



# Horseshoe Resort Multi-Year Accessibility Compliance Plan 2023

## Message from the COO:

I am pleased to introduce our multi-year accessibility plan, which underscores our unwavering commitment to inclusivity in both our operations and the services we offer to the public. At Horseshoe Resort, we believe that accessibility is not merely a compliance requirement but a cornerstone of our values. We are dedicated to enhancing accessibility in the products and services we provide to our customers and staff, aiming to create a more equitable and compassionate experience for all.

-Jonathan Reid, COO Freed Hotels & Resorts

## Introduction:

Horseshoe Resort is dedicated to addressing the needs of both our employees and customers with disabilities. Committed to the Accessibility for Ontarians with Disabilities Act, 2005, our accessibility plan outlines the steps we're taking to remove and prevent barriers, contributing to a more accessible Ontario. The plan is regularly reviewed and updated to ensure ongoing compliance. We prioritize training for all staff, promptly providing updates as policies evolve, and maintain detailed records of training sessions, reinforcing our commitment to inclusivity.

## Section 1: Past Achievements to Remove and Prevent Barriers

### Customer Service:

We continue to remain compliant and up to date with our Customer Service standards at Horseshoe Resort through consistent and regular training with our staff and by ensuring we have accurate and relevant internal policies, procedures and systems in place that support our accessibility initiatives.

- Through the use of our accessibility public customer email, we are able to collect and send communications to our guests directly while also directly answering their questions, concerns or responding to their feedback.
- We offer many different avenues for customer service including phone, social media chat, email and in-person.
- We continue to leverage our partnership with the Access 2 program from the Easter Seals to help remove barriers for people requiring a support person to access resort activities. We also





partner with third parties to deliver programming (such as adaptive ski) where we do not have the in-house expertise.

## Information and Communications

### Detail actions and initiatives from past years:

- In electronic communications, we have moved away from text embedded in images so that content is accessible for reader use.
- We have begun to implement QR codes on resort signage so it can be digitally accessed for translation in case of a language barrier.
- We use high contrast text colour & backgrounds and use all accessible fonts on web-based content.
- We have an online feedback system for guests to provide their input.

## Employment

### Detail actions and list initiatives from past years:

- Create and implement policies that address accessibility in all aspects of employment, including recruitment, hiring, training, promotion, and accommodation.
- Ensure that the recruitment process is accessible to all individuals, including those with disabilities. This may involve making job postings and application processes accessible and providing accommodation during interviews.
- Provide training to employees on the AODA, accessibility standards, and the organization's policies and procedures related to accessibility.
- Have a process in place for accommodating employees with disabilities. This includes both physical accommodation in the workplace and accommodation related to job duties and responsibilities.
- Ensure that performance management processes and career development opportunities are accessible to all employees, including those with disabilities.
- Established a process for receiving and responding to feedback from employees, including feedback related to accessibility. This is done through the use of a centralized accessibility email account
- Demonstrate leadership commitment to accessibility by promoting a culture of inclusion and by integrating accessibility considerations into all aspects of the organization.



## Procurement

List initiatives from past years:

- New IT systems that have been purchased and implemented over the past 3 years have been done so with accessibility in mind. For example, kiosks, & e-store.

## Self-serve kiosks

List initiatives from past years:

- Self-service kiosks have been implemented and are available at all major recreation attractions at the resort year round.
- Advance purchase is also possible for all our recreation products.

## Training

List initiatives from past years:

- Provide training to employees on the AODA, accessibility standards, and the organization's policies and procedures related to accessibility.
- Staff onboarding addresses accessibility and the consumer diversity that is seen at the Resort.
- Assess the specific training needs of employees based on their roles and responsibilities within the organization. Tailor the training to address the unique aspects of accessibility relevant to each position.
- Use a variety of training delivery methods to accommodate different learning styles. This could include in-person sessions, online modules, workshops, and written materials.
- Accessibility training should not be a one-time event. Provide ongoing training for new employees and refresher courses for existing staff to reinforce the importance of accessibility.
- Include interactive elements in the training, such as quizzes, discussions, or practical exercises, to reinforce learning and encourage active engagement.

