

# City of Cape Town's Tourism Department Universal Accessibility (UA) 3-Year Internal Awareness Campaign



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*“Accessibility is a central element of any responsible and sustainable tourism policy. It is both a human rights imperative, and an exceptional business opportunity. Above all, we must come to appreciate that accessible tourism does not only benefit persons with disabilities or special needs; it benefits us all.”*

**Taleb Rifai, UNWTO Secretary-General**

# Introduction to ‘Accessible Cape Town’

Tourism has always been an important industry for Cape Town and over the years it has dramatically grown into a cornerstone of our economy. This year-on-year growth has the potential to increase with a renewed focus aimed at catering to a wider visitor audience, in particular those travelers with special needs or Persons with Disabilities (PwDs).

Recognising the need to improve our tourism approach, The National Department of Tourism has identified Universal Accessibility (UA) Tourism as an important initiative to enhance South Africa’s competitiveness, which expands our desire to be one of the Top 20 Tourism destinations by year 2020.

South Africa is also a signatory to the United Nations Convention that ensures to honour its obligations under this International Convention to protect the Rights of Persons with Disabilities. The UN Convention Rights of Persons with Disabilities broadly outlines and emphasizes the importance of Universal Accessibility. Article 9 states that persons with disabilities have a right to live independently and participate fully in all aspects of life and that State parties should take appropriate measures to ensure that persons with disabilities have equal access on an equal basis with others.

## Responsible Tourism

Cape Town has a unique opportunity to play a major role in delivering universal accessibility both to their own citizens with disabilities and to tourists of all ages and abilities. The City of Cape Town's Tourism department is therefore launching an internal staff campaign as a citywide tourism communication initiative, to share with City officials and staff the importance of ensuring City facilities are UA friendly for all Persons with Disabilities (PwDs).

## Methodology

The 3-Year UA Campaign plan is designed as a roll out strategy with measurable steps defined as engagement opportunities that will enable the tourism department to progressively improve its staff knowledge on the importance of Universal Accessibility tourism within the City of Cape Town.

The methodology for determining the progress that the department will make, relies on its universal accessibility roll out campaign, which is as follows:

- a. To communicate why universal accessibility at City facilities are important to the public that has special access needs;
- b. To ensure that City officials and staff are familiar with facilities and services which are open to the public, taking into account all aspects of universal accessibility for persons with disabilities;
- c. To provide information sheets to City officials on universal accessibility opportunities and potential in welcoming persons with disabilities;
- d. To provide staff with basic knowledge on City tourism facilities that are open to the public which has specific signage in Braille and in easy to read and understand, wheelchair friendly bathrooms and access points, adequate information points for foreign language travelers, other special needs categories like the elderly, pregnant women, families with small children and other important Persons with Disabilities groups;
- e. To promote access for persons with disabilities to new information and communications technologies and systems, including the Internet;

Universal Accessibility (UA) 3-Year Brand/Campaign Message:

***Accessible Cape Town - Where everyone is welcome!***

During the Accessible Cape Town Campaign, we're proposing to frame and maintain a consistent brand communication message with the guidelines set by the UA campaign strategy.

The targets A, B, C, D and E of the UA campaign strategy are given below:

- A – Increase knowledge of the importance in UA tourism development
- B - Increase knowledge on universal accessibility of the physical environment at the major City tourism attraction sites that are open to the public.
- C – Enhance City staff knowledge and awareness of universal accessibility at public transportation services.
- D – Enhance City staff knowledge on universal accessibility information and communications services.
- E – Enhance knowledge on how to assist a disabled person.

## Target Audience of 3-Year UA Campaign:

The need for a specific UA information and communication campaign is directed at familiarising City tourism facility front-line staff and management officials on the need to be inclusive in assisting and sharing relevant information to Persons with Disabilities (PwDs) and other special needs groups. Front-line staff will undergo throughout the campaign a process of orientation on how to engage with and accommodate PwD visitors at City public tourist facilities.

## UA Campaign Message Design:

The campaign brand message must provide a physical representation of the components and motivation of the City's UA service offering, that officials and staff can embrace and strive towards. This is particularly necessary in the case of a 'niche' service tourism market offering, such as UA travellers.

- Stage 1. Build an awareness of UA poster campaign and its various UA product categories, services and offerings to City tourism facility staff and officials.
- Stage 2. Familiarise City tourism officials with the brand or product offering and allow them to familiarise themselves with specific customer UA segments and special needs attributes.
- Stage 3. City tourism facility staff must be in a position to reassure or guide UA travellers to facilities that match their special need requirements.
- Stage 4. Attention must be given to UA visitors with special needs to increase customer satisfaction experiences.
- Stage 5. Data collection around UA visitors should take place to allow for monitoring of City delivery of services to all UA visitors that ties in with the PwD market.

## What is Universal Accessibility (UA)?

Universal Accessibility means there are facilities designed within building and tourism sites that can be used by everyone and no user is denied or limited access because of their disability. Universal Accessibility is a higher standard than the standard required by the National Building Regulations. Universal Accessibility requires everything to be accessible for people with mobility, visual, hearing, and other impairments as well as for those who have no significant disability such as visitors who don't speak English for example, pregnant women, families with prams and toddlers, the elderly and breastfeeding mothers.

## Why Good Access is Good Business!

Cities with improved Universal Accessibility (UA), appeal to a wider range of tourist visitors with special needs. It makes good business sense to offer universal accessibility to PwDs travelers, as it's not just aimed at disabled visitors but families who travel with special needs persons, elderly people, small children and practically all-foreign speaking visitors who visit Cape Town.

Tourism contributes a great deal to Cape Town's economy and it is ranked as one of the world's top tourist destinations, contributing 17% to the Western Cape's GDP (Neto, 2003; World Travel & Tourism Council, 2011). In another study done in 2013, it showed that direct spend on tourism in Cape Town grew 5.6% a year from 2009 to 2012. The study shows the city's tourism industry generated R14.6bn in 2012 and employed about 34,500 permanent and 15,000 temporary workers (Cape Town Tourism 2015, Annual Report).

However, people with universal accessibility requirements are not served adequately by the travel and tourism industry due to a lack of tourism product supply and inadequate information supplied.

Persons with disabilities are often not specifically targeted by the tourism industry brand promise strategies. But Universal Accessibility (UA) can become a strong differentiator for cities and with increased social inclusion of persons with disabilities required by the South African constitution this will only benefit the tourism market in Cape Town in the long-term. The Accessible Cape Town campaign, therefore wants to increase City front-line staff and management awareness as well as improve staff knowledge in welcoming visitors with disabilities, allowing Cape Town to become an 'Inclusive City' for all.

## City of Cape Town IDP Pillar 'Inclusive City'

An inclusive city means everyone has a stake in the future and can enjoy a sense of belonging. This includes people with disabilities as this integrated development pillar relies on the proper functioning of services that breaks down historical divisions in Cape Town, especially for those with disabilities.

# Accessible Cape Town – Where everyone is Welcome!

3-Year - City of Cape Town UA Poster Implementation Message:

Year 1, Welcome To Cape Town!

Year 2, How Can We Help You?

Year 3, At Your Service!

The Accessible Cape Town campaign will roll out over a 3-year period with successive campaign themes to support each year. It's primarily aimed at City management and front-line staff that communicates a physical representation of the components of the UA service offering. The 3 campaign themes progressively intensifies as its UA commitment roll out improves to deliver inclusive tourism services to PwD travelers. The messages stays true to the values, desires and UA demand amongst the UA tourism segments. The communication objectives are designed for front-line staff and management to take action and the 3 campaign messages progressively engages the audience throughout each roll out year.

The main idea is to create a positive response around the City's attractions and services. The themes/messages stress the potential for building greater awareness and relationships between City staff and UA visitors. This campaign strategy is known as the segmentation, targeting and positioning process. In order for the UA campaign message and communication to be effective they are directed towards the front-line staff at the tourist centres who are identified by the City as the main target audience for the roll out to be successful.

Therefore, campaign messages for each year convey appropriate cues to connect with particular PwD segments and their tourism product needs in order to position Cape Town as the preferred UA city destination. The 'Accessible Cape Town' messages involves deepening the relationship between front-line tourism staff and UA visitors that will ensure a practical outcome which reinforces the City's UA offering and commitment.

## Why attracting UA visitors is important for Cape Town?

More and more cities are striving to apply different branding methods to differentiate their destination and to emphasize their uniqueness. Therefore, positioning Cape Town as an UA friendly city, directly places it in a competitive advantage against other destinations around the world.

