

# Ontario Tourism Marketing Partnership Corporation

## Policy on Accessibility Standards for Service to the Public

### 1. Policy Statement

The following policy, practices and procedures have been established by the Ontario Tourism Marketing Partnership Corporation (OTMPC) to govern the provision of its services in accordance with the [Accessibility for Ontarians with Disabilities Act, 2005](#) and [Ontario Regulation 429/07, Accessibility Standards for Customer Service](#). The policy is intended to benefit the full range of persons with disabilities as defined in the [Ontario Human Rights Code](#). Whether a person's disability is apparent or not, everyone should be treated with courtesy, made to feel welcome, and have their need for accommodation respected whenever they interact with OTMPC.

### 2. Our Mandate

OTMPC is an agency of the Government of Ontario with a vision to position Ontario as a preferred global destination. OTMPC is governed by [Ontario Regulation 618/98](#) made under the [Development Corporations Act](#). Its mandate, as provided for in the regulation, is:

- (a) to market Ontario as a travel destination;
- (b) to undertake joint marketing initiatives with the tourism industry;
- (c) to support and assist the marketing efforts of the tourism industry; and
- (d) in cooperation with the tourism industry, the Government of Ontario, other governments and other agencies of governments, to promote Ontario as a travel destination.

OTMPC, together with its industry partners, develops and delivers exciting, integrated marketing programs in Ontario and eleven countries around the world. OTMPC provides a range of services for the industry including advertising opportunities, consumer information services, travel trade promotions, partnership investments, media promotion, strategic planning, marketing research and research-driven programs. OTMPC works in collaboration with tourism partners to drive economic growth and job creation in the tourism industry.

### 3. Our commitment

In fulfilling our mandate we will strive at all times to ensure that our policies, practices and procedures are consistent with the principles outlined in the Accessibility Standards for Customer Service, specifically:

- Our programs and services must be provided in a manner that respects the dignity and independence of persons with disabilities;

- Persons with disabilities must be given the same opportunity provided to other members of the public to access our programs and services.

Persons with disabilities are encouraged to contact us to identify and discuss whether the provision of our programs and services could be provided in ways that would better take into account their disability. Please see Section 11 of this policy for more details on the feedback process.

#### **4. Communication**

We will communicate with persons with disabilities in ways that take into account their disability. We will communicate with members of the public in person, in writing, by electronic mail, by facsimile and telephone. We will train staff who communicate with the public on how to interact and communicate with persons with various types of disabilities.

#### **5. Assistive devices**

We are committed to serving persons with disabilities who use assistive devices to access our programs and services. Our staff will be trained on any assistive devices available on our premises.

#### **6. Use of service animals**

Persons with disabilities may bring their service animal on the parts of our premises that are open to the public or other third parties. OTMPC will ensure that all staff dealing with the public are trained in how to interact with persons with disabilities who are accompanied by a service animal.

#### **7. Use of support persons**

Any person with a disability who is accompanied by a support person will be allowed to enter our premises open to the public or other third parties with his or her support person. At no time will a person with a disability who is accompanied by a support person be prevented from having access to his or her support person while on our premises. Support persons for people with disabilities will be welcomed at OTMPC events at no additional charge.

#### **8. Notice of temporary disruptions**

We will provide the public with notice in the event of a planned or unexpected disruption in the facilities or services used by persons with disabilities. The notice will be placed at all public entrances and service counters on our premises. Depending on the nature of the disruption, notice will also be provided on outgoing telephone and on the OTMPC consumer and partner websites.

## **9. Training for staff**

We will provide training on customer service to all employees who provide services, and who are involved in the development and approvals of customer service policies, practices and procedures. New staff and staff who commence new duties that involve interaction with the public will undertake training as part of their orientation. OTMPC will provide staff with training that includes:

- A review of the purposes of the *Accessibility for Ontarians with Disabilities Act, 2005* and the requirements of the *Accessibility Standards for Customer Service*;
- How to interact and communicate with persons with various types of disabilities;
- How to interact with persons with disabilities who use an assistive device or require the assistance of a service animal or a support person;
- How to use the equipment or devices available on the provider's premises, or otherwise, that may assist with the provision of goods or services to persons with disabilities;
- What to do if a person with a disability is having difficulty in accessing OTMPC goods and services; and
- OTMPC policies, practices and procedures relating to the provision of goods or services to persons with disabilities.

Staff will be trained, as appropriate, on policies, practices and procedures that affect the way goods and services are provided to persons with disabilities. Staff will also be trained on an ongoing basis when changes are made to these policies, practices and procedures.

## **10. Modifications to this or other policies**

OTMPC is committed to ensuring that its customer service policies, practices and procedures respect and promote the dignity and independence of all persons with disabilities. Therefore, no changes will be made to this policy before considering the impact on persons with disabilities. Any OTMPC operational policy affecting customer service that does not respect and promote the dignity, independence, integration and equal opportunity of persons with disabilities will be modified or revoked.

## **11. Feedback process**

This policy exists to achieve service excellence to customers with disabilities. Comments are welcome and appreciated.

Feedback should be directed to the OTMPC general communications, and will be addressed in accordance with our normal feedback administration procedures and

timelines. Where possible, feedback will be addressed immediately, However, some feedback may require more time to address, and must be reviewed for action, possibly at a higher level. Privacy will be respected and all feedback will be reviewed for possible action that can be taken to improve access to our programs and services.

We will endeavour to respond to complaints in a format that is accessible to the complainant.

## **12. Questions about this policy**

Please direct questions and feedback about this policy, or requests for copies of this policy to:

Ontario Tourism Marketing Partnership Corporation  
10 Dundas Street East, Suite 900  
Toronto, ON M7A 2A1

Phone Toll free 1-800-263-7836  
Fax (416) 314-7574  
Email: [info@tourismpartners.com](mailto:info@tourismpartners.com)

This policy is available in alternate formats upon request.