

Iris:

From little things, big things grow.



**Guide
Dogs**

TASMANIA

**Annual Report
2014-2015**



**Guide
Dogs**
TASMANIA

Developing skills
Optimising choices
Creating possibilities

Patron:

Her Excellency Professor the Honourable Kate Warner, AM, Governor of Tasmania.



Royal Guide Dogs for the Blind Association of Tasmania
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Once again, we are proud to showcase the work of local photographer, Kirsty Pilkington, throughout our Annual Report. Kirsty has captured the personalities of every new pup and graduating Guide Dog since 2009 and we are repeatedly overwhelmed by her generosity and skill. The images of pups and Guide Dogs taken this year, some of which are featured in this Report, are no exception. Kirsty's beautiful work also populates our new website and a great deal of our promotional material. We are extremely grateful for her continued support.



p.1 President's Report

By Guide Dogs Tasmania President, Sue Shoobridge

I am pleased to present the President's Report for Guide Dogs Tasmania for the year ended 30 June 2015.

This year has again been one of many challenges, especially with the ongoing rollout of the National Disability Insurance Scheme. Although the NDIS has led to Guide Dogs Tasmania delivering some of its services on a fee basis, its rollout has not changed our ongoing commitment to improving the daily lives of Tasmanians who are blind and vision impaired.

The Board of Directors have continued to grapple with the changes in the disability sector. Despite this, we remain committed to ensuring the governance process is robust, and the strategic direction of the organisation is clear; that is, to improve the breadth and quality of services. I thank all Directors for their work over the year and the trust they have shown in me to elect me as President from 18 February, 2015. I particularly wish to thank Dave Howie for his hard work during his time as President of Guide Dogs Tasmania.

On behalf of the Board, I would also like to acknowledge the efforts of management and staff. The Board is grateful for the dedicated staff, whose focus on delivering services, regardless of the external challenges that confront them, is inspiring.

(Continued next page)



p.2 President's Report

(From previous page)

In addition, I would like to thank all Hobart staff who have worked tirelessly and patiently through the refurbishment process in our Hobart office. It has been very disruptive but has not impacted on the service provided to our clients. The Board's approval to undertake the refurbishment of the Hobart building was not taken lightly; however, the necessity of providing suitable accommodation for staff and appropriate access for clients was considered long overdue.

The ongoing commitment and support of all members, donors, volunteers, contributors and sponsors is acknowledged as vitally important to the future of Guide Dogs Tasmania as it enables us to continue to meet the increasing demand for our services. And to those who have provided for us through their Estates, I offer my heartfelt thanks as these are the gifts that secure the long term vision of Guide Dogs Tasmania.

Sue Shoobridge
President



P.3 CEO's Report

By Cheif Executive Officer, Dan English

Dear Members,

They say that the only constant is change, and this year has been another excellent example of a steady procession of changes.

Two important reforms are at the forefront of these changes:

1. The introduction of the National Disability Insurance Scheme; and
2. Changes to funding arrangements in the Aged Care sector.

The introduction of the National Disability Insurance Scheme (NDIS) continues in earnest. With the current Tasmanian trial site focused on the 15-24 age cohort, it is expected that this age cohort will be extended as we transition towards full scheme in July 2016. The NDIS is a long awaited and eagerly anticipated opportunity to provide comprehensive services for Tasmanians with disabilities, including people who are blind or vision impaired, BUT...Tasmanians who experience loss of vision over the age of 65 are not eligible to receive funded services under the rules of the NDIS.

There are also concurrent reforms taking place in the aged care sector, with an intentional transition towards greater choice and control for people requiring services and a stated intention of a move towards individualised funding. Again, these are meaningful and important reforms that should result in better outcomes for frail, elderly Australians, BUT... many

(Continued next page)



p.4 CEO's Report

(From previous page)

Tasmanians who experience loss of vision over the age of 65 are not eligible to receive funded services because, although they experience vision impairment, they either do not or don't wish to meet the definition of 'frail'.

So, despite two of the most important reforms in our Nation's history, Australians aged over 65 who experience blindness or vision impairment are excluded from assistance, regardless of the fact that the federal government has clearly articulated it's responsibility for funding services for people over 65 years of age who experience disability.

And why is this important to us? Because over 76% of Guide Dogs Tasmania clients are aged over 65.

This is why we need the community's support now, more than we ever have in the past. Not just to ensure we continue to provide much needed services for people of all ages, but also to ensure that we can continue to put pressure on Government to at least provide the funding for those services that they have already acknowledged are important for people who are blind or vision impaired, regardless of their age.

At Guide Dogs Tasmania, we are certainly investing in the future of our service delivery. A major refurbishment of our building in Hobart is drawing

(Continued next page)



p.5 CEO's Report

(From previous page)

to a close, in order to provide a greater range and quantum of services. We have invested in infrastructure and systems that will allow us to maximise our capacity to take advantage of opportunities arising from the NDIS and aged care reforms.

