

Business Accessibility Support Program - Pilot Report

Tuesday, 4 November 2025
City Community Services and Culture Committee

Strategic Alignment - Our Community

Public

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EXECUTIVE SUMMARY

The purpose of the report is to present the evaluation findings for the Business Accessibility Support Program (BASP) Pilot (Attachment A) funded through the 2024/25 Annual Business Plan and Budget.

The BASP Pilot Report provides an overview of the pilot from design to implementation and evaluation. The Report concludes that the pilot was successful in achieving five of its six objectives and created tangible outcomes for participants.

The implementation of the BASP is a key multi-year commitment in the City of Adelaide (CoA) Disability Access and Inclusion Plan (DAIP) 2024-2028 ([Link 1](#)) under 'Goal 2: Businesses that are welcoming to more customers'. The intention of this commitment is to be delivered annually across the four-year plan. The DAIP was endorsed by Council on 14 May 2024.

The BASP Pilot ran from February 2025 to June 2025 to assist selected small and medium enterprises to increase knowledge of disability access and inclusion and implement initiatives within their business to improve accessibility.

Seven businesses completed the full program and received funding in 2024/25 to a total value of \$90,341 (ex GST) from the BASP Fund established to support the program. Pilot participants were provided with a suite of accessibility resources, workshops, and an individual consultation with an expert access consultant to assist in identifying and planning practical accessibility improvements.

Participating businesses identified more than 60 accessibility improvements, with 25 of these supported by the BASP Fund. The Pilot delivered accessibility improvements including minor physical access upgrades, digital solutions and employee training in line with the BASP Fund Operating Guidelines noted by Council on 11 February 2025 ([Link 2](#)).

The BASP Pilot Report highlights the strengths of the pilot and identifies opportunities for refinement. The Report will be presented to the Advisory and Inclusion Advisory Panel on 19 November 2025 for consideration and advice. A budget bid for a refined Business Accessibility Incentive Program will be submitted as part of the 2026/27 Annual Business Plan and Budget process, should Council wish to offer a further funding round(s).

RECOMMENDATION

The following recommendation will be presented to Council on 11 November 2025 for consideration

THAT THE CITY COMMUNITY SERVICES AND CULTURE COMMITTEE RECOMMENDS TO COUNCIL THAT COUNCIL

1. Notes the Business Accessibility Support Program – Pilot Report as contained in Attachment A to Item 7.1 on the Agenda for the City Community Services and Culture Committee held on 4 November 2025.
2. Notes the Business Accessibility Support Program Pilot Report findings will be presented to the Access and Inclusion Advisory Panel at its meeting on 19 November 2025 and advice sought on proposed program enhancements.
3. Notes that the evaluation findings and feedback from the Access and Inclusion Advisory Panel, will be used to inform a budget bid as part of the 2026/27 Annual Business Plan and Budget process.

IMPLICATIONS AND FINANCIALS

City of Adelaide 2024-2028 Strategic Plan	<p>Strategic Alignment – Our Places</p> <p>Create safe, inclusive and healthy places for our community</p> <p>Maintain and improve disability, LGBTQIA+ and vulnerable or minority group access and inclusion</p>
Policy	<p>CoA's DAIP 2024-2028 (Link 1) includes a priority under 'Goal 4: Businesses that are welcoming to more customers' with a key four-year focus to develop a BASP. The DAIP was endorsed by Council on 14 May 2024.</p> <p>The CoA's Economic Development Strategy 2024-2028 (Link 3) includes a priority under 'Goal 2: A thriving economy for all' to enable small to medium enterprise growth to increase the city's contribution to GDP.</p>
Consultation	<p>The BASP Pilot Report will be presented to the Access and Inclusion Advisory Panel at its meeting on 19 November 2025 and advice sought on proposed program enhancements. The Access and Inclusion Advisory Panel meets quarterly to discuss and advise the Administration on more inclusive and accessible practices. More information is available on the CoA website (Link 4).</p>
Resource	<p>The BASP Pilot was delivered and funded in 2024/25 to a total project value of \$202,000 including program design, delivery and grant funding of \$90,341.</p>
Risk / Legal / Legislative	<p>The CoA is legislatively required to develop and deliver a DAIP under the <i>Disability Inclusion Act 2018</i> (SA).</p>
Opportunities	<p>The BASP Pilot provided businesses with the opportunity to increase knowledge and capability in relation to disability access and inclusion and realise improvements that benefit both people with disability and the participating businesses. The BASP Pilot Report highlights opportunities to increase reach and impact and streamline future delivery through a refined grant funding program.</p>
25/26 Budget Allocation	<p>Not as a result of this report</p>
Proposed 26/27 Budget Allocation	<p>Not as a result of this report</p>
Life of Project, Service, Initiative or (Expectancy of) Asset	<p>The total project value for the Pilot was \$202,000 including program design, delivery and grant funding. Grant funding was provided to businesses via a reimbursement process. Completion of funded initiatives is expected by December 2025, with businesses committed to delivering additional self-funded initiatives into the future.</p>
25/26 Budget Reconsideration (if applicable)	<p>Not as a result of this report</p>
Ongoing Costs (eg maintenance cost)	<p>Not as a result of this report</p>
Other Funding Sources	<p>Not as a result of this report</p>

