



VICTORIA • COUNSELLING, SUPPORTING & EDUCATING

ANNUAL REPORT 2008-09



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Ketaki Gadgil

Photography courtesy  
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Crashed Car Reality check | Greg Suhr and the Transport Accident Commission  
Time of Remembrance | Greg Suhr and Maree Burns

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## Beverley Brock Patron



Road Trauma Support Services is proud to be working alongside Bev Brock to further its work in the road safety arena.

Born and educated in country West Australia, Bev is a qualified home economist and science teacher. The mother of three adult children and grandmother to three, Bev has been a teacher of life skills and a counsellor for the last 16 years.

Bev founded the Peter Brock Foundation in 1997 and acted as its administrator until 2005.

She is the Patron of the Lighthouse Foundation and of Fatality Free Friday and a Board Member of the Skylight Education Foundation.

In 2003 Bev was awarded Nillumbik Shires Citizen of the Year and is a recipient of the Prime Ministers Centenary Medal for Services to the Community.

Having spent 28 years as the partner of Peter Brock, who throughout that time carried the number 05 as demonstration of his commitment to the Drink Driving Campaign, Bev has been closely involved in all aspects of driver education and in particular the need for a healthy attitude when getting behind the wheel of any vehicle.

From the mid 70' Peter was a staunch campaigner for "Class Driving" education which involved him addressing many forums both internationally and across Australia. He also ran advanced driver education programmes and fought strongly for driver education programmes to be a part of the school curriculum.

Peter's unfortunate death whilst driving in a competitive rally in 2005 gave Bev a first-hand awareness of the dramatic impact that road trauma has on families and the community in general.

Bev is passionate about working with RTSS to raise the organisation's profile with stakeholders and the wider community.

## Jeanette Suhr OAM - Ambassador



Jeanette's involvement with Road Trauma Support Services began in 1993 after accompanying a friend, who had lost her daughter, to a meeting to speak about her experience. It was after this meeting that Jeanette expressed an interest in becoming involved and with the support and assistance of Colleen Hall, founder of the Road Trauma Support Team in Tasmania, set up Road Trauma Support Team Victoria.

Along with 21 other volunteers, \$5,000, a mobile phone and an office set up in her home Jeanette and her team began providing support to those who had been impacted by road trauma.

During the last 16 years Road Trauma Support Services has grown and its services are now offered state-wide.

In 1998 Road Trauma Support Services was awarded a Victoria Day Award for its work in the community. In 2003, three members of Road Trauma Support Services (Tony Grigsby, Colleen Hall and Jeanette) received Centenary Medals for their work with Road Trauma Support Team Launceston and Victoria and in 2008 Jeanette was awarded an OAM for her work with Road Trauma Support Services.

Jeanette's work has been driven by the memory of her daughter Tanya, who lost her life on the roads on 14th December, 1991.

Jeanette continues her work as Ambassador for Road Trauma Support Services and inspires all those she meets with her passion, dedication and drive.

# Organisational details

# 2008-2009 Corporate Governance

## Board of Management 2008/2009

Jilane Matinga	President
Rob Read	Vice President
Ann Holland	Secretary
Ian Mikkelsen	Treasurer
Andy Calder	Ordinary member
Gareth Evans	Ordinary member
Mary Harty	Ordinary member
Fleur Bitcon	Ordinary member (from April 2009)

## Staff as at 30 June 2009

Richard McCann	Executive Officer
John Downes	Manager, Support Services
Annette Hunter	Coordinator Support Services Barwon South West Region (to April 2009)
Maria Smart	Counsellor
Lynne Irving	Counsellor
Maree Burns	Counsellor
Chris Harrison	Manager, Education Programmes
Gail Carland	Marketing and Fundraising Coordinator
Theresa Cocking	Accountant
Margie Coe	Office Administrator

## RTSS Registered Office

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Blackburn Vic 3130  
Phone: 9877 7922  
Fax: 9877 9799  
Email: info@rtssv.org.au  
Website: www.rtssv.org.au

## Auditor

Mr David Petersen CPA  
Quality Financial Solutions  
1 Pymm Avenue  
Eltham Vic 3095

## Honorary Solicitor

Holding Redlich Lawyers  
350 William Street  
Melbourne Vic 3000

## Bank

Bendigo Bank  
4 Prospect Road  
Camberwell Vic 3124

## 2008/2009 Corporate Governance

### Jilane Matinga

President – RN; RM; Grad Cert Ed (Health Ed); Grad Dip Adult Ed & TRg; Postgrad Dip Ed Stud; MEd (Melb)

In October 2006, Road Trauma Support Services called on Leadership Victoria for Fellows of the Williamson Community Leadership Programme interested in joining the Board. After researching the organisation, Jilane decided RTSS would be a good fit for her due to her background in health, education and business. More importantly her seven years spent teaching with the Ambulance Service Victoria enabled her to relate to the mission of Road Trauma Support Services. Jilane has worked in acute health, community services and the corporate and financial services sectors. Jilane is currently employed as Manager, Senior Medical Staff Unit at Alfred Health.