I extend my heartfelt thanks to management, staff and volunteers, who have steadfastly endured a constant wave of changes during the last few years. I extend my warm thanks to our donors, corporate supporters and Puppy Love members, who have enabled Guide Dogs Tasmania to continue to deliver on our mission on a day-to-day basis. In particular, I would like to express my deepest appreciation to those who have chosen to support Guide Dogs Tasmania through their Estates.

I extend the collective thanks of all stakeholders to our Board of Directors. They voluntarily take on the responsibility of guiding the strategic direction of the organisation and are committed to the best interests of Tasmanians who are blind or vision impaired.

Finally, I would like to thank our clients. Tasmanians continue to look to Guide Dogs Tasmania as the premier provider of assistance when they experience blindness or vision impairment. It is their consistent faith in our capacity to serve that drives us all to excel.

Dan English
Chief Executive Officer



p.6 Board of Directors

Sue Shoobridge

(President, from 18 February, 2015)
FCPA, FAICD, Retired
Director since 2013

David Donato

Financial Planner, Strategic
Financial Planning ADFS
Director since December 2012

David Howie

(President, until 18 February, 2015)
Partner, KPMG Australia
Director since 2009

Elaine Guy

Finance Manager, Contact
Electrical Pty Ltd
Honorary Life Member, Guide
Dogs Tasmania
Director since 2011

Ben Swain

(Vice President)
Partner at Murdoch Clarke
Barristers & Solicitors
Director since 2010

Andrew Hogan

Optometrist, Optomeyes Holdings
(OPSM Tasmania)
Director since April 2014

Ella Dixon

CEO Migrant Resource Centre,
Launceston
Director since 2011

Scott Marston

Deputy Secretary, Department of
Premier and Cabinet
Director since 2012



p.7 Client Services Report

By Client Services / Guide Dog Services Manager, Mary Langdon

The Client Services / Guide Dog Services Department is pleased to report another other busy year, full of positive client outcomes and achievements. All Client Services team members stayed true to our Mission, and contributed to services that developed skills, optimised choices and created possibilities.

Once again, we provided services across the State to approximately 850 clients, ranging in age from 4 years to 90+ years. We delivered a range of low vision services, including Orientation & Mobility, life skills support and training (also known as Activities of Daily Living – ADL), assessments, recommendations for aids and equipment, and Guide Dog services.

We received referrals from a wide range of stakeholders, the majority being self-referrals, or from Ophthalmologists and Optometrists. Family members, as well as a wide range of individuals and organisations, continue to refer clients to Guide Dogs Tasmania.

Client Services supported two Orientation & Mobility students in their practicums this year, and this was found to be highly rewarding for both the students and our staff.

Guide Dogs Tasmania values client feedback and in order to review our service delivery, we conducted a telephone survey and also developed a client post-service evaluation tool.

(Continued next page)



p.8 Client Services Report

(From previous page)

We are pleased to report the following results from the telephone survey:

- 177 individuals chose to participate (39.7%).
- Majority (76%) of survey respondents were aged over 65 years.
- 44% had assistance with ADL and equipment: magnifiers, lighting.
- 37% had assistance with Orientation & Mobility, and mobility aids and equipment.
- 98% found GDT staff friendly and informative over the phone.
- 98% found our client services and guide dog services staff professional, informative and reliable.
- 96% found GDT services helpful.
- 100% clients rated themselves as more independent since receiving GDT services.
- 100% reported that their Quality of Life had improved since receiving GDT services.
- 95% said that they would contact GDT again for further services.
- 97% would recommend GDT to others.
- 100% of survey participants valued our services.

The purpose of developing the post-service evaluation tool was to gauge client satisfaction of our services, how clients value services, to monitor quality of staff service delivery, and to measure outcomes. We are pleased with the return rate of around 60%.

(Continued next page)



p.9 Client Services Report

(From previous page)

To date, 100% of respondents stated that the service met their need and 100% would recommend GDT to others. Clients scored 'staff communication and professionalism' as either 'excellent' or 'very good'.

The data clearly shows that GDT services are highly valued.

During the 2014-2015 year, Client Services and Guide Dog Services also engaged with a wide range of external stakeholders state-wide to promote our services and directly met with Pharmacies, Community organisations, Optometry practices and General Practitioner's practices.

We also provided a number of information and education sessions to external stakeholders, including Nurses, Allied Health Professionals, GP's, administrative staff, disability support workers, staff in aged care facilities, government groups and bus drivers.

Client Services and Guide Dog services staff also developed and implemented Service Standards, reviewed a wide range of documentation, reviewed our model of service delivery and quality improvement processes, and are committed to ensuring that we offer excellence in service delivery.