DISCUSSION

Purpose

1. The purpose of the report is to present the evaluation findings for the Business Accessibility Support Program (BASP) Pilot (Attachment A).

Background

2. In 2024/25, the CoA launched the BASP Pilot as a key commitment under the DAIP 2024-2028 ([Link 1](#)) to support a limited number of small and medium enterprises to implement accessibility improvements for customers with a disability.
3. At its meeting on 11 February 2025, Council noted the BASP Operating Guidelines ([Link 2](#)) designed to support eligible businesses participating in the BASP Pilot.
4. The Operating Guidelines were developed in line with the CoA Funding Programs Policy, adopted by Council on 11 June 2024 ([Link 5](#)), which requires each funding program to establish its own operational and administrative guidelines.
5. Additional background information about the BASP Pilot is provided in the City Community Services and Culture Committee Report dated 4 February 2025 ([Link 6](#)).

BASP Pilot

6. The BASP Pilot Report (Attachment A) provides an overview of the Pilot from its design to implementation and evaluation.
7. The program's overarching goal was to empower businesses to go beyond compliance by integrating inclusive practices that embrace diversity and create welcoming environments.
8. Objectives of the Pilot included:
 - 8.1. Launch and trial of the program: Test program design and resources, refine by incorporating feedback and evaluate.
 - 8.2. Enhance accessibility practices: Increase knowledge, capability and confidence of businesses to identify and address accessibility barriers.
 - 8.3. Personalised expert support: Support businesses to understand accessibility opportunities, develop plans and apply for BASP funds.
 - 8.4. Foster business collaboration: Encourage knowledge-sharing and peer-to-peer learning.
 - 8.5. Recognition and promotion: Motivate participation and completion and showcase accessible businesses.
 - 8.6. Empower the disability community: Ensure lived experience is used to inform the program and support knowledge growth for businesses.
9. Expressions of interest for the BASP opened on 9 December 2024 and closed on 24 January 2025, with the Pilot Round delivered from February 2025 to June 2025 with the support of expert Access Consultant (Flare Access) as the program delivery partner.
10. The BASP Pilot included access to accessibility tools, resources and tailored support from the Access Consultant (workshops and individual consultations) to inform an applied learning approach for participants.
11. Eight businesses accepted a place in the Pilot, with seven completing the full program.
12. Governed by the BASP Fund Operating Guidelines ([Link 2](#)), businesses were eligible to apply for small grants up to \$10,000 for each participant business to implement improvements identified in the program.
13. During the Pilot, based on the cost of the improvements proposed and that there was sufficient funding remaining within the overall BASP Pilot budget, a total funding pool of \$91,381 was provided to participating businesses. Individual grant amounts offered to the businesses varied from \$9,189 to \$16,026.
14. The seven participant businesses identified a total of 61 accessibility improvements, including 25 initiatives which were supported by the BASP Fund through the provision of \$90,341 (ex GST) grant funding, for accessibility improvements across the categories of:
 - 14.1. Creating inclusive venues for neurodivergent customers.
 - 14.2. Minor physical access upgrades.
 - 14.3. Accessible information and inclusive communication schedules.

