



# MapAble Accessibility Guides

Capital Cities + Regional Town Rollout Framework

**Find accessible places confidently.**

A branded content system for local accessibility guides, community mapping days, venue verification and accessible travel planning across Australia.

## **Publication status**

Draft content production pack. Local access information changes often. Each city and town guide should show a last-checked date, source list and MapAble verification confidence level before publication.

Prepared for MapAble | July 2026

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## How to read this pack

The city and town guide text is publication-ready as a starter draft, but local entries should be verified through official sources, council data, venue calls and MapAble community mapping before being marked as verified.

# 1. Purpose and MapAble guide promise

MapAble’s guide system turns accessibility information into practical confidence: where to go, how to get there, what to check before leaving, and how the community can improve the map for the next person. This aligns with MapAble’s positioning as a free, community-powered accessibility resource for people with disability, families, carers, providers and support coordinators. [S1]

The guides are designed for four publication formats:

- Search-optimised web pages for each city or town.
- Downloadable local handouts for expos, councils, support coordinators and providers.
- In-app MapAble guide cards linked to mapped venues, toilets, transport and alerts.
- Community mapping day worksheets for volunteers, local advocates and businesses.

| Audience                        | What they need from the guide                                               | MapAble response                                                                              |
|---------------------------------|-----------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| People with disability          | Reliable detail, not vague claims.                                          | Give entrances, toilets, path notes, transport options, companion and sensory details.        |
| Families and carers             | A practical way to plan outings and reduce uncertainty.                     | Include routes, back-up options, contact scripts and “before you go” checks.                  |
| Support coordinators            | A planning tool for social, community, health and employment participation. | Offer local links, itinerary ideas and confidence ratings.                                    |
| Venues and providers            | A clear improvement path and positive exposure.                             | Use MapAble criteria, photo/measurement guidance and Bronze/Silver/Gold badges once verified. |
| Councils and transport partners | Aggregated access gaps and community feedback.                              | Use mapping day outputs, issue categories and quarterly data reports.                         |

## MapAble guide promise

Trust the map. Plan the route. Verify the details. Share what you found.

## 2. Brand, editorial and accessibility principles

MapAble guides should feel practical, warm and precise. The tone should avoid both gloomy deficit language and breezy tourism claims that ignore barriers. The voice is: “Here is what we know, here is what to check, and here is how to make the next visit easier.”

| Principle             | Editorial rule                                                                | Example                                                                                   |
|-----------------------|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| Plain language        | Write for quick planning, not policy theatre.                                 | Use “step-free entry via Smith Street” instead of “DDA-compliant ingress”.                |
| No overclaiming       | Do not mark a place accessible unless the specific feature has been verified. | Say “reported accessible toilet, not yet MapAble verified”.                               |
| Multi-disability lens | Include mobility, sensory, cognitive, communication and companion access.     | Add quiet times, lighting, hearing loop, Auslan/contact options, and staff support notes. |
| Evidence before vibes | Use measurements, photos, source dates and user reports.                      | Door width, threshold, lift location, toilet layout and path gradient.                    |
| Community ownership   | Invite updates and mapping missions in every guide.                           | “Found a blocked accessible toilet? Report it in MapAble.”                                |

### MapAble verification language

Use a confidence label on every local page:

| Label                   | Meaning                                                                                    | Publish rule                                                              |
|-------------------------|--------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| Community reported      | A user or volunteer has submitted access information.                                      | May publish with “unverified” wording and a last-updated date.            |
| Official source checked | Information has been checked against council, transport, venue or government source pages. | Publish as source-checked, but still invite local confirmation.           |
| MapAble verified        | A MapAble assessor or trained mapping team has recorded features using MapAble criteria.   | Can display MapAble verified badge and detailed measurements.             |
| Venue confirmed         | The venue has confirmed details by email or phone.                                         | Publish with date and contact method, but avoid legal-compliance wording. |

#### Important disclaimer

MapAble Accessibility Guides provide practical accessibility information. They do not certify legal compliance with the Disability Discrimination Act 1992 or the Disability (Access to Premises - Buildings) Standards 2010. MapAble Accreditation is a voluntary verification program based on MapAble criteria and universal design principles. [S2]

### 3. Reusable guide template for every city and town

Use this template for every local page. It is designed to be friendly for readers, consistent for SEO, and easy for MapAble contributors to maintain.