(Continued next page)



p.10 Client Services Report

(From previous page)

Services provided to our Guide Dog clients included:

- Pre-allocation and in depth training with a newly matched Guide Dog from the clients' home, for an average of four weeks.
- Three-monthly follow-up services during the first year of placement.
- Six to twelve month follow-up services during the working lifetime of Guide Dog.
- Guide Dog retirement support.
- Re-assessment for re-placement of Guide Dog.
- Aftercare support as requested by client (for example orientation to new routes, veterinary consultancy, and support with any behavioural changes in the dog.)

In our Puppy Development Program, monthly group puppy training sessions continued in both the north and south regions. We offer our sincere thanks to the volunteer Puppy Raisers and Boarders who support the Puppy Development Program. Without our volunteers' commitment we could not continue to raise and train Guide Dogs.

We look forward to offering our experienced support and professional services in the coming year.

Mary Langdon

Client Services / Guide Dog Services Manager



p.11 Funding Development Report

By Marketing and Fundraising Manager, Kate Grady

The Funding Development Department has undergone a period of consolidation over the past few years. In addition to finding efficiencies and focusing on delivering only the projects that deliver the most income and benefit to the organisation, we have also developed our own skills to more broadly support the mission of the organisation.

So much so, that we could now reasonably (although not practically) change our departmental title to the Fundraising, Marketing and Communications, Branding, Public Relations and Events, and Media (Social, Traditional, Electronic) Department! There are three staff members in the team.

We set ambitious project targets for the 2014-15 year and we tackled the challenges head on. Examples include:

- Increase the number of sites hosting collection money boxes across the state;
- Increase the income from public speaking engagements;
- Increase our media and social media coverage;
- Extend our online presence and online donations capabilities through a new website and electronic newsletter;
- Deliver a suite of new collateral for, and promote the activities of, the Client Services Department across more platforms;
- Take a leading role in advocacy on issues identified by clients through a national survey;

(Continued next page)



p.12 Funding Development Report

(From previous page)

- Grow our corporate Puppy Love sponsorship income;
- Continue the rollout of our new brand on an as-needed and cost-effective basis;
- Work collaboratively, when benefits can be gained, with other Guide Dogs Australia members; and
- Raise more funds.

We've been busy.

We've developed a new website, spoken to over 12,000 Tasmanians about what we do, collected and placed almost 3,000 money boxes, sent out 2 new electronic appeals, 4 hard copy appeals, 4 Puppy Love newsletters, attended Agfest, worked with Hawthorn FC, launched a major anti-discrimination campaign, created publications in a variety of formats for clients, commenced production of two television advertisements (the first in many years), and spoken to media many times.

We are grateful for our dedicated teams of volunteers who count, drive, collect and represent. Without them, we simply could not achieve the quality and quantity of the activities we manage. Thank you to each and every one.

With a simple philosophy of 'plan and do', the Funding Development Department has played an integral role in ensuring that the Tasmanians who

(Continued next page)



p.13 Funding Development Report

(From previous page)

require support from Guide Dogs Tasmania, receive them. We are proud of our work and the way we represent our organisation. We are proud that we contributed significantly to Guide Dogs Australia being voted Australia's most trusted charity brand, in August 2014, for the second year in a row.

We are humbled by the generosity of the public; be it through the anonymous coin donations placed in collection dogs, the regular giving of Puppy Love 'Learner' members, the online contributors who donate once or often, the tea towel and Christmas card purchasers, and every other individual or group who has chosen to support us.

Those who have given what they can, when they can, have inspired us to work even more effectively and set higher goals in the coming year.

Kate Grady
Marketing and Fundraising Manager



P.14 Financial Report - Summary

The figures below are a summary from our audited Annual Financial Report 2014-15. The full Financial Report and Auditor's Opinion are available in hard copy on request or via our website:

[guidedogstas.com.au /home/about-us/annual-reports/](http://guidedogstas.com.au/home/about-us/annual-reports/)

Statement of Comprehensive Income	2014-15	2013-14
Total income	3,015,054	3,121,333
Less expenses	(1,995,512)	(2,067,237)
Net surplus from continuing operations	1,019,542	1,054,096
Revaluation of assets	(400,646)	-
Total Comprehensive Income for the Year	618,896	1,054,096
Statement of Financial Position		
Assets		
Total current assets	6,078,696	5,775,994
Total non-current assets	1,945,066	1,242,724
Total assets	8,023,762	7,018,718
Liabilities		
Total current liabilities	682,093	271,593
Total non-current liabilities	9,357	33,349
Total liabilities	691,450	305,302
Net Assets	7,332,312	6,713,416
Equity		
Reserves	395,385	796,031
Accumulated surplus	6,936,927	5,917,385
Total Equity	7,332,312	6,713,416



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Thank you.