In addition, the City of Cape Town will be fulfilling its constitutional obligation, according to the Constitution of the Republic of South Africa, 1996 (Act No. 108 of 1996) which gives a clear framework in which access for persons with disabilities is to be viewed.

The main themes in the Bill of Rights (chapter 2) in this regard are:

**Equality (Section 9)**

**(3) The state may not unfairly discriminate directly or indirectly against anyone on one or more grounds, including race, gender, sex, pregnancy, marital status, ethnic or social origin, colour, sexual orientation, age, *disability*, religion, conscience, belief, culture, language and birth.**

We are also guided by the 1996 White Paper and the National Responsible Tourism Development and Promotion of Tourism Guidelines of SA (2002), which state that we should create opportunities and eliminate barriers to access mainstream tourism and importantly, understand the needs of people with disabilities when designing, operating and marketing tourism.

In addition, South Africa ratified the United Nations Convention on the rights of Persons with Disabilities in 2007. Government departments across all spheres of government are expected to ensure compliance with the articles of the United Nations Convention. Article 9 of the United Nations convention refers to accessibility which largely impacts on tourism activities.

## Improve City Marketing Information!

All people should have the right to enjoy tourism activities. Society should not be divided between able and disabled people.

The City is therefore determined to improve its UA information requirements, format and presentation for each segment of the disability tourism market, so that front-line staff can be sensitive to alternative means of communicating and engaging with special needs groups. Understanding the different tourism requirements of people based on hearing, vision and cognitive dimensions of disability is now essential.

The Cape Town UA website [www.ctuat.co.za](http://www.ctuat.co.za) developed by the City and managed by Cape Town Tourism, provides Persons with Disabilities and those with special needs, an easy access platform to plan and manage their visits to popular Cape Town tourism sites. The website allows visitors in wheelchairs, with hearing impairments, that require Braille services, pregnant women, the elderly, and people with babies in prams and those with other disabilities to map compatible sites to visit.



## Staff Training

Front-line staff at tourism attractions should know, understand and address the needs of visitors with disabilities. They play an important role in reducing potential deficiencies in access or can resolve any unforeseen difficulties, if they are given adequate training in disability awareness and customer care, which can minimize the barriers encountered by persons with disabilities.

Under the UN Convention on the Rights of Persons with Disabilities of 2006, and the South African Constitution disabled persons' rights are guaranteed and protected and we need to provide the necessary services and explain the access operations at our facilities designed for customers with disabilities.

Staff should be trained to treat people with disabilities with courtesy and efficiency, provide complete information on services and facilities available, and facilitate access to non-accessible services.

## UA Interest Groups

Building partnership with relevant NGO, Tourism industry experts and government stakeholders groups to improve greater understanding of the UA challenges and opportunities relating to UA tourism.

- South African National Council for the Blind: [www.sancb.org.za](http://www.sancb.org.za)
- South African Guide Dogs Association: [www.guidedog.org.za](http://www.guidedog.org.za)
- Deaf Federation of South Africa: [www.deafsa.co.za](http://www.deafsa.co.za)
- QuadPara Association of South Africa: [www.qasa.co.za](http://www.qasa.co.za)
- Department of Tourism: [www.tourism.gov.za](http://www.tourism.gov.za)
- Western Cape Network on Disability – [disability@xsinet.co.za](mailto:disability@xsinet.co.za) – Vivienne vdMerwe 531-1973
- St Giles Assoc for Handicapped [stgiles@cybertrade.co.za](mailto:stgiles@cybertrade.co.za) - Carole Lord 689-8328
- Cape Mental Health Society [info@cmhs.co.za](mailto:info@cmhs.co.za) – Lucinda Pelston 447-9040
- Oasis Assoc for Intellectual Disability [oasisass@mweb.co.za](mailto:oasisass@mweb.co.za) Shane Moore 671-2698
- Epilepsy SA [wendywc@epilepsy.org.za](mailto:wendywc@epilepsy.org.za) - Wendy Nefdt 703-9420
- Astra Centre [jsec@iafrica.com](mailto:jsec@iafrica.com) - Merle Furman 465-4200
- Woodside Sanctuary [cathy@woodside.org.za](mailto:cathy@woodside.org.za) - Cathy Levendal 696-2811
- Chris Steytler Industries [magda@chrissteytler.co.za](mailto:magda@chrissteytler.co.za) Magda Pienaar 945-4988
- Rachel Swart Fund [rachelswart@absamail.co.za](mailto:rachelswart@absamail.co.za) - Elize Braye 689-8376
- W Cape Blind Assoc [weba@interexcel.co.za](mailto:weba@interexcel.co.za) - Avril Hoepner 465-9231
- W Cape Cerebral Palsy Assoc [wccerpal@iafrica.com](mailto:wccerpal@iafrica.com) – Geraldine Daniels 685-4150
- Inclusive Education Western Cape [included@mweb.co.za](mailto:included@mweb.co.za) -Michele Belknap 674-1422
- Institute for Promotion of Disabled Manpower [monmike@mweb.co.za](mailto:monmike@mweb.co.za) (Monica

- Tompson – Co-ordinator) 976-3840
- WCape Forum for Intellectual Disability wcfid@kingsley.co.za -Tessa Wood 510-4686
  - Scalabrini Centre of Cape Town scct@scalabrini.net – Sylvanus Dixon – 465-6433
  - Disabled People SA gillian@dpsa.org.za – Gillian Burrows - 422-0357
  - Assoc Physically Disabled - CT reable@iafrica.com -Bridget vd Merwe 637-1204
  - Assoc Physically Disabled – WC elmarie@apd-wc.org.za – E Holtzkamp 555-2881
  - Elim Home, Elim elimhome@zsd.co.za - Sr Cecilia Engel - 02848-21988
  - Friends Day Centre fdcentre@iafrica.com – 511-5801
  - Deaf Community of CT dcct@worldonline.co.za - Stephen Lombard – 671-6385
  - DEAFSA WC - deafsa2@iafrica.com - Ruth Lensen – 683-4665
  - SANCB WC Prov. Plenary Council for Blind wccbdot@yebo.co.za -D Canham 785-3315
  - Cape Town Society for Blind vincent@ctsb.org.za - 448-4302/ shannon@ctsb.org.za
  - DICAG - sandra@dicag.co.za – Sandra Ambrose 797-5977
  - QuadPara Assoc WC qawc@telkomsa.net – Esme Kleinschmidt- 975-6078
  - Assoc for Sensory Disabled Children, Worcester asd@mweb.co.za - Nicolette Labuschagne – 023-342-7939
  - KMT Mental Health & Psychiatry - anel@mentalhealth.org.za – Anel Pienaar 981-9850
  - Global Disabled People globaldis@webmail.co.za – Sudi – 082-426-0091
  - World Burn Foundation WC – marimay@mweb.co.za - Gert Eksteen 761-5954
  - Orion Organisation, Atlantis – ceo@orion.za.com - Lizelle van Wyk – 082-603-5506
  - Includid - admin@includid.org - Susan Grime – 511-3878/taffyrob@tst-consulting.com
  - Age-in-Action Western Cape sacape@iafrica.com - Sandra Collins – 423-0204
  - Cancer Association cmarco@cansa.org.za – Colleen Marco - 689-5347
  - Deaf/Blind Ass, Worcester - anlo@blind-institute.org.za - Anlo v Heerden 023-347 2745
  - League of Friends of the Blind info@lofob.org.za -Philip Bam 705-3753
  - Institute for Blind Worcester executivehead@blind-institute.org.za-Freddie Botha 023-347-2745
  - Lewensruimte vir Dowes Worcester - therapy-ld@deafcare.co.za - Eleen vd Merwe 023- 342-0757
  - Sunfield Home Wellington wellsun@mweb.co.za - Magda Viviers - 873-5038
  - Camphill Village, Dassenberg info@camphill.org.za -Teresa Joffin 083-941-9042
  - Muscular Dystrophy Foundation – cape@mdsa.org.za – Win vd Berg 557-1423
  - Chaeli Campaign – info@chaelicampaign.co.za – Zelda Mycroft – 021-715-0525
  - Cheshire Homes – turfches@mweb.co.za – Ivan Charles – 021-692-1220
  - Peter Pan Centre – peterp@xsinet.co.za – Kim Cooper – 510-8670
  - Huis Horizon - horizonhouse@wol.co.za - Elza Bresler – 887-5080
  - (Stellenbosch) Independent Living Assoc - ilawelfare@telkomsa.net -Anne Strauman – 948-8972
  - De Heide Centre – deheidecentre@telkomsa.net - Fatima Shaboodien – 683-5470

