

IMPROVING THE ACCESSIBILITY OF GEELONG AND THE BELLARINE

SUMMARY

KEY OUTCOMES

- 450 businesses receive information or attend training sessions
- 110 businesses undertake 1:1 mentoring
- 70 people with a disability are assisted into employment

4 ELEMENTS OVER 3 MEETINGS (1 HOUR EACH)

1. A business analysis meeting undertaken to understand the business and workplace
2. An experiential meeting about disability and unconscious bias
3. A disability check - walk around premises
4. Meeting to outline the recommendations documents, includes practice resources to support your team

PROCESS (DIVERSITY FIELD OFFICER SERVICE)

Stage 1 - Inform and Educate

- EDMs with information on key elements with links to existing resource and websites
- Create an accessibility toolkit specific to the region
- Short practical training session will be delivered with practical strategies

PROJECT PLAN

Stage 2 - Implement

- 110 businesses over two years will be provided access to the Diversity Field Officer Service
- Recommendations will be made to businesses with practical outcomes
- Evaluation will be undertaken by Deakin University

- Branding of the project through key icons and images will be explored in the following months
- use of existing events (such as the Small Business Festival and TGGB Member Forums) will be utilised to get the messaging out further

BRANDING

Stage 3 - Promote

- Fully integrated marketing campaign will be developed by TGGB to maximise exposure