- SEO-optimised content to increase reach.

WHAT'S INCLUDED

- Descriptive tourism stories that engage the senses.
- Bespoke soundscape recordings.
- Inclusive audio delivery of technical attraction information.

WHY IT MATTERS

These tools empower visitors and their companions to explore the Bundaberg Region with confidence, supporting:

- Independent, self-guided experiences
- Inclusive travel for all abilities
- Increased visitation and improved visitor experience

PROJECT GOAL:

To position Bundaberg as a leading inclusive and accessible destination by providing perceptible travel content that builds visitor confidence and supports industry growth.

TIMELINE:

March 2025 – Ongoing

TRAVEL FOCUS:

Year-round

ACHIEVED TO DATE

3 Destination Self-Guided Trails

17 Operator Guides

3 Destination Guides

MAXIMISE YOUR CONTENT

Actions you can take today!

PROMOTE YOUR BUSINESS THROUGH ATDW

Ensure your accessible experiences reach the widest possible audience by listing or updating your business on the Australian Tourism Data Warehouse (ATDW). Keeping your ATDW listing up-to-date ensures travellers seeking accessible experiences in Bundaberg can find your business easily.

Benefits of ATDW:

- Exposure on national, state, and local tourism platforms
- Visibility on websites run by Tourism Australia, Tourism and Events Queensland, and regional tourism organisations

How to Register or Update Your Listing:

1. Visit www.atdw-online.com.au
2. Click "Register Now" if you don't already have an account
3. Select "Tourism Operator" and follow the steps to create or update your listing

TIP: ATDW offers a variety of accessibility fields to help you showcase your experience. Add as much detail as you can – every bit helps travellers make informed choices. Even a small update is better than no information at all!



ADD ACCESSIBILITY INFO TO YOUR WEBSITE

Make it easy for all travellers to understand how accessible your experience is.

What to include:

- Clear accessibility information – e.g. wheelchair access, assistance animal friendly, sensory-friendly hours, hearing loops, etc.
- A link to your Vacayit Sensory Audio Guide
- Visitor tips for accessing your experience Think: Parking options or what to expect on arrival.
- A link to the region's Accessible Travel Hub (www.bundabergregion.org/accessible-travel) so visitors can plan even more accessible experiences during their time in region.

Website Example Text:

"We're proud to offer a more inclusive visitor experience. Our sensory audio guide is designed to support travellers who are blind or have low vision. Listen before you visit or while you're here for an immersive journey through our story."

Link your Vacayit guide on:

- Your website home page
- Your Visit Us or Accessibility page
- Blog or news sections

USE FREE DESTINATION CONTENT

Make promoting your business easier with these ready-to-go assets from the Bundaberg Region Inclusive Legacy Project:

Leverage Destination Imagery:

Perfect for your socials and website, download inclusive imagery to help promote the regions welcoming and accessible experience.

CLICK TO ACCESS

Download Custom Social Tiles:

Download your custom vacayit tile to use on Instagram and Facebook feed posts to spread the word about your businesses NEW Vacayit Guides!

DOWNLOAD TILE

Download the Vacayit Poster for display:

Connecting visitors with your audio guides on-site is easy! Download and display this poster to direct guests via the QR Code to Vacayit's Bundaberg page!

DOWNLOAD POSTER

Share the Accessible Destination Guide!

Share with guests to help them plan their visit into region and during. The guide has detailed information that you and your visitors can use!

VIEW ACCESSIBLE GUIDE

GET SOCIAL!

Tips for Content:

- Post behind-the-scenes content showing how your business supports accessibility.
- Share stories of visitors engaging with the sensory audio guides.
- Use campaign-branded Instagram and Facebook tiles available here.

Tips for Engagement:

Encourage your visitors to share their experiences using destination hashtags and tags.

Destination Tag:

@VisitBundaberg
@SouthernGreatBarrierReef

Destination Hashtags:

#VisitBundaberg
#SouthernGreatBarrierReef
#BundabergImmersiveGuides
#AccessibleTourism
#ThisIsQueensland #SeeAustralia

Example Facebook Copy

Exploring Bundy just got even easier for everyone! Roll, stroll, or wander your way through lush gardens, sip on a cold ginger beer, and meet our turtle-y awesome locals. We've made more spaces and places welcoming for all. Plan your trip → bundabergregion.org.au/accessibility

Example Instagram Copy

Bundy's made exploring easier for everyone! Sip, stroll, and come say g'day—our region's now more accessible than ever. #visitbundaberg

MAXIMISE YOUR CONTENT

AMPLIFY BUNDABERG REGION'S ACCESSIBLE TOURISM STORY

Bundaberg Tourism's consumer blog content is designed to inspire travellers and showcase the region's accessible tourism experiences. By sharing these stories across your own channels, you can help amplify the campaign and encourage more visitors to explore Bundaberg with confidence.