| Guide block                     | Content                                                                  | What MapAble should include                                         |
|---------------------------------|--------------------------------------------------------------------------|---------------------------------------------------------------------|
| Hero                            | Accessible [City/Town]: MapAble Guide                                    | One paragraph that says who the guide helps and what it covers.     |
| Quick scorecard                 | Transport, toilets, parking, sensory, family access, companion support   | Use “Strong / Mixed / Needs local verification”, not a star rating. |
| Getting there and around        | Public transport, accessible taxis, community transport, station/stops   | Use official source links and MapAble route notes.                  |
| Toilets and Changing Places     | National Public Toilet Map, Changing Places, venue toilets               | Show facilities, MLAK notes where relevant, last checked date.      |
| Parking and drop-off            | Accessible parking, kerb ramps, event drop-off, hospital/civic access    | Map exact bays and routes to entrances where possible.              |
| Best starter routes             | Low-stress accessible routes for a first visit                           | Prioritise step-free, toilet-rich, shaded and well-serviced areas.  |
| Places to verify                | Venues, beaches, parks, museums, shopping, hospitals, stations           | Invite community reports and venue confirmation.                    |
| Sensory and communication notes | Quiet times, lighting, noise, hearing loops, Auslan, plain-language info | Mark “needs verification” if not known.                             |
| Before you go checklist         | Call script, weather, lift status, toilet check, companion-card needs    | Printable and in-app friendly.                                      |
| Update log                      | Last updated, source checked, community reports, pending fixes           | Build trust by showing uncertainty clearly.                         |

#### Suggested page metadata

| Field                    | Template                                                                                                                                                       |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SEO title                | Accessible [City/Town] Guide   Wheelchair, Transport, Toilets and Local Access   MapAble                                                                       |
| Meta description         | Plan accessible outings in [City/Town] with MapAble. Find transport tips, toilets, parking, venue access checks, sensory notes and community-verified updates. |
| URL slug                 | /guides/[state]/[city-town]-accessibility-guide                                                                                                                |
| Primary call to action   | Add an accessibility update to MapAble                                                                                                                         |
| Secondary call to action | Nominate a venue for MapAble verification                                                                                                                      |

## 4. National accessibility resources to include in every guide

Every MapAble local guide should include a “Plan before you leave” box using national resources that remain relevant across states and territories.

| Resource                   | What it offers                                                                                                                                                                                                          | How MapAble should use it                                                               |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| Accessible tourism context | Travellers with accessible needs made 70.5 million trips in Australia in 2024, representing 22% of trips, and spent \$29.2 billion, representing 17% of total spend. [S5]                                               | Use in partner decks and council outreach, not on every consumer page unless useful.    |
| National Public Toilet Map | Use the map to find public toilets and filter by accessibility, opening hours and facilities. Disability Gateway describes the map as covering more than 19,000 publicly available toilets. [S6] [S7]                   | Link from every guide and map nearby toilets inside MapAble.                            |
| Changing Places            | Changing Places are designed for people with high support needs who cannot use standard accessible toilets. Accessible Australia funds fixed and portable facilities and inclusive beaches, parks and play spaces. [S9] | Mark nearby Changing Places prominently, especially for family, beach and event guides. |
| Companion Card             | The Companion Card supports people who require attendant care to bring a support person to events and activities without paying for a second ticket. [S8]                                                               | Include venue/event reminder: ask whether Companion Card is accepted.                   |
| Official transport pages   | Each guide should link to the official transport authority, journey planner, alerts and accessibility pages for its state or territory.                                                                                 | Never rely only on static content for trip planning.                                    |

### Standard “before you go” message

Accessibility can change because of lift outages, construction, events, weather, staffing and temporary toilet closures. Check official alerts, call the venue if the detail matters, and add an update to MapAble after your visit.

## 5. Capital city starter guides

These starter guides are written as launch-ready drafts. They deliberately separate official-source facts from MapAble mapping tasks. That keeps the guides trustworthy while the local data grows.

### Canberra accessibility guide

**Guide angle:** A compact capital where accessible outings often depend on linking bus, light rail, museums, civic precincts and lakeside paths into one predictable day.

**Official transport starting point:** Transport Canberra reports that all buses are wheelchair accessible and lists support programs including Flexible Bus, special needs transport and vision-impaired travel information. [S13]

**Suggested URL:** /guides/act/canberra-accessibility-guide

**Draft intro:** Canberra is ideal for a MapAble guide that links cultural venues, government precincts, lakeside paths and public transport into calm, predictable outings.

| Promote                                                                    | Verify before travel                                                | Mapping missions                                            |
|----------------------------------------------------------------------------|---------------------------------------------------------------------|-------------------------------------------------------------|
| Shorter city distances can make half-day accessible itineraries realistic. | Exact ramped entrances and drop-off points at national attractions. | Map the National Triangle accessible entrances and toilets. |
| National cultural institutions create strong destination anchors.          | Accessible parking distance to entrances during events.             | Verify light rail to museum and civic precinct routes.      |
| Good candidate for quiet-route, museum, lake and civic precinct mapping.   | Shade, seating and path gradients around Lake Burley Griffin.       | Create a sensory-friendly Canberra half-day itinerary.      |
|                                                                            | Opening hours and access arrangements for public toilets.           |                                                             |

### Sydney accessibility guide

**Guide angle:** Australia’s largest visitor city needs a guide that separates broad accessibility claims from the real details: lifts, gradients, wharves, station exits, toilets, crowds and event-day detours.

