

Private Sector Pathways Program Challenge Statement Form

***Innovative solutions to improve
mobility, access and inclusion across
City of Moreton Bay***



**Queensland
Government**

Challenge Statement

This Private Sector Pathways (PSP) challenge seeks proposals from innovative Queensland based organisations with solutions that can both manage and enhance facilities, open spaces and parks to ensure greater inclusion and improved access for all community members and visitors.

Challenge Owner

The owner of this challenge is City of Moreton Bay, in partnership with the Department of Environment, Tourism, Science and Innovation (DETSI), Innovation Division. Together, they aim to seek out innovative and forward-thinking solutions to enhance accessibility and inclusion across the City, including the potential application (and legacy benefits) for the upcoming 2032 Olympic and Paralympic games.

With a land area of more than 2,045 square kilometres and a rapidly growing population of over half a million, City of Moreton Bay is one of Australia's largest and fastest growing council areas. It is home to a diverse community and welcomes visitors from across the country and around the world.

The City of Moreton Bay delivers a wide range of services including:

- Arts, culture and heritage
- Disaster management and preparedness
- Coastal and environmental protection
- Sport, parks and gardens, recreation and community venues
- Asset management including roads and footpaths
- Building and development services
- Waste management
- Economic development and innovation

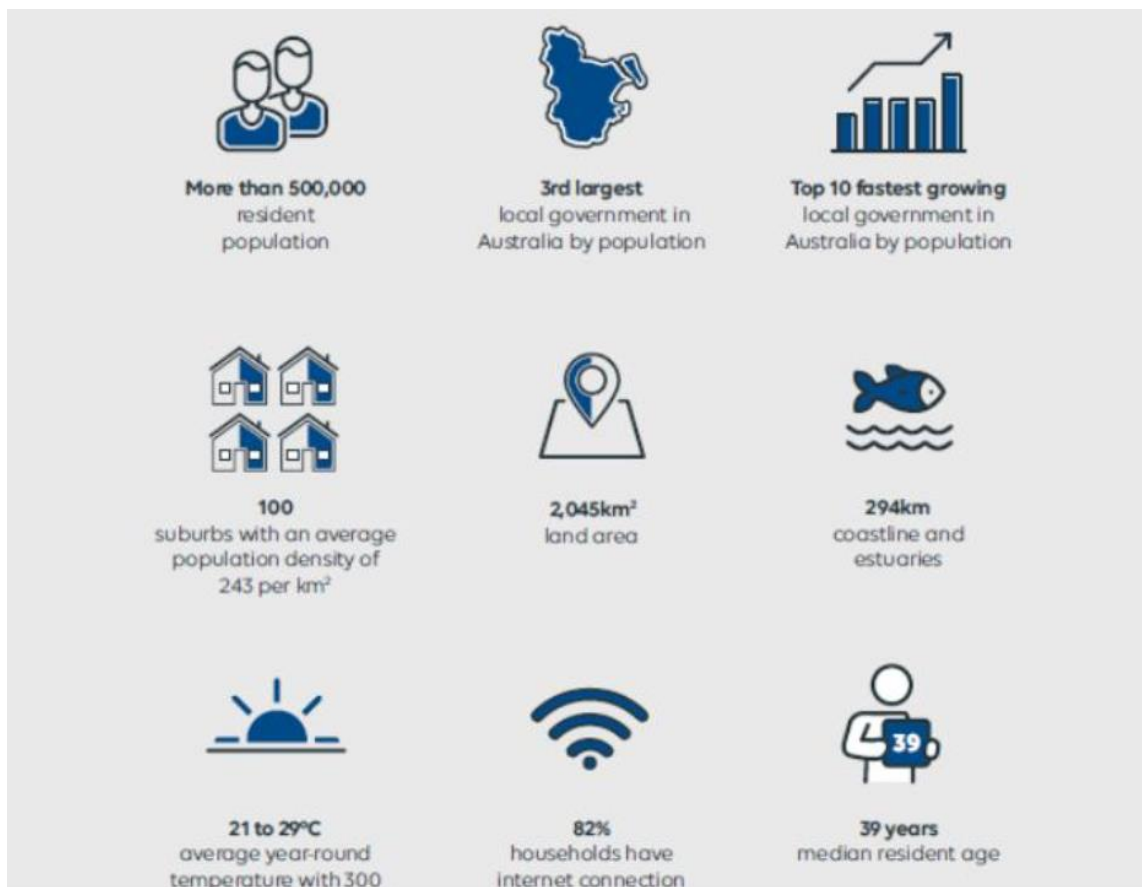


Figure 1: An overview of the Moreton Bay region (source <https://www.moretonbay.qld.gov.au/Council/Our-Moreton-Bay>)

