Accessibility Plan – Brady Hotel Jones Lane

Introduction

At Brady Hotel Jones Lane, we are committed to creating an inclusive and welcoming environment for every guest, visitor, and team member. Accessibility and inclusion are central to our values of respect, equality, and hospitality. This plan outlines specific actions to ensure that the hotel meets the highest accessibility standards, while providing seamless and enriching experiences for people of all abilities.

1. Attitudes & Behaviours

- Training & Awareness: All the hotel staff will complete introductory training on Diversity, Equity, and Inclusion, with a focus on disability awareness.
- Lived Experience Engagement: Host a guest speaker once per year with lived experience of disability to share perspectives with our team.
- Celebrating Inclusion: Share the hotels accessibility milestones in internal newsletters and via social media.

2. Communication & Marketing

- Accessible Information: Ensure the hotel website content, booking engine, and digital channels include alt text, transcripts, and are screen reader compatible.
- Accessibility Guide: Publish a Jones Lane–specific accessibility guide (entrances, facilities, room features) online and in-room.
- Promotions: Highlight the hotels accessible facilities in marketing campaigns and collaborate with accessible tourism influencers.

3. Guest Journey

Pre-Arrival & Booking

- Provide multiple booking methods (phone, email, website).
- Fact sheet available for staff outlining the hotel's accessibility features. (See Checklist)

Arrival & Reception

- Step-free entrance with ramp access and clear, high-contrast signage.
- Reception staff trained to assist guests with disabilities, including portable iPad check-in.

On-Site Experience

- Accessible rooms equipped with lowered wardrobes, reachable kitchen items, and optional shower chair.
- Partnerships with "accessible tourism" operators for Melbourne experiences.

Post-Visit

- Feedback forms available in plain language and accessible digital formats via Guest Survey email.

4. Venue Enhancements

- Regular accessibility audits with third-party consultants.
- Installation of tactile indicators, braille signage in lift, and consistent lighting.
- Ensure compliant accessible bathrooms with mobile caddies and shower chairs.
- Continue working with City of Melbourne to optimise accessible entrances and parking.

Action Plan Tables

Objective 1: Improve accessibility of entrances and reception

Actions Required	Outcome	Performance Indicators	Responsibility	By When
Install portable hearing loop at reception	Guests with hearing impairments supported	Hearing loop operational	Hotel Manager / Facilities	Dec 2025
Provide portable iPad for check-in	Guests not restricted by high desk	iPad in use at reception	Front Office Manager	Completed

Objective 2: Enhance accessible guest rooms

Actions Required	Outcome	Performance Indicators	Responsibility	By When

Fit bathrooms with shower chairs & mobile caddies	Bathrooms usable for mobility-impaired guests	Availability of equipment in rooms	Housekeeping / Facilities	Completed
Retrofit wardrobes & kitchenettes to lower levels	Guests can reach items independently	Completion of retrofits in accessible rooms	Facilities Manager	Completed

Objective 3: Build inclusive culture among staff

Actions Required	Outcome	Performance Indicators	Responsibility	By When
All staff complete disability awareness training via Typsy	Staff confident in serving guests with disability	100% training completion	Human Resources / Hotel Manager	Completed – Audited annually
Host a disability advocates per year for presentations	Staff gain lived-experience insights	One sessions annually	Human Resources / Hotel Manager	Annually
Celebrate achievements via newsletters and social media	Accessibility efforts recognised internally and externally	Quarterly communications issued	Marketing & DIAP Committee	Ongoing

Commitment

Brady Hotel Jones Lane is committed to continuous improvement in accessibility and inclusion. We will monitor progress annually, involve our Accessibility & Inclusion Committee, and seek guest feedback to guide ongoing improvements.

Accommodation Accessibility Checklist

Hotel Name : Brady Hotel Jones Lane
Date last reviewed: July 2025

Reservations and bookings
- ☑ Provide multiple booking options, including phone, email, and an accessible website.
- ☑ Clearly state your accessibility features on your website and during the booking process.

Arrival and entrance
- ☑ Provide recommendations for accessible parking spaces close to the entrance or locate the nearest parking.
- ☑ Offer a public accessible drop-off zone.
- ☑ Ensure that exterior paths leading to accessible entrances are well-lit, slip-resistant, and have tactile ground surface indicators.
- ☑ Install automatic or easy-to-open exterior doors.

Room features
- ☑ Offer a variety of accessible room types, including options for guests with reduced mobility, visual impairments, and hearing impairments.
- ☑ Provide visual and auditory alarms in accessible rooms.
- ☑ Ensure accessible rooms are conveniently located near elevators.
- ☑ Ensure circulation space of 1000 mm around the bed.
- ☑ Ensure all items can be reached from a seated position in the kitchen.
- ☑ Install accessible door locks with electronic keycard entry.
- ☑ Offer accessible room options and room descriptions that detail their features.
- ☑ Invite guests to inform staff of any access requirements as part of the booking process.
- ☑ Ensure clear signage directing guests to accessible entrances.
- ☑ Install automatic or easy-to-open doors on the rooms.
- ☑ Provide a low reception counter or alternative accessible check-in service option.
- ☑ Offer visual and audible fire alarms.
- ☑ Ensure light switches, power outlets, and thermostats are reachable from a seated position.

Bathroom accessibility
- ☑ Provide level access showers with grab rails, shower seats, and handheld showerheads.
- ☑ Ensure a clear space under the sink and toilet for wheelchair users.
- ☑ Offer lever-style faucet handles and easy-to-use controls.
- ☑ Install an accessible toilet with grab rails.
- ☑ Provide non-slip flooring in the bathroom.

Reviewed by Peta Williams – Director of Sales & Marketing

Internal movement

- ☑ Maintain clear and unobstructed pathways throughout the property.
- ☑ Ensure step free and continuous path of travel to all areas of the venue.
- ☑ Provide accessible elevators with tactile and auditory floor indicators.
- ☑ Offer accessible seating and resting areas in public spaces.
- ☑ Offer accessible paths to outdoor areas, gardens, or recreational spaces.
- ☑ Ensure that common areas, such as the lobby and dining areas, are accessible.

Guest services

- ☐ Provide a range of assistive devices, such as TTY phones and vibrating alarm clocks.
- ☑ Provide a designated point of contact for accessibility inquiries or requests.
- ☑ Consider offering guided tours or orientation services for guests upon check-in.

- ☑ Provide regular training for all staff members on accessibility, disability awareness, and customer service.

Assistance animals

- ☑ Welcome service animals in compliance with relevant laws.
- ☑ Train staff to understand the rights and needs of guests with service animals.
- ☑ Provide designated relief areas for service animals.

Communication and assistance

- ☑ Maintain an accessible website with detailed information about accessibility features.
- ☑ Offer communication boards or tablet devices with communication apps.
- ☑ Ensure all communication materials are available in multiple formats.
- ☑ Establish a feedback mechanism for customers to report any accessibility concerns or issues.

Wayfinding

- ☑ Ensure that clear and well-designed signage is placed strategically throughout the hotel.
- ☑ Provide accessible maps and guides that detail the hotel layout.

Emergency procedures

- ☑ Develop and communicate accessible emergency evacuation plans.
- ☑ Ensure visual and auditory fire alarms are in place and tested regularly.

Checklist developed based on City of Melbourne and Flare Access recommendations - November 2023