- Camphill Farm Community - campcare@hermanus.co.za - Yvonne Mego – 028-313-8246
- Shonaquip shonamma@iafrica.com - Shona McDonald - 797-6712
- Rosedon House rosedonhouse@telkomsa.net - 696-2042
- Protea Sports Club stevedel@webmail.co.za - Steve de Lange – 712-2856
- Differently Able Society, Grabouw – dasgrabouw@webmail.co.za – Charlene Arendse & Leandra Ferreira - 021-848-9413
- St Joseph's Home – thehome@netactive.co.za – Marilize v Zyl – 934-0352
- Tygerberg APD – tapd@telkomsa.net - Alvita Brown - 592-4173
- Emmaus Workshop, George – emmaus@telkomsa.net -Elise Badenhorst 044-873-4196
- Ocean View Ass - oceanviewapd@telkomsa.net - Debbie Gonsalves – 783-1274
- Themba Work Centre - themba01@absamail.co.za – Joey Oerson – 905-6275 (Eerste R)
- Alta du Toit Nasorg – alta.dutoit@absamail.co.za – Esther Fourie 913-2106
- Belmont Care Centre – gwendy@telkomsa.net – Wendy Gunn – 671-3659
- Glendale Home – edna@glendalehome.co.za – Sr Edna Kannemeyer – 712-070
- Down Syndrome Assoc WC – downwc@iafrica.com – Elmari Jansen v Vuuren or Marianne du Plessis – 919-8533

## City officials and staff will need to have basic information on the following:

### ***Parking areas***

They should know how many parking bays with proper identification for vehicles of persons with reduced mobility, there is at their facilities or as near as possible to the entry and exit points of buildings or their tourist attractions. Need to ensure access from parking to the entrance of the facility is easily accessible.

### ***Communication***

Ensure all printed communication is printed in large text. The use of sign language, Braille, and augmentative and alternative ways, means of communication must be identified to persons who are partially sighted or blind.

### ***Signage***

The information, check-in and ticket sales counters should be clearly marked and have an accessible area reserved for use by persons with reduced mobility located as close as possible to the entrance.

### ***Elevators***

Staff in multi-storey structures should be able to point out the number of elevators and if they are wide enough for a person using a wheelchair to enter and move easily.

### ***Stairs and ramps***

Most City buildings have ramp access within its built environment but this must be clearly identified by staff if they need to direct PwDs at tourist sites.

### ***Public Restrooms***

At the same place where toilets are located, accessible toilet stalls and washbasins should also be installed.

### ***Modes of transport***

Passenger vehicles, including private vehicles for hire, buses and coaches, taxis, trams, funiculars (cable cars), trains, commuter ferries and cruise ships should be designed to allow safe, comfortable and equitable transport of people with disabilities or reduced mobility. The information provided to passengers before or during the journey should take into account the needs of people with sensory disabilities, and must be available in visual and acoustic formats.

### ***Stations, terminals, and related facilities***

Passengers with disabilities should have easy access to all transport services to and from all transport terminals, stations and other related facilities.

# Accessible Tourism

**Accessible Tourism refers to tourism that enables everyone, regardless of their functional limitation, to participate in the tourism experience confidently, independently and with dignity, through the creation of universally Accessible Tourism products, services and environments, and to ensure that Universal Design is systemic throughout the tourism value chain.**

## Definition of Accessible Tourism

Accessible Tourism incorporates the notions of Universal Accessibility and Universal Design to describe the range of services, facilities, products and destinations that provide access to all potential and current users, allowing any person, regardless of functional limitation, to enjoy a travel holiday and their leisure time confidently, independently and with no particular constraints. Accessible Tourism broadly encapsulates a paradigm in the tourism sector which embraces the needs of all travellers, and provides particular benefits for some user groups such as travellers with functional limitations.

The accessibility movement was given significant impetus in its inclusion in the Cape Town Declaration on Responsible Tourism (2000), which explicitly demanded that Responsible Tourism had to include accessibility for “physically challenged people” and set as a guiding principle the “endeavour to make tourism an inclusive social experience and to ensure that there is access for all”.

## **Accessible Tourism then is required in all the elements of a traveller’s journey.**

**This includes:**

- Accessible information;
- Accessible transport;
- Accessible accommodation;
- Accessible facilities (swimming pools, shops, restaurants and other facilities);
- Accessible health and other services;
- Accessible entertainment and leisure activities;
- Accessible communication (including sign language); and
- Appropriate attitude, understanding and service levels of all service providers.

## Market Segmentation

Universal Accessibility tourism products, services and the environment are aimed at but not limited to:

- Elderly travellers;
- Travellers with temporary and permanent physical, sensory and cognitive disabilities;
- Pregnant and breast-feeding women;
- Obese travellers;
- Families with babies and small children;
- Travellers requiring luggage support services; and
- Travellers with language difficulties.

## Criteria for Universally Accessible City Destination

For a City to be deemed accessible the following areas need to be assessed or reviewed:

### Communication and Marketing e.g. Website, Information Centres, etc.

This refers to the way the staff members within the Visitor Information Centres (VICs) relate to people with accessibility and or special needs, what kind of assistance is being offered to make their life easier /have pleasant experiences.

### Inbound Transport & Major Points Of Entry

Sufficient provision should be made to accommodate people with accessibility needs including mobility; visual and audio as per the current Tourism Grading Council of South Africa's (TGCSA) criteria.

### Public Transport and Other Major Means of Travel such as Car Hire, etc

All public transport systems should accommodate passengers with accessibility and / special needs including audio and visual aides /assistive devices that communicate the various stop /drop off points, etc.

## Database of UA Assessed/Graded Accommodation

All the visitor information centres should have a database of Universally Accessibility / graded establishments which indicate their level of compliance.

## Meeting Venues And Major Events Facilities

This category includes the International Convention Centres (ICCs) across the country where major conferences and meetings are held e.g. (COP17 recently held at the Durban ICC; the annual Cape Town International Jazz Festival held in Cape Town; the Disability Conference recently held at the Sandton ICC and the tourism month hosted at the East London ICC).

## Major Tourism Routes

These could include the accredited tourism hiking trails that visitors /tourists with accessibility needs can enjoy independently or with very little assistance.

## Major Tourism Attractions, Museums and other Places of Interest(Pols)

All such facilities should be assessed for Universal Accessibility. These could include Heritage sites like the Robben Island Museum; the Table Mountain which has officially been pronounced the “7th Wonder of the World, and the “Apartheid Museum” to mention but a few.

## Places of Entertainment such as Shopping Malls & Restaurants

The popular shopping malls (e.g. Sandton City; the V & A Waterfront in Cape Town) with a potential of hosting major entertainment events to local and visiting tourists. These should provide as much accessibility points as possible including dedicated Parking Bays for Baby – boomers; the elderly and the disabled.

## Provision to Access Beaches for People with Special Needs

A dedicated entry point for people with special needs where multiple assistive devices are available should be created.

## Walking and Hiking Trails

There should be tourist attraction hiking trails that are (UA graded) user-friendly for persons with accessibility /special needs.

## Design of and Signage In Public Spaces

Signage should be provided for ease of getting around independently for those with accessibility needs. Brailled signage as available in the Cape Town Stadium precinct is recommended.

## Front Office Staff: Skills Training to Service People with Special Needs

The front office staff should be very well equipped and trained to handle clients with special needs but allow them to operate as independent as possible.

## Tour Operators Catering For People With Special Needs

The Tour Operators vehicles should cater for passengers with accessibility needs including installing the audio /video system and the wheel chair ramp for such passengers.

## UA Trained Tour Guides

Such guides must have undergone a relevant specialised training for people with special needs by an accredited Institution.

## Ongoing Tourism Industry Awareness

There must be a schedule of ongoing awareness road -shows that are held throughout the country to sensitise the tourism sector, its stakeholders and the relevant interest groups.



YEAR 1: JANUARY 2017 – DECEMBER 2017

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# WELCOME TO CAPE TOWN

HELP MAKE A  
**UA** VISITOR  
FEEL **WELC@ME!**



CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD



ACCESSIBLE

**Cape Town**

WHERE EVERYONE IS WELCOME!

[www.ctuat.co.za](http://www.ctuat.co.za)



## Year One, Welcome To Cape Town! January 2017 – December 2017

The Accessible Cape Town campaign is designed as a tourism staff activity work plan, to help build consensus around Cape Town becoming a leading UA friendly tourism city.

