



Travellers Aid Australia 2010-2011

95th ANNUAL REPORT

**Making journeys possible for all
members of the community**





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President and Chief Executive Officer's report

Bernie Delaney - President and Jodie Willmer - Chief Executive Officer

We celebrated many milestones during the year. It is 95 years since Travellers Aid Australia was established in 1916. We also provided our 175,000th service to travellers in need at Flinders Street station since it re-opened in July 2008. Both achievements reinforce our ongoing commitment to providing safe and practical travel-related support to our clients and travellers.

Through key services such as our Buggy and Personal Guidance Service, Emergency Relief program, Travellers Aid Access Service (TAAS), Mobility Equipment Hire and Pathways to Education program, we provided over 209,000 services at our centres in Flinders Street station and Southern Cross station this year, an increase of 24,000 services over the previous year.

We completed our 2008-2013 Strategic Plan well ahead of schedule and began planning a new five-year Plan for 2011-2016 focusing on the development of four key goals in the areas of growth, advocacy, branding and fundraising and technology. We successfully completed training of our Client Support Officers (CSOs) to be able to respond to client needs, whether for personal care, travel inquiries, first aid or buggy and personal guidance. We also implemented strategic up-skilling and succession planning among key staff to assure our continuity of services for clients now and in the future.

In collaboration with the Victorian Government's Transport Connections Program, we launched a pilot Medical Companion Project (MCP) where

trained volunteers meet people travelling at Flinders Street station or Southern Cross station and accompany them to and from their medical appointments in central Melbourne.

Other significant events have also transpired over the year. We acknowledge Trevor Huggard's 20th year anniversary of being on our Board of Directors and we farewelled, with gratitude, our former Patron-in-Chief, Mrs Jan De Kretser. In May 2011 we welcomed Mrs Elizabeth Chernov to this role. Elsewhere we have been saddened by the passing of Life Member, Mrs Flo Parnaby BEM who contributed extensively to Travellers Aid Australia's growth for many years.

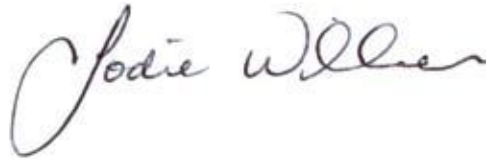
We are extremely proud of our achievements to date though there is still much to be done. Nationally and internationally, the social and economic environment with its ageing population and increasing number of low income, vulnerable and disadvantaged Victorians who struggle with the daily cost of living reinforces the need for support and assistance in transport, tourism and general community activities such as employment and education.

Our commitment to providing this support to people with a disability, seniors, people with mobility issues, travellers and general public transport users remains unchanged. Our travel-related services complement the assistance that other organisations in the not-for-profit and public transport sector already provide to people in need and provides us with our key point of difference.

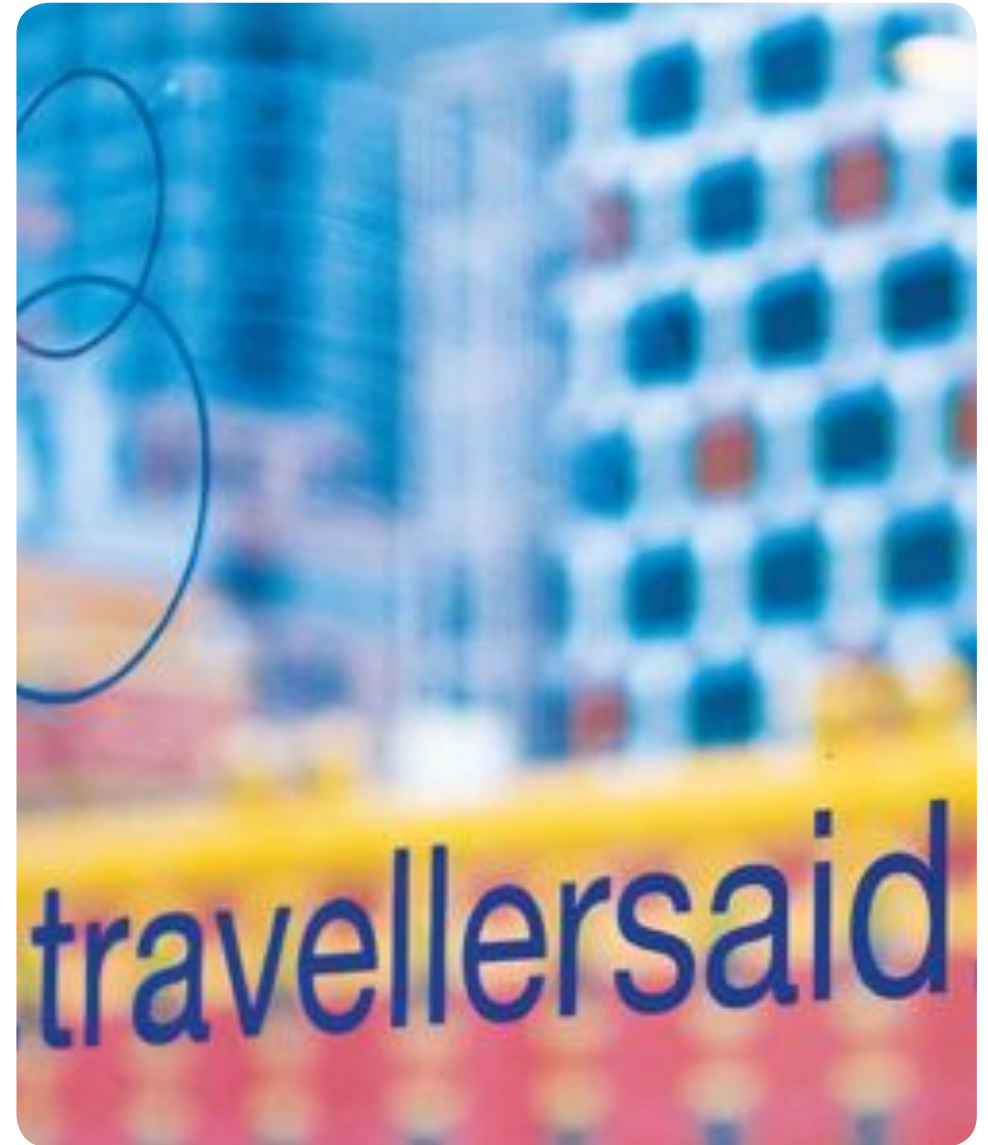
Thank you to all clients, staff, volunteers and stakeholders for your contribution to Travellers Aid Australia over the past year. We are dedicated to meeting your needs and look forward to working with you again in 2011-2012.



Bernie Delaney
President



Jodie Willmer
Chief Executive Officer



Our Board of Directors

Our Board of Directors use their vast range of community and business experience to guide our strategic direction. In doing so, each Board Member works to ensure that the needs of our clients and stakeholders are met clearly, consistently and with an ongoing commitment to social justice.

Bernie Delaney, President **BA, Grad. Dip. Management, AFAIM, FAICD**



Bernie joined the Board of Travellers Aid Australia in October 2002. Now Vice President, Government Relations at BHP Billiton, Bernie previously held senior positions in the Federal Public Service before joining BHP in 1990 to work on business development, external and government relations. In 2008 Bernie was appointed to the Board of the Australia Korea Foundation by the Minister for Foreign Affairs and is currently a Board Member of the Royal Flying Doctor Service (Victorian Section). Bernie sits on the Finance and Fundraising Committee.

Trevor Huggard, Vice President **Dip. C.E. M.I.E. (Aust), J.P**



Trevor joined the Board of Travellers Aid Australia in October 1991, making it his 20th anniversary this year. He is Managing Director of Finmay Pty Ltd and Principal of Trevor Huggard and Associates, Consulting Engineers. Trevor is a former Lord Mayor of Melbourne and Councillor of ten years. He is Convenor of the People and Services Committee.

Dan Feldman, Honorary Lawyer **B.Ec, LLB (Hons), BA (Hons)**



Dan joined the Board of Travellers Aid Australia in July 2004. He is a Partner of HR Legal, with extensive experience in workplace relations and safety. Dan worked as a senior advisor to a former Victorian Government Minister and regularly presents seminars on workplace relations issues. Dan provides pro-bono legal advice to Travellers Aid Australia and also sits on the People and Services Committee.

Denise Orchard, Honorary Treasurer **CPA**



Denise joined the Board of Travellers Aid Australia in June 2005. She has held the position of Honorary Treasurer since April 2008. After retiring from Tabcorp Holdings Ltd. Denise now operates a gallery that promotes Australian contemporary glass art. She is also Chair of the Dolphin Research Institute, a not-for-profit organisation relating to the marine environment. Denise is Convenor of the Finance and Fundraising Committee.

Merryl Dooley, Board Member
B.Ed (Arts), Grad. Executive MBA



Merryl joined the Board of Travellers Aid Australia in July 2004. Merryl is Executive General Manager, Human Resources for Tabcorp Holdings Ltd. Merryl has extensive human resources, sales, communications, training and development experience. Merryl also sits on the People and Services Committee.

Peter Moran, Board Member
MCASE



Peter joined the Board of Travellers Aid Australia in February 2009. He is Advancement Manager for the Faculty of Veterinary Science at the University of Melbourne. Peter has had a long career in various fundraising and marketing roles including over ten years with the Australian Red Cross. Peter sits on the Finance and Fundraising Committee.

Lisa Bowman, Board Member
BA (Journalism) GAICD



Lisa joined the Board of Travellers Aid Australia in October 2010. She is currently Director of PLUM Communication, a communication marketing agency. Lisa is also a Board Member of Re-Connexion a not-for-profit organisation that assists people with anxiety, depression and dependency on tranquillisers. Lisa is a member of the Finance and Fundraising Committee.

Richard Stone OAM, Board Member
MAICD, FIFS



Richard joined the Board of Travellers Aid Australia in October 2010. After 17 years working as Associate Director in KPMG's Board Advisory Service, Richard retired in July 2011. He also previously worked for Westpac. Richard has been Chairman of the Australian Red Cross Victoria and an Australian Red Cross National Board Member. He is a Board Member of CatholicCare, Chairman of Friends of the St. Mary of the Cross Drug Agency, a Member of St Vincent's Health Ethics Committee and the Victoria Police Mentoring Program Steering Committee. In 2011, Richard received a Medal of the Order of Australia (OAM). Richard sits on the People and Services Committee.

Gill Pisani, former Board Member
BA, Grad Dip. Aged Services Management



Gill joined the Board of Travellers Aid Australia in April 2006. Gill spent 13 years in local Government Community Services Management and Planning and ten years with community organisations in the areas of management, action research and planning. Gill, who contributed greatly in the role of Vice President of the Travellers Aid Australia Board of Directors, retired from the Board in October 2010.



Who we are



About our organisation

Travellers Aid Australia is a not-for-profit organisation with a proud 95-year history.