## Design of Public Spaces

List initiatives from past years:

- Special events have documented accessibility plans in place.

## Section 2. Strategies and Actions

### Customer Service:

To meet the Accessibility for Ontarians with Disabilities Act (AODA) customer service requirements, organizations need to develop and implement policies and practices that ensure accessible and inclusive service delivery for individuals with disabilities. Here are the key steps organizations can take to meet AODA customer service requirements.

- Continue to develop and maintain our Customer Service Policy and Accessibility Plan - Create a comprehensive customer service policy that outlines Horseshoe Resort's commitment to providing accessible and inclusive services to individuals with disabilities.
- Communicate the Policy - Ensure that the customer service policy is effectively communicated to all employees, contractors, and volunteers. This includes providing training on the policy and its implementation.
- Training - Provide training to employees on how to interact with customers who have various types of disabilities. This training should cover topics such as communication strategies, using assistive devices, and providing support to customers with different needs.
- Create Accessible Communication Practices - Implement accessible communication practices, including using clear and plain language, offering alternative formats for information, and being aware of different communication methods
- Assistive Devices - Train staff to be familiar with common assistive devices and how to assist customers who use them. Ensure that the organization is equipped to accommodate the use of assistive devices.
- Service Animals - Include guidelines in the customer service policy regarding the presence of service animals. Staff should be aware of the rights of individuals with disabilities who use service animals and how to provide appropriate assistance.
- Support Persons - Acknowledge and respect the rights of individuals with disabilities who have support persons. Train staff to interact inclusively with both the customer and their support person.
- Documentation and Records - Keep records of Horseshoe Resort's customer service policies, training programs, and any accommodation provided to customers. Documentation may be required for compliance reporting.
- Leadership Commitment - Demonstrate leadership commitment to accessible customer service by fostering a culture of inclusion and ensuring that accessibility considerations are integrated into all aspects of Horseshoe Resort.
- Regular Review and Update - Regularly review and update customer service practices to ensure ongoing compliance with AODA requirements and to address any emerging issues or changes in legislation.



## Information and Communications

- We plan to rebuild our website in the next 3 years, with one goal of the projects to improve accessibility.
- We are working towards improving alternative text throughout our website within the next year.
- Plans for having digital signage across the resort that will broadcast a variety of info such as weather, news, activities.
- Plans to have a Resort App where guests can find all the information regarding the Resort and ability to make reservations and other bookings.

## Employment

- Continue to uphold the strategies and initiatives that are currently in place as well as consider bringing in accessibility experts or utilizing external resources to enhance the quality of training. This can include disability consultants or organizations specializing in accessibility training.
- Ensure that the physical workplace is accessible. This may involve making modifications to the physical environment to accommodate individuals with disabilities.
- Stay informed about changes to AODA requirements and update policies and practices accordingly.

## Self-Serve Kiosks

- We plan to source out self-serve kiosks that can be implemented in our food and beverage operations.

## Training

- Continue to uphold the strategies and initiatives that are currently in place as well as consider bringing in accessibility experts or utilizing external resources to enhance the quality of training. This can include disability consultants or organizations specializing in accessibility training.

## Design of Public Spaces

- There is a plan to build a new chalet building in the next 5 years, which will address the most significant accessibility challenge of our facilities.
- New accommodation options will be added to the resort in the next 2 years with the construction of a new condo which will create more accessible rooms options.





## Transportation

- Horseshoe Resort currently offers limited shuttle services throughout the Resort and within local proximity as requested but is not advertised on a year round basis.
- Familiarize Horseshoe Resort with the AODA Transportation Standards, which outline specific requirements for accessible transportation services.
- Ensure that your fleet includes accessible vehicles equipped to accommodate individuals with various types of disabilities. This may include features such as ramps, lifts, security systems, and other accessible design elements.

It is important for Horseshoe Resort to regularly review and update our practices to ensure ongoing compliance with AODA requirements. We will continue to be diligent with understanding what is required, responding to our customer feedback, and adapting to the diverse needs of our employees and customers.

