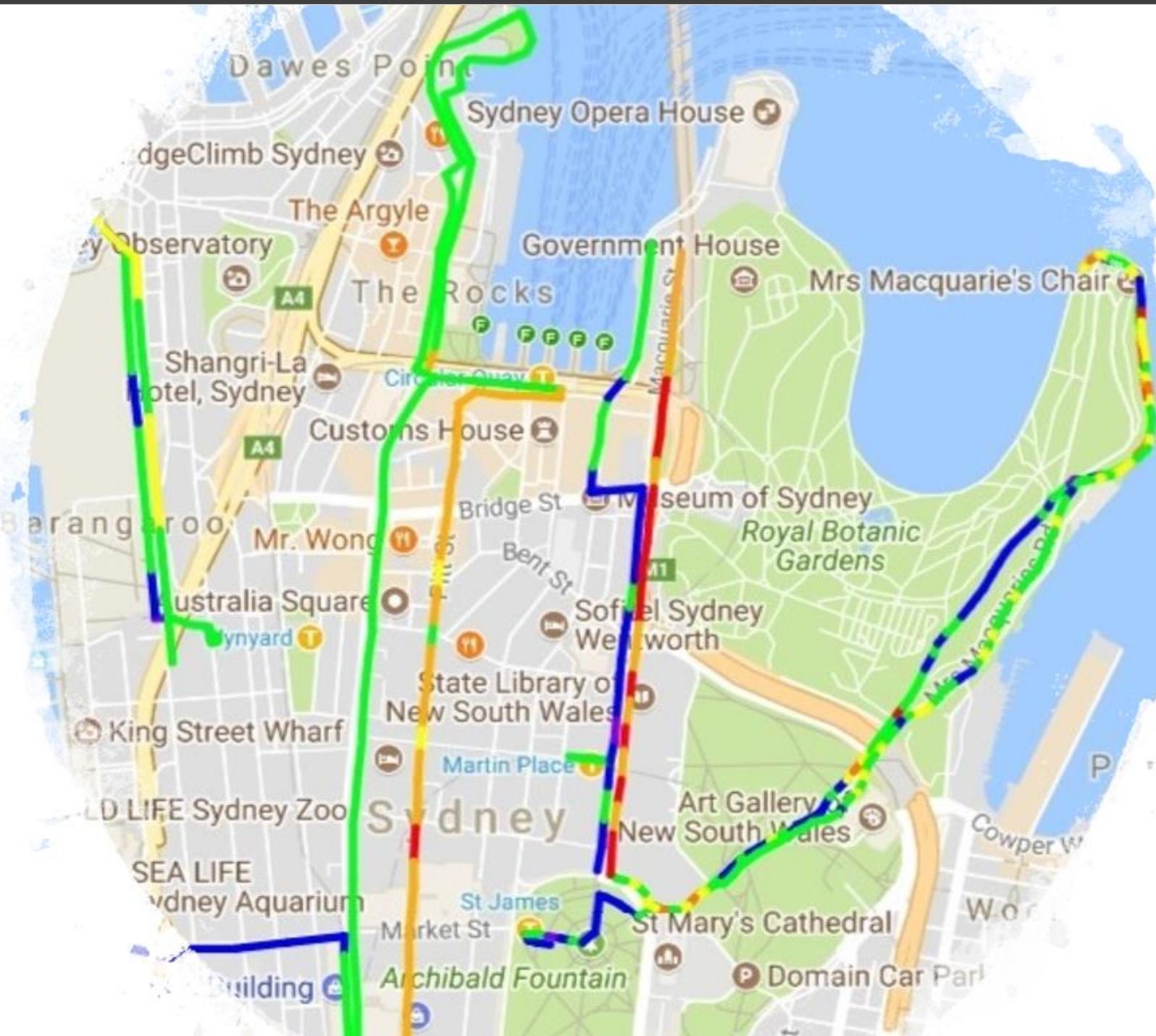


# CITY OF SYDNEY



## New Year Eve Festival Accessible Routes



# CITY OF SYDNEY

## NEW YEARS EVE 2017

*“New Year’s Eve is one of the biggest annual celebrations in the world. It’s so important that everyone gets the chance to come into the city and experience it, and that’s what this new colour-coded Navability Effort mapping service will help to enable.*

*We’re committed to making Sydney inclusive and accessible for residents and visitors from all around world,”*

**Lord Mayor, Clover Moore.**

### Background

As one of the first cities to celebrate NYE, each year Sydney sets an exquisite stage of performance, artistry and colour with each fireworks display. The fireworks stand as a cornerstone celebration of life in Sydney as well as an event that attracts tourism from around the country and the world.

A proactive council, City of Sydney prides itself on working with a broad range of community sectors to ensure inclusion and a fun night out. One of the ways City of Sydney aims to provide this is through planning and supplying appropriate public information for all.

With over 10,000 visits to the City of Sydney website seeking accessibility information, it is important to ensure the quality and integrity of accessibility maps on display.

Briometrix were invited to provide a suitable solution to aid with wheelchair accessibility for the event.

<b>Black</b>		<b>Difficult descent</b>
<b>Purple</b>		<b>Descent</b>
<b>Blue</b>		<b>Very Easy</b>
<b>Green</b>		<b>Easy</b>
<b>Yellow</b>		<b>Moderate</b>
<b>Orange</b>		<b>Strenuous</b>
<b>Red</b>		<b>Assistance may be required</b>

## Objective

- Map 6 major routes from transport to the NYE fireworks vantage points
- Cater to the 75% of web users that access the maps via mobile and handheld devices effectively
- Increase the quality of information provided by mapping the experience of wheelchair users
- Find a solution that didn't over-burden the existing resources of City of Sydney
- Continue the City of Sydney focus on inclusion for major events
- Support the 46% of visitors to Sydney's NYE celebrations that are international visitors and varying English capability with maps that were easy to interpret
- Help support the elderly community in Sydney to have a safe and hassle-free NYE celebration through appropriate information

## Execution

Briometrix worked with City of Sydney to identify the 6 routes and to deliver a level of information required. Briometrix managed the project by bringing wheelchair user generated content to life as the backbone for the accessibility maps. This was then adapted to meet the needs of City of Sydney website and mobile delivery points.

The information included pathways, gradients and tracked the routes in easy to follow maps.

The focus was placed on ensuring that the level of detail did not hamper website, mobile or tablet users in any way. It also included provision for additional data on user habits to help supplement the existing website traffic data.

## Results

*"It was a really easy process to implement. Planning a trip became easier for attendees using these maps via the website,"* City of Sydney Project Coordinator, Dee Jones.

Briometrix supplied the easy to follow accessibility maps to specification and with a level of accuracy that exceeded expectation. The available data, capacity for supporting City of Sydney in their goals, price and the focus on individual as well as group delivery meant that felt better able to support the community. Data from the event can also be applied to other large-scale events moving forward.

*"We look forward to providing similar services to other Councils, especially in relation to supporting large-scale events and accessibility in future on an individual level. We want to work to raise the quality of information available to all Australians and visitors to Australia that have specific mobility requirements,"* said Natalie Verdon, Director of Briometrix.

# BRIOMETRIX | NAVABILITY



## **About Briometrix**

Briometrix has developed affordable health and fitness technology that starts with tracking post injury rehabilitation, learning to pilot a wheelchair, fitness, sport, right through to wheelchair accessible navigation customized to the wheelchair pilots' abilities.

**Contact us to learn how you can create more liveable places**

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