To achieve this vision and objectives, Year One will focus on developing key priority areas by:

- Distributing communication collateral that promotes the 'Accessible Cape Town' message to all tourism front-line staff,
- Increasing UA friendly tourism signage and products at our facilities,
- Increasing staff training on UA visitor needs, information and emergency planning at our facilities,
- Promoting government UA tourism policies and the Constitutional rights of UA visitors among staff,
- Highlighting UA industry successes.

### JANUARY 2017

**Accessible Cape Town Campaign promotes and mobilises staff to support the inclusion of persons with disabilities and special needs by distributing campaign material.**

#### *2 – 31 January*

Roll out of all 'Accessible Cape Town' communication collateral at all City tourism facilities, i.e. Year One Campaign poster, UA Fact sheet etc.

### FEBRUARY 2017 - ACCESSIBLE CAPE TOWN CAMPAIGN

#### *2 February: World Wetlands Day*

Invite people with disabilities to one of the City's wetlands areas and celebrate the importance of making facilities accessible to UA travelers.

#### *21 February: International Tourist Guide Day*

International Tourist Guide Day takes place on 21 February each year. Ensure that we train City of Cape Town tourist guides on best UA practices at City facilities when welcoming people with special disabilities. Also sign a UA commitment charter to strive towards making more facilities UA friendly.

## MARCH 2017 - ACCESSIBLE CAPE TOWN CAMPAIGN CELEBRATES HUMAN RIGHTS MONTH

### *14 March*

The City's Tourism department hosts a one-day symposium with private sector tour operators and the disability sectors to discuss UA opportunities and challenges via Cape Town Tourism. The Theme of the Symposium 'How to create a competitive UA offering for Cape Town'.

### *21 March: Human Rights Day (South Africa)*

The commemoration provides the country with an opportunity to reflect on progress made in the promotion and protection of human rights. We will ensure a UA tourist programme that invites UA tourist to various sites within the Mother City in conjunction with private tourist operators.

## APRIL 2017 - ACCESSIBLE CAPE TOWN CAMPAIGN

**Celebrates Freedom Month and we also celebrate "Freedom of Movement" for people with disabilities. This focus will assist in promoting mobility and targeting the barriers that stand in the way of free movement of disabled citizens. The UA campaign is an important reminder of how far society still has to go to ensure that citizens with disabilities can exercise their rights equitably – also as tourists.**

### *2 April: World Autism Awareness Day*

City officials in conjunction with Autism Society groups and develop a day visit to one of its tourist sites to increase access of UA visitors to its facilities. This will be an internal and external community media story that can go onto the local City websites and print publications.

### *7 April: World Health Day*

World Health Day is celebrated on 7 April to mark the founding of World Health Organisation. Each year we will follow a specific theme and adapt it to a particular UA visitor need.

### *27 April: Freedom day*

Celebrate Freedom Day at one of the City's tourism facilities where we have the Mayor or a Mayco member for Tourism meet and greet with UA visitors at a City run facility.

## MAY 2017 - ACCESSIBLE CAPE TOWN CAMPAIGN ENHANCING CAPE TOWN'S UA COMPETITIVENESS.

### *8-12 May*

Improve the operational efficiency at one important Cape Town tourism facility like the Cape Town Company Gardens by improving UA signage at this attraction aimed at various segments of the disability market.

### *22-26 May*

Prioritise the internal marketing and communication of the UA attractiveness (good UA access) of the Cape Town Company Gardens via internal social media and local community media. Explain what efforts are being made to make Cape Town a UA friendly city and what can potentially be gained in the long-term tourism potential.

## JUNE 2017 - ACCESSIBLE CAPE TOWN CAMPAIGN CELEBRATES YOUTH MONTH

### *8 June: World Oceans Day*

On World Oceans Day we invite a few disabled NGOs to take part in a Two Oceans Aquarium activity at the Waterfront with some City staff to understand what UA competitiveness can be found at the

### *13 June: International Albinism Awareness Day*

we choose a popular City tourism attraction and trace a journey of a UA traveller via social media on the City online platforms and encourage the public and disabled organization to help build the awareness of UA tourist travelers. It's all about "Welcoming UA visitors local and abroad to find ways to enjoy the City's popular attractions.

### *16 June: Youth Day*

Recognise a particular young Disabled young achiever and get their endorsement on the Accessible Cape Town- Welcome to Cape Town campaign.

Young Leader Disability Award, Thabang Manamela was recognised for ensuring that his university's Disability Unit was rendering a quality service to students with disabilities.

### *23 June: Africa Public Service Day*

Africa Public Service Day is another opportunity to ensure we improve the UA awareness of City tourism staff at our facilities through an internal awareness and education campaign at a popular facility or attraction and have the Mayor or Mayco member on hand to show their support.

## **JULY 2017 – ACCESSIBLE CAPE TOWN CAMPAIGN**

Accessible Cape Town Campaign Produces a 'Universal Accessibility Travel/Attraction Facts Sheet' to assist staff with an understanding on disability and special needs access in and around City tourism facilities. The Fact Sheet will identify statistics and tourism potential and attractions that will benefit the UA visitor.

## **JULY 2017: MANDELA MONTH**

### **4 -15 July**

July Roll out the City staff orientation UA Fact Sheet that will provide basic UA friendly information, categories of People with Disabilities (PwDs) and basic communication instructions.

### **18 July**

City officials perform a Mandela 67min outreach at one of its facilities aimed at UA focused tour groups to increase practical engagement and activations. This is an external media opportunity to boost information and access at City facilities.

### **25 July**

Compose a Universal Accessibility Tourism Advisory Committee composed of City Tourism Staff, Mayco/Councillors, and 6 representatives from various disabled segments. All Committee members shall be selected by the City of Cape Town. We will have quarterly meetings and update committee members on City of Cape Town progress and commitments to UA programmes.

## **AUGUST 2017 - ACCESSIBLE CAPE TOWN CAMPAIGN**

Accessible Cape Town Campaign focuses on Women's Month and sets out a campaign roll out targeted at women with special needs such as pregnant women, women with toddlers, women with prams, women needing to breast feed babies, adequate changing rooms, old-age home women going on special attraction day trips.

### **8 August: Women's Day**

Women's Day activity focused at one of the City tourism centres with a local female disabled sports personality or celebrity giving a talk or symposium special needs visitors.

### **12 August: International Youth Day**

### 16 August

Tourism Staff UA Women's Month Poster Workshop campaign – drive the staff internal campaign awareness and knowledge with people with different kinds of needs requirements.

### 22 – 26 August

City officials identify a Woman Disability Achievement Hero, to be recognized for their contribution to assisting people with disabilities or who is a female disabled achiever or tourism entrepreneur. Focused story content on women disabled achiever and how the City are assisting tourism disability sector on disabled women empowerment. Women's Achievement Network for Disability (WAND).

## SEPTEMBER 2016 - ACCESSIBLE CAPE TOWN CAMPAIGN

Accessible Cape Town Campaign celebrates Tourism month with 3 articles focused Universal Accessibility on various internal City media platforms. The main thrust is to explain the importance of UA tourism campaign and why it's important for Cape Town. In addition, articles will focus on best practice UA experiences in Cape Town.

September: Tourism Month

September: Eye Care Awareness Month

September: Month of Deaf People

September: Albinism Awareness Month

### 2 September: Casual Day

Casual Day takes place on Friday, 2 September 2017 - Casual Day is South Africa's foremost fundraising campaign for persons with disabilities and is the flagship project of the National Council for Persons with Physical Disabilities in SA (NCPDPSA). City staff can be encouraged to participate in the Casual Day activities and raising awareness potentially in the City's Contact, City News and with the Help Desk.

### 5 - 9 September

Identify and assess Universal Accessibility of City of Cape Town tourism sites, where a person with disabilities has no barrier in entering and using all the facilities therein. This covers the built environment – services, ramps, corridors, entry gates, emergency exits, parking areas– as well as indoor and outdoor facilities including lighting, signages, alarm systems and toilets. It can act as self-imposed audit that can be updated on an annual basis. These statistics can be used in external and internal media articles plus raise continued awareness of the roll out UA campaign.

### 12 - 16 September

Disabled celebrities/sports personalities and organisations endorse the Accessible Cape Town campaign with messages of support i.e. City online platforms, social media, radio interviews, in Contact interviews/stories,

### **12 September**

Mayor of Cape Town endorses UA City campaign for internal and external media at one of the disabled celebrity engagements at one of the City's facilities. Committing to more infrastructure investment and making Cape Town an Inclusive City for all to enjoy.