Challenge Context

The Current Situation

The City of Moreton Bay is the fifth-fastest growing local government area in the country, expected to reach 800,000 residents by 2046. It is estimated that almost one in five residents in Moreton Bay is living with disability, indicating a significant and growing need for accessible and inclusive infrastructure and services.

In recent years, the City has made commendable progress in improving accessibility. Initiatives such as accessible beach facilities at Bribie Island and Redcliffe, including permanent beach matting (at both beaches) and free beach wheelchair hire (at Bribie Island), are enhancing access to coastal areas. The Council has also become the first in Australia to adopt a region wide 'Changing Places' network plan, which will see the delivery of fully accessible bathroom facilities designed for people with high support needs in key public locations.

Technology and innovation bring opportunity to the many challenges facing the community. Engagement with community members, particularly those with lived experience of disability or mobility challenges, requires strengthening to ensure that future planning and deployment of real solutions reflects real and practical needs.

Public transport is supported by the TransLink network, offering accessible bus and train services. However, reliance on private vehicles remains high and areas with limited public transport coverage or disconnected pedestrian pathways presents real barriers for individuals with disabilities, the elderly, parents with prams and others who rely on inclusive infrastructure for independent mobility.

Addressing these issues is critical not only to meeting the needs of City of Moreton Bay's current residents but to ensure that the area grows into an inclusive, welcoming place for all. Inclusive mobility and access are fundamental to enabling participation in social, economic, cultural and recreational activities, enhancing both individual well-being and the vibrancy of the community.

Challenge Imperative

To realise the vision of an inclusive City of Moreton Bay, there is a need for innovative, achievable and sustainable solutions that improve mobility and access for all. Solutions must go beyond infrastructure upgrades alone. They must provide integrated, affordable and easy-to-use systems that connect people seamlessly to places, services, recreation and opportunities throughout the area.

A key imperative is ensuring solutions and resources make it simple for residents and visitors to not only access but plan accessible journeys and make full use of the region's inclusive amenities. Equally important is the inclusion of people with lived experience to ensure solutions are practical, relevant and genuinely improve daily life.

Affordability, sustainability and simplicity must be embedded into any solution, ensuring that initiatives are cost-effective for Council and easy to access for users. Solutions must align with Council policies, be scalable across the region and integrate with existing systems to allow for smooth and comprehensive implementation. Furthermore, such improvements should foster a greater sense of community connection and belonging, reducing isolation and promoting inclusive participation in all aspects of Moreton Bay life.

To meet these needs, City of Moreton Bay invites forward-thinking, practical solutions that are designed to be fully and properly implemented, build trust through community engagement and deliver lasting impact without placing undue strain on resources. By doing so, the area can set a new standard for accessibility and inclusion that benefits not only current residents but also future generations.

Intended objectives/outcomes

Your innovative solution must significantly improve access, increase mobility and inclusivity across City of Moreton Bay and **may resolve one, multiple or non-listed imperatives identified below:**

Imperative	Short Summary
Healthier Lives	Any potential solution must contribute to improving the health and well-being of all residents, particularly those with mobility challenges, disabilities or additional support needs. By creating safe, accessible and inclusive environments, such as