**Official transport starting point:** Transport for NSW provides accessible trip planning, mode-specific accessibility information and station, stop and wharf facility lookups. The Trip Planner can show accessible services and related travel alerts. [S10]

**Suggested URL:** /guides/nsw/sydney-accessibility-guide

**Draft intro:** Sydney’s beauty is in the detail. The MapAble guide should help people plan beyond “is it accessible?” and answer “which entrance, which lift, which toilet, and what happens if the route changes?”

| Promote                                                                    | Verify before travel                                                       | Mapping missions                                                   |
|----------------------------------------------------------------------------|----------------------------------------------------------------------------|--------------------------------------------------------------------|
| Strong multimodal network: metro, train, light rail, ferry and bus.        | Lift status and step-free exits before travelling.                         | Audit Circular Quay to Opera House and Royal Botanic Garden paths. |
| High visitor demand and many iconic places requiring precise access notes. | Wharf gangway gradients and tide-related boarding concerns where relevant. | Map step-free routes around Central, Town Hall and Barangaroo.     |

| Promote                                                   | Verify before travel                                                       | Mapping missions                                                                      |
|-----------------------------------------------------------|----------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Excellent first city for the MapAble capital-city series. | Crowding, kerbs and construction detours around CBD and harbour precincts. | Create a beach-access mini-guide covering mats, beach wheelchairs and nearby toilets. |
|                                                           | Accessible toilet reliability at parks, beaches and events.                |                                                                                       |

## Melbourne accessibility guide

**Guide angle:** Melbourne needs an access guide that explains the practical difference between trains, buses, trams, level-access stops, laneways, event crowds and CBD mobility maps.

**Official transport starting point:** Transport Victoria provides accessible travel resources for public transport, including trains, trams and buses. [S11]

**Suggested URL:** /guides/vic/melbourne-accessibility-guide

**Draft intro:** Melbourne's MapAble guide should work like a local friend with a clipboard: charming, precise and allergic to vague accessibility claims.

| Promote                                                                                    | Verify before travel                                                               | Mapping missions                                                    |
|--------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|---------------------------------------------------------------------|
| Dense central city with many culture, food and event precincts.                            | Whether a tram stop is level-access and whether the planned vehicle is accessible. | Build a CBD mobility loop from Southern Cross to Federation Square. |
| Strong fit for sensory-aware guides: galleries, theatres, laneways and quiet alternatives. | Lift and platform access at major stations.                                        | Verify accessible laneway dining routes.                            |
| Regional train links make it a hub for Victorian town guides.                              | Laneway surfaces, narrow paths, outdoor dining obstructions and gradients.         | Map quiet exits and low-crowd alternatives around major venues.     |
|                                                                                            | Event-day access at sports and arts venues.                                        |                                                                     |

## Brisbane accessibility guide

**Guide angle:** A river city guide should connect trains, buses, CityCat-style river travel, bridges, South Bank, hospitals and event venues with heat-aware access planning.

**Official transport starting point:** Translink states that everyone has the right to use public transport and publishes accessibility information and accessible service guidance for Queensland services. [S12]

**Suggested URL:** /guides/qlld/brisbane-accessibility-guide

**Draft intro:** Brisbane's guide should help users plan with confidence in a warm climate: step-free routes, shade, toilets, river crossings, reliable connections and back-up options.

| Promote                                                                                              | Verify before travel                      | Mapping missions                          |
|------------------------------------------------------------------------------------------------------|-------------------------------------------|-------------------------------------------|
| Strong precinct-based guide opportunities: South Bank, CBD, Roma Street, hospitals and major venues. | Shade and rest points on riverside paths. | Create a South Bank accessible day route. |



| Promote                                                                                                    | Verify before travel                                                     | Mapping missions                                             |
|------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|--------------------------------------------------------------|
| Good pilot city for driver/staff notification concepts inspired by communication gaps in public transport. | Lift access and platform connections at major stations.                  | Map Roma Street and CBD interchange access details.          |
| Regional gateway to Gold Coast, Sunshine Coast and Toowoomba guides.                                       | Accessible ferry boarding and pontoon gradients.                         | Verify riverfront access with heat, shade and seating notes. |
|                                                                                                            | Accessible toilets and Changing Places near South Bank and event venues. |                                                              |

## Adelaide accessibility guide

**Guide angle:** Adelaide's grid, parklands and festival calendar make it a strong guide for cultural access, quiet routes, tram/train/bus links and regional visitor planning.

**Official transport starting point:** Adelaide Metro provides access and disability information for public transport users, including concessions and support information. [S14]

**Suggested URL:** /guides/sa/adelaide-accessibility-guide

**Draft intro:** Adelaide's MapAble guide should make festivals, parklands and city culture easier to enjoy without guesswork.

| Promote                                                                              | Verify before travel                                                   | Mapping missions                                         |
|--------------------------------------------------------------------------------------|------------------------------------------------------------------------|----------------------------------------------------------|
| Readable city centre and parklands useful for accessible walking and rolling guides. | Accessible festival toilets, drop-off and companion-card arrangements. | Map an Adelaide Festival access route.                   |
| Festivals create strong need for temporary-access and event-navigation notes.        | Parkland path quality, gradients and lighting.                         | Verify Rundle Mall and North Terrace accessible entries. |
| Gateway for Barossa, Fleurieu, Murray Bridge and Mount Gambier content.              | Tram stop access and train station lift/ramp details.                  | Create a quiet Adelaide city rest-stop list.             |
|                                                                                      | Venue seating, counters and sensory conditions.                        |                                                          |

## Perth accessibility guide

**Guide angle:** Perth requires a guide that links long-distance city travel, rail stations, riverfront areas, beaches, hospitals and accessible parking into realistic itineraries.