For example a personality who has contributed immensely to the growth and success of disabled sport in the country. (Wheelchair tennis and basket ball players). Also find participant disabled organisations that will want to endorse the Accessible Cape Town Campaign. This is a good external media opportunity in a variety of online and print media publications.

### **21 September: World Alzheimer's Day**

Host representatives of the Alzheimer's community at one of your popular tourist facilities or on the Cape Town Red Bus tour to enhance focus on elderly travelers and their special needs requirement. Good external and internal media opportunity with community papers.

### **24 September: Heritage Day**

Make provision on this day to attract a UA tour group to one of the City's flagship beaches to welcome those with special needs and increase staff training and interaction.

### **26 September: World Environmental Health Day**

## **OCTOBER 2017 - ACCESSIBLE CAPE TOWN CAMPAIGN**

Accessible Cape Town Campaign joins with Disability Advisory Council and its members from the Quad Para Association of South Africa (QASA), National Council for Persons with Physical Disabilities in South Africa (NCPDPSA), Deaf Federation of South Africa (DeafSA), Autism South Africa, South African National Council for the Blind (SANCB) and Disabled People South Africa (DPSA) and other stakeholders through tourism engagement workshops, training sessions and practical day tours at its facilities

**October: Transport Month**

**October: Social Development Month**

**October: Mental Awareness Month**

### **1 October: International Day of Older Persons,**

City officials welcome elderly tour groups through its Social Development departments and NGO sectors to celebrate this important day at one or two of its facilities. This is a internal and external community media opportunity. Invite the Mayor or the Transport MEC/Mayco member to take a trip on the Red Bus or the MyCiti bus service to highlight UA progress being made all around the City.

### **30 September - 6 October: Older Persons Week**

Older Persons Week , hold special training workshops and talk about the travel and information needs of the elderly at some of the City tourism sites. City staff will provide focus this week on elderly tourist/visitors to evaluate how it's facilities are geared towards older persons. This is a great opportunity for an internal and external media campaign and share statistics on older traveller the media will want to highlight.

### **10 October: World Mental Health Day**

## **10 OCTOBER – ACCESSIBLE CAPE TOWN CAMPAIGN**

**Accessible Cape Town campaign can commemorate World Mental Health Day by creating staff awareness to increased mental health as a global priority. Highlight City sponsored programmes via the Social Development departments in dealing with the treatment of mental health conditions.**

Facts about mental health:

- Trauma incidents contribute to the causes of mental health disorders.
- Mental disorders are one of the most well-known and treatable causes of suicide.
- Discrimination against families and people with mental disorders prevents people from seeking mental healthcare.

### **13 October: World Sight Day**

Send out a Press Release Statement on World Sight Day (WSD) which is an annual day of awareness held on the second Thursday of October, to focus the global attention on blindness and vision impairment and how the tourism industry is assisting with Braille services.

Highlight the City Braille and tactile infrastructure at transport nodes and City attractions. Invite a NGO for the Blind to bring along a few of their visitors to participate at a tourism centre.

According to the International Agency for the Prevention of Blindness (IAPB):

- Approximately 285 million people worldwide live with low vision and blindness.
- Of these, 39 million people are blind and 246 million have moderate or severe visual impairment.



- 90% of blind people live in low-income countries.
- 80% of visual impairment is avoidable, being readily treatable and/or preventable.
- Restorations of sight, and blindness prevention strategies are among the most cost-effective interventions in healthcare.
- The number of people blind from infectious causes has greatly decreased in the past 20 years.
- An estimated 19 million children are visually impaired.
- About 65 % of all people who are visually impaired are aged 50 and older, while this age group comprises only 20% of the world's population.

Increasing elderly populations in many countries mean that more people will be at risk of age-related visual impairment.

## NOVEMBER 2017 – ACCESSIBLE CAPE TOWN CAMPAIGN

Accessible Cape Town Campaign celebrates in South Africa National Disability Rights Awareness Month annually between 3 November and 3 December.

3 December is the International Day of Persons with Disabilities, and is also commemorated as National Disability Rights Awareness Day. Here we will join with a local Disability NGO to invite them to one of the City's beaches (Muizenberg) and encourage City tourism staff to be help with a beach activity with disabled person. Have a few of those beach City wheelchairs and use it as a media and social media opportunity for the City the support.

### 3 - 14 November

Tourism Disability Management 'Welcome to Cape Town' pledge launched for the Festive Season in Cape Town. We have City staff sign a ceremonial pledge to welcome UA visitors to the Cape Town at all the city's beaches and tourist sites.

Throughout the month of November we will provide a platform for City officials, civil society and the internal media to celebrate, showcase and dialogue on the progress being at City facilities where we promote and protect the rights of persons with disabilities in Cape Town.

### 14 November

Hold a Disability Dialogue with various disability segments in a for of panel morning workshop with key front-line staff in the form of a half-day workshop to educate staff on the importance of UA awareness and increased facility infrastructure upgrades.

### ***20 November: Universal Children's Day Activity***

Universal Children's Day Activity where we ensure that the rights of children are extended in the form of a visit at the Grassy Park Eco-Centre/ Bird sanctuary. Invite through the Come n Play schools programme a few learners to one of more of the City's facilities.

### ***21 November - Disability Rights Training Workshop for Tourism staff.***

### ***28 November***

Focus on one City facility and do a walk about with Tourism front-line staff to prioritise areas where UA services can be improved for different segments of the disability market.

## **DECEMBER 2017 - ACCESSIBLE CAPE TOWN CAMPAIGN**

Accessible Cape Town Campaign celebrates International Day of Persons with Disabilities is marked around the world annually on 3 December, as per General Assembly resolution 47/3 of 14 October 1992, to promote awareness and mobilize support for critical issues pertaining to the inclusion of persons with disabilities in society and development. 3 December is the International Day of Persons with Disabilities, and is also commemorated as National Disability Rights Awareness Day.

### ***3 December - Join in with National Disability Awards event***

December - We need to unite against violence of women and children... we need to all be active and be counted in a fight against abuse of women and children during this 16 Days of Activism. Internal media story of City tourism staff increasing the safety of women and children at the City tourism facilities during the busy December period.



YEAR 2: JANUARY 2018 – DECEMBER 2018

# HOW CAN WE HELP YOU?



HELP MAKE A  
**UA** VISITOR  
FEEL **WELCOME!**



CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD



ACCESSIBLE

**Cape Town**

WHERE EVERYONE IS WELCOME!

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## Year Two, How Can We Help You? January 2018 – December 2018

The Accessible Cape Town campaign is designed as a tourism staff activity work plan, to help build consensus around Cape Town becoming a leading UA friendly tourism city. Year two is about increasing service levels at City owned and managed facilities to increase visitor numbers, visitor satisfaction and repeat visitation of UA travelers.

To achieve this vision and objectives, Year Two focuses on developing key priority areas by:

- Training staff in identifying the access needs of the UA visitor e.g. ramp access, audio aids, assistance with prams, emergency evacuation plans, etc,
- Increasing staff understanding of the economic value of positioning Cape Town as a leading UA tourism city in the world,
- Developing stronger partnerships between all stakeholders on accessibility issues,
- Generate external PR and media campaigns supporting accessible tourism experiences at City owned and managed facilities.

### **JANUARY 2018 - ACCESSIBLE CAPE TOWN CAMPAIGN**

Accessible Cape Town Campaign promotes and mobilises staff to support the inclusion of persons with disabilities and special needs by distributing campaign material.

#### ***2 – 31 January***

Roll out of all 'Accessible Cape Town' communication collateral at all City tourism facilities, i.e. Year Two Campaign poster, UA Fact sheet etc.

### **FEBRUARY 2018 - ACCESSIBLE CAPE TOWN CAMPAIGN**

#### ***21 February: International Tourist Guide Day***

International Tourist Guide Day takes place on 21 February each year. Ask DeafSA to train some staff in basic Sign Language skills at City facilities when welcoming people with special hearing needs. Also sign a UA staff commitment charter to strive towards making more facilities UA friendly.

## **MARCH 2018 - ACCESSIBLE CAPE TOWN CAMPAIGN CELEBRATES HUMAN RIGHTS MONTH**

### ***21 March: Human Rights Day (South Africa)***

Promote a particular City facility that has increased its UA tourism products either through technology improvements or tourism product offering like beach wheelchairs at Muizenberg beach.