We provide vital services and dignified outcomes to travellers in need, including those with special needs and those facing emergency situations. Our clients include seniors, people with a disability, people with mobility challenges, students and their families, general public transport users and people facing financial disadvantage or unexpected emergency situations.

With a strong sense of social justice, we are committed to changing attitudes towards travel access and equity. We know that practical travel assistance can make a large difference to a person's participation in their everyday life.

Since 1916 we have dedicated ourselves to innovating and developing our services so that they best meet people's needs.

At Travellers Aid Australia:

Our Vision

For travellers at the point of need to have access to services which are relevant and to assist in providing solutions with dignity.

Our Mission

To assist travellers at the point of need and to ensure that travellers reach their destination safely and confidently.

Our Purpose

To provide support, advice and assistance at the point of need to the travelling public with special requirements and to those in emergency situations.

Our Values

Compassion, integrity and fairness. We are governed by and believe in displaying these values at all times to users of our services, our clients, our members, staff and volunteers.

Today our services include:

Emergency Relief

Transport options and advice to help travellers in emergency situations feel safe and empowered through subsidised travel tickets for medical, family, employment matters and other reasons, as well as information and referrals onto crisis accommodation and other supports.

Pathways to Education

Provision of myki, Metcards and V/Line tickets to enable disadvantaged students to attend school.

Buggy and Personal Guidance Service

Helping ensure safe passage at Southern Cross station for people with mobility needs.

Travellers Aid Access Service (TAAS)

Free personal care assistance to travellers with a disability or seniors.

Medical Companion Project (MCP)

Assistance for travellers getting to and from medical or health appointments.

Mobility Equipment Hire

Assisting people who are frail, aged or living with a disability through mobility aids.

Internet Access

Internet access for the general public with JAWS software available.

Transport Information

We also provide transport information and rest facilities for people in transit, as well as a professional meeting room in the heart of Melbourne's CBD for hire.

We deliver our services from two primary locations: Southern Cross station and Flinders Street station. Our administration office, which is located at City Village in Bourke Street (an initiative of the City of Melbourne), is our project coordination hub.



Our strategic directions

We have successfully completed all five strategic directions outlined in our 2008-2013 Strategic Plan.

This is attributable to the commitment and passion of our Board, staff and volunteers in ensuring that the rights and needs of all our clients, no matter what their backgrounds, are met. We reported regularly during this time about our service delivery targets and priority areas of innovation and action to ensure transparency and measurable performance at all times.

We have:

1. Delivered high quality services to meet current and future customer needs and expectations
2. Provided well known and easy to find services
3. Grown solutions for travellers through partnerships and collaboration
4. Positioned Travellers Aid Australia as an integral part of the transport system and tourism industry
5. Built a strong, effective, sustainable governance and business culture.

We are proud of our successes in each of these areas.

Looking forward

While committed to each of these core goals, we can now build on our past achievements to the benefit of our clients and travellers in need. This is vital in an environment which faces increasing numbers of people using public transport and participating in tourism activities. It is also important in light of growing numbers in Australia's disability and ageing populations. Each of these changes have subsequent impacts in demands for services and changing mobility needs.

Over the past year, we have developed a new Strategic Plan to ensure our sustainability and our ability to provide important services with clarity and focus.

We are dedicated to championing the interests of those who are not often heard to ensure our long-term sustainability in a not-for-profit sector that is facing increasing competition for finite funds. We also do so to further aid those who struggle with the costs of living and to develop relationships in transport, tourism and other community participation sectors such as education and employment.

In our new 2011-2016 Strategic Plan, our core goals are:

Growth and Branding and Fundraising

We are dedicated to relevant sustainability and growth in areas where there is identified need, as well as providing relevance for our clients through clear branding, mutually beneficial partnerships and collaboration. We are committed to diversifying our sources of funding, through untaged and non-Government sources.

Advocacy

We have a responsibility to formalise our role in advocacy to encourage and support independence among our clients and the wider community. Empowering communities is one way to address injustice and alleviate disadvantage.

Technology

It is important we continue to use technology to achieve efficiencies, data collection, improvements to our services and to raise our profile. By doing this, we can pass the benefits of efficiencies onto our stakeholders including general public transport users and visitors to Victoria.

In light of these goals, our Strategic Priorities for 2011-2016 are to:

- Grow through partnership and collaboration
- Deliver high-quality services
- Maintain our sustainability and stewardship
- Provide easy-to-find services.

We commit to reporting on our progress to funders, stakeholders and clients.

We will do this through acquittal reports, stakeholder reports, newsletters, e-updates and future Annual Reports. This will ensure we remain accountable and transparent. Our ability to provide seamless services will also continue as we monitor progress in our program areas.

Fast statistics



- Approximately 338,000 Victorians have a profound or severe disability (Australian Bureau of Statistics (ABS), 4430.0 Disability, Ageing and Carers, 2009)
- Australia has an ageing population and the likelihood of needing assistance increases significantly as people get older (ABS, 4430.0 Disability, Ageing and Carers, 2009)
- In 2009-2010, compared to the previous year, public transport patronage in Victoria grew 2.7% for metropolitan trains and 4.4% for regional trains (Department of Transport, Facts & Figures, www.transport.vic.gov.au, 2011)
- Melbourne received 1.59 million international overnight visitors - up by 10.1% on year ending March 2011 (Tourism Victoria, International visitation estimates to Victoria, 2011)
- Domestic overnight visitor estimates to Melbourne increased 2.8% year-on-year to 6.4 million visitors for the year ending March 2011 (Tourism Victoria, Domestic visitor estimates to Victoria, 2011).



Travellers Aid Australia at City Village

Our administration office at City Village is our project coordination hub. This is where we assist clients and stakeholders with administrative inquiries. Service delivery management, training, governance, marketing, media and fundraising activities, finance and administration also take place at this location.

At City Village we:

- Provide organisations with meeting room hire in the middle of the CBD – with discounted rates available for not-for-profit organisations
- Offer short-term luggage storage space to travellers.

City Village is an initiative of the City of Melbourne that provides not-for-profit, community and cultural organisations with office space in the city centre at reduced rental rates. We greatly value this support.

It allows us to collaborate with other resident organisations on key projects and access facilities that allow effective stakeholder management and training to occur.

This assistance also provides us with significant cost savings that we can then pass onto clients who use our services. In 2010-2011 the City of Melbourne also commenced retrofitting City Village to improve its energy performance.

Our centres and services

Our centres

Attracted to our safe and welcoming spaces, people are assisted by our dedicated, qualified and friendly staff and volunteers. Our first priority is always to provide practical assistance and positive experiences that place people at ease when they are travelling.

Travellers Aid Australia has one administration office and two service centres all located in Melbourne's Central Business District (CBD).

We are located at:

- City Village on Bourke Street (administration office)
- Flinders Street station
- Southern Cross station.

As a result of our central, accessible and prominent locations, qualified Client Support Officers (CSOs), improved branding, marketing and ability to innovate, demand for our services from travellers in need continues to increase.

In 2010-2011 we provided over 209,000 services to travellers in need. We are proud that we have been able to assist so many people each year.

Our services

Our services help our clients and general members of the travelling public from all types of backgrounds.

Emergency Relief (ER) program

Unexpected things happen despite the best laid plans



Our Emergency Relief program at Southern Cross station provides assistance to travellers who are disadvantaged or facing unexpected emergency situations. Re-uniting travellers in crisis with family, friends and other supports can help them feel empowered, safe and dignified.

We provide people, including those who are stranded, vulnerable, distressed, disadvantaged, homeless or at risk of homelessness, with practical travel-related relief such as:

- Information
- Referrals onto crisis accommodation and other support
- Subsidised travel tickets for medical, family crises, court matters, employment and many other reasons.

Mobility Equipment Hire

Aids to help you move around more easily



To assist people with limited mobility, we provide equipment for hire at all Travellers Aid Australia locations.

Our mobility equipment for hire on a daily, hourly or weekly basis includes:

- Electric scooters and electric wheelchairs
- Manual wheelchairs
- Prams and strollers
- Walking canes, frames, forearm crutches, walking sticks and ID/Symbol Canes.

Pathways to Education

Getting to school is important



Our Pathways to Education program at Southern Cross station provides student travel passes to young people who are experiencing financial difficulties.

In collaboration with referring agencies, such as youth and family services, schools and migrant centres, we provide monthly, half-yearly and annual travel passes to students in need, including:

- Students from families of low socio-economic backgrounds
- Students experiencing various stages of homelessness
- Students from refugee and migrant backgrounds.

Our centres and services continued

Buggy and Personal Guidance Service

Helping ensure safe passage at Southern Cross station



Being able to safely and confidently navigate transport is important when ensuring an active and healthy life.

At Southern Cross station, we provide free:

- Buggy transport services
- Manual wheelchair access
- Personal guidance services for people who are blind or have low vision.

The service helps seniors and people with disability or mobility issues who require assistance navigating Southern Cross station. The service must be booked in advance to ensure one of our Client Support Officers (CSOs) is able to meet the passenger at their train, bus, or taxi platform.

Travellers Aid Access Service (TAAS)

Free personal care for peace of mind



Our free, no-referral, no-booking-required service promotes independence, autonomy and inclusion by assisting travellers with a disability or seniors with their personal care needs. No other service like it exists in Melbourne's CBD outside of public hospitals. We maximise people's ability to participate in day-to-day activities, such as employment, education, volunteering, social and community events.

Our friendly, experienced Client Support Officers (CSOs) provide:

- Meal assistance
- Personal care
- Communication assistance for people with speech impairments or who require assistance with filling out forms
- Fully accessible toilet facilities with ceiling hoist and adult change table
- Wheelchair and scooter recharging facilities.

Medical Companion Project (MCP)

Take the worry out of travelling to Melbourne



Our trained volunteers meet medical travellers and accompany them by public transport to and from their health appointments in central Melbourne. We help people who can travel independently but who are unfamiliar with Melbourne or feel anxious about using public transport alone.

This new pilot project which was introduced in March 2011, is:

- Free and available to regional and metropolitan travellers
- Only requires that travellers purchase their own public transport tickets since we cover volunteer transport costs
- Can be booked by calling 1300 700 399 at least 24 hours in advance.

The project is a joint partnership with the Victorian Government's Transport Connection Program.

Safe, supportive, comfortable lounge areas, toilets and traveller advice



At our two service locations in Flinders Street station and Southern Cross station, we provide:

- A comfortable lounge area with amenities
- Public internet cafes which are available for everyone to use
- Breast-feeding friendly environments with baby-change facilities
- Fully accessible toilet facilities with adult change tables and ceiling hoists for clients.

Basic public transport and travel information, sleeping rooms and showers are available at Southern Cross station. Short-term luggage storage is available at Flinders Street station.

“Travellers Aid Australia’s services allow me to access the community as freely as others might.

Without Travellers Aid Australia I wouldn’t be able to attend university, football or many of the other things that I enjoy in my life.”