**Official transport starting point:** Transperth states that accessibility is a priority and that it aims to meet the needs of people with disability, seniors, parents with prams and young children. [S15]

**Suggested URL:** /guides/wa/perth-accessibility-guide

**Draft intro:** Perth's guide should do the hard spatial work: distances, shade, parking, station access, toilets and beach infrastructure, all in one practical map-story.

| Promote                                                                                            | Verify before travel                                                           | Mapping missions                                          |
|----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|-----------------------------------------------------------|
| High-value guide for beaches, riverfront, stadium/event travel and long-distance cross-city trips. | Which bus stops are fully accessible and which need priority upgrade requests. | Create a Perth CBD to Elizabeth Quay access loop.         |
| Strong case for station-level access notes and parking/drop-off verification.                      | Station lifts, platform access, accessible parking and toilets.                | Verify Optus Stadium and event-day transport access.      |
| Launchpad for regional WA towns where access information is thinner.                               | Beach access mats, beach wheelchairs and nearby Changing Places.               | Map accessible beach infrastructure across metro beaches. |
|                                                                                                    | Heat, distance and shade between stops and venues.                             |                                                           |

## Hobart accessibility guide

**Guide angle:** Hobart's hills, heritage buildings, waterfront and compact visitor core make it a guide where gradients and entrance details matter as much as destination lists.

**Official transport starting point:** Metro Tasmania says most Metro services are low-floor, wheelchair-accessible buses, and that wheelchairs and mobility scooters are welcomed where they can be safely accommodated. [S16]

**Suggested URL:** /guides/tas/hobart-accessibility-guide

**Draft intro:** Hobart's guide should be honest about hills and heritage, while celebrating the accessible routes that make the waterfront and city core easier to enjoy.

| Promote                                                                  | Verify before travel                                                  | Mapping missions                                         |
|--------------------------------------------------------------------------|-----------------------------------------------------------------------|----------------------------------------------------------|
| Compact city centre with high visitor appeal.                            | Street gradients and crossfall between waterfront, CBD and Salamanca. | Map Hobart waterfront to Salamanca step-free options.    |
| Excellent example for gradient-aware and heritage-building access notes. | Heritage building entrance alternatives.                              | Create a hills and gradients warning layer for the CBD.  |
| Regional connection to Launceston, Devonport and Burnie guides.          | Accessible taxis and bus timetable wheelchair symbols.                | Verify museum, market and ferry-adjacent access details. |
|                                                                          | Public toilets, seating and weather shelter.                          |                                                          |

## Darwin accessibility guide

**Guide angle:** Darwin needs a heat-aware, wet-season-aware guide that connects buses, accessible taxis, waterfront spaces, cultural venues, parks and regional gateways.

**Official transport starting point:** NT Government route pages provide Darwin and Palmerston timetable and map information and advise travellers to check bus alerts and route changes; CDC Northern Territory also publishes accessibility information for bus services around Darwin. [S17] [S18]

**Suggested URL:** /guides/nt/darwin-accessibility-guide

**Draft intro:** Darwin's guide should be practical and weather-wise: shade, rest, toilets, transport back-ups and clear route details for locals and visitors.

| Promote                                                                                    | Verify before travel                                     | Mapping missions                                                          |
|--------------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------------------|
| Strong need for practical access notes due to heat, distance and seasonal conditions.      | Shade, drinking water and rest points on outdoor routes. | Create a Darwin Waterfront access and shade route.                        |
| Useful starting point for Palmerston, Katherine, Alice Springs and Top End tourism guides. | Bus stop shelter and kerb access.                        | Verify CBD to waterfront path surfaces and rest points.                   |
| Good fit for accessible taxi, shade and toilet planning.                                   | Accessible taxi availability and booking windows.        | Build a Top End visitor access checklist for heat, toilets and transport. |
|                                                                                            | Wet-season path conditions and event access changes.     |                                                                           |

## 6. Regional town rollout matrix

The regional rollout should start with towns where access information can produce immediate social value: health precincts, transport hubs, beaches, event venues, education campuses, tourism gateways and areas where mainstream data is thin.