	connected public spaces and transport options, the solution should encourage greater physical activity, social participation and independent living.
Cost	Solutions must be designed to be cost-effective for Council while remaining free or low-cost for users, removing financial barriers that restrict residents, especially those living with disability, low-income families, the elderly or carers, from accessing essential services, infrastructure, or information. Affordable, scalable solutions will help ensure equitable access for the entire community and support sustainable long-term outcomes for Moreton Bay.
Education & Awareness	A successful solution will raise awareness and build understanding about accessible services throughout the community. This could include clear, accessible information about transport options, facility availability, walking routes, inclusive events and public space accessibility. Educating residents, service providers, Council teams and businesses will foster a culture of inclusion and promote better understanding of the needs of people with disabilities, parents with prams, the elderly and other mobility-limited groups.
Community	The solution should enable feedback to be provided by users/the community to facilitate ongoing improvement.
Inclusive Infrastructure & Equipment	The solution could include the development or enhancement of physical infrastructure, public amenities and assistive technologies that improve independent mobility across the region. Solutions should be adaptable to diverse user needs, from people using wheelchairs, residents with vision-impairments and people with neurodevelopmental disorders to parents with prams and elderly citizens. The solution should be flexible enough to accommodate varying levels of mobility or support requirements.
Accessible Information	Centralised, reliable and easily accessible information is important. Solutions should offer digital or physical platforms where residents and visitors can quickly find details on accessible transport, parking, public toilets, recreational areas and/or events. Information should be intuitive, multilingual where required, and available in formats suitable for low-vision or screen-reader users, ensuring inclusivity for all.
Training and Workforce Capability	Council staff, contractors, transport providers and local business operators should receive appropriate training to support the delivery of the solution.
Future Growth and Scalability	The solution must have the potential to scale and adapt as City of Moreton Bay grows, ensuring long-term relevance for the region's changing demographics. Whether through modular infrastructure improvements, digital tool expansions or transport network upgrades, solutions must be capable of evolving alongside the community's mobility, access and inclusion needs.

The Stakeholders Involved

Innovative solutions may include collaboration with state government, non-profits, disability agencies, community organisations or private sector providers to amplify impact. However, reliance on any single entity (such as NDIS) should be avoided to ensure local solutions remain adaptable, scalable and responsive to community-specific needs without external funding constraints. Effective partnerships can strengthen the delivery of services and infrastructure upgrades, benefiting a wide range of users.

Improving access, mobility and inclusion in City of Moreton Bay requires input and collaboration from a broad range of stakeholders. Each group brings valuable perspectives, needs and responsibilities in creating an inclusive and accessible community.

Community Members: These residents represent the diverse needs within the community. Accessible design, inclusive services and barrier-free public spaces are essential to ensure safe and equitable participation for all. Community members may include, but are not limited to, people with disability, residents with vision-impairments, people using wheelchairs, people with neurodevelopmental disorders, elderly people, young residents, parents with prams and people with sports injuries.

Visitors and Tourists: Visitors expect clear, accessible pathways, information and services that cater to people of all abilities, enhancing City of Moreton Bay's reputation as an inclusive destination.

Families and Carers: Families and carers provide daily support for people with varying needs and play a vital role in enabling safe access to services, transport and recreation.

Service and Support Providers: These organisations deliver the programs, equipment, guidance and advocacy that assist individuals in overcoming mobility and access challenges.

Local Government (Council): Responsible for embedding inclusive design and accessibility considerations into council strategies, assets and services across the region. Responsible for the maintenance and ongoing management and upgrades of these community assets and spaces.

State Government: Supports inclusion through state-wide policies, funding and programs, ensuring broader alignment with accessibility goals.

External Vendors and Partners: Deliver and maintain accessible infrastructure, assistive technologies and public space upgrades that enable safe and inclusive use for the community.

Challenge Solution

Outcomes Desired

The solution will improve participation, access, education, awareness and/or opportunities for all residents, visitors and communities within City of Moreton Bay. It will enable safe, inclusive and equitable use of public spaces, playgrounds, transport networks and facilities, ensuring all people, including those with disabilities, parents with prams, elderly residents, tourists and others, can confidently and comfortably move around the region.

The solution must support community connection, a sense of belonging and trust by integrating feedback from people with lived experience, reflecting their real needs and challenges.

Solution Considerations

The solution must:

- comply with privacy, regulations and council policies, ensuring data protection, ethical standards and alignment with local government strategies.
- be affordable for council, make use of open-source tools or trusted external services where applicable and avoid over-reliance on costly or proprietary platforms.
- be easy to use, intuitive and understandable for diverse user groups
- be reliable, up-to-date and universally accessible (including for low-tech and multi-lingual users).
- be free for users and fully integrated into council systems to enable smooth operation and management.

