



briometrix

Case Study



Mobility Map attracts Tourists on Wheels

About City of Greater Shepparton

With a population of 66,000 and an estimated 17.7% residents living with a disability in Shepparton, Council's Inclusion Services team leader Jason Watts said, *"good access makes great business sense."*

The Council's vision is for all residents and visitors to have full and equal access to Greater Shepparton's vibrant lifestyle.



Online Mobility Map



"1 in 5 Australians have a disability. Using the principle of universal accessibility, city planners aim to create a city that can make the most of its citizens, even if their individual circumstances change. This principle mandates providing access for the elderly and other groups, such as parents with prams, that need greater support when navigating cities and towns."

Natalie Verdon, Founder, Briometrix

City's Brief for Briometrix

City of Greater Shepparton asked Briometrix help move away from dated paper-based Access Maps which only showed locations of accessible facilities, to an interactive, high-tech solution that represented good value for money and offered wheelchair users a genuine opportunity to plan their activities before embarking for on any journey. The City's maps were to be relevant for Accessible Tourism, which has been shown to drive significant extra revenue and employment opportunities for regional towns and cities in Australia.

Ideally, the local wheelchair community were to be involved throughout the project.



“ Greater Shepparton is fast becoming an events-based tourist town. Attracting more events means more tourism. So, it’s on our radar to grow our accessible events capabilities to cater to this growing need and potential.

Briometrix map makes life so much easier because the data helps people make decisions. It takes the guess work out of planning a holiday and deciding whether a family can travel to an event.

That planning can be applied to people with disabilities, the accessible tourism industry, and initiatives by small business to attract more tourist dollars – as well as families with prams or anyone from 8 to 80 years old attending events in Shepparton.

The Briometrix footpath data and feedback from the wheelchair Pilots, helps to simplify Council’s capital works – which benefits our community.

We can pre-plan, and so too can tourists and people visiting our town.

Jason Watts, Team Leader Assessment & Inclusion Services

Solution

Within a few weeks, Briometrix produced four interactive Mobility Maps to help the people of Shepparton, Mooroopna, Tatura and Murchison and those visiting for work or leisure, to navigate the towns and the Goulburn River shared paths. Low maintenance and simple to update, the maps integrate seamlessly with the City’s GIS and asset management systems.

Shepparton’s Mobility Maps show:

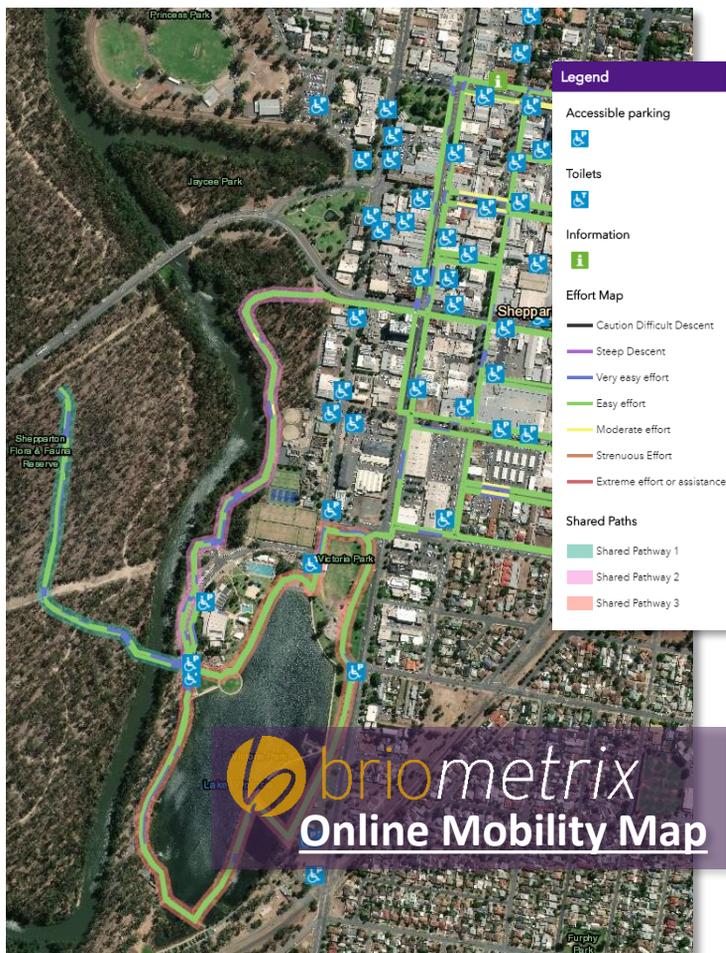
- The **effort required by a wheelchair user** (and anybody with limited mobility);
- The **location of accessible toilets, parking, transport connections** and related services
- **Based on an individual’s personal needs, alternative paths** from one location to another
- **Physical features of the streetscape** in town, and **landscape along the River pathways**.

Maps are easy to update and a maintenance program is available.

Results

The project was completed in August 2018. Since then, the Mobility Map was accessed over 100 times per day. Council identified the following key outcomes:

- **Council will add new features and map additional streets and paths to boost Accessible Tourism,**
- **Identified Hazards** - Survey assessment highlighted areas that need remediation to reduce risk of litigation.
- **Involving experienced wheelchair Pilots highlighted pathway issues** that would otherwise have gone unnoticed
- **Great Visitor feedback** “Knowing that there were accessible change rooms meant we could visit and enjoy the city”.



Our Mission

Briometrix applies technology to improve the lives of people who use wheelchairs every day.

We focus on Mobility to support an individual’s Fitness and Rehabilitation, creating more life choices for each member of the wheelchair community.