### Rob Read

Vice President

Rob joined the Board of Road Trauma Support Services during 2007 after retiring from the Victorian Public Service where he managed the Victoria Police Victim Advisory Unit. In this role he worked with many families bereaved because of a road collision. Rob was keen to be involved with Road Trauma Support Services to share his knowledge and expertise with a view to contributing to the future growth of the organisation. Rob is currently working as a Case Manager with the Victorian Bush Fire Recovery Service.

### Ann Holland

Hon Secretary

Ann commenced working with the organisation in 1998 as office manager until 2002 by which time the organisation had grown steadily. Ann has a background in the not-for-profit sector with community based organisations and has remained involved with Road Trauma Support Services through volunteer work. She is currently working as Operations Manager for an Employment and Training Company working with disadvantaged youth.

### Ian Mikkelsen

Hon Treasurer – BBA (Acc&Fin)

Ian attended RMIT where he graduated with a Bachelor of Business. Later he completed post-graduate studies in information Technology. Ian joined the Board in mid-2007 after retiring from Tattersall's Limited where he held the position of Chief Internal Auditor. Always maintaining a keen interest in cars and safe driving, Ian is committed to assisting the organisation with general business, financial and control matters.

### Andy Calder

BBSc, Dip Rec, BTheol, MA (MCD)

Andy first heard of Road Trauma Support Services during rehabilitation after a serious road incident, and has been on the Board for over 10 years. Andy works as the Senior Chaplain with Epworth HealthCare, based at Richmond campus, and has also worked in a range of settings related to disability services: government, community and church sectors. Andy has a strong interest in the issue of memorials, and has been involved in each of the Time of Remembrance ceremonies Road Trauma Support Services has conducted since 2001. Andy enjoys a range of outdoor activities and spending time with family and friends.

## 2008-2009 Corporate Governance

### **Gareth Evans**

BA (Hons), MA

Gareth became a client of Road Trauma Support Services six years ago following a very serious collision in country Victoria. Gareth joined the Board in 2007 in gratitude for the counselling support he received. Gareth is a sometimes university lecturer in management, writer and refugee activist. In his spare time he is a garden labourer, and enjoys listening to modern jazz, classical music and the dawn chorus.

### **Mary Harty**

BSoc Sci, B.Soc.Wk

Mary has been on the Board for over five years. She has worked as a social worker in the health sector for over twenty years and her social work experience at the Alfred Hospital Emergency Department/Intensive Care Unit and now at Austin Health, brought home the reality of road trauma and its impact on patients and their families. Mary's experience with the loss of a life (her grandmother via a hit-and-run whilst crossing a road in Melbourne aged 67) and her own injuries due to road trauma, when she was hit by a car whilst riding a bike at aged 8, has inspired her to be involved with RTSS.

### **Fleur Bitcon**

Fleur Bitcon is a journalist and public affairs specialist with expertise in delivering strategic communications campaigns for ASX listed and private companies and peak industry groups. Currently a columnist for a leading weekly newspaper, Fleur previously spent 12 years as a television news reporter and often had to cover road crashes and interview grieving families, hence her interest in Road Trauma Support Services. Fleur has also worked both as a consultant and in-house offering counsel on external communications strategy including stakeholder and investor relations, issues and media management and political advocacy. As a result, Fleur has provided high-level communications advice and media training to Boards, Chief Executives, senior managers, politicians and spokespeople. During her time as a reporter Fleur was a political correspondent in the Federal Press Gallery, Canberra, and also worked in Sydney, Melbourne and Brisbane.





## Overview of services and history

### Road Trauma Support Services

Road Trauma Support Services (RTSS) is a state-wide counselling, education and support service specialising in the impact of road trauma. It is the only organisation of its kind in Victoria.

We provide services across Victoria to reduce the incidence and impact of road trauma through:

- emotional support, free professional counselling, referral and information to people connected or involved with, injured by, or a witness to a road collision
- education programs and raising the public's awareness about how people are affected by road trauma

### Counselling

Every year, RTSS conducts more than one thousand face-to-face and telephone counselling sessions. RTSS counselling is provided by trained professionals.

Our services are provided free of charge to bereaved family members, friends and colleagues, injured people and their carers, drivers, passengers, witnesses and people first on scene.

RTSS also offers a range of support options for people affected by road trauma.

### Education

RTSS delivers a range of educational services including programmes to assist young offenders and others focussed on corporate and community groups.