| Rollout rule                                                                                                                                                                |                                                                                                                                                            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Do not wait until every venue is mapped. Launch each town with a useful starter guide, clear “needs verification” labels, official links and three public mapping missions. |                                                                                                                                                            |
| State/Territory                                                                                                                                                             | Initial town/city guide targets                                                                                                                            |
| ACT                                                                                                                                                                         | Canberra region: add Queanbeyan as a cross-border NSW guide                                                                                                |
| NSW                                                                                                                                                                         | Newcastle, Wollongong, Central Coast / Gosford, Coffs Harbour, Port Macquarie, Tamworth, Dubbo, Orange, Wagga Wagga, Albury, Bathurst, Lismore / Byron Bay |
| VIC                                                                                                                                                                         | Geelong, Ballarat, Bendigo, Shepparton, Mildura, Warrnambool, Traralgon / Latrobe Valley, Wangaratta, Wodonga                                              |
| QLD                                                                                                                                                                         | Gold Coast, Sunshine Coast, Cairns, Townsville, Toowoomba, Mackay, Rockhampton, Bundaberg, Hervey Bay, Mount Isa                                           |
| SA                                                                                                                                                                          | Mount Gambier, Whyalla, Port Lincoln, Murray Bridge, Victor Harbor, Port Augusta                                                                           |
| WA                                                                                                                                                                          | Bunbury, Busselton, Albany, Geraldton, Kalgoorlie, Broome, Karratha, Margaret River                                                                        |
| TAS                                                                                                                                                                         | Launceston, Devonport, Burnie, Queenstown / West Coast                                                                                                     |
| NT                                                                                                                                                                          | Alice Springs, Katherine, Palmerston, Tennant Creek                                                                                                        |

### Tier 1 and Tier 2 launch candidates

| State | Town / region           | Type          | Priority | Guide angle                                          | First mapping mission                                                      |
|-------|-------------------------|---------------|----------|------------------------------------------------------|----------------------------------------------------------------------------|
| NSW   | Newcastle               | Regional city | Tier 1   | Beach, light rail, hospitals and waterfront access   | Verify beach mats/wheelchairs, light rail stops, waterfront toilets        |
| NSW   | Wollongong              | Regional city | Tier 1   | Coastal paths, university, hospital and beach access | Map coastal path gradients, accessible beaches, station-to-hospital routes |
| NSW   | Central Coast / Gosford | Regional area | Tier 1   | Train-linked day trips, beaches and health precincts | Verify station access, accessible beaches, parking and toilets             |

| State | Town / region       | Type          | Priority | Guide angle                                           | First mapping mission                                                 |
|-------|---------------------|---------------|----------|-------------------------------------------------------|-----------------------------------------------------------------------|
| NSW   | Coffs Harbour       | Regional town | Tier 2   | Coastal tourism and regional services                 | Map beach access, marina routes, accessible accommodation cluster     |
| NSW   | Port Macquarie      | Regional town | Tier 2   | Accessible coastal tourism and health services        | Verify coastal walk alternatives, accessible toilets, hospital access |
| NSW   | Tamworth            | Regional town | Tier 2   | Events, country music venues and regional transport   | Audit event venues, accommodation, accessible parking                 |
| NSW   | Dubbo               | Regional city | Tier 2   | Zoo, health services and western NSW hub              | Verify zoo access, accessible taxis, hospital precinct                |
| NSW   | Wagga Wagga         | Regional city | Tier 2   | Riverina health, education and transport hub          | Verify station, hospital, civic precinct and river paths              |
| NSW   | Albury              | Regional city | Tier 2   | Cross-border access with Wodonga                      | Map rail/coach, river paths, hospital and civic routes                |
| NSW   | Lismore / Byron Bay | Regional area | Tier 2   | Flood-aware services and accessible tourism           | Map evacuation-aware facilities, beach access, transport gaps         |
| VIC   | Geelong             | Regional city | Tier 1   | Waterfront, hospitals and Bellarine gateway           | Verify waterfront paths, station access, beach infrastructure         |
| VIC   | Ballarat            | Regional city | Tier 1   | Heritage, events and regional rail access             | Map gradients, heritage entries, station-to-CBD routes                |
| VIC   | Bendigo             | Regional city | Tier 1   | Arts, hospital, heritage and tram tourism             | Verify gallery/heritage access, hospital routes, toilets              |
| VIC   | Shepparton          | Regional city | Tier 2   | Health, multicultural services and regional transport | Map hospital access, civic services, public toilets                   |
| VIC   | Mildura             | Regional city | Tier 2   | Murray River tourism and regional service hub         | Verify riverfront access, heat-aware routes, accessible taxis         |

| State | Town / region              | Type          | Priority | Guide angle                                          | First mapping mission                                               |
|-------|----------------------------|---------------|----------|------------------------------------------------------|---------------------------------------------------------------------|
| VIC   | Warrnambool                | Regional city | Tier 2   | Coastal tourism and regional health                  | Map beach lookouts, station access, hospital routes                 |
| VIC   | Traralgon / Latrobe Valley | Regional area | Tier 2   | Industry, services and Gippsland access              | Audit intertown transport, health precincts, civic centres          |
| VIC   | Wodonga                    | Regional city | Tier 2   | Cross-border access with Albury                      | Map regional transport, river/civic routes, hospital access         |
| QLD   | Gold Coast                 | Regional city | Tier 1   | Beaches, light rail, theme parks and events          | Verify beach mats, tram stops, accessible accommodation and toilets |
| QLD   | Sunshine Coast             | Regional area | Tier 1   | Beaches, hinterland and health services              | Map beach access, shade, toilets and transport gaps                 |
| QLD   | Cairns                     | Regional city | Tier 1   | Reef gateway, heat-aware tourism and hospital access | Verify marina access, tour operators, accessible taxis              |
| QLD   | Townsville                 | Regional city | Tier 1   | Strand, Magnetic Island gateway and regional health  | Map ferry access, waterfront paths, hospital and CBD                |
| QLD   | Toowoomba                  | Regional city | Tier 2   | Gardens, events, hills and health services           | Verify gradients, parks, event venues and toilets                   |
| QLD   | Mackay                     | Regional city | Tier 2   | Regional services, beaches and mining-region access  | Map bus links, beaches, hospital and civic spaces                   |
| QLD   | Rockhampton                | Regional city | Tier 2   | Beef capital, riverfront and health services         | Verify riverfront, showgrounds, hospital routes                     |
| QLD   | Bundaberg                  | Regional city | Tier 2   | Tourism, health and coastal access                   | Map accessible beaches, turtle tourism, hospital access             |
| QLD   | Hervey Bay                 | Regional city | Tier 2   | Whale watching, foreshore and Fraser Coast access    | Verify tour operators, foreshore paths, accessible toilets          |

