

CASE STUDY

FoodWorks Fuel Bacchus Marsh

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.

So my name is Tim Jakeman and I work here at FoodWorks Fuel Bacchus Marsh its located at 206 Main Street. Our family moved here 13 years ago and we recently took over the business in 2015. We currently have one staff member who works evenings other than that it's just the family so me my Mum and Dad and younger sister.

What have you implemented to help those with a disability?

Our main focus in helping people with disabilities is just making ourselves available to people so making sure we have staff members on board that are able help at any time they require. We also implemented eftpos services so we can take the terminal outside to them to save them coming inside, when doing that we can also get what they want from inside the shop.

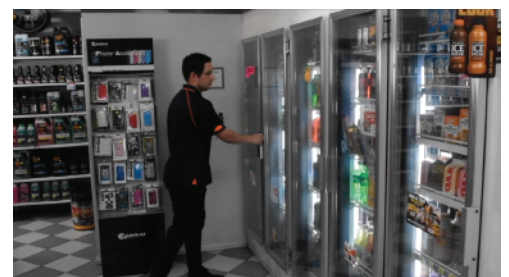
When we are out on the driveway when obviously customers are continually driving in and out so it's vital for us to ensure that customers are quickly in and out of the driveway, so if we can go out and help a customers and make their time here a bit quicker and more convenient it also helps us continue the flow of the driveway.

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

By helping people with a disability, we have found that people who are connected to people with a disability also come and support us. It is helping us maintain a reputation and helping us with sales and profits.

Would you recommend other small businesses to implement similar initiatives?

Definitely it's helpful in all aspects of the business, helps on the money side of things, it helps personally to know I am doing a good thing for the community, it also help the driveway flow as that's important to our work.



OPEN YOUR BUSINESS

to 20% more customers

did you know?



1 in 5

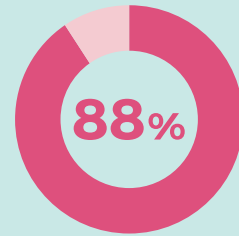
of your potential **customers** have a disability



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