## **APRIL 2018 - ACCESSIBLE CAPE TOWN CAMPAIGN CELEBRATES FREEDOM MONTH**

### ***2 April: World Autism Awareness Day***

City officials in conjunction with Autism Society groups and develop a day visit to one of its tourist sites and to increase access of UA visitors to its facilities.

### ***7 April: World Health Day***

World Health Day is celebrated on 7 April to mark the founding of World Health Organisation. Each year we will follow a specific theme and adapt it to a particular UA visitor need.

### ***27 April: Freedom Day***

Mobilise persons with disabilities around the gains made in protecting, promoting and upholding the rights of persons with disabilities since the adoption of the Freedom Charter and 23 years of democracy.

## **MAY 2018 - ACCESSIBLE CAPE TOWN CAMPAIGN**

### ***7 - 11 May***

Improve the operational efficiency at one important Cape Town tourism facility by improving UA signage at this attraction aimed at various segments of the disability market.

### ***21 - 25 May***

Prioritise the internal marketing and communication of the UA attractiveness (good UA access) of the Cape Town Company Gardens via internal social media and local community media. Explain what efforts are being made to make Cape Town a UA friendly city and what can potentially be gained in the long-term tourism potential.

## **JUNE 2018 - ACCESSIBLE CAPE TOWN CAMPAIGN CELEBRATES YOUTH MONTH**

### ***8 June: World Oceans Day***

World Oceans Day is an opportunity to promote Shark awareness and collaborate with a Shark Attack survivor and how the City is improving its Shark Spotter programme.

### ***13 June: International Albinism Awareness Day***

Arrange a staff work to combat stereotypes, prejudices and harmful practices relating to persons with disabilities in all areas of life; and promote awareness of the capabilities and contributions of persons with disabilities.

### ***16 June: Youth Day***

Young Leader Disability Award, Thabang Manamela was recognised for ensuring that his university's Disability Unit was rendering a quality service to students with disabilities.

### ***23 June: Africa Public Service Day***

Demonstrate government's commitment to the promotion, protection and upholding of the rights of persons with disabilities by removing access and participation press release to mainstream media.

## **JULY 2018 – ACCESSIBLE CAPE TOWN CAMPAIGN**

Accessible Cape Town Campaign seeks to intensify the UA campaign by being more UA visitor/customer focused at the City's tourist facilities. How the City can improve infrastructure and basic tourism services at its various sites to welcome UA travelers. Increase public activities for disabled to enjoy and experience City attractions. Now the emphasis is on how City front-line staff can assist the disabled community at its facilities.

## **JULY 2018: MANDELA MONTH**

### ***4 - 15 July***

July Encourage City front-line staff to develop UA products and experiences that can entice the UA visitor at the City tourism sites. We need to be able to offer good UA-friendly products and experience in this way developing the competitiveness as a tourism destination. They must be able to imagine the various UA traveler segments like wheelchair, blind, elderly, families with small children and foreign language travelers. New good products can be develop into a constant stream of City income at a specific visitor site.

### **18 July**

City officials do a Mandela 67min outreach at one of its facilities aimed at UA focused tour groups to increase practical engagement and activations. This is an external media opportunity to boost information and access at City facilities.

## **AUGUST 2018 - ACCESSIBLE CAPE TOWN CAMPAIGN**

Accessible Cape Town Campaign focuses on Women's Month and sets out a campaign roll out targeted at women with special needs such as pregnant women, women with toddlers, women with prams, women needing to breast feed babies, adequate changing rooms, old-age home women going on special attraction day trips.

### **8 August: Women's Day**

Women's Day activity focused at some of its tourism centres with a local female disabled sports personality or celebrity endorsing the UA Accessible Cape Town campaign at one of the City's tourism sites. Get a top disabled female personality to either via an event or online endorse the campaign through a series of online media engagements on the City's online profiles. The endorsement plan should specify specific disability groups and then target key stakeholders already vested in the campaign.

### **13 - 26 August**

City Tourism Staff conduct a mapping exercise to determine the skills and training needs to deliver a more effective service to disabled and special needs visitors. This exercise will help unlock the value chain within the City that sets the tone for improvement in UA service delivery. This exercise will include knowledge of disabilities, different types of disabilities and their access requirements. NGOs are the most active organisations delivering accessibility training.

## **SEPTEMBER 2018 - ACCESSIBLE CAPE TOWN CAMPAIGN**

Accessible Cape Town Campaign celebrates Tourism month with 3 articles focused Universal Accessibility on various internal City media platforms. The main thrust is to explain the importance of UA tourism campaign and why it's important for Cape Town. In addition, articles will focus on best practice UA experiences in Cape Town.

*September: Tourism Month*

*September: Eye Care Awareness Month*

*September: Month of Deaf People*

*September: Albinism Awareness Month*

#### **4 September: Casual Day**

Is Casual Day takes place on Friday, 2 September 2016 - Casual Day is South Africa's foremost fundraising campaign for persons with disabilities and is the flagship project of the National Council for Persons with Physical Disabilities in SA (NCPDPSA).

#### **4 - 9 September**

The UA campaign get the Mayor and top Mayco staff create visibility and join in some Tourism Month activities aimed at the UA visitor at one of the City's tourism facilities. Ask private sector decision-makers and influencers also to join in the UA focus campaign via Cape Town Tourism. The brand message needs to get out that Cape Town is a UA friendly city with a variety UA offerings and services.

#### **12 - 16 September**

Cape Town Tourism and Global travel brand and guidebook publisher Lonely Planet promote Cape Town as a UA friendly travel destination to ensure brand marketing and encourage City staff to contribute to fulfilling this UA delivery promise.

#### **21 September: World Alzheimer's Day**

Find a credible Alzheimer's organization via the Social Development department who is willing to benefit from an opportunity to make a commitment to the Accessible Cape Town campaign.

#### **24 September: Heritage Day**

Make provision on this day to attract a UA tour group to one of the City's flagship beaches to welcome those with special needs and increase staff training and interaction. The objective is to increase the campaign's communication and participation from internal and outside stakeholders around the tourism sectors.

#### **26 September: World Environmental Health Day**

On World Environmental Health Day have workshop style discussion at one of the City's tourism facilities to understand where planning and implementation can improve to ensure increased UA visitor traffic.

## **OCTOBER 2018 - ACCESSIBLE CAPE TOWN CAMPAIGN**

Accessible Cape Town Campaign joins with Disability Advisory Council and its members from the Quad Para Association of South Africa (QASA), National Council for Persons with Physical Disabilities in South Africa (NCPDPSA), Deaf Federation of South Africa (DeafSA), Autism South Africa, South African National Council for the Blind (SANCB) and Disabled People South Africa (DPSA) and other stakeholders through tourism engagement workshops, training sessions and practical day tours at its facilities



### **October: Transport Month**

### **October: Social Development Month**

### **October: Mental Awareness Month**

#### **2 October: International Day of Older Persons**

City officials welcome elderly tour groups through its Social Development departments and NGO sectors to celebrate this important day at one or two of its facilities. City staff can invite some elderly persons and conducts a focus groups session for the day to gauge perception from this segment on access requirements.

#### **30 September -6 October: Older Persons Week**

Older Persons Week, hold special training workshops and talk about the travel and information needs of the elderly at all of the City tourism sites. City staff, identify areas of improvement at City facilities and insight from older persons at specific City attractions and how they can assist them at these sites.

#### **10 October: World Mental Health Day**

Highlight City sponsored programmes dealing with the treatment of mental health conditions.

Facts about mental health:

- Trauma incidents contribute to the causes of mental health disorders.
- Mental disorders are one of the most well-known and treatable causes of suicide.
- Discrimination against families and people with mental disorders prevents people from seeking mental healthcare.

#### **13 October: World Sight Day**

Send out a Press Release Statement on World Sight Day (WSD) which, is an annual day of awareness held on the second Thursday of October, to focus the global attention on blindness and vision impairment and how the tourism industry is assisting with Braille services.

#### **16 - 20 October**

Increase front-line staff by developing a UA toolkit to reduce potential misunderstandings and conflict, but focused on the proper UA sensitivity, tools and information to allow City staff to perform their jobs better. Since tourism services depends on the culture of the staff and organization to build and sustain the UA brand offering.

## NOVEMBER 2018 – ACCESSIBLE CAPE TOWN CAMPAIGN

Accessible Cape Town Campaign celebrates in South Africa National Disability Rights Awareness Month annually between 3 November and 3 December. 3 December is the International Day of Persons with Disabilities, and is also commemorated as National Disability Rights Awareness Day.