| State | Town / region | Type          | Priority | Guide angle                                  | First mapping mission                                   |
|-------|---------------|---------------|----------|----------------------------------------------|---------------------------------------------------------|
| SA    | Mount Gambier | Regional city | Tier 2   | Limestone Coast tourism and health services  | Verify sinkhole/garden access, toilets, hospital routes |
| SA    | Victor Harbor | Regional town | Tier 2   | Coastal day trips and older-traveller access | Verify foreshore, causeway, toilets and parking         |
| WA    | Bunbury       | Regional city | Tier 1   | South West hub, beaches and health services  | Verify foreshore, station/bus, hospital, beach access   |
| WA    | Busselton     | Regional city | Tier 1   | Jetty tourism and beach access               | Map jetty access, beach equipment, accessible toilets   |
| WA    | Albany        | Regional city | Tier 2   | Heritage, coast and Great Southern services  | Verify lookouts, foreshore paths, hospital access       |

The full rollout matrix is supplied as a companion CSV file for CMS import, Airtable setup or project planning.

## 7. Venue accessibility checklist

This checklist condenses MapAble’s accreditation domains into a lightweight guide workflow. It should be used for community mapping, venue self-checks and content verification. It is not a legal compliance certificate. [S2]

| Domain                  | What to record                                                                                                                      |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| Path of travel          | Accessible parking, drop-off, route from boundary/parking to entrance, surface, width, gradients, obstructions, lighting.           |
| Entry and exit          | Which entrance is accessible, thresholds, doorway clear width, door weight, automatic doors, after-hours arrangements.              |
| Interior movement       | Corridor widths, turning spaces, floor surfaces, ramps, lifts, counter heights, table layouts.                                      |
| Amenities               | Accessible toilet location, door width, grab rails, circulation, ambulant toilets, adult change or Changing Places where available. |
| Information and sensory | Signage contrast, tactile/Braille signs, hearing loop, lighting, acoustics, quiet zone, online accessibility information.           |
| Staff and service       | Disability awareness, assistance animals, table service, alternate format menus/info, staff ability to describe options.            |
| Evidence                | Photos, measurements, date checked, source links, venue contact, user report status and confidence label.                           |

### Venue call script

1. Hello, I’m checking accessibility information for a MapAble local guide. Could you confirm the accessible entrance and whether it is the main public entrance?
2. Is there step-free access from parking, public transport or drop-off to the entrance?
3. Do you have an accessible toilet? Is it open to visitors/customers, and is it currently usable for its intended purpose?
4. Are there any access changes because of construction, events, staffing or lift outages?
5. Do you accept assistance animals and Companion Card where relevant?
6. Can you send photos or measurements of the entrance, toilet and accessible seating/counter areas?



## 8. Community mapping day playbook

Mapping days are the friendly engine of the guide system. They produce local data, local stories and local trust. MapAble’s marketing plan already identifies volunteer mapping campaigns and disability advocacy collaborations as core growth tactics. [S1]

| Stage   | Tasks                                                                                                                         | Outputs                                                                  |
|---------|-------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|
| Before  | Choose a compact precinct, invite local advocates, brief volunteers, prepare safety plan, print checklists, assign routes.    | Route map, volunteer roster, consent/photo rules, venue list.            |
| During  | Record entrances, toilets, parking, path surfaces, sensory notes, service interactions and photos. Use pairs or small groups. | Draft access records, issue list, photos, user stories, urgent barriers. |
| After   | Clean data, contact venues for confirmation, mark confidence levels, publish guide update, thank contributors.                | Updated guide, issue report for council/venue partners, social posts.    |
| Monthly | Review top reported barriers and stale records, run mini-audits, invite venues to improve and verify.                         | Update log, partner report, next mission list.                           |

### Safety and dignity rules

Do not photograph people without consent. Do not enter staff-only or unsafe areas. Do not shame venues publicly before giving them a chance to respond. Describe barriers clearly and respectfully. Prioritise the lived experience of disabled mappers.