Amy
Travellers Aid Australia client



Our successes

We have provided 95 years of service to travellers in need in a constantly changing and evolving environment. We have given care and respite to families during the First and Second World Wars, assisted migrants with settling in after travelling to Australia from their homelands, aided more and more families facing hardship due to increases in the cost of living and provided older people and people with disabilities with the opportunity to travel independently and autonomously.

These are major achievements in themselves. They also stand as testament to the strength of Travellers Aid Australia's staff, volunteers and the wider community who support us.

More specifically, our key achievements for 2010-2011 reaffirm our commitment to social justice and equity in transport.

New services and innovations

- Successfully launched a new Medical Companion Project (MCP) pilot helping people attend their health appointments in Melbourne Central Business District (CBD) safely and confidently
- Introduced a Bequest program for people wishing to leave a gift to Travellers Aid Australia in their will
- Obtained a grant from The Reym Fund to implement a new micro-finance initiative for our Pathways to Education program next year. This will help students and families build their lives through a No Interest Loan Scheme (NILS®) and co-contribution

- Piloted online booking systems for our innovative Emergency Relief (ER) Travel Online project. We also signed up 16 community agencies to participate in the pilot. This project will offer ER organisations a centralised, national online travel service and access to funds that support clients in need of emergency travel and relocation assistance
- Consolidated our multi-skilling, client-focused approach by training our Client Support Officers (CSOs) in the areas of personal care assistance, first aid, travel support, buggy support and responding to customer inquiries
- Introduced a Customer Relationship Management (CRM) system to our organisation. Prior to its introduction, we participated with four other Foundation Partners in working with Infoxchange and Microsoft Australia to advise on the development of this CRM solution package for the not-for-profit sector.

Excellent service delivery

- Implemented an Active Service Model (ASM) philosophy promoting independence and autonomy across our services
- Celebrated our 175,000th service at Flinders Street station since the centre opened in July 2008
- With an end of year result of 105%, exceeded our Key Performance Indicators (KPIs) under the Home and Community Care (HACC) Program for TAAS and our Buggy and Personal Guidance Service



Our successes continued

- We innovatively expanded our capacity to provide our Buggy and Personal Guidance Service by training 15 Wilson Security staff to assist during busy times
- Gave our clients new ways to access our services, including through online booking requests for mobility equipment hire, meeting room hire, the Medical Companion Project and our Buggy and Personal Guidance Service
- Successfully initiated an ongoing, strategic relationship with the Public Transport Ombudsman and commenced the development of a Referral Protocol to aid in providing better customer feedback to public transport operators from vulnerable commuters.

Renewed and revitalised partnerships

- Established a Travellers Aid Australia Ambassador program
- Strengthened our relationships, profile and advocacy capacity with key transport, not-for-profit and tourism industry organisations through Memorandums of Understanding (MOUs) and/or reciprocal relationships, including with Destination Melbourne and V/Line
- Entered into additional partnerships with key organisations such as the Country Women's Association of Victoria (CWA) to maintain ongoing connections with regional and rural users of our services.

Fundraising, marketing and promotions diversification

- Launched our new accessible website in May 2011
- Developed and implemented a new range of fundraising-based marketing collateral including easy-to-use online donation avenues and donation envelopes
- Achieved ongoing three-year federal funding for our Emergency Relief program under the Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) Financial Management Program.

Advocacy and education

- Successfully implemented Disability and Mobility Awareness education workshops aimed at increasing understanding about accessibility issues. These workshops included authentic voices from people with a disability
- Presented to the Victorian Tourism Industry Council (VTIC) on the economics of inclusive and accessible tourism
- Provided leadership and coordination to multiple community and disability service organisations, refugee and asylum seeker organisations, including the Victorian Council for Social Services (VCOSS) and advised the Transport Ticketing Authority (TTA) about the roll-out of myki to Emergency Relief agencies.

Helping travellers look after their health

In March 2011 Travellers Aid Australia launched a new pilot Medical Companion Project (MCP) at the Municipal Association of Victoria. This launch was attended by the Parliamentary Secretary for Regional Development, The Hon. Damian Drum, MLC.

As part of this free service, people from regional, rural or metropolitan Victoria can call and book a trained volunteer medical companion to meet them at their Flinders Street station or Southern Cross station train, bus or taxi platform and accompany them to and from their health appointment in Melbourne Central Business District (CBD) using public transport.

The service decreases reliance on family, friends or limited community transport options. It helps ensure that people get the medical attention they require when they need it.

Since its launch, we have:

- Recruited and trained 30 volunteers to assist with the project
- Helped 122 people get to their health or medical appointments in Melbourne
- Achieved a 93% satisfaction rating for our volunteers
- Achieved extensive media coverage about the project, including in The Age, all six WIN TV regions, the Herald Sun, ABC Radio National's Bush Telegraph, JOY Melbourne 94.9FM and multiple local newspapers.

The MCP will run until December 2011 in its current pilot phase. It is a joint initiative with the Victorian Government's Transport Connections Program.

"My companion was a delightful young lady. I arrived at the hospital feeling much more relaxed than if I had been on my own. It's very reassuring for us 'country people' to be guided through the transport system and to have calm, caring company during a stressful situation."

Medical Companion Project client

"It's about getting involved in the community and not just talking about it."

Medical Companion Project volunteer

Our performance at Flinders Street station

Much like the Flinders Street station clocks themselves, our centre at Flinders Street station acts as a warm and inviting hub for travellers and clients from all types of backgrounds.

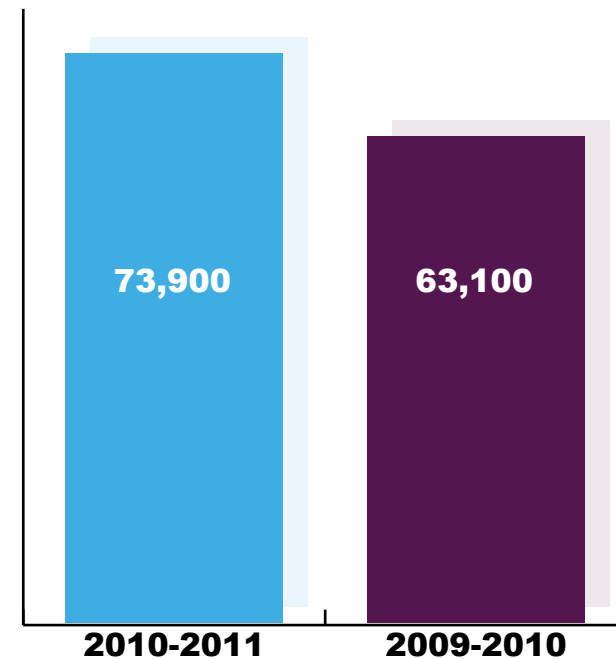
We provide travellers in need with internet access, travel information, short-term luggage storage, mobility equipment hire, fully accessible toilets, adult-change tables and a ceiling hoist, a comfortable lounge and rest area with baby-change facilities. Travellers can take advantage of our personal care assistance provided through our Travellers Aid Access Service (TAAS) or use our pilot Medical Companion Project (MCP) service if they are attending a health appointment.

In 2010-2011 two of our service development staff from Flinders Street station attended the *HACC National Conference - 25 Years*. This year we also celebrated our landmark 175,000th service to visitors at the centre since it opened in July 2008.

We also:

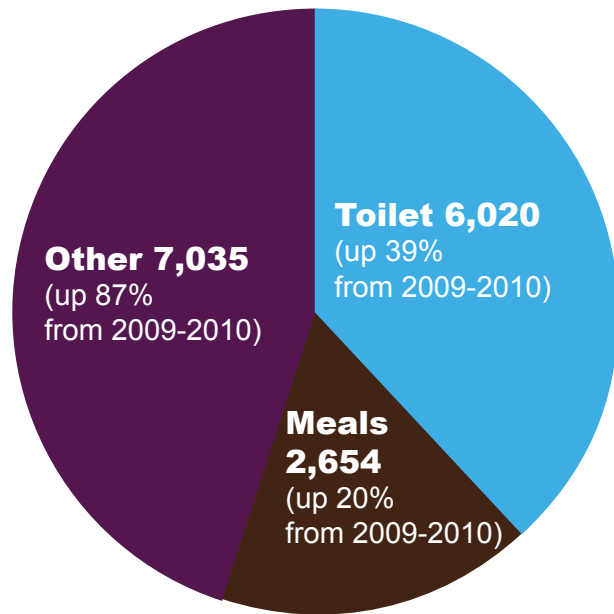
- Delivered over 73,900 services – up 17% from 2009-2010 – to visitors including people with a disability, their carers, seniors, people from Aboriginal and/or Torres Strait Islander (ATSI) backgrounds, people from Culturally and Linguistically Diverse (CALD) backgrounds and general public transport users
- Provided 4,574 hours of personal care – a 45% increase from 2009-2010
- Provided more than 4,600 luggage storage services.

Total services provided at Flinders Street station

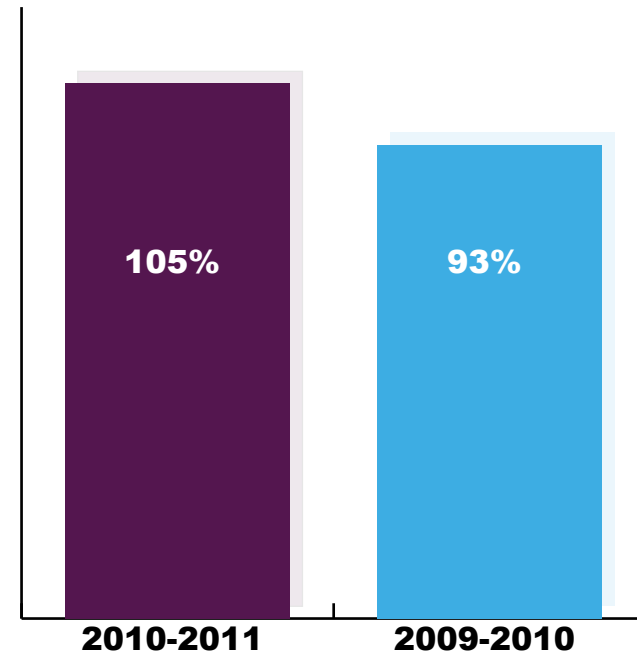


The increase in services demonstrates that there continues to be a growing need for our assistance. With increases in Australia's ageing and disability population, we anticipate further expansion of our services will be required over time.

Assistance provided to people with a disability



Key Performance Indicators for our TAAS and Buggy and Personal Guidance Service



In collaboration with Southern Cross station, we exceeded our Key Performance Indicators (KPIs) under the Department of Health’s Home and Community Care (HACC) Program. The results recorded include our TAAS and Buggy and Personal Guidance Service.

Our performance at Southern Cross station

Our bustling centre at Southern Cross station provides a safe location for people needing respite from travel or emergency situations. Our friendly, trained Client Support Officers (CSOs) assist all who enter our doors in a welcoming and supportive manner.