Community and Emotional Impact

The solution should:

- build trust through transparent feedback loops and meaningful engagement with residents.
- partner with people with lived experience to ensure real-world relevance and effectiveness.
- foster a sense of community connection, inclusion and belonging, ensuring no group is left behind in design or implementation.

Sustainability and Implementation

The solution must:

- be cost-effective, fully funded and achievable with clear delivery milestones and no risk of partial or incomplete implementation.

The solution should:

- leverage existing council systems, data and infrastructure, ensuring minimal disruption and smooth integration.

Design Benefits

The solution could:

- allow for customisation and user preferences to suit different user groups.
- provide insights and feedback loops to council teams for ongoing improvement.
- be scalable, affordable and adaptable to meet future growth or needs.
- support mental health and wellbeing by reducing stress, isolation or confusion when navigating spaces.

How to apply

Applications can be submitted via link [here](#) and should include the following:

- A clear description of the solution, including its key features, benefits, and value proposition.
- A roadmap for implementation, including timelines, resources, and milestones.
- A plan for measuring the impact and success of the solution, including metrics and evaluation criteria.
- A budget that outlines the financial requirements for implementing and maintaining the solution.
- A summary of the team's qualifications and experience, including relevant skills and expertise.

Shortlisted applicants will first be invited to a pre-feasibility interview and then finalists will be invited to pitch their solutions to a panel of experts and the successful applicant/s will enter a contract and pilot their solution with the Challenge Owners.

Successful Applicant(s)

The winning proposal(s) will be selected based on its innovation, feasibility, impact, and alignment with the challenge objectives. The successful applicant will receive grant funding of up to \$100,000 (excluding GST) through the Innovation Division and City of Moreton Bay to develop and pilot their proposed solution for up to 6-8 months alongside Council staff.

Open Pitch Event for Shortlisted Applicants

Following a successful pre-feasibility interview with staff and technical experts, shortlisted applicants will then be invited to a Solution Presentation Day on 9 October 2025. This will be an opportunity for you to present your proposed solution to the final Challenge assessment panel at a public event.

This solutions day will be a showcase event where a variety of key stakeholders will be invited to be in the audience, this may include agencies and other government departments that could be interested in applying your proposed solutions.

Presentations are expected to be up to 8-10 minutes long, with 5 minutes afterwards for Q&A (maximum 15 minutes in total). Full details will be provided in due course.

Some support may be provided to finalists with pitch training and/or coaching.

Project Duration

The duration of the project, following successful outcome at the open pitch event is estimated to be up to 6-8 months. If a suitable solution to the challenge is found, project commencement is most likely to start in November 2025, directly after the pitch event.

More information

The Innovation Division [Private Sector Pathways \(PSP\)](#) program aims to solve corporate challenges with solutions generated by proven innovative Queensland small to medium enterprises and scaleups. For more information about the PSP Challenge, contact Innovation Division Private Sector Partnerships team at partnerships2@detsi.qld.gov.au.

Further information about DETSI strategies can be found at:

- [DETSI Strategic Plan 2023-27](#)

Join us in this endeavour to streamline DETSI's ability to improve mobility, access and inclusion across Moreton Bay.

Further information can be found at:

- [City of Moreton Bay – General Information](#)
- [Disability access and inclusion - City of Moreton Bay](#)
- [Growing pains for Moreton Bay, north of Brisbane, as it expects 240 new residents each week for the next 25 years - ABC News](#)
- [City of Moreton Bay demographics – Economy ID profile](#)
- Councils [Disability Access and Inclusion Plan 2018-22](#)
- Council's [Community Wellbeing Strategy 2022-2027](#)
- Council's [Olympic and Paralympic venue site](#) media release

The Department of the Environment, Tourism,
Science and Innovation acknowledges Aboriginal
and Torres Strait Islander peoples as the
Traditional Owners and custodians of the land.

We recognise their connection to land,
sea and community, and pay our
respects to Elders past and present.



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