



Proud operator of Sydney Ferries



Accessible Transport Action Plan 2020-2021



CUSTOMER EXPERIENCE & COMMUNICATIONS



The Accessible Transport Action Plan (ATAP) is part of Transdev's commitment to service excellence for Sydney Ferries, ensuring customers and employees can travel in safety and comfort across our eight key routes and 36 wharves, ranging from Manly in the north-east to Parramatta in the west and including key destinations such as Barangaroo and Circular Quay.

The plan is aligned with our strategies for delivering outstanding customer service, stakeholder engagement and diversity and inclusion.

It is structured around a four-pillar approach:

- **Customers** - providing the best customer experience
- **Place** – ensuring our physical and digital environments are accessible to all
- **Employees** – an inclusive work environment
- **Community** – engaging, consulting and partnering with their representatives

The ATAP complies with NSW Government legislation, policies and procedures, in particular the Disability Inclusion Action Plan 2018–2022 which is progressively improving the accessibility of ferry vessels and wharves to provide safe access for wheelchairs and mobility aids.

Upgraded accessibility features include audio and visual destination information, a hearing loop to assist hearing impaired customers (positioned in an accessible location) and accessible emergency help points.

Whilst mobility access to ferries is a challenge, Transdev Sydney Ferries is committed to ensuring that ferry services are accessible to everyone.

Transdev takes accessibility seriously and has conducted qualitative customer research to gather intelligence about customer mobility experience on the ferry network to guide this strategy and identify key priorities.

2020-2021 Action Plan

Transdev has developed a suite of accessibility initiatives to ensure that Sydney Ferries offer equitable access to all types of customers at all steps of the customer journey.

We are measuring our level of accessibility, diversity and inclusion under the following measures:

- Commitment
- Premises
- Workplace adjustments
- Communication and marketing
- Products and services
- Information Communication Technology
- Recruitment and selection
- Career development
- Suppliers and partners
- Innovation

Transdev will draw upon these results to update this ATAP and set improvement targets for the upcoming year.

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Customer service staff will be refresher trained on how to proactively identify and approach customers who need assistance boarding and we will conduct disability awareness training to ensure employees are providing optimum assistance to passengers with disabilities.

In addition, we will directly engage with a range of stakeholders facing accessibility issues, provide customers with mobility cards that summarise their accessibility issues and conduct familiarisation visits to increase customer confidence to become independent travellers.

1.1 Ensuring continuous improvement

Transdev will closely monitor a number of performance indicators to assess the impact and performance of accessibility initiatives. As a data-driven company, Transdev has identified additional indicators to our Key Performance Indicators (KPIs) that will enable us to assess how well we are doing. The way in which Transdev monitors and report on its performance indicators will enable a full, detailed and transparent assessment of accessibility, diversity and inclusion performance.

The performance indicators are:

- Diversity & Inclusion Index Score
- Customer satisfaction with accessibility
- Frequency of customer pulse focus groups
- Frequency of disability awareness training

Transdev commits to continuously improving, adapting and amending this plan and ensuring that it remains relevant and encompasses any changes in the operational or regulatory environment.

Transdev will review and update this plan based on advice and feedback from TfNSW, employees, customer research initiatives, and in consultation with other stakeholders and agencies.

As a fully integrated business, Transdev applies a continuous improvement approach to contract management and performance, under the Plan, Do, Measure, Improve methodology.

*This document is a summary of the full plan and is published for information of Transdev customers, stakeholders and the general public.

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