

27+ 28 February 2027



Venue Partner Prospectus 2027



independence
australia



A message from our CEO and Managing Director

Be part of a more accessible Victoria

Imagine a weekend where more people can experience the places they love, freely and confidently.

City on a Roll is about making that possible, it's an evolution of Independence Australia's former Accessibility Weekend, which brought together metro and regional attractions to provide free experiences for people who use wheelchairs and mobility aids.

Returning after several years, the 2027 event will build on that concept with a renewed identity, a broader campaign and a strong focus on participation and positive experiences.

On Saturday 27 and Sunday 28 February 2027, venues and attractions across Victoria are invited to open their doors and offer free access to wheelchair and mobility aid users, creating new opportunities for people with disability to explore, discover and enjoy some of Victoria's favourite attractions and experiences.

At Independence Australia, we've been supporting thousands of people with disability for 70 years. Our purpose is built on the belief that everyone should have the opportunity to live a meaningful and independent life, and that includes having the freedom to get out, explore and be part of their community. City on a Roll is our purpose in action.

We're inviting venues and attractions across Victoria to join us.

Whether you're a major attraction, museum, gallery, sporting venue, cultural experience or local destination, your participation can make a real difference.

By welcoming wheelchair and mobility aid users, you can help people discover somewhere new, experience your venue with confidence and see what's possible when accessibility is prioritised.

We'd love your venue to be part of it.

To register your interest in participating in City on a Roll 2027, or to discuss what your involvement could look like, please contact cityonaroll@iagroup.org.au

We look forward to partnering with you. Together, we can open more doors and create real, lasting impact for the communities we support.

Peter Turner
CEO and Managing Director
Independence Australia



Be part of City on a Roll

Access creates participation

When people can access more places, they can participate in more of what life has to offer.

City on a Roll is returning in 2027, bringing together attractions, experiences and venues across Victoria for one special weekend celebrating accessibility, inclusion and connection.

On **Saturday 27 and Sunday 28 February 2027**, participating venues will welcome wheelchair and mobility aid users, plus one guest, with free entry, so they can spend less time wondering which venues are accessible, and more time getting out and exploring.

Held just ahead of International Wheelchair Day on Monday 1 March, City on a Roll is an opportunity to put accessibility in the spotlight and show what's possible when more places are open and welcoming to everyone.

For people with disability, discovering an accessible venue can be about much more than visiting somewhere new. It can mean greater confidence, new experiences, time with family and friends, feeling more connected to the community, and supporting greater independence.

That's why we're inviting attractions, experiences and venues across Victoria to join us.

By opening your doors, you can help create more opportunities for people with disability to get out, explore, connect, participate and experience more of everything Victoria has to offer.

City on a Roll is an opportunity to:

- **Demonstrate your commitment to accessibility and inclusion** in a meaningful way
- **Welcome new audiences** and showcase your venue, accessible facilities and experiences
- **Connect with wheelchair and mobility aid users** looking for places they can visit with confidence
- **Be part of a statewide campaign** promoting accessible experiences across Victoria



Event details

What participation looks like for your venue

- **When:** Saturday 27 and Sunday 28 February 2027
- **Where:** Participating venues across Victoria
- **Who:** Wheelchair and mobility aid users
- **Entry:** Free admission for one participant + one guest
- **Purpose:** Increasing access, participation and connection
- **Presented by:** Independence Australia

What does taking part involve?

