



Co-design

“There is only one way to look at things until someone shows us how to look at things with different eyes” Pablo Picasso

Co-design or Human-centered design is another important aspect of Universal Design. As an outdoor business operator or staff team member, it’s always good practice to ask questions and discover the perspectives from diverse range of camp participants to develop an understanding of how to become more accessible and inclusive. By asking the right questions and starting the conversation, this will assist in developing greater understanding and together, designing the best solutions.

Consulting with participants from diverse backgrounds in the design of programs, services or the built environment of a camp or outdoor business, goes a long way to ensuring that a wide range of people can access and participate and have a user-friendly experience.

Where possible, it is useful to initiate effective consultation during the early stages of the design process, rather than in the later stages when it may be harder to implement the solutions¹ and potentially reducing the need for retrofitting and unnecessary expense. In this way the experience has inclusivity intrinsically designed within and is not an added afterthought.

Camp operators may initiate consultation with diverse camp participants at any time, for example, during strategic and business planning or when planning a specific project or on a daily basis to improve the user experience at camp.

Some general considerations for effective consultation

- Consult with a wide range of users, ensuring the method is transparent and limits selection bias. Identify who has not been consulted and seek out those people who can offer a different perspective e.g. ask Vision Australia or Guide Dogs Australia to conduct a site audit of your camp.
- Provide different and multiple consultation techniques to engage a wide range of participants e.g. interviews, focus groups, surveys, workshops, an informal friendly chat
- Ensure the feedback is communicated across the staff team to the relevant staff in appropriate ways and included in design brief of any new projects
- Collect and document design decisions along the way, to track the influence of the participants inputs into the final design and to ensure such input and comments are available to other new initiatives and projects.
- Where appropriate, continued consultation throughout a design process is useful to ensure that new products can be trialed, further improvements made and refined before finalized.

¹ Grant, Catheryn; Universal Design Camps and Consultation, Architecture and Access