

# The Digital Access Show

## Season 3, Episode 12: Jodi Kneepkens

### Introduction

#### **Intro Music**

#### **Narelle:**

Hi, welcome to this week's episode of The Digital Access Show. This week we're talking to Jodi Kneepkens from Going Daily Assisted Transport. Jodi has done something a bit different, and we're really excited to be involved. It's not just the DASAT team. There were three teams from three different companies, all working together to help Jodi bring her vision to life and get the outcomes she wanted with her digital communication. Jodi, thanks so much for coming on.

#### **Jodi:**

Thanks for having me. I'm excited to be here.

### Meet Jodi Kneepkens

#### **Narelle:**

Jodi, tell us a little bit about yourself.

#### **Jodi:**

Where do we start? You probably want the professional side. I'm a New Zealand-born Kiwi. I moved to Australia around 2013. About five or six years ago, I was working as a support worker and felt the job could be done differently, with more genuine impact. So I took a leap of faith and built my own business from the ground up, called Growing Daily. It focused on one-to-one supports for people in everyday life.

Over time, I kept hearing about the lack of accessible transport. I'm the kind of person who sees a problem and wants to find a solution, even if it means taking a risk. So I started a second business, Going Daily Assisted Transport, which is a fleet

of accessible vans. It works like a taxi or rideshare service. People can book a trip from A to B, but without extra support services.

I really felt this would be a game changer for people in Southeast Queensland. I thought, if I don't do it, who will? People need this. That passion and purpose is what drives me.

## A Chance Meeting and Shared Values

### **Narelle:**

I remember when I first met you. We were at an event, and I was waiting for a taxi. I must have looked a bit unsure, and you stepped in and stayed with me. That made a difference.

### **Jodi:**

Yes, I remember. You were speaking on a panel about digital accessibility, which really caught my attention. When we were outside, I noticed you seemed unsure. I'm quite observant, and if I see someone who might need support, I step in. It's important to me that people feel safe and supported.

## Discovering Digital Accessibility

### **Narelle:**

What interested you about digital accessibility?

### **Jodi:**

When I heard you speak, something clicked. You asked people to imagine what it's like not being able to access information. I had never thought about that before. I was proud of the work I was doing, helping people, but I realised there was still so much I didn't know.

The idea that someone could miss out just because they couldn't access information really got to me. That's what pulled me in and made me want to learn more.

## Seeing the Gaps

### **Narelle:**

Once you became aware of it, what did you notice?

**Jodi:**

I noticed that no one talks about it. It's not part of everyday conversation. I had never heard about it before, and even after, it rarely came up. That lack of education and awareness really stood out to me.

## Building an Accessible Transport Service

**Narelle:**

What made you decide to take action with Going Daily Assisted Transport?

**Jodi:**

After meeting you a few times and learning more, it stuck with me. I couldn't ignore it. But I'll be honest, I'm not great with websites or social media, so it wasn't my priority at first. I even switched off my old website for a while.

But when I started this new business, which is all about accessibility, I knew I had to get it right. It wasn't just about transport. It was about making the whole journey accessible, from booking to the ride itself. That's what brought me back to you.

**Narelle:**

And that independence in booking is important, isn't it?

**Jodi:**

Absolutely. If something matters, you need to act on it. I wanted to back up what I believe with real action.

## The Website Development Process

**Narelle:**

What was the process like for you?

**Jodi:**

It was surprisingly easy. You gave me information without any pressure, which helped me make my own decision. Once I committed, the process was simple.

I worked with Belinda on the design. She really listened to my ideas and understood my vision. She came back with a draft that was almost perfect. We made hardly any changes.

Then David built the site, and it was ready to go. It was one of the easiest things I've done in business.

## Why Accessible Booking Matters

### **Narelle:**

You also worked with Smart Moves on the booking system, and they were quick to fix accessibility issues. That made a big difference for me. I can now book online without needing to call. That's real independence.

### **Jodi:**

That was exactly the goal. I wanted everything to work for everyone. Even the small details, like the booking form, had to be accessible. It gives me confidence that the whole website works as intended.

## The Cost and Value of Accessibility

### **Narelle:**

People often worry about cost. Was it expensive?

### **Jodi:**

It cost more than a standard website, yes, but I expected that. Everything was transparent. I understood what I was paying for.

For me, it's about value. You get what you pay for. The quality, the experience, and the accessibility are worth it. I see it as intentional spending.

## Advice for Other Businesses

### **Narelle:**

What do you think is the most important part of your website?

### **Jodi:**

Usability and accessibility, without a doubt.

### **Narelle:**

That really stands out. It makes a difference when something is truly accessible.

What advice would you give other businesses?

**Jodi:**

My biggest advice is to stop and listen. I didn't know about this before. Take time to learn and understand how it affects people.

Put yourself in someone else's shoes. Try to find information without full access and see how hard it is. Even if you can't act straight away, keep it in mind and come back to it.

Just start somewhere.

## A Message for Decision Makers

**Narelle:**

What would you say to decision makers and leaders?

**Jodi:**

I know they're busy, but if information can't reach people, that's a big problem. Accessibility affects everyday life in many ways.

Start the conversation. Think about small changes you can make. It's not just websites. It's emails, bills, and communication in general. Even one step can make a difference.

## Where to Find Going Daily Assisted Transport

**Narelle:**

Thanks, Jodi. Where can people find your website?

**Jodi:**

It's [www.goingdaily.com.au](http://www.goingdaily.com.au). Jump online and have a look. I'm really proud of it. It represents my vision and purpose.

## Closing Remarks

**Narelle:**

It's all part of doing better access. A big thank you to everyone involved, including Belinda Vesey-Brown, David Orem, Nick Hosking, Kim O'Moore, and the DASAT team.

If you want to learn more about Jodi and her work, please reach out to her. As someone with a guide dog, I can say this service makes a real difference.

If you like what we do, please like, subscribe, share, and review. We'll see you next week on The Digital Access Show. Thank you.

**Outro Music**