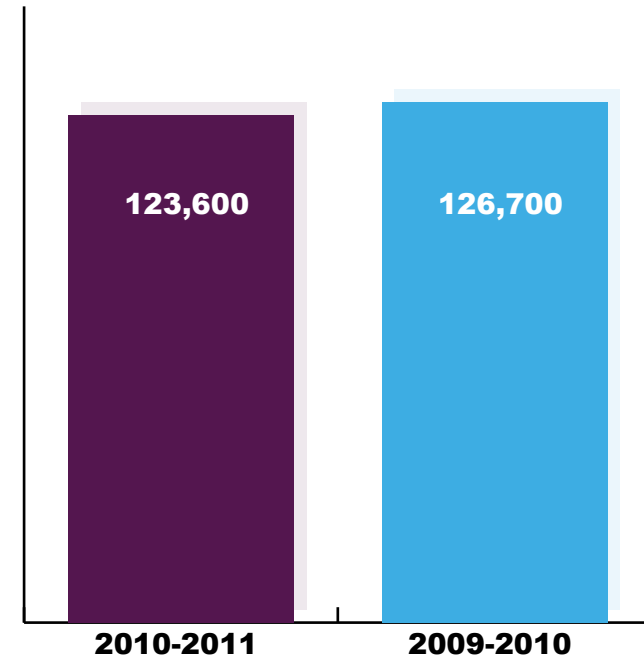
On top of similar services to those we provide at Flinders Street station, we provide a free Buggy and Personal Guidance Service, sleeping rooms, showers with towel hire and baby-change facilities. Travellers can also access our Travellers Aid Access Service (TAAS) or pilot Medical Companion Project (MCP) service here. Our Emergency Relief (ER) and Pathways to Education program also operate out of this centre.

We also:

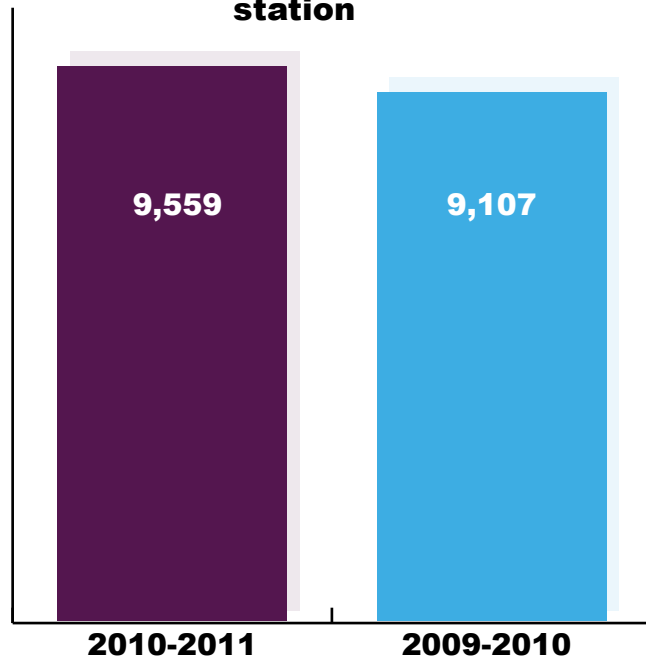
- Provided over 123,600 services to visitors, including people with a disability and their carers, seniors, people from Aboriginal and/or Torres Strait Islander (ATSI) backgrounds, people from Culturally and Linguistically Diverse (CALD) backgrounds and general public transport users
- Provided 1,439 hours of personal care which is roughly equivalent to the number of hours provided in 2009-2010
- Exceeded our Key Performance Indicators for our Buggy and Personal Guidance Service.

Our revamping of the 'Trading Table' into a modernised display with relevant products such as shampoo, travel power adaptors and other traveller goods also demonstrates our commitment to innovation at Southern Cross station.

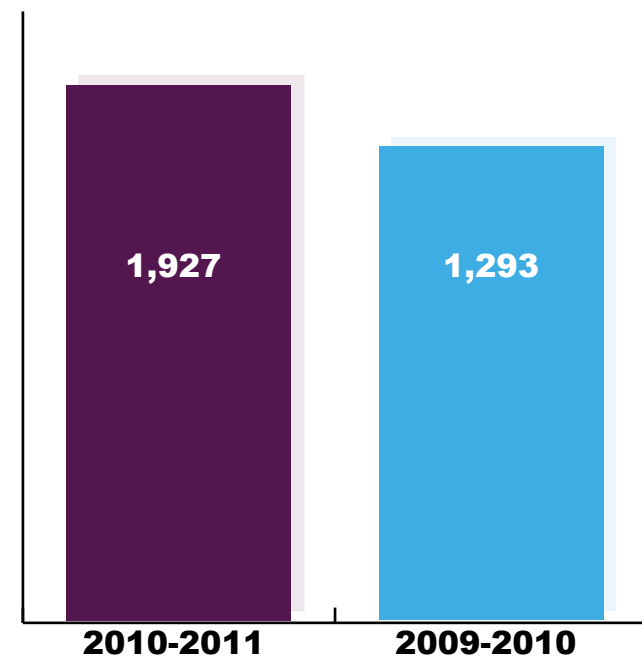
Total services provided at Southern Cross station



Total Buggy and Personal Guidance Services provided at Southern Cross station



Total sleeping room services provided at Southern Cross station



Our performance - Emergency Relief program

The main objective of our Emergency Relief program is to get people to places of support. Re-uniting travellers and people in crisis with family, friends or other supports empowers them to deal with the hardships they are facing and fosters independence.

Our Emergency Relief program provides people with information, referrals and subsidised travel tickets that help them get to where they need to go. Practical, travel-related Emergency Relief assistance can help prevent people's lives spiralling out of control into an unbreakable cycle of disadvantage.

Circumstances when people may use our Emergency Relief program include when they are homeless and need access to crisis accommodation and other supports, need information on where to find assistance and how to get there, are escaping the threat of domestic violence, need support for a job interview, do not have enough money to visit their family for personal reasons such as funerals, are stranded or isolated due to natural disasters, need to travel for medical reasons, court matters or when they are victims of crime and they lose their belongings.

Being unable to access transport can lead to people facing restricted access to services and a limited ability to participate in activities (*Communities and Families Clearing House Australia*, August 2011). People are more likely to experience transport disadvantage if they are young people, women, families with young children, unemployed, on low incomes, senior citizens, Culturally

and Linguistically Diverse people, Indigenous Australians or people with a disability (*Communities and Families Clearing House Australia*, August 2011). As such the ability to access services is further limited for groups who are already more likely to suffer inequity in the first place.

The recent *Australian Community Sector Survey* (Australian Council for Social Services, 2011) shows that people who require Emergency Relief include those who are unemployed, those with mental health and relationship issues and those facing domestic violence. Increasing cost of living pressures have also resulted in more and more people seeking assistance with mortgage and utility costs. Without support in these areas people experience negative impacts on their health and finances. Subsequently, people in unexpected or prolonged crisis face increasing risks of poverty, debt, exclusion, poor health, travel disadvantage, unemployment, potential criminality, even homelessness. This affects a person's mental health and wellbeing due to the additional anxiety and stress they experience. Elsewhere, as Guy Johnson and Chris Chamberlain have found in their report *From Youth to Adult Homelessness* the longer people are homeless the more difficult it becomes to 'get out' without long-term support (2008).

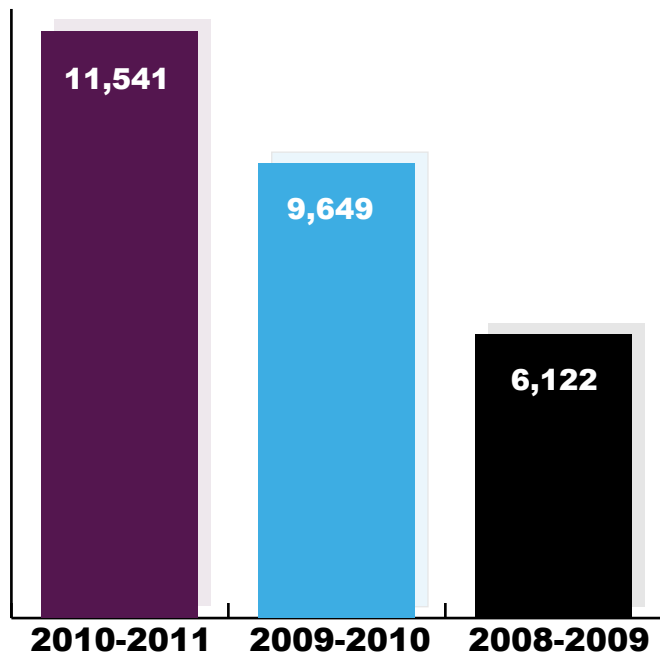
Without travel-related assistance, people are prevented from getting to places where, if they could just get there, they would have access to the longer-term types of support, family or friends they need to help them escape their spiralling cycle of disadvantage.

Our results

This year we again experienced increased demand for our Emergency Relief services. In 2010-2011:

- 11,541 services were provided overall - a 19.6% increase
- Hygiene requests increased 59%
- Travel services such as subsidised tickets increased 30%
- Requests for petrol vouchers more than halved
- Provision of information to people in need continued to rise, with an extra 1,311 information requests handled.

Total Emergency Relief services provided



Backgrounds of clients assisted

We experienced increases in demand for our services across all age groups as a result of general service growth.

Of the people we assisted in our Emergency Relief program:

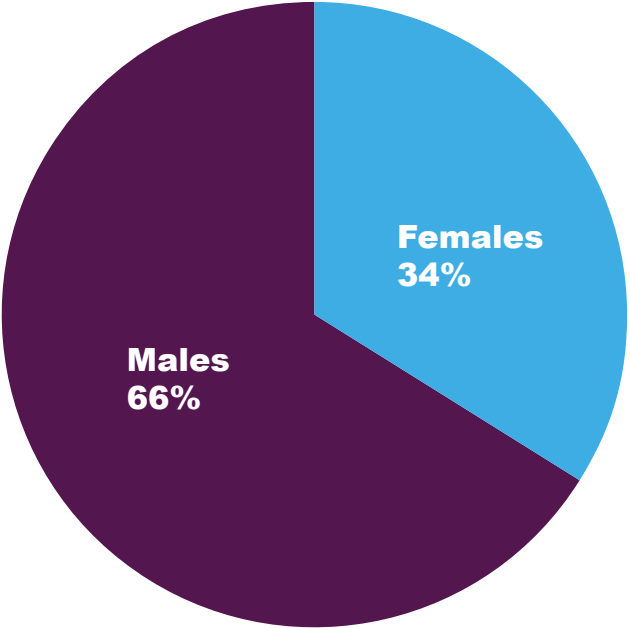
- 1,708 were female
- 3,272 were male
- 3,803 or 76% were “alone or unrelated”
- 1,348 were in the 26-35 year old age group
- 14% were from Culturally and Linguistically Diverse (CALD) backgrounds
- 487 people identified as from Aboriginal and/or Torres Strait Islander (ATSI) backgrounds, a 61% increase from the previous year.