As a participating venue, you will be asked to:

- **Open your doors** with free entry for eligible visitors and one guest on Saturday 27 and Sunday 28 February 2027
- **Share your details**, including your logo and information about your venue and its accessible features, for inclusion in the City on a Roll campaign and website
- **Spread the word** by promoting your participation through your own channels
- **Help us measure the impact** by recording and sharing the number of eligible visitors during the event with Independence Australia
- **Welcome everyone** by helping create a positive and inclusive experience for visitors with disability

Independence Australia will:

- Lead a statewide City on a Roll campaign to build awareness and encourage participation
- Create a dedicated City on a Roll webpage showcasing the event and participating venues
- Promote participating venues through Independence Australia's social, digital and customer communications
- Support the campaign through PR, paid media and partnership activity
- Showcase participating venues, their experiences and accessible features
- Develop campaign content featuring people with lived experience of disability
- Provide participating venues with campaign information, co-branded promotional assets and content to support their own promotion

By combining statewide campaign activity with promotion from participating venues and partners, we can reach more people and help drive participation across Victoria.



968,000

Australians with disability use mobility aids¹

Around 18% of people with disability use mobility aids such as walking frames, walking sticks, wheelchairs and canes.

More than 1 in 5

Australians have disability²

In 2022, 5.5 million Australians - 21.4% of the population - had disability.

Almost 1 in 4

People with disability do not leave home as often as they would like⁴

Twice as likely

to experience social isolation⁴

People with disability aged 15 to 64 are twice as likely to experience social isolation.

4 in 9 have avoided situations because of their disability⁵

44% of people with disability have avoided situations because of their disability.

Reputation matters⁵

People with disability are three times as likely to avoid an organisation and twice as likely to discourage others from using one because of a negative diversity reputation.

Sources

1. Australian Institute of Health and Welfare, People with disability in Australia 2026: Use of aids, based on ABS Survey of Disability, Ageing and Carers 2022.
2. Australian Bureau of Statistics, Disability, Ageing and Carers, Australia: Summary of Findings, 2022, released 2024.
3. Australian Institute of Health and Welfare, People with disability in Australia 2026, based on 2022 data.
4. Australian Institute of Health and Welfare, People with disability in Australia 2024: Social inclusion and community support.
5. Australian Disability Network, Disability statistics.

Why access matters for Victorians

Access creates participation

Accessible and welcoming venues can help remove barriers to participation and give more people the confidence and opportunity to get out, connect and experience their community.

By taking part in City on a Roll, your venue can help make accessibility more visible and create more opportunities for people with disability.



Next steps

Join us in making Victoria more accessible

If your venue would like to participate, we'd love to hear from you. Register your interest by 1 December 2026, and the City on a Roll team will be in touch to discuss your venue, confirm participation and answer any questions you may have.

To get involved

- 1. Register your interest:** Complete the expression of interest form by 1 December
- 2. Confirm participation:** We'll work with you to confirm your participation, accessibility information and any booking, registration or capacity requirements for visitors
- 3. Get ready to promote:** Provide campaign information and relevant image
- 4. Promote:** Utilise the campaign assets to promote City on Roll through your owned marketing channels, such as social media, website and customer databases
- 5. Welcome visitors:** Open your doors on 27–28 February 2027 and help people with disability discover, experience and enjoy your venue
- 6. Post event feedback:** Participate in a post event survey to share feedback and number of visitors during the event

Timing	Venue milestone
September to 1 December 2026	Complete and submit your expression of interest
November 2026	Participation confirmed and event requirements agreed
December 2026	Submit final venue information, accessibility details, imagery and offer requirements
January 2027	Venues receive campaign materials and promotional assets. City on a Roll campaign goes live
27 to 28 February 2027	City on a Roll weekend
March 2027	Complete the post-event feedback survey and provide visitor numbers



by Independence Australia

Join City on a Roll

Help create more opportunities to participate

We are inviting attractions, venues and experiences across Melbourne and regional Victoria to be part of City on a Roll 2027.

If your organisation can provide an accessible experience and would like to take part, we would love to hear from you.

[Express your interest](#) [click here](#)

Expressions of interest close: 1 December 2026

For more information:

cityonaroll@iagroup.org.au
cityonaroll.com.au



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**Secure your venue's involvement in the
Independence Australia City on a Roll 2027**

Contact Independence Australia's Events team today!

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