### Mapping day starter precincts

| City type            | Best first precinct                                                | Why it works                                                        |
|----------------------|--------------------------------------------------------------------|---------------------------------------------------------------------|
| Capital city         | Central station/interchange to civic or waterfront precinct        | High use, many toilets, transport nodes, events and visitor venues. |
| Coastal town         | Accessible beach, foreshore, main street and public toilets        | High visitor value and easy community storytelling.                 |
| Inland regional city | Hospital, civic centre, library, main street and transport stop    | Useful for locals and support coordinators.                         |
| Tourism town         | Main attraction, visitor centre, toilets and accommodation cluster | High impact for visitors with access needs and companions.          |

## 9. Web publishing and SEO kit

The local guides should operate as a search engine, community and product flywheel: useful free content attracts users, users improve the map, improved data supports MapAble Care, Transport, Jobs, Marketplace and future service lines. [S4]

| Asset            | Template                                                             | Notes                                                   |
|------------------|----------------------------------------------------------------------|---------------------------------------------------------|
| Guide page title | Accessible [City/Town] Guide                                         | Use one page per city/town to build search authority.   |
| URL              | /guides/[state]/[city-town]-accessibility-guide                      | Keep slugs stable even after updates.                   |
| H2 sections      | Transport, toilets, parking, places, sensory notes, mapping missions | Consistent structure helps users and search engines.    |
| Schema idea      | Article + FAQ + Place links                                          | Use structured data only where content is maintained.   |
| Map widget       | MapAble filtered layer                                               | Show verified and community-reported places separately. |
| Lead magnet      | Accessible outing checklist PDF                                      | Matches existing marketing plan. [S1]                   |
| CTA 1            | Add an accessibility update                                          | Builds data density.                                    |
| CTA 2            | Nominate a venue for verification                                    | Feeds accreditation and B2B pipeline.                   |

### Reusable social posts

- Sydney: Know the lift, the loo and the least stressful route before you go. Help us improve the MapAble Sydney Accessibility Guide.
- Calling local legends in [Town]: nominate accessible cafes, parks, toilets and venues for the new MapAble guide.
- Found a great access feature or a sneaky barrier? Add it to MapAble so the next person can plan with confidence.
- Venues: accessibility information is customer service. Nominate your venue for MapAble verification.

# 10. Governance, safety and update model

Trust is the product. Every guide needs visible update rules, confidence labels, a source hierarchy and a process for correcting errors quickly.

| Item                         | Rule                                                                                                                                      |
|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| Source hierarchy             | 1. MapAble verified field record. 2. Official transport/council/venue source. 3. Venue confirmation. 4. Community report.                 |
| Update cadence               | Capital guides: review monthly. Tier 1 regional guides: review quarterly. Tier 2/3 guides: review every 6 months or after a major report. |
| Incident and outage handling | Mark temporary issues clearly, include date/time, and remove stale alerts after checking.                                                 |
| Venue disputes               | Allow venues to submit corrections with evidence; keep user safety and lived experience central.                                          |
| Privacy                      | Do not publish personal health, disability, travel pattern or complaint details without explicit consent.                                 |
| NDIS and pricing integrity   | Do not promote unfair pricing or unsupported claims. Clear, accurate information helps users exercise choice and control.                 |
| Data product readiness       | Keep structured fields so guide data can become council reports, dashboards and MapAble app layers.                                       |

## Suggested confidence tags

Verified by MapAble | Source-checked | Venue-confirmed | Community-reported | Needs update | Temporarily changed | Not yet assessed

## Appendix A. Source list

Source notes are included so content producers can keep public claims grounded and update them before publication. Internal MapAble sources are listed first, followed by current official/public sources used for the national and capital-city guide framework.

- S1. MapAble Marketing Plan:** Internal MapAble document. Positioning: free, community-powered accessibility resource; local guides, mapping days, accessible content.
- S2. MapAble Accreditation Assessment & Evaluation Criteria:** Internal MapAble document. Draft Bronze/Silver/Gold criteria based on universal design principles and AS 1428 series; not a legal compliance certificate.
- S3. MapAble Master Business Plan:** Internal MapAble document. MapAble ecosystem, Core, Transport and rollout strategy.
- S4. MapAble Competitive Analysis & Marketing Strategy:** Internal MapAble document. Recommends prioritising core mapping, Care and Transport, with hyper-local verified data.
- S5. Tourism Research Australia, Accessible Tourism in Australia 2024:**  
<https://www.tra.gov.au/en/research-reports/accessible-tourism-in-australia>
- S6. National Public Toilet Map:** <https://toiletmap.gov.au/>
- S7. Disability Gateway, National Public Toilet Map summary:** <https://www.disabilitygateway.gov.au/node/5041>
- S8. Australian Government Department of Health, Disability and Ageing, Companion Card:** <https://www.health.gov.au/our-work/companion-card>
- S9. Australian Government Department of Health, Disability and Ageing, Accessible Australia:**  
<https://www.health.gov.au/our-work/accessible-australia>
- S10. Transport for NSW, Accessible travel:** <https://transportnsw.info/travel-info/using-public-transport/accessible-travel>
- S11. Public Transport Victoria, Accessible travel:** <https://transport.vic.gov.au/plan-a-journey/accessible-travel>
- S12. Translink Queensland, Accessibility:** <https://translink.com.au/travel-with-us/accessibility>
- S13. Transport Canberra, Accessible travel:** <https://www.transport.act.gov.au/travel-options/bus/accessible-travel>
- S14. Adelaide Metro, Access and disability:** <https://www.adelaidemetro.com.au/how-to-use-public-transport/access-and-disability>
- S15. Transperth, Accessibility:** <https://www.transperth.wa.gov.au/about/accessibility>
- S16. Metro Tasmania, Accessibility Assistance:** <https://www.metrotas.com.au/travel-tips/disability-access/>
- S17. NT Government, Darwin and Palmerston public bus timetables and maps:** <https://nt.gov.au/driving/public-transport-cycling/public-buses/darwin-and-palmerston-timetables-and-maps>
- S18. CDC Northern Territory, Accessibility:** <https://cdcnorthernterritory.com.au/travel-info/accessibility/>

