



# Accessibility Action Plan 2025 - 2026

**K/NET/C**  
moving people

**Revision 1**

Effective Date: 03/11/2025

DOC-00902

▲ Cover Image description: A female passenger in a motorised wheelchair boarding the bus. She is wearing a colourful scarf and sunglasses. Behind her is a male Kinetic Customer Service officer. He is wearing a hi-vis protective vest with the Kinetic logo on it.

▼ Image description: A female passenger standing inside the bus. She holds a grey and silver walking stick, and wears a green patterned dress and glasses. She is smiling at a male Kinetic bus driver.



### ACKNOWLEDGEMENT OF COUNTRY

Kinetic acknowledges Aboriginal and Torres Strait Islander Peoples as the Traditional Owners of the lands on which we work, live and move people every day. We pay our respects to Elders past and present.

# Contents

<b>CEOs' Introduction</b> .....	<b>4</b>
<b>FOCUS AREA ONE</b> .....	<b>6</b>
<b>Customer First</b> .....	<b>6</b>
<b>FOCUS AREA TWO</b> .....	<b>6</b>
<b>Community Engagement</b> .....	<b>6</b>
<b>FOCUS AREA THREE</b> .....	<b>7</b>
<b>Accessible Services</b> .....	<b>7</b>
<b>FOCUS AREA FOUR</b> .....	<b>7</b>
<b>Accessible and Inclusive Workplace</b> .....	<b>7</b>

# CEOs' Introduction

Ensuring equal access to our services is not just a matter of convenience; it's a fundamental aspect of social equity and a testament to our commitment to inclusivity.

Our aim is to deliver an exceptional bus network that not only meets accessibility standards but goes above and beyond, creating an environment where our passengers feel confident, respected, and empowered when travelling.

Our commitment is to deliver a bus service that is welcoming and inclusive, one that delivers a consistent experience and high-quality service that meets the needs of all our customers.

The plan focuses on four key areas:

Improving the customer experience through enhanced communication

Strengthening our ties with community stakeholders to encourage more people to feel safe and confident to travel

Building the capability of our people to deliver an accessible and inclusive service

Ensuring we understand the world from those with lived experience and encourage change in the workplace that puts people



**Michael Sowards**  
CEO  
Kinetic

▲ Image descriptions: Profile photos of Kinetic CEO, Michael Sowards



Image description: A male Kinetic bus driver seated at the steering wheel speaking to a female passenger as she boards the bus. She is wearing a purple jumper and glasses.

## FOCUS AREA ONE

# Customer First

Create trust and a better experience by putting customers first through improving connectivity, accessibility and communications.

Action	Outcome	Timeframe
Join the Hidden Disabilities Sunflower network.	Passengers with a hidden disability are able to discreetly indicate to staff and others that they may need additional time, support or understanding.	Ongoing
Introduce a Mobility Card scheme for customers.	Drivers are immediately made aware of a passenger's needs or requirements without the passenger having to verbally communicate it.	Year 1
Update and enhance tools and resources on our website.	People with disabilities are able to better plan their journey and are given more confidence to travel.	Ongoing
Introduce a Disruption Management System for customers	Customers are better informed about planned and unplanned disruptions on the network.	Year 1
Develop video training resources for staff about how they can support customers with disabilities.	Communication materials are more accessible and reflective of our passengers' needs.	Year 1 + ongoing

## FOCUS AREA TWO

# Community Engagement

Strengthen ties with community stakeholders to build awareness about transport accessibility and encourage more people to feel safe and confident using our services.

Action	Outcome	Timeframe
Participate in regular community engagement sessions to promote use of public transport.	People with disability, seniors and Culturally and Linguistically Diverse customers have greater confidence using public transport.	Ongoing
Connect with other Kinetic businesses to share best practice on disability and inclusion.	Other Kinetic businesses are informed by best practice accessibility measures.	Ongoing
Acknowledge International Day of People with Disability (IDPWD) across the business.	Awareness, understanding and acceptance of people with disability and their achievements is grown across Kinetic.	Ongoing
Engage disability groups as part of our community engagement plan.	Achievement of shared outcomes around accessibility.	Ongoing
Hold regular meetings of our Accessibility Reference Group (ARG).	We identify ways to create a more accessible and inclusive service for our customers.	Ongoing
Identify social procurement opportunities that support people with disabilities.	Better outcomes for enterprises supporting and advocating for people living with disability.	Ongoing

## FOCUS AREA THREE

# Accessible Services

Ensure services meet the needs of all passengers, from the moment they start planning their journey to when they arrive where they want to go.

Action	Outcome	Timeframe
Review customer feedback relating to accessibility and provide advice to TransLink on matters relating to accessibility and inclusion.	Mitigation of accessibility barriers that prevent passengers from accessing services and service information.	Ongoing
Ensure vehicles meet DDA and DSAPT design standards	People with disability gain equal access to public transport, enabling fuller participation in work, education, healthcare, and community life.	Year 1
Ensure all feedback channels — phone, web, and in-person — are accessible and inclusive for people with disabilities.	Customers with disabilities can easily share feedback through their preferred channel, leading to more representative insights and improved customer experience.	Ongoing

## FOCUS AREA FOUR

# Accessible and Inclusive Workplace

Understand the world from those with lived experience and encourage change in the workplace that puts people first.

Action	Outcome	Timeframe
Provide disability awareness training to all frontline team members including drivers	Outcome Greater confidence in supporting people with disability and a positive, 'humanising' experience that motivates repeat and regular usage and advocates for the service.	Ongoing
Promote access and inclusion internally through regular accessibility updates.	Staff are informed about accessibility initiatives at Kinetic and reminded of the importance of delivering inclusive and accessible services.	Ongoing