Download our Emergency Relief program report from our website. You can also make a donation to this program online by visiting:

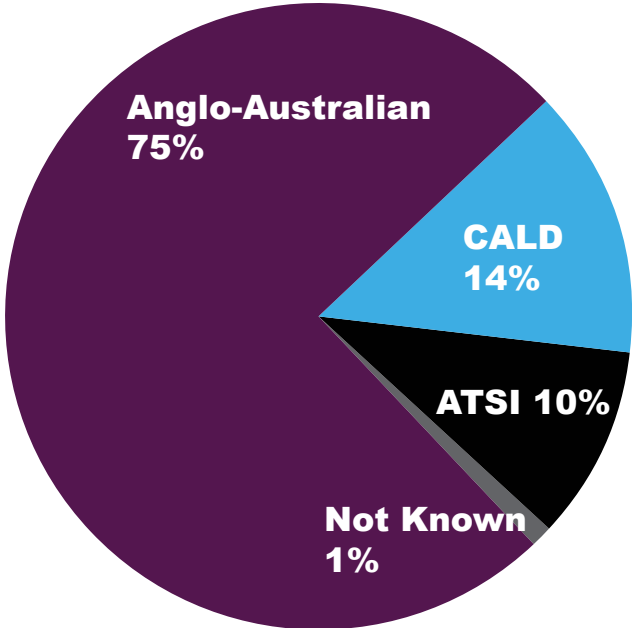
www.travellersaid.org.au

Our performance - Emergency Relief program continued ▶▶▶

Gender of clients assisted



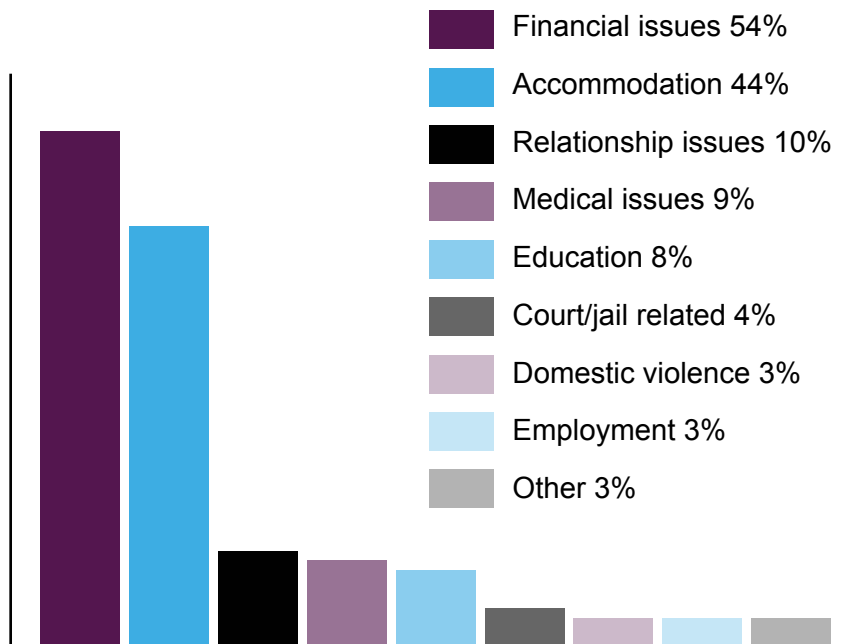
Cultural background of clients assisted



Reasons why clients present for Emergency Relief

The reasons why clients require emergency-related travel assistance are many. However financial issues – i.e. an inability to afford travel costs – is the reason that 54% of people present to our Emergency Relief service. The second largest reason at 44% is to get to accommodation and this year, this category also experienced a significant jump of 560 instances. People presenting for court or jail related issues also increased from 76 to 215 instances. This is likely to be the result of a presentation given to prison officers.

Reasons why clients present for Emergency Relief assistance



Note: Some people may have experienced more than one of these reasons to present.

Nazimah's story*

Nazimah presented to our office with a piece of paper from the police as she did not speak English very well. She was crying and unable to say a word. She had bruises on her face and other parts of her body and was obviously in pain.

Travellers Aid Australia's Emergency Relief (ER) Officer made her a cup of tea and sat with her until she calmed down. Her jaw was dislocated so she could not talk very much but managed to explain her situation. Her husband had beaten her badly and locked her in a room for two days without food or anything else. Finally, she managed to escape with the help of one of her step children and ran to the police who referred her to Travellers Aid Australia.

She had been in Australia for the last six years but was never allowed to go anywhere. Nazimah was also submitted to violence nearly every day. She did not have any friends and her only family lived in Western Australia. She had left her house with a little bag and no funds. She desperately needed help to get to her family in Western Australia.

We contacted the family and they immediately asked us to help her get to their house. They had not been aware of Nazimah's situation but were ready to support her. She was booked on the next flight to Western Australia on the same day, medical attention was provided and she was safely escorted to Skybus. The airline was contacted for further assistance when Nazimah arrived at the airport. When Nazimah arrived in Western Australia, the family let us know that she had reached her destination safely. Both Nazimah and her family were very grateful for our help.

*Names and identifying information have been changed for each case study

Our performance - Pathways to Education

Our Pathways to Education program is part of our Emergency Relief program. It provides student travel passes to young people who are experiencing financial difficulties. These travel passes help them attend school and social opportunities and stay connected with family, friends and the community.

The beginning of the school year is an expensive time. Many families and young people struggle with the temporary rises in costs associated with education. While a public education is technically free, many people experience difficulties in meeting associated costs such as text books, camps, uniforms and transport. These people are not able to opt for more cost-effective methods of purchasing yearly or even monthly travel tickets due to the high upfront cost that is required.

The travel passes we provide to young people give them 'transport security' and the confidence that they can get to and from school and other extracurricular activities safely, easily and reliably. It is a major influence in young people's academic application towards their studies, hopes and aspirations for their future.

Being unable to travel to school due to a lack of finances can lead to absenteeism, risks of fare evasion, stress, depression or an inability to focus or concentrate. Social isolation and/or antisocial behaviour may also occur as low income students have less opportunity to be socially included, attend activities, catch up with friends or visit their family.

Numerous studies show that students who underperform or do not complete their education are often disadvantaged in the future. Statistically, they experience reduced opportunities, increased rates of unemployment and an inability to gain the skills and training they desire at a later date.

Fare evasion can result in fines that students or their families cannot afford to pay. If followed through via a court of law, the problem exacerbates and ultimately the community ends up paying the costs. Vast resources are consumed from legal, community and transport operator services. Metlink has estimated that fare evasion has a net cost of \$80 million to taxpayers (ABC.net.au, April 2011) This is on top of the impact that fare evasion has on individuals themselves, since they can suffer from increased stress and anxiety as a result of being unable to afford fares.



Our results

In 2010-2011 we:

- Assisted 367 students in need by issuing 542 travel passes to them
- At one point in time, had 350 students on our waiting list for travel passes.

Backgrounds of students assisted

Of the students we assisted:

- 54% were male
- 46% were female
- 59.5% were from Culturally and Linguistically Diverse (CALD) backgrounds
- 40% were from Anglo-Australian backgrounds and 0.5% were from Aboriginal and/or Torres Strait Islander (ATSI) backgrounds
- 43 students were experiencing secondary or tertiary homelessness.

The total cost of student tickets issued this year was \$104,424.20 (inclusive of GST).

Changes to the types of tickets provided (e.g. monthly, half-yearly) slightly brought down the number of tickets we provided to students by a total of 18 tickets.

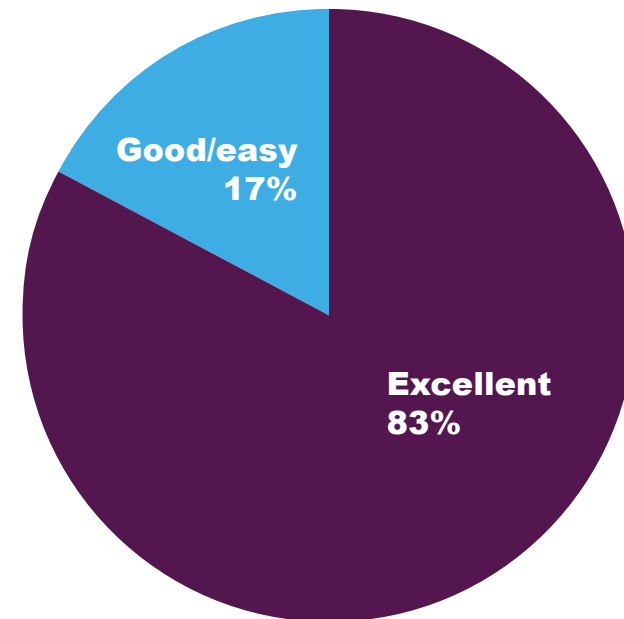
Survey of program participants

As with last year, we surveyed Pathways to Education participants and their case workers to gauge the effectiveness of our program and service delivery. Since it was not compulsory we were pleased with a response rate of 36.

Satisfaction with processing of passes

Positively, when asked about the way that we processed travel passes, satisfaction from respondents increased from the year before. No one said our service was “average/okay” or “bad/difficult”.

Ratings of the way we process travel passes



Our performance - Pathways to Education continued

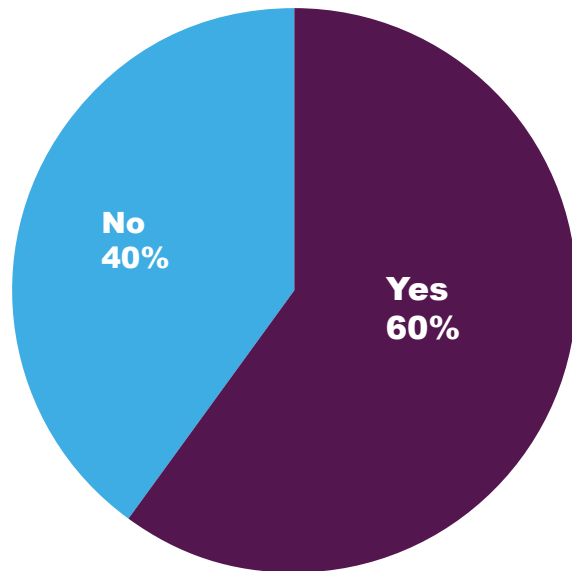
Likely attendance at school without assistance

When asked about the likelihood of truancy if assistance was not available, roughly the same number of students as last year said they would continue to study. However unlike last year, no one selected that they would study but 'not every day'. Instead, the percentage of people who said they would not study at all increased from 22.5% in 2009-2010 to 40% in 2010-2011.