14.4. Employee training.

15. Expenditure of the total \$90,341 (ex GST) grant funding provided to businesses was completed by 30 June 2025.
16. As of September 2025, businesses reported a total of 19 initiatives funded by the BASP as complete, with the remaining 6 due for final implementation by December 2025. This includes three initiatives that will be delivered by Feast Festival for its Picnic in the Park in November 2025, promotion of accessibility enhanced tours by Flamboyance Tours on its website in November 2025 and launch of an improved website by Adelaide Fringe in December 2025.
17. Participant businesses also reported completion of an additional 15 self-resourced accessibility initiatives, with 21 further initiatives planned for future delivery.

Evaluation Findings

18. A developmental evaluation approach was utilised for the Pilot, with feedback elicited from participants at key points across the program. The final post-program evaluation survey highlights that the Pilot created tangible outcomes for participants.
19. A key strength of the program reported by businesses was the individual consultations and support provided by the Access Consultant, enabling the businesses to translate their new knowledge and learnings into impactful accessibility improvements.
20. Businesses also reported highly valuing hearing from people with disability within the program workshops.
21. All seven businesses that completed the program reported either agreement or strong agreement across the following measures:
 - 21.1. Better understanding of accessibility barriers.
 - 21.2. More confidence in delivering inclusive experiences.
 - 21.3. Better understanding of the myths/misconceptions about people with disability.
 - 21.4. Knowledge in implementing accessible communications.
 - 21.5. Knowledge about best practices and tools to support accessibility.
22. Limitations of the program included the short timeframe for completion and implementation of initiatives, moderate to low participation of businesses in face-to-face workshops, and a lack of engagement with an online community.
23. In relation to the workshop series, businesses had the opportunity to view recordings at a later time which provided greater flexibility.
24. While an online community was established by the program, businesses did not engage with this due to competing priorities and expressed a preference for direct communication with the Access Consultant.
25. In line with the program methodology and grant funding requirements, participant businesses will be surveyed six months post-implementation of their funded initiatives to ascertain impacts in relation to patronage of people with a disability, inclusivity, and feedback received.
26. Opportunities to refine and strengthen the program, including addressing the limitations, have been identified and include:
 - 26.1. Scaling access to accessibility resources, by making these freely available and complementing them with short videos featuring a lived-experience perspective of why accessibility matters.
 - 26.2. Developing short lived-experience videos, to complement the resources already developed.
 - 26.3. Streamlining future grant program requirements and reviewing incentive amounts in line with costs experienced in the Pilot.
 - 26.4. Developing e-Learning Modules to provide for self-paced learning and reduce ongoing workshop costs.
 - 26.5. Extending program implementation timeframes.
27. Overall, the Pilot is assessed as successful, having achieved five of its six objectives (excepting the objective to 'Foster business collaboration'), and enabling the delivery of real accessibility improvements which benefit both the participating businesses and people with disability.

Next Steps

28. Next steps include:

- 28.1. Present the Pilot Report to the Access and Inclusion Advisory Panel at its meeting on 19 November 2025 to seek advice on proposed program enhancements for future BASP funding rounds to inform a budget bid as part of the 2026/27 Annual Business Plan and Budget process.

DATA AND SUPPORTING INFORMATION

Link 1 – [City of Adelaide Disability Access and Inclusion Plan 2024-2028](#)

Link 2 – [Business Accessibility Support Program Fund Operating Guidelines](#)

Link 3 – [City of Adelaide Economic Development Strategy 2024-2028](#)

Link 4 – [City of Adelaide Website – Access and Inclusion](#)

Link 5 – [City of Adelaide Funding Programs Policy](#)

Link 6 – [Agenda - City Community Services and Culture Committee – Tuesday, 4 February 2025](#)

ATTACHMENTS

Attachment A – Business Accessibility Support Program – Pilot Report

- END OF REPORT -