



Social Media Key Messages and Content

Thank you for supporting Guide Dogs WA with our Access Rights campaign, Guide & Assistance Dogs Are Always Welcome. Please share the message with your community, and together we can make sure that no Guide or Assistance Dog handler is refused access to a public venue, transport or rideshare.

Key Messages:

- Guide & Assistance Dogs Are Always Welcome
- You identify Guide & Assistance Dogs by their harness
- By law, Guide & Assistance Dogs, including dogs in training, can go anywhere their handler goes
- It is an offence to refuse entry to a person accompanied by a Guide or Assistance Dog, the only exceptions are operating theatres and some areas of zoos
- Being refused entry can leave a handler feeling confused, humiliated and vulnerable, with handlers avoiding the embarrassment of refusal by staying home
- Guide & Assistance Dogs will usually wear the harness of their training provider, and Handlers with privately trained dogs must provide a government issued Public Access Identification Card on request
- Never feed, pat, call out to, or distract a working Guide or Assistance Dog
- Always talk to the Handler, not to their Guide or Assistance Dog

Suggested copy:

Post: Can I pat them?

Copy: While Guide & Assistance Dogs are absolutely adorable, it is essential that you never pat a working dog in harness.

Distractions like feeding, making noises and calling out, patting or having your own dog come to play, can interrupt the dog's concentration. Handler's rely on their dog to help navigate the world confidently and recognise danger. Distractions to a working dog can severely impact their Handler's safety.

Finally, always talk to the Handler, not their Guide or Assistance Dog. Handlers are lovely humans, you're most welcome to say hi.

#GuideAndAssistanceDogsAreAlwaysWelcome



Post: Can you spot the difference?

Copy: Guide & Assistance Dogs typically wear the branded harness or coat of their registered training provider.

Guide Dogs WA use a variety of coats to identify different stages of training and career paths. These clever pups go through years of training before being matched with their perfect Handler.

All of our dogs will wear a Guide Dogs WA medallion.

How to spot the difference:

- Puppies wear an orange “Puppy in Training” coat
- Autism Assistance Dogs wear an orange jacket with black text
- Facility Dogs wear a black jacket with white text on it
- Dogs in formal training with a Guide Dog Mobility Instructor wear a brown harness
- Fully trained, working Guide Dogs wear a white harness.

Handlers with privately trained Guide & Assistance Dogs will be able to produce their dog's government issued Public Access Identification Card at all times.

#GuideAndAssistanceDogsAreAlwaysWelcome

Post: Guide & Assistance Dogs Are Always Welcome

Copy: They're welcome at the hairdresser, but won't get a haircut.

They're welcome at restaurants, but no need for cutlery.

They're welcome on the train, but are right where they need to be.

And that's with their handler... because Guide and Assistance Dogs Are Always Welcome.

Being refused entry can leave a handler feeling rejected, confused, humiliated and vulnerable. By law, it is an offence to refuse entry to a person accompanied by a Guide or Assistance Dog.

Let's work together to make sure that no Guide or Assistance Dog Handler is refused entry in Western Australia again.

#GuideAndAssistanceDogsAreAlwaysWelcome

Guide Dogs WA



Campaign Hashtags:

@GuideDogsWA

#GuideDogsWA #GuideDogsAreAlwaysWelcome #GDAAW #GAADAAW
#AssistanceDogsAreAlwaysWelcome
#GuideAndAssistanceDogsAreAlwaysWelcome
#Guide&AssistanceDogsAreWelcomeHere #GuideDogsAreWelcomeHere
#AssistanceDogsAreWelcomeHere

Thank you