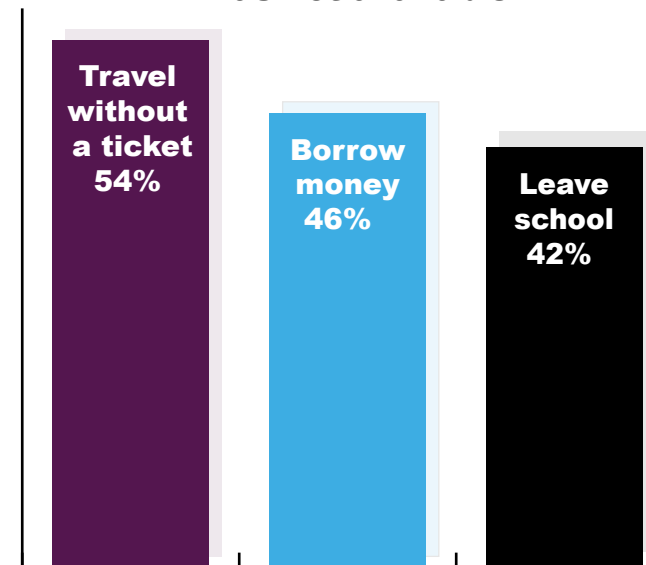
More students this year said that fare evasion was a possibility. This is problematic as fare evasion risks infringement fines that place more stress on students and their families.

These statistics continue to justify the existence of the Pathways to Education program.

Likelihood of studying without a travel pass



Other options if a travel pass was not available



Note: Some people may have chosen more than one of these options.

Testimonials from program participants

“Thank you. It has made life easier having a yearly pass for transport. I don’t have to worry about paying when I have no money or have to borrow as it is expensive paying for everything you need for school.... Thank you for your great support! Much appreciated!”

“Very useful for people with low income like me and I am very thankful.”

“The way I was treated at Travellers Aid Australia at Spencer St (Southern Cross station) was greatthey didn’t make me feel degraded. They were lovely. ...[The service also] helps kids feel normal... Thank you!”

“Without this service my daughter could not attend school. My family thanks Travellers Aid Australia for this assistance.”

Data and testimonials from referring agencies

This year, we received more referrals from refugee and migrant centres and an increased number of self-referrals as well. Schools continued to approach our services with the most number of clients coming from Caulfield Park Community School (90). The Migrant Information Centre (32), self-referrals (32), the Asylum Seeker Resource Centre (30) and the Refugee Minor Program (24) had the next highest referral rates.

“This service enables young people to get to school regularly, removing one of the biggest barriers to full participation in education. They also avoid fines and the families do not have to make a decision whether to send the children to school or to use the money for food and other essential items.”

“We really appreciate the service that the Travellers Aid Australia Pathways to Education program is able to offer. It is a fantastic concept and should be funded better. ... The Pathways to Education program is an excellent initiative.”

“I would like to thank Travellers Aid Australia for all their hard work and assistance... Travellers Aid Australia has gone above and beyond to assist our clients and we want you to know that the assistance you provide is invaluable. It means the kids we work with can take part in the community, attend education and ultimately improve their prospects of finding employment, settling in Australia and making a better life for themselves and their loved ones. We look forward to working with you again in 2012 and beyond.”

“It means that families have at least \$10 extra per week to spend on groceries or paying for other items such as bills and education fees.”

Download our Pathways to Education program report from our website. You can also make a donation to this program online by visiting:

www.travellersaid.org.au



Nirmala's story*

Nirmala arrived in Australia a couple of years ago from Sudan.

She carried with her five children while her husband stayed behind to help the rest of his family. Unfortunately, he was killed shortly after Nirmala and the children left Sudan. The family only heard of his death months later.

Nirmala had very limited English and her children had regularly been attending English classes the previous year. This year the children were enrolled in primary and secondary schools. With their special needs with English as a second language however, they were not enrolled at their local schools but at schools further away that could better cater for their needs.

Due to language barriers and a lack of support to help her look after her children, Nirmala had not been able to work since her arrival in Australia. Subsequently when they heard about her case, a migrant organisation contacted Travellers Aid Australia for assistance with travel tickets to allow the children to keep up with their studies.

The case worker came down with the children to process their yearly tickets for 2011. Five yearly tickets were issued and myki processed for this family. The eldest son was very grateful as those tickets would allow him to finish high school and keep his siblings educated.

Unfortunately due to a lack of guaranteed long-term funding, we could not promise further assistance for the following year. Nevertheless, the eldest son who is now 17 years of age is confident that he can find a job during the school holidays to support his siblings over the coming year.

*Names and identifying information have been changed for each case study



Our progress - Emergency Relief (ER) Travel Online project

The innovative Emergency Relief (ER) Travel Online project is a world-first. It gives community service organisations the capacity to easily book cost-effective emergency travel across Australia for clients in need all in one easy-to-use online environment.

Benefits for clients

Often inadequate coordination in cross agency response efforts can result in a client's travel needs being unmet. Our project will increase the number of Emergency Relief clients who can be helped. It will also help reduce waiting times and provide people with a more immediate response. We already minimise the need for personal presentation at Travellers Aid Australia, but clients sometimes have to wait a long time at our centre at Southern Cross station while staff make travel arrangements and ensure clients have support at their end destination. This can increase the anxiety that a client feels.

Benefits for Emergency Relief service providers

The project will simplify processes and eliminate duplication of administration work by giving all parties use of one centralised system. It will also enable agencies to book their client's travel online themselves. This will lessen a client's need to present in person to Travellers Aid Australia and increase dignity for clients who will not have to repeat their story one more time. By moving our services online, it will also be more easily available nationally, outside of Melbourne and Victoria.

Progress to date

In the second-half of 2010-2011, Travellers Aid Australia developed and released a request for tender and commenced project implementation.

Major progress on the project includes:

- The identification of two travel booking partners and a data collection system that can share relevant client information across approved community service organisations
- The commencement of internal testing and trialling of available travel systems to identify which tools best meet the emergency sector's pricing and travel booking needs
- The development of an ER Travel Online resource manual to assist with roll out when the project is implemented in its final form.

Once internal trialling and testing of the travel booking system is complete, the 16 community service organisations who have signed up to participate in the 'pilot' phase of the project will be trained to use the system. They will then use the systems prior to the anticipated sector-wide deployment of the project in December 2011.

We would like to acknowledge the Lord Mayor's Charitable Foundation (Eldon and Anne Foote Trust), Victorian Government Department of Transport, Australian Government Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA), the Helen Macpherson Smith Trust, Sidney Myer Fund and Myer Foundation - Commemorative Grants Program for their assistance with this project. Pro bono legal advice has also been provided by Francis Abourizk Lighthouse Lawyers, arranged via PilchConnect.



Our people and culture

Cultural diversity at Travellers Aid Australia

Travellers Aid Australia's dedication to cultural diversity has resulted in the implementation of specific measures during 2010-2011. Some of these initiatives are part of our Cultural Action Plan (CAP).

- Over half of our employees come from culturally and linguistically diverse backgrounds
- We have employees who can converse fluently in 12 different languages including Cantonese, Urdu, Punjabi, Arabic, Spanish, Dutch, Mandarin, German, Polish, French, Hindi and Australian Sign Language (Auslan)
- We provided brochures to clients in six different languages including Polish, Vietnamese, Somali, Burmese, Italian and Sudanese (Arabic) and distributed these to key community organisations
- Developed and distributed 8,000 brochures catering to Aboriginal and/or Torres Strait Islander (ATSI) service users and Victoria-wide Aboriginal organisations
- Promoted Travellers Aid Australia's services on SBS Radio via four interviews held in German, Hindi, Dutch and Arabic.

This work reflects our commitment to embracing the diversity of all our staff and clients.

Our values: compassion, integrity, fairness

We believe in delivering excellent, innovative and inclusive services to all of our clients no matter what their backgrounds. Our strong sense of social justice also means that we are guided by a philosophy of inclusion to achieve social and economic participation for all who come through our doors.

The philosophies that we subscribe to include:

- Accountability
- Access and equity
- Cultural appropriateness
- Client dignity, respect and rights
- Community relevance and responsiveness.

We constantly look for new ways to aid members of our community, whether through micro-finance programs for clients in our Pathways to Education program or by training Wilson Security staff to help provide our Buggy and Personal Guidance Service during busy times.

Our Active Service Model (ASM) approach of helping our clients live as independently and autonomously as possible also underpins the way we deliver key services.

Our people

We operate with 29 staff and approximately 50 volunteers. We have committed strongly to investing in our people so that each of us can meet the needs of all travellers and clients coming our way. This includes people with a disability, people facing emergency situations, people with mobility challenges, seniors, tourists and general public transport users.

We have:

- Recruited staff, volunteers and interns who share our vision and values while coming from all walks of life, abilities and cultural backgrounds
- Recruited strategically to ensure that all our interim and long-term needs are met. This includes in fundraising, volunteer management, project implementation and marketing and media
- Through training, educated each and every one of our front-line staff in our ASM philosophy of autonomy, independence and inclusiveness which we implemented across the year. Staff were actively involved in writing and implementing this philosophy
- Trained all our Client Support Officers (CSOs) in a 'Skill Set in Disability Work' and implemented a hybrid approach to staff roles. Each of our CSOs are fully trained in the areas of personal care assistance, first aid, travel support, buggy support and responding to customer inquiries
- Implemented succession planning and a 'buddy system' through all levels of the organisation. Senior Management can take opportunities to act in the Chief Executive Officer (CEO) role and attend Board meetings. Staff are paired with Managers to develop their skills and experience
- Promoted equity and diversity in the workplace. Our staff participated in Deafness Awareness Training and Indigenous Cultural Awareness Training
- Made both our service centres more inviting to people from Culturally and Linguistically Diverse (CALD) backgrounds by displaying "welcome" in many different languages on our entrances and windows
- Continued to make our work environment supportive, friendly and flexible. Our Employee Assistance Program (EAP) remains available to our staff and their families. Employees can also work flexible hours and locations, such as from home
- Continued to up-skill our already knowledgeable staff. At our administration office for example, we have supported training in a Masters of Professional Accounting and a Masters of Business - Marketing to aid staff ability in strategically and effectively meeting our client and organisational needs.

Garth Wilson: staff training and succession planning in action

Garth Wilson, Coordinator of Southern Cross station, has been with Travellers Aid Australia since 2006.

Garth started as a customer service volunteer working closely with Charles Briffa who retired in December 2010. Over the years Garth has been trained in all aspects of the services we provide at Southern Cross station. He was also initially introduced to his new role in an acting capacity and received extensive mentoring support from Elias Lebbos, our General Manager.

Clearly our enthusiasm for continually up-skilling our capable staff pays off. Garth is now in charge at Southern Cross station and has training and development goals mapped out for the year. We like to recognise and reward potential.

“I love my job. When I started ...I didn't really think twice about what many people have to go through just to get somewhere. Now I have a much bigger appreciation....One thing I love is the first time you provide the service to someone and you see them realise it can change their lives.”

Garth Wilson
Coordinator, Southern Cross station





How our training benefits clients

At Travellers Aid Australia, we are committed to training our staff and volunteers. In addition to our Client Support Officers (CSOs), the 30 volunteers participating in our pilot Medical Companion Project (MCP) received in-house first aid training from Travellers Aid Australia. Our first aid program is accredited by the Australian Red Cross and is a good example of how we focus on cost-effective innovation and commitment to excellence for our clients and their ongoing safety.