## Appendix B. Full capital guide CMS import table

| State | City     | Type    | Suggested URL                            | Priority       | Positioning summary                                                                                                                                       | Mapping missions                                                                                                                                                            |
|-------|----------|---------|------------------------------------------|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ACT   | Canberra | Capital | /guides/act/canberra-accessibility-guide | Capital launch | A compact capital where accessible outings often depend on linking bus, light rail, museums, civic precincts and lakeside paths into one predictable day. | Map the National Triangle accessible entrances and toilets.; Verify light rail to museum and civic precinct routes.; Create a sensory-friendly Canberra half-day itinerary. |

| State | City      | Type    | Suggested URL                             | Priority       | Positioning summary                                                                                                                                                                              | Mapping missions                                                                                                                                                                                                          |
|-------|-----------|---------|-------------------------------------------|----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| NSW   | Sydney    | Capital | /guides/nsw/sydney-accessibility-guide    | Capital launch | Australia's largest visitor city needs a guide that separates broad accessibility claims from the real details: lifts, gradients, wharves, station exits, toilets, crowds and event-day detours. | Audit Circular Quay to Opera House and Royal Botanic Garden paths.; Map step-free routes around Central, Town Hall and Barangaroo.; Create a beach-access mini-guide covering mats, beach wheelchairs and nearby toilets. |
| VIC   | Melbourne | Capital | /guides/vic/melbourne-accessibility-guide | Capital launch | Melbourne needs an access guide that explains the practical difference between trains, buses, trams, level-access stops, laneways, event crowds and CBD mobility maps.                           | Build a CBD mobility loop from Southern Cross to Federation Square.; Verify accessible laneway dining routes.; Map quiet exits and low-crowd alternatives around major venues.                                            |
| QLD   | Brisbane  | Capital | /guides/qld/brisbane-accessibility-guide  | Capital launch | A river city guide should connect trains, buses, CityCat-style river travel, bridges, South Bank, hospitals and event venues with heat-aware access planning.                                    | Create a South Bank accessible day route.; Map Roma Street and CBD interchange access details.; Verify riverfront access with heat, shade and seating notes.                                                              |

| State | City     | Type    | Suggested URL                           | Priority       | Positioning summary                                                                                                                                                 | Mapping missions                                                                                                                                                                       |
|-------|----------|---------|-----------------------------------------|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SA    | Adelaide | Capital | /guides/sa/adelaide-accessibility-guide | Capital launch | Adelaide's grid, parklands and festival calendar make it a strong guide for cultural access, quiet routes, tram/train/bus links and regional visitor planning.      | Map an Adelaide Festival access route.; Verify Rundle Mall and North Terrace accessible entries.; Create a quiet Adelaide city rest-stop list.                                         |
| WA    | Perth    | Capital | /guides/wa/perth-accessibility-guide    | Capital launch | Perth requires a guide that links long-distance city travel, rail stations, riverfront areas, beaches, hospitals and accessible parking into realistic itineraries. | Create a Perth CBD to Elizabeth Quay access loop.; Verify Optus Stadium and event-day transport access.; Map accessible beach infrastructure across metro beaches.                     |
| TAS   | Hobart   | Capital | /guides/tas/hobart-accessibility-guide  | Capital launch | Hobart's hills, heritage buildings, waterfront and compact visitor core make it a guide where gradients and entrance details matter as much as destination lists.   | Map Hobart waterfront to Salamanca step-free options.; Create a hills and gradients warning layer for the CBD.; Verify museum, market and ferry-adjacent access details.               |
| NT    | Darwin   | Capital | /guides/nt/darwin-accessibility-guide   | Capital launch | Darwin needs a heat-aware, wet-season-aware guide that connects buses, accessible taxis, waterfront spaces, cultural venues, parks and regional gateways.           | Create a Darwin Waterfront access and shade route.; Verify CBD to waterfront path surfaces and rest points.; Build a Top End visitor access checklist for heat, toilets and transport. |

For the full regional rollout matrix, use the companion CSV file included with this guide pack.