### 06 - 24 November

Tourism Disability Management Audit (internal activity) Ask City staff to identify ramp access areas at their specific facilities. In addition to measure the door width at entrances. Describe the door as Automatic or Manual. Then ask staff to describe lift door width, depth, width, the control height, braille and if it has audio floor announcements.

Throughout the month of November we will provide a platform for City officials, civil society and the internal media to celebrate, showcase and dialogue on the progress being at City facilities where we promote and protect the rights of persons with disabilities in Cape Town.

### 14 November

Hold a Disability Dialogue with a panel in the form of a half-day workshop to talk about City Park access for UA visitors and other disabled segments.

### 20 November: Universal Children's Day Activity

Universal Children's Day Activity where we ensure that the rights of children are extended in the form of a visit at the Grassy Park Eco-Centre/ Bird sanctuary.

### 21 November - Disability Rights Training Workshop for Tourism staff.

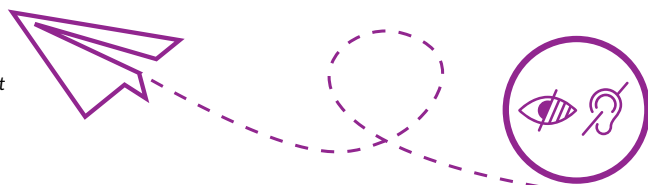
### 28 November - Signing of Disability Pledge by all Dept of Tourism Staff.

## DECEMBER 2018 - ACCESSIBLE CAPE TOWN CAMPAIGN

Accessible Cape Town Campaign celebrates International Day of Persons with Disabilities is marked around the world annually on 3 December, as per General Assembly resolution 47/3 of 14 October 1992, to promote awareness and mobilize support for critical issues pertaining to the inclusion of persons with disabilities in society and development. 3 December is the International Day of Persons with Disabilities, and is also commemorated as National Disability Rights Awareness Day.

### 3 December – Join in with National Disability Awards event

December - We need to unite against violence of women and children... we need to all be active and be counted in a fight against abuse of women and children during this 16 Days of Activism



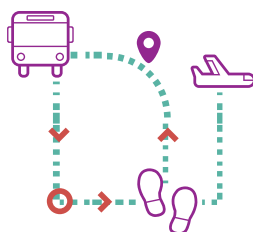
**YEAR 3: JANUARY 2019 – DECEMBER 2019**

# AT YOUR SERVICE

HELP MAKE A  
**UA** VISITOR  
FEEL **WELCOME!**

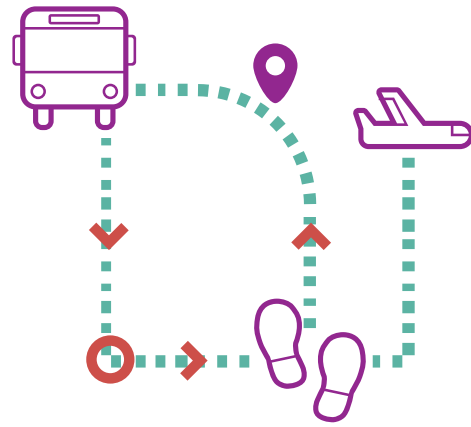


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## Year 3, At Your Service! January 2019 - December 2019



The Accessible Cape Town campaign is designed as a tourism staff activity work plan, to help build consensus around Cape Town becoming a leading UA friendly tourism city. Year three is about delivering Accessible Tourism packages and itineraries at City owned and managed facilities to increase visitor numbers, visitor satisfaction and repeat visitation of UA travelers.

To achieve this vision and objectives, Year Three focuses on developing key priority areas by:

- Use UA ambassadors to promote accessible tourism experiences at City facilities,
- Provide 'hands-on' access awareness training to promote Accessible Tourism and Universal Accessibility to the tourism industry,
- Developing accessible tourism audits,
- Facilitating infrastructure improvements in key local government tourism assets,
- Developing partnerships and networks involving Disability Sectors and the tourism industry.

### JANUARY 2019 - ACCESSIBLE CAPE TOWN CAMPAIGN

**Accessible Cape Town Campaign promotes and mobilises staff to support the inclusion of persons with disabilities and special needs by distributing campaign material.**

#### **2 - 31 January**

Roll out of all 'Accessible Cape Town' communication collateral at all City tourism facilities, i.e. Year Three Campaign poster, UA Fact sheet etc.

#### **2 - 31 January**

Recruit UA City ambassadors to promote the campaign throughout 2019 at City run and managed facilities.

### FEBRUARY 2019 - ACCESSIBLE CAPE TOWN CAMPAIGN

#### **2 February: World Wetlands Day**

Invite a City disability ambassador to one of the City's wetlands areas and celebrate the importance of making facilities accessible to UA travelers.

### ***21 February: International Tourist Guide Day***

International Tourist Guide Day takes place on 21 February each year. Ensure that we train City of Cape Town tourist guides on best UA practices at City facilities when welcoming people with special disabilities. Also sign a UA commitment charter to strive towards making more facilities UA friendly.

## **MARCH 2019 - ACCESSIBLE CAPE TOWN CAMPAIGN CELEBRATES HUMAN RIGHTS MONTH**

### ***21 March: Human Rights Day (South Africa)***

The commemoration provides the country with an opportunity to reflect on progress made in the promotion and protection of human rights. We will ensure a UA tourist programme that invites UA tourist to various sites within the Mother City in conjunction with private tourist operators.

## **APRIL 2019 - ACCESSIBLE CAPE TOWN CAMPAIGN CELEBRATES FREEDOM MONTH**

### ***2 April: World Autism Awareness Day***

The Tourism department will take action through a pledge agreement with Vera School (Autism School) to ensure that their rights as equal persons are upheld. Committing to improving access and participation at all City owned and managed tourism sites.

### ***7 April: World Health Day***

Hold a staff workshop to ensure that universal design information and access and participation in the planning, budgeting and service delivery value chain of all tourism programmes is understood by City officials and staff.

## **MAY 2019 - ACCESSIBLE CAPE TOWN CAMPAIGN**

### ***15 May: Museum Awareness Programme***

Tourism department and staff hold a fun disability school learner event tagged Museum Kids Club activity on this day and select a disability school to join staff at a City tourism facility. This will be a great internal PR and media opportunity to promote the Accessible Cape Town Campaign

## **JUNE 2019 - ACCESSIBLE CAPE TOWN CAMPAIGN CELEBRATES YOUTH MONTH**

*8 June: World Oceans Day*

*13 June: International Albinism Awareness Day*

*16 June: Youth Day*

Young Leader Disability Award, Thabang Manamela was recognised for ensuring that his university's Disability Unit was rendering a quality service to students with disabilities.

*23 June: Africa Public Service Day*

## **JULY 2019 – ACCESSIBLE CAPE TOWN CAMPAIGN**

Accessible Cape Town Campaign produces a 'Universal Accessibility Travel/Attraction Facts Sheet' to assist people with disabilities and special needs access to move in and about City of Cape Town tourism facilities, freely and identify activities and attractions that suit their needs via its dedicated website. The campaign will work with the tourism industry and the disability sector to ensure that the tourism message reaches the disability sectors in a more responsive manner and to improve the information available to travellers with a disability and other travel requirements.

## **JULY 2019: NELSON MANDELA MONTH**

*4 - 15 July*

Develop a simple City staff orientation infographic to that will provide basic City of Cape Town policy information, categories of People with Disabilities (PwDs) and basic communication instruction.

*18 July*

City officials do a Mandela 67min outreach at one of its facilities aimed at UA focused tour groups to increase practical engagement and activations.

## **JULY 2019 – ACCESSIBLE CAPE TOWN CAMPAIGN**

Accessible Cape Town Campaign delivers a stronger commitment to the Special needs community to meet and attract the growing Universal Accessibility tourism market to Cape Town. This emphasizes that City staff are ready to meet the needs UA travel market.

## **JULY 2019: MANDELA MONTH**

### **4 - 15 July**

July Roll out the City staff orientation UA Fact Sheet that will provide basic UA friendly information, categories of People with Disabilities (PwDs) and basic communication instructions.

### **18 July**

City officials do a Mandela 67min outreach at one of its facilities aimed at UA focused tour groups to increase practical engagement and activations. This is a external media opportunity to boost information and access at City facilities.