The benefits of Travellers Aid Australia's 'Skill Set in Disability Work' and other training for staff shines through in one user's experience:

“At the suggestion of the station staff, I contacted Travellers Aid Australia and from then on all of the stress and nightmare went away. The guys are obviously trained on how to interact with people with disabilities because they are so natural and terrific. They give me heaps of teasing and get it back! The whole service is geared specifically for people like me, who once had a lot of stress with travelling and now have none. In fact I look forward to having a yarn with whoever is picking me up, because we've come to know each other really well. It's like spending a bit of time with a mate.”

Faye
Travellers Aid Australia client

Sustainability, innovation and continuous improvement

Our leading presence in the transport disadvantage sector for 95 years is the best evidence we have showing our long-term commitment to helping clients in need.

We have been around a long time because of our ongoing innovations, forward-thinking attitude, dedication to our clients and our focus on providing practical, travel-related assistance with dignity, compassion, integrity and fairness.

Destination Melbourne partnership

On the back the successful Destination Melbourne and Travellers Aid Australia Trivia Night Fundraiser held in May 2011, Travellers Aid Australia entered into a goodwill partnership with Destination Melbourne in June 2011. We agreed to an achievable plan of action.

Our collaboration will help ensure that an inclusive and enjoyable visitor experience is had by everyone coming into or around Melbourne. That's because in the words of Chris Buckingham, CEO of Destination Melbourne: "While we operate at different points on the tourism industry spectrum, we share a total commitment to supporting and advocating on behalf of the visitor experience. Together we are able to effect positive changes that make Melbourne a safer, more accessible destination."

In 2010-2011 we focused on two main areas of sustainability, innovation and continuous improvement.

Fundraising and revenue diversification

To ensure we are around to assist clients for years to come, we have renewed our commitment to diversifying and making use of alternative revenue streams.

On top of our fee-for-service initiatives in the areas of mobility equipment hire and traveller rest facilities, we have:

- Introduced a Bequests program for people wishing to leave a gift in their will
- Launched a safe, secure and easy-to-use online donations tool as part of developments for our new website
- Developed and distributed a new-look reply-paid donations envelope giving people an easy and safe way to donate to Travellers Aid Australia
- As a result of our strong partnership arrangements, obtained vital in-kind travel tickets to our Emergency Relief and Pathways to Education program from V/Line.

Continuous improvement and accountability

We know that without clear governance, transparency, awareness and ongoing evaluation of user experiences, opportunities to innovate and maintain smooth service provision cannot transpire.

In 2010-2011 we implemented:

- A Customer Relationship Management (CRM) system which will allow us to better communicate with all our stakeholders. Prior to its introduction, with four other Foundation Partners, we worked with Infoxchange and Microsoft Australia to advise on the development of this CRM solution package for the not-for-profit sector
- A Business Continuity Plan, Pandemic Plan and updated our Risk Management Plan
- Evaluation surveys assessing the value, strengths and weaknesses of key programs including Pathways to Education and our Buggy and Personal Guidance Service
- Project acquittals for major projects for both internal and external stakeholders.

We also made a strong commitment to our relationship with the Public Transport Ombudsman, agreeing to implement a Referral Protocol during 2011-2012. This Referral Protocol will ensure that the Ombudsman receives clear feedback about public transport services from travellers who have been unable to resolve these with Victorian operators themselves. These complaints can then be heard and addressed appropriately.

Through these and other initiatives we have continued to ensure the smooth functioning of Travellers Aid Australia to our clients for years to come.

Evaluation surveys and how they help

The surveys we conduct give valuable information about the services we provide, who we help and how we can improve our services.

In late 2010 we evaluated our Buggy and Personal Guidance Service. We found that:

- 86% of users of this service are 65 years and over
- 80% have a disability, mobility issue or chronic health issue
- 98% of respondents thought staff and Travellers Aid Australia were excellent overall
- 100% of respondents thought the booking process for the service was professional, clear and helpful
- 82% felt service quality was consistent for every visit.

This survey confirms that we are meeting an unmet need in the transport industry. It also confirms that we are doing it well!

Sustainability, innovation and continuous improvement continued ▶▶▶

Innovative approaches to sustainable service provision

To assist our staff in providing our Buggy and Personal Guidance Service at Southern Cross station, in 2010-2011 we trained 15 Wilson Security officers in the skills required to provide this service. The officers were also trained on topics such as promoting social inclusion and independence in clients and encompassing the values of dignity, compassion and fairness when providing services.

The officers involved reported that they enjoyed the variety they received in their job roles and valued the insights they gained into the everyday travel issues affecting senior travellers, people with a disability and those with limited mobility. For our part, as well as ensuring we can assist as many travellers as possible, we enjoyed the opportunity to collaborate closely with Wilson Security staff themselves.

Planning for all eventualities

At Travellers Aid Australia we believe in doing things right. Because of this, we have Business Continuity and Pandemic Plans in place. Our Plans help us identify how we will operate in 'worst case' scenarios as our commitment to our people, travellers and tourists means that we seek to minimise any potential impact on our services.

We have identified the core functions of the organisation and what steps may be required to ensure that our services can continue to be delivered for as long as possible. Thanks to our Plans, we will be able to communicate with our clients, staff, volunteers and other stakeholders through means such as SMS and email. Our emergency 'grab bags' hold essential documents and equipment that we will take with us. Since we also have the ability and systems to work off-site, we can operate at other locations or recovery centres as required.



Marketing and promotions

This financial year, a range of consolidation activities and successful innovations have taken place in the marketing and promotions area of Travellers Aid Australia.

Each step has focused on:

- Refreshing our brand
- Working to diversify our fundraising avenues
- Increasing awareness of Travellers Aid Australia and the breadth of our services
- Implementing effective communications across new and diverse mediums.

The goal has been to ensure relevant clients are aware of our services and that fundraising activities are strengthened so we can assist our clients further.

Highlights include:

Media coverage

Travellers Aid Australia achieved increased positive media coverage over the 2010-2011 period. In addition to stories in the Herald Sun in November 2010 about our Emergency Relief service, Travellers Aid Australia obtained wide-ranging news coverage of the launch of the Medical Companion Project, including in The Age, Herald Sun, Weekly Times, The Senior Newspaper, all six WIN TV regions, JOY Melbourne 94.9FM and ABC Radio National's Bush Telegraph. Community Service Announcement (CSA) advertisements were obtained in The Age and MX Magazine which gave us free opportunities to promote our services to travellers in need.

New website

In May 2011 we launched our new Travellers Aid Australia website. The new user-friendly website is a major step in our client, fundraising and branding outreach initiatives. It has been developed with the goal of providing clear and simple information about what we offer to all our audiences including our members, clients, the general public, the media and our supporters.

Developed by Infoxchange, the new website integrates new technologies such as live updates from key public transport providers and social media widgets. Additional features include improved accessibility for people with disabilities, the ability to sign up for our newsletter, a translation function that provides information in languages other than English, a dedicated services section, an online donations area and the ability to request services such as our Buggy and Personal Guidance Service online.

The new website will be a major platform for our future donations and fundraising efforts and will help keep our supporters informed. We acknowledge the assistance of The Myer Foundation's Capacity Building Grant in helping us develop our new website.

"We have identified a real shift in how community service organisations are approaching their communications strategies. Organisations like Travellers Aid Australia are setting the pace in implementing communications and social media to maximise the impact their service has on the community."

Josh Dickerson
Infoxchange



Marketing and promotions continued

Refreshed branding and marketing collateral

In the second half of the year, marketing and fundraising staff developed refreshed collateral to better explain Travellers Aid Australia services, encourage uptake, improve brand consistency and complement our new online and electronic mediums. In line with our newly developed Style Guide and maintaining the use of accessible formats, these include a new-look print newsletter, fact sheets and brochures. Revamped fundraising marketing collateral, such as our donation envelope, also form part of this initiative. New polo shirts in the Travellers Aid Australia colours of purple, blue and white were launched in June 2011. These polo shirts ensure our staff are identifiable to travellers in need while maintaining brand consistency.

Electronic and social media communications

In addition to our new website, we implemented a new set of electronic and social media communications including email newsletters, monthly industry e-updates, website news and events stories and Facebook and Twitter. These tools allow us to undertake further engagement with all our clients and stakeholders in an accessible manner, while also raising our profile and ability to advocate on behalf of our clients.

Community Education program

As part of our ongoing Community Education program, Travellers Aid Australia staff held 72 talks for 1,527 people over the year. This includes 13 talks to Metro Trains Melbourne Customer Service and Authorised Officers, 15 talks to disability organisations and seven community agency talks.

We presented at the Victorian Tourism Industry Council's 'The Economics of Accessible Tourism' Forum and at the Victorian Community Transport Association's (VCTA) State-wide Conference in May 2011. To assist with this project, our presentations and presentation aids were revamped.

We held an event to celebrate Carers Week with ADEC (Action on Disability in Ethnic Communities) in October 2010 and attended four health and disability expos including CAREX in Melbourne. We also continued to host familiarisations as a way of educating others about our services. Organisations who received familiarisations included the Lord Mayor's Charitable Foundation – Youth in Philanthropy Program, IDEAS and Skybus.

Internal communications

We developed and distributed a new internal bulletin to all staff on a weekly basis. This bulletin aims to assist with information sharing and ensure best practice for our clients. Our internal communication will be further assisted with the development of an intranet site in 2011-2012.