Here's how you can get involved:

- Share [destination blogs](#) on your social media, website, and newsletters to highlight the region's accessible experiences.
- Tag @visitbundaberg and use campaign hashtags to connect with a wider audience.
- Encourage your audience to engage—ask them to share their experiences, comment on posts, or tag their own accessible travel moments.

Want to take it a step further? Create your own blog content to showcase how your business is part of the campaign. You can:

- Highlight the accessible experiences you offer.
- Share visitor stories featuring the sensory audio guides.
- Promote inclusive tourism in the Bundaberg region.

Need inspiration? Check out our destination blogs for ideas.

PR & MEDIA PARTNERSHIPS

CONNECT WITH US!

If you have a newsworthy story to share, we want to hear about it!

As part of our always-on strategy, Bundaberg Tourism's team actively pitches ongoing stories about our regions rockstars and offerings to journalists and media worldwide – making sure Bundaberg and Southern Great Barrier Reef is enhancing awareness of the regions accessible tourism options domestically and internationally.

Our team strategically engages key media and publications that resonate with our target audiences, ensuring we're able to reach niche markets and promote Bundaberg as an inclusive destination for all travellers.

If you have a story worth sharing, we want to hear from you.

Contact us!

Ellie Tonkin, Marketing Manager
e: ellie.tonkin@bundabergregion.org



BUNDABERG REGION INCLUSIVE TOURISM LEGACY BUILDING: BEYOND 2025

PROJECT AMPLIFICATION: DESTINATION MARKETING & PR

At BT, we are committed to sharing the regions accessible and inclusive experiences and empowering our industry to work together in partnership with our broader community to grow accessible tourism across the region.

Through the *Bundaberg Region Inclusive Legacy Building Project*, we've elevated how we communicate accessible experiences, supporting confident travel decisions, while strengthening our position as a welcoming, inclusive destination through the below initiatives:

- **Accessible Destination Guide** featuring 27 inclusive operators and locations.
- **Vacayit audio guides** offering voice-based storytelling for blind and low-vision travellers.
- **An in-region immersive sensory event** promoting inclusion and building community awareness.
- **Industry training** to build capability in accessible tourism and inclusive events.

As part of the *Bundaberg Region Inclusive Legacy Building Project*, we've not only created content—but built a powerful platform for industry-wide amplification.

WHAT THIS MEANS FOR YOU:

Every operator involved in the project now has access to:

- Tailored accessible content and high-quality assets.
- Ongoing exposure through destination marketing.
- Opportunities for inclusion in media and campaign activity.

WHAT'S BEEN ACTIONED TO DATE:

Our focus has been on integrating accessible experiences across all consumer and trade-facing platforms to deliver real visibility and value:

Integrated Online Presence

- All project assets have been embedded across bundabergregion.org.
- All participating operators are featured on the dedicated Accessible Travel page, with direct links for consumers to book.

Marketing Tools for You

- Within this toolkit, a suite of inclusive imagery and content has been made available for use in your own marketing and communications.

Proactive Media Exposure

- Ongoing pitching to relevant media outlets continues to spotlight accessible operators and experiences.
- Successful outcomes to date include:
 - Queensland Rail Travel's EMBARK Magazine – Autumn 2025 Edition
 - Travel Without Limits Magazine – Winter 2025 Edition

This isn't a one-off moment — it's a long-term commitment to growing accessible, inclusive tourism with you at the forefront.

BEYOND 2025:

Our next chapter is focused on long-term impact.

We are committed to establishing the Bundaberg Region as a recognised destination of choice for all visitors, regardless of ability or access needs. To do this, we need to keep the momentum going. How will we do this?

- Embed accessibility into every touchpoint of our destination marketing — across digital, social, print, PR, and visitor servicing.
- Champion inclusive operators through storytelling, campaigns, and partnerships.
- Facilitate industry capability through sharing training, resources, and best-practice support opportunities.
- Elevate awareness at a national level through sustained collaboration with platforms such as Vacayit, ATDW, Tourism and Events Queensland.

AUDIO GUIDE SUBSCRIPTIONS:

Valued at over \$50,000 the development, recording, publishing and hosting of all destination and operator audio guides across bundabergregion.org and Vacayit has been included as part of the *Bundaberg Region Inclusive Legacy Building Project* with funding support from the **Department of Tourism and Sport** included until April 2027.