## **AUGUST 2019 - ACCESSIBLE CAPE TOWN CAMPAIGN**

**Accessible Cape Town Campaign focuses on Women's Month and sets out a campaign roll out targeted at women with special needs such as pregnant women, women with toddlers, women with prams, women needing to breast feed babies, adequate changing rooms, old-age home women going on special attraction day trips.**

### **8 August: Women's Day**

Women's Day activity focused at some of its tourism centres with a local female disabled sports personality or celebrity giving a Tedtalk style symposium.

### **12 August: International Youth Day**

### **16 August**

Staff UA Women's Poster Workshop campaign – drive staff internal campaign awareness and knowledge with people with different kinds of needs requirements.

### **22 - 26 August**

City officials identify a Woman Disability Achievement Hero/es, to be recognized for their contribution to assisting people with disabilities or who is a female disabled achiever or tourism entrepreneur. Focused story content on women disabled achiever and how the City are assisting tourism disability sector on disabled women empowerment. Women's Achievement Network for Disability (WAND).

## SEPTEMBER 2019 -ACCESSIBLE CAPE TOWN CAMPAIGN

Accessible Cape Town Campaign celebrates Tourism month with 3 articles focused Universal Accessibility on various internal City media platforms. The main thrust is to explain the importance of UA tourism campaign and why it's important for Cape Town. In addition, articles will focus on best practice UA experiences in Cape Town.

*September: Tourism Month*

*September: Eye Care Awareness Month*

*September: Month of Deaf People*

*September: Albinism Awareness Month*

### *2 September: Casual Day*

Is Casual Day takes place on Friday, 2 September 2016 - Casual Day is South Africa's foremost fundraising campaign for persons with disabilities and is the flagship project of the National Council for Persons with Physical Disabilities in SA (NCPDPSA).

### *5 - 9 September*

Identify and assess universal accessibility of City of Cape Town tourism sites, where a person with disabilities has no barrier in entering and using all the facilities therein. This covers the built environment – services, steps and ramps, corridors, entry gates, emergency exits, parking – as well as indoor and outdoor facilities including lighting, signages, alarm systems and toilets.

### *12 - 16 September*

Disabled celebrities/sports personalities endorse the Accessible Cape Town campaign with messages of support i.e. City online platforms, social media, radio interviews, in Contact interviews/stories,

For example a personality who has contributed immensely to the growth and success of disabled sport in the country. (Wheelchair tennis and basket ball players)

### *21 September: World Alzheimer's Day*

Invite an Old Age Home and the elderly in conjunction with a local Ward Councillor to bring a group elderly to participate in a tourism activity programme.

### *24 September: Heritage Day*

Make provision on this day to attract a UA tour group to one of the City's flagship beaches to welcome those with special needs and increase staff training and interaction.

26 September: World Environmental Health Day



## OCTOBER 2019 - ACCESSIBLE CAPE TOWN CAMPAIGN

Accessible Cape Town Campaign joins with Disability Advisory Council and its members from the Quad Para Association of South Africa (QASA), National Council for Persons with Physical Disabilities in South Africa (NCPDPSA), Deaf Federation of South Africa (DeafSA), Autism South Africa, South African National Council for the Blind (SANCB) and Disabled People South Africa (DPSA) and other stakeholders through tourism engagement workshops, training sessions and practical day tours at its facilities

*October: Transport Month*

*October: Social Development Month*

*October: Mental Awareness Month*

### *1 October: International Day of Older Persons*

City officials welcome elderly tour groups through its Social Development departments and NGO sectors to celebrate this important day at one or two of its facilities.

### *30 September - 6 October*

Older Persons Week, hold special training workshops and talk about the travel and information needs of the elderly at all of the City tourism sites. City staff will provide an internal mini-audit to evaluate how its facilities are geared towards older persons.

### *10 October: World Mental Health Day*

## 10 OCTOBER – ACCESSIBLE CAPE TOWN CAMPAIGN

Accessible Cape Town campaign can commemorate World Mental Health Day by creating staff awareness to increased mental health as a global priority. Highlight City sponsored programmes dealing with the treatment of mental health conditions.

Facts about mental health:

- Trauma incidents contribute to the causes of mental health disorders.
- Mental disorders are one of the most well-known and treatable causes of suicide.
- Discrimination against families and people with mental disorders prevents people from seeking mental healthcare.

### *13 October: World Sight Day*

Send out a Press Release Statement on World Sight Day (WSD) which, is an annual day of awareness held on the second Thursday of October, to focus the global attention on blindness and vision impairment and how the tourism industry is assisting with Braille services. Increasing elderly populations in many countries mean that more people will be at risk of age-related visual impairment.

## NOVEMBER 2019 – ACCESSIBLE CAPE TOWN CAMPAIGN

Accessible Cape Town Campaign celebrates in South Africa National Disability Rights Awareness Month annually between 3 November and 3 December. 3 December is the International Day of Persons with Disabilities, and is also commemorated as National Disability Rights Awareness Day.

### *3 - 14 November - Tourism Disability Management Audit (internal activity)*

Throughout the month of November we will provide a platform for City officials, civil society and the internal media to celebrate, showcase and dialogue on the progress being at City facilities where we promote and protect the rights of persons with disabilities in Cape Town.

### *14 November*

Hold a Child Protection and Disability Dialogue with a panel in the form of a half-day workshop.

### *20 November: Universal Children's Day Activity*

Universal Children's Day Activity where we ensure that the rights of children are extended in the form of a visit at the Grassy Park Eco-Centre/ Bird sanctuary.

### *21 November*

A staff workshop to promote the empowerment, tourism opportunities for people with special needs and disabilities. To enhance their own capacities and supports them in setting their own priorities at tourism sites they manage.

### *28 November*

Signing of Disability Pledge by all Dept of Tourism Staff.

## DECEMBER 2019 - ACCESSIBLE CAPE TOWN CAMPAIGN

Accessible Cape Town Campaign celebrates International Day of Persons with Disabilities is marked around the world annually on 3 December, as per General Assembly resolution 47/3 of 14 October 1992, to promote awareness and mobilize support for critical issues pertaining to the inclusion of persons with disabilities in society and development. 3 December is the International Day of Persons with Disabilities, and is also commemorated as National Disability Rights Awareness Day.

### *3 December - Join in with National Disability Awards event*

December - We need to unite against violence of women and children... we need to all be active and be counted in a fight against abuse of women and children during this 16 Days of Activism

# END ACCESSIBLE CAMPAIGN

## DEFINITIONS

### **Accessible**

With respect to buildings or parts of buildings, means that people, regardless of disability, age or gender are able to gain access. Accessibility is evaluated in terms of the safe, comfortable and convenient use of a site, building or facilities by people with functional limitations.

### **Accessible Tourism**

This is tourism which is accessible for persons with functional limitations. Although the most obvious action of AT is the elimination of physical barriers - like stairways - this is only a small part of the picture. In fact, accessibility affects all areas of tourism: not only accommodation and attractions but also transport, electronic devices, sources of information and communication.

### **Domestic tourist**

A South African resident visitor who is travelling to and staying in places outside his or her usual environment for one night or more but for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

### **International tourist**

An international traveler who visits the country and stays at least one night in collective or private accommodation.

### **Holiday**

A trip which is undertaken where the purpose is any kind of leisure activity. This may, for example, include golf or bird watching, cultural exploration, fun, adventure or relaxation, partaking in nonprofessional sports activities or as a spectator at a sports event and visits to health spas.

### **MICE**

Meetings, Incentives, Conference and Exhibitions

**Responsible tourism**

This is a tourism or leisure activity implementing practices that are respectful of natural and cultural environment and which contribute, in an ethical manner, to local economic development.

**Shopping**

A trip which is undertaken to shop for goods that will be used by the tourist him/or herself.

**Signage**

Audio, symbolic, tactile and pictorial information.

**Tactile**

An object that can be perceived using the sense of touch.

**Universal Design**

Universal Design is the design of products and environments to be accessible to all people, to the greatest extent possible, without the need for personal adaptation or by specialized design.

**Tourism**

The activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

**Tourism Gross Domestic Product**

The gross domestic product generated in the economy by the tourism industry and other industries in response to tourism internal consumption.

**Travel and Tourism**

The term used by the World Travel and Tourism Council (WTTC) to describe tourism and defined as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not remunerated from within the place visited. The phrase "usual environment" is introduced to exclude from the concept of "visitor" persons commuting every day between their home and place of work or study, or other places frequently visited.

**Visiting friends and relatives (VFR)**

A trip which is undertaken to see, socialize with, or to spend time with relatives and/or friends. The person need not have stayed at the relative's house. The purpose of these visits includes weddings and funerals or other family event.



