

# CASE STUDY

## Blue Artz Cafe & Gallery Ballarat

Open for business is a collaborative regional project by rural and deaf access workers in the Wimmera and Grampians Region to improve access to and within business for people with disabilities, enabling increased participation in their communities and increasing the customer base of participating businesses.

I'm Jill Oliver, I am the owner of Blue Artz Gallery & Café in Howitt Street. 1039 Howitt Street, Wendouree.

In the arts circles in Ballarat we are known as the little blue box with attitude. We support street coffee which is a not-for-profit enterprise where 100% of the profits go back to homeless youth.

### How would you describe your customer base?

Most of our customers are elderly, they come here to sit down and have lunch. We also have the business people surrounding us so lots of blue collar workers come in and grab some lunch and take it away.

### What have you implemented to help those with a disability?

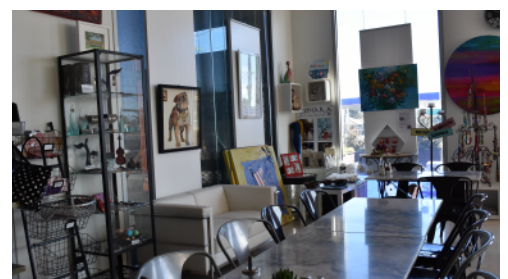
When I first came here there was one disabled toilet that was also a unisex toilet, since then we have added another two female and one male toilet. We have also changed the ramp access which was steep and now the ramp is a better gradient, more handrails and installed a disabled car park in at the rear of the business. We have 15 off street parking spaces so anyone can use those.

### Have you seen an increase in business since implementing this initiative?

It has helped the business, we have a lot of current clients who love coming here, they love that atmosphere, they love the food and service.

### Would you recommend other small businesses to implement similar initiatives?

Yes, definitely a lot of people out there that are unable to access a lot of places so it's much better for everybody. We have had a few groups of people with disabilities for an art exhibition, catering functions with people with disabilities and elderly parties.



# OPEN YOUR BUSINESS

to 20% more customers

## did you know?



1 in 5

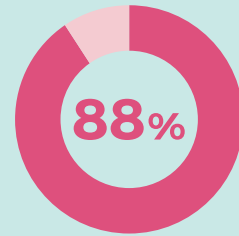
of your potential **customers** have a disability



1 in 3

are close to someone with a **disability**

there are **many types** of disabilities



of disabilities are not **visible**

## how is this beneficial to your business?



**MULTIPLY**  
your customer base



**GROW**  
your business



**INCREASE**  
your profits

## how can your business be more accessible?

**RESPECT**  
the customer

**TALK**  
to the customer

**PROMOTE**  
accessibility

**POSITIVE**  
attitude

**ASK**  
if you are unsure