Acknowledgements and supporters

Corporate supporters

Backpackers World Travel
BHP Billiton – Matched Giving
Clancy Constructions
DonorTec
eMien Online Style
FCm Travel Solutions
HLB Mann Judd
HR Legal
Metlink
Metro Trains Melbourne
Microsoft Australia
Millar Marketing
Monika Beniwal Photography
Skybus
Southern Cross station - Asset Co
State Trustees
Sustainability in Mind
Techware
Telstra
V/Line
Website Travel
Wilson Security
Wright Express Australia (Motorpass)
Yarra Trams

Not-for-profit organisations

The ALSO Foundation
Anglicare
Asylum Seekers Resource Centre
Australian Red Cross
Berry Street Children and Family Services
Box Hill Citizen's Advice Bureau
Camcare
Casey North Community Information and Support
City Village tenants
Community Information Victoria (CIVic)
Cottage By The Sea
Community Information Glen Eira
Country Women's Association of Victoria
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Federation of Community Legal Centres (Vic) Inc.
Frankston Community Support and Information Centre
Gippsland Lakes Community Health
Good Shepherd Youth and Family Services

Foodbank Victoria
Frontyard
goodcompany
Hanover
Homeground Services
Hotham Mission
Infoxchange
International Organization for Migration (IOM)
Integrated Family and Youth Service, Queensland
JOY Melbourne 94.9FM
Koorie Heritage Trust
Melbourne City Mission
The Mercy Hospital
MetroWest Housing Services
Ngwala Willumbong
North Richmond Community Health
North Yarra Community Health
Peter MacCallum Cancer Centre
Philanthropy Australia
Probono Australia
Quantum Support Services
Royal Children's Hospital
Royal District Nursing Service
Royal Melbourne Hospital
Royal Victorian Eye and Ear Hospital
Royal Women's Hospital
St Augustine's Church
St Mark's Community Centre

St Paul's Cathedral
St Vincent's Health
Sacred Heart Mission
SCOPE
Society of St Vincent de Paul Victoria
St Vincent's Hospital
The Salvation Army
Transport Connections project co-ordinators
Travelers Aid International
Washington DC, USA
Uniting Care
Victorian Association for the Care and Resettlement of Offenders (VACRO)
Victorian Council of Social Services (VCOSS)
Victorian Immigrant and Refugee Women's Coalition (VIRWC)
Wandara Social Group
WAYSS
Wesley Mission Melbourne
Western Port Community Support
Wintringham
Women's Domestic Violence Crisis Service
Yooralla
Youthlaw



Acknowledgements and supporters

continued

Educational institutions/ student placements

Chisholm Institute
Monash University
Professional Pathways
Swinburne University
Vision Australia
Volunteering Victoria

Government supporters

Australian and Victorian
Governments under the Home and
Community Care Program
City of Melbourne including
Indigenous Unit
Department of Families, Housing,
Community Services and Indigenous
Affairs (FaHCSIA)
Department of Health - Victoria
Department of Immigration and
Citizenship
Department of Justice – Melbourne
Magistrates Court
Department of Transport – Victoria
Tourism Victoria
Trade Commissioner / New Zealand
Consul General Melbourne

Individuals

Andrew Mugerwa
Charles Briffa
Gill Pisani
John Kelly
Mrs Jan de Kretser, Patron-in-Chief
(to April 2011)
Mrs Elizabeth Chernov, Patron-in-
Chief (from May 2011)
Marie McInerney
Paul Moody
Pascal Engler
Peter Wright
Steve Marshall
Ried Parnaby
Robert L Suggett (Tim Lennox of
JOY Melbourne 94.9FM)

Tourism industry partners

Destination Melbourne
The Westin Hotel
Tourism Alliance Victoria
VECCI

Trusts and foundations

Besen Family Foundation
Dawn Wade Foundation
Helen Macpherson Smith Trust
Joe White Bequest
Lord Mayor's Charitable Foundation -
Youth in Philanthropy
The Flora and Frank Leith Charitable
Foundation
The Invergowrie Foundation
The Jack Brockhoff Foundation
The Joe White Bequest
The Mackie Bequest
The Marian and E.H. Flack Trust
The Myer Foundation and Sidney
Myer Fund – The Reym Fund
The R.E. Ross Trust
The Scanlon Foundation
The William Angliss (Victoria)
Charitable Fund

Others

Office for the Community Sector
Public Transport Ombudsman -
Victoria
Travellers Aid Australia Board of
Directors
Travellers Aid Australia General
Committee
Travellers Aid Australia staff

Life Members

Mr David Ashmore
Mrs Dorothy Hobson, BEM
The Hon Geoffrey Connard
Mr John Jones LLB, BCL
Mrs E Lark

Travellers Aid Australia site and office volunteers

Alex Pate
Antonius Surjanegara
Amy O'Brien
Amy Tingay
Ayse Pickering
Beverley Gojkovic
Bryan Porter
Catherine Willet
Crystal Goon
Doreen Bellenger
Dorothy Coombe
Dorothy Hobson, BEM
Dorothy Underwood
Eva Nagy
Faye Pattinson
Febe Hernandez
Harry Raval
Isobel Lamin
Jason Kozica
Jeff Newport
Justine Hall
John Howe
Justine Woolley
Joan Bidlo
Krunal Dave
Kim Waingold
Kuladeep Parella
Lance Ferng
Lindsay Gale

Lucy Pickering
Luke Stone
Lorna English
Margaret Carter
Margaret Foy
Mario Reali
Margaret Sutherland
Margaret Gercovich
May Mulholland
Monica Hosie
Mi Nguyen
Nada Rabahi
Norma Wells
Omar Pichardo
Pam Fenton
Paul Moody
Peter Waters
Sarah Dovey
Shirley Mill
Stacey Ryall
Stella Lamberti
Steven Prionas
Stephen Clark
Thelma Nevin
Wally Zielaskowski

Medical Companion Project volunteers

Ai Li Kuah
Alan West
Cameron Rimington
Christine Baxter
Deanne Heldt
Denis Campbell
Donna-Lee Chesswas
Eunice Custodio
Heitor Dantas de Matos
Helen Gourlay
Johanna Schobben
Julia Fisher
Karlene Young
Kenneth Harris
Thi Lan Anh Nguyen
Les King
Lily Slow Leng Foo
Livia Borosy
Louisa Walsh
Mark Paszek
Peter Hayes
Phoebe Ryan
Poppy Carvouni
Rebecca Ling
Robert Lang
Uyenvy Le
Vera (Ruiyuan) Yang
Yvonne Sim

**Although we cannot
list all individual
donors, we would like
to acknowledge and
thank all our donors
for their ongoing
support of Travellers
Aid Australia**



Treasurer's report

For the financial year ended 30 June 2011 Travellers Aid Australia achieved an operating surplus of \$91,160 compared with the budgeted surplus of \$61,500 and the previous year operating deficit of \$39,562.

Travellers Aid Australia received revenue from continuing operations of \$2,085,500 which reflected a growth of 6% on the previous year. Operational costs for the organisation of \$1,994,340 were well managed throughout the year resulting in a 10% saving against budget. The major cost item for Travellers Aid Australia is employee benefits which amounted to \$1,424,256 reflecting a small increase of 2.2% over the prior year. Travellers Aid Australia continues to maintain a strong cash position with cash on hand at 30 June 2011 of \$491,475.

The significant achievements of Travellers Aid Australia over the past 12 months were only made possible by the continuing support of Federal, State and Local Government who last year provided 74% of the organisation's operational funding. Travellers Aid Australia also wishes to acknowledge and thank the many philanthropic trusts, organisations and individuals who provided financial assistance and in-kind support. In particular we thank the Helen Macpherson Smith Trust and the Lord Mayor's Charitable Fund for their support of our Emergency Relief (ER) Travel Online project.

With ever increasing demands for our services we are acutely aware of the need to continue to diversify our fundraising activities. It is critical that we continue to do this in circumstances where many in the not-for-profit sector are competing for limited funds.

The commitment and dedication of the staff and volunteers in responding to the increasing demand for the services of Travellers Aid Australia is greatly appreciated.

The Finance and Fundraising Committee is committed to ensuring the financial health of the organisation and I thank the members of the Committee for their support over the past year.



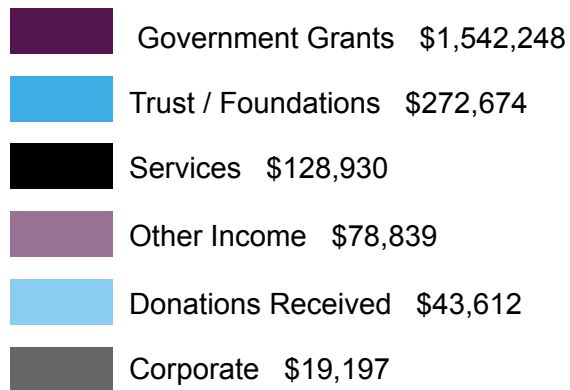
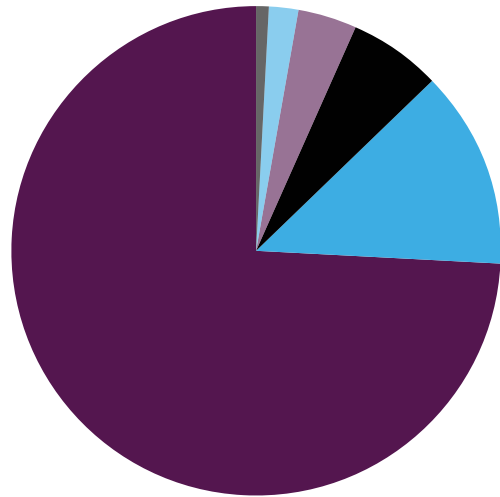
A handwritten signature in black ink, appearing to read 'Denise Orchard'.

**Mrs Denise Orchard, CPA
Honorary Treasurer**

Detailed financial results are presented in our final audited statements which can be found at www.travellersaid.org.au or on request by calling (03) 9654 2600 or emailing info@travellersaid.org.au

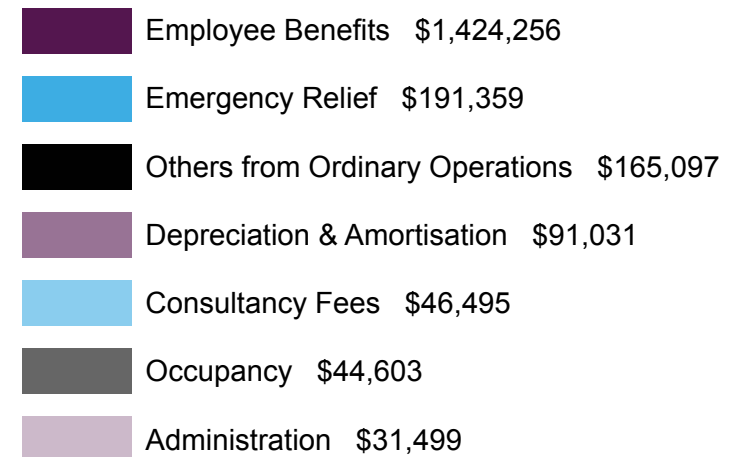
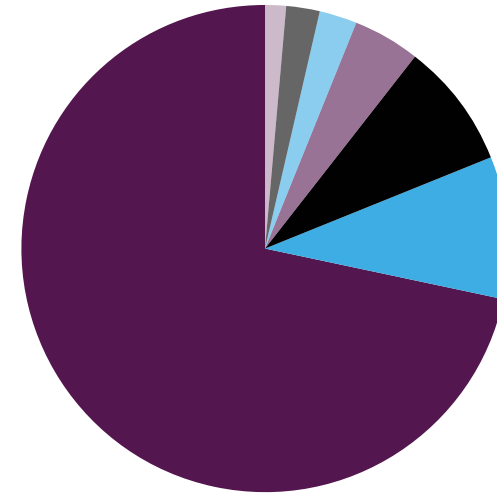
Income and expenditure 2010-2011

Income



Total Income \$2,085,500

Expenses



Total Expenses \$1,994,340

Surplus \$91,160



Donate now to help us assist travellers in need. Visit our website at:

www.travellersaid.org.au

If you would like to request an accessible version of this Annual Report, please contact Travellers Aid Australia on (03) 9654 2600 or via info@travellersaid.org.au. This report is also available in alternative formats on our website

Travellers Aid Australia, Level 3, City Village, 225 Bourke Street, Melbourne, Victoria 3000
ABN: 79 004 080 862