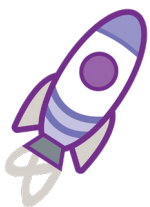


Benefits for Venues Enhancing Access and Inclusion



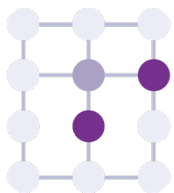
Small Changes, Big Impact: Venues don't have to implement extensive modifications all at once to enhance access and inclusion. We found that even small changes can make a significant difference in creating a welcoming environment for all patrons.



Untapped Consumer Market: There are over 200,000 autistic Australians whose demand for suitable entertainment and outing options is currently unmet. Only 4% of autistic individuals believe that businesses know how to support them (ABS, 2018). By making your venue more inclusive, you can tap into this large and underserved market.



Positive Branding Opportunity: Taking steps to enhance access and inclusion can significantly boost your venue's positive branding. Being recognised as a supportive and inclusive business will attract more customers and improve your reputation.



Acquire Talent from an Underappreciated Pool: Autistic employees often possess unique strengths such as attention to detail and intense focus. They are more reliable, punctual, and have fewer absences (Scott, 2017). By being more accessible and inclusive, you can attract and retain talented neurodivergent staff, enriching your workforce with diverse skills.



Benefits for the Wider Community: Enhancing accessibility not only aids the autism community but also improves the experience for other patrons. Inclusive changes can make your venue more welcoming for everyone, leading to increased patronage and customer satisfaction.