Subscription fees for industry beyond this date are subject to Vacayit and BT's partnership. Details about future hosting will be shared mid 2026.



INDUSTRY RESOURCES FOR YOUR BUSINESS

Training, Consulting & Support Services

DEPARTMENT OF TOURISM, INNOVATION AND SPORT (DTIS)

The Department of Tourism, Innovation and Sport supports Queensland tourism businesses in becoming more accessible and inclusive for all visitors. DTIS offers a range of valuable resources, including:

- Training videos and podcasts
- Written guides and checklists
- Information on grant opportunities
- Key statistics and insights on accessible tourism

These resources aim to help businesses create welcoming environments for travellers of all abilities.

Find out more on the [DTIS website](#).

GUIDE DOGS QUEENSLAND

Guide Dogs Queensland provides essential services to support independence and mobility for people with low vision or blindness. Their comprehensive programs include:

- Orientation and mobility training
- Occupational therapy
- Counselling services
- Assistive technology
- Guide dog mobility training
- Programs for kids, teens, adults, seniors, and carers
- Leisure, lifestyle programs, and therapy dog services

These services aim to enhance confidence and freedom for individuals navigating daily life.

Find out more at [Guide Dogs Queensland](#).

GET SKILLED ACCESS (GSA)

Founded by Paralympian and Australian of the Year, Dylan Alcott AO, Get Skilled Access is a team of consultants with lived experience of disability. GSA helps businesses improve accessibility and inclusivity through:

- Interactive workshops
- Consulting services
- Online training and resources
- Action plans and accessibility audits

GSA's tailored approach empowers businesses to confidently cater to all customers.

Find out more at [Get Skilled Access](#).

SPINAL LIFE AUSTRALIA

Spinal Life Australia delivers vital support services, allied health, and advocacy for people living with disabilities. Their mission is to promote accessible, equitable, and empowered lives through initiatives like:

- Personalised support services
- Health and wellbeing programs
- Accessibility advocacy

The organisation follows the 'Spinal Life Way', a set of guiding principles ensuring meaningful impact in the disability community.

Find out more at [Spinal Life Australia](#).

Local Support Services, Employment & Equipment Hire

BUNDABERG ALL ABILITIES ALLIANCE

The All Abilities Alliance meets monthly, on the 2nd Thursday of the Month, to share industry information around the growing disability sector and discuss initiatives that raise awareness and acceptance of people of all abilities.

Connect on [Facebook](#) and reach out to see how they can support your accessibility journey. From assessing your offering, to reviewing marketing collateral - The All Abilities Alliance can help guide and connect you with the right networks in region.

REGIONAL HEALTH MOBILITY

Bundaberg's Regional Health & Mobility have a variety of equipment available for hire. If you have visitors in need of wheelchair hire or other assistive equipment, enquire with the team at Regional Health Mobility about how they may be able to assist your guests in region.

Website: www.regionalhealthmobility.com.au/

Phone: 07 4154 1459

U-BEACH: UNIVERSAL BEACH ACCESS HUB

U-Beach is a collaboration between CQUniversity Bundaberg and community organisations to improve beach access for people with disability, including through the hire of beach mobility equipment. The Bundaberg Surf Life Saving Club are proud U-Beach Partners. To enquire about accessible equipment hire, please contact U-Beach Manager, Sasha Jobs.

Website: www.ubeach.com.au/

Phone: 07 4150 7702

Email: s.job@cqu.edu.au

BUNDABERG DISABILITY RESOURCE CENTRE & TOY LIBRARY

The Bundaberg Disability Resource Centre & Toy Library is an incorporated not-for-profit, registered charity that was established in 1986. The Bundaberg Disability Resource Centre and Toy Library offers the general public the opportunity to borrow toys as well as specialised disability equipment such as walking frames, and wheelchairs. A helpful resource for visitors needing assistive equipment.

Visit the [website](#) for more info.



DESTINATION CHANNELS

bundabergregion.org

[f @visitbundaberg](https://www.facebook.com/visitbundaberg) | [i @visitbundaberg](https://www.instagram.com/visitbundaberg)

[y Visit Bundaberg](https://www.youtube.com/visitbundaberg)

[#visitbundaberg](https://www.tiktok.com/visitbundaberg) | [#tastebundaberg](https://www.tiktok.com/tastebundaberg)

CORPORATE CHANNELS

bundabergregion.org/corporate

[f @bundabergtourism](https://www.facebook.com/bundabergtourism)

[y Bundaberg Tourism](https://www.youtube.com/bundabergtourism)

[in Bundaberg Tourism](https://www.linkedin.com/company/bundaberg-tourism)