Our programmes reach up to a thousand people each year and include:

- Road Trauma Awareness Seminars in conjunction with the Magistrates' Court of Victoria for those placed on diversion orders by the courts for minor traffic offences
- Youth Traffic Offenders Programme to educate young offenders on the dangers and long term consequences of careless driving
- Road trauma awareness programme for members of the African community
- Education sessions for community groups

RTSS was founded in 1994 after a group of people whose lives had been directly impacted by road trauma joined with professionals working in the area to provide a specialist support service. RTSS is a not-for-profit organisation funded primarily by the Transport Accident Commission (TAC).

# President's Report

for financial year 2008/2009 on behalf of the  
Board of Management and Executive Officer

The past year has been one of various challenges which have each had an enormous impact across the state, the country and globally but perhaps the worst of those have been felt locally, at the personal level. The tragedy of the bushfires and their aftermath, the financial strain resulting from situations beyond our control and the ever present loss of life from road trauma are key examples of our experiences. It is such events that test our ability to focus on what we have set out to achieve and ensure we are still committed to delivering the services that underpin and drive our vision and mission; to reduce the impact and incidence of road trauma in Victoria.

At the last Annual General Meeting we engaged in healthy debate and finally accepted the recommendation to review our brand and identity with a name change to Road Trauma Support Services Victoria; and the tag of counselling, supporting and educating. Without any fanfare, we have gradually introduced the change to our letterhead, documents and signage and soon to the website. We were fortunate to have been successful, through Infoxchange, in gaining the pro bono services of Myamyn Creative whose director Rachel Tonge designed our fresh new logo.

We again thank the TAC for their presence at the AGM through Liz Knight, Manager Major Projects and also thank them for their ongoing funding of RTSS operations.

Following on from the 2007/2008 President's report, we acknowledged that what we are doing well is delivering quality services through a very dedicated, competent and experienced team but that our focus over 2008/2009 was to be on raising our Profile and Brand and ensuring Sustainability. These two goals are crucial to any organisation's survival but more so to the smaller not-for-profit organisation which must compete for the same pot of funding as other better-resourced competitors. Part of achieving this is through the right people and having clear goals and strategies for success and a Board composition that is more reflective of that capacity.

The addition of Fleur Bitcon to the Board is shaping how we should better market the organisation and our Treasurer Ian Mikkelsen has significantly updated and improved the finance systems and processes including risk management. A further improvement was heeding the call for a nominated voice for volunteers on the Board. To that end, the Board has approved the position of a volunteer representative to the Board, who will attend every second month to bring any issues, matters of concern or suggestions to the Board and thus strengthen relationships. After a call for nominations, Ms Ann Lewis (Bougen) was selected as volunteer representative. Future board appointments will target candidates with extensive human resources and staff relations skills and appropriate financial background to ensure a seamless succession into key portfolios.

This year we have also renewed the lease on the building for another three years but understand that we will need to consider alternative accommodation in the future.

The current lease was due for renewal at the end of last calendar year and we were able to renew for another three years at a competitive rate but also bearing in mind that RTSSV will need to be located in better and more suitable premises in the future.

The financial position is not as strong as we would have liked at end of 2008/2009 and we recognise that it will need to be an even stronger focus into 2009/2010.

Still in development, are subcommittees for finance and fundraising which is where we see involvement that actively engages our Patron Bev Brock and Ambassador Jeanette Suhr together with the Executive Officer, relevant staff and Board members. The ideas generated and followed up through these subcommittees are what we hope will put us in front of corporate, government and community decision-makers from and with whom we can form partnerships and secure ongoing funding to further ensure our sustainability and enable the organisation to grow.

As normally happens, there has been movement in the staffing area, with the departure of Jan Steele from administration and Annette Hunter, Coordinator for the Barwon South West Region, both of whom we thank for their contribution to Road Trauma Support Services. Joining us in the part time position of accountant is Theresa Cocking and filling the administration role is Margie Coe, both of whom have already made a positive presence in their roles. Finally, our Executive Officer's contract expired at the end of August 2009, so the Board thanks Mr Richard McCann for his contribution over the past year.

The Board thanks all the volunteers and members for supporting the organisation in various ways and in particular for those who contribute as peer supporters and educators. Sharing personal stories and experiences is a special way of giving and we acknowledge you. My personal thanks is to a very supportive Board who also generously volunteer their time and expertise.

Thanks to the team of dedicated, creative and professional staff who constantly strive for continuous improvement and uphold the standards of delivering quality services that are best practice.

Special acknowledgement goes to our generous donors, Gary Galvin of Acton Print Group, Rosemary Mahoney for the donation on behalf of her son David, Holding Redlich for legal advice, Samantha Cockfield of TAC, the Tenix Foundation for website development assistance and Tenix staff social club committee and Community Involvement Committee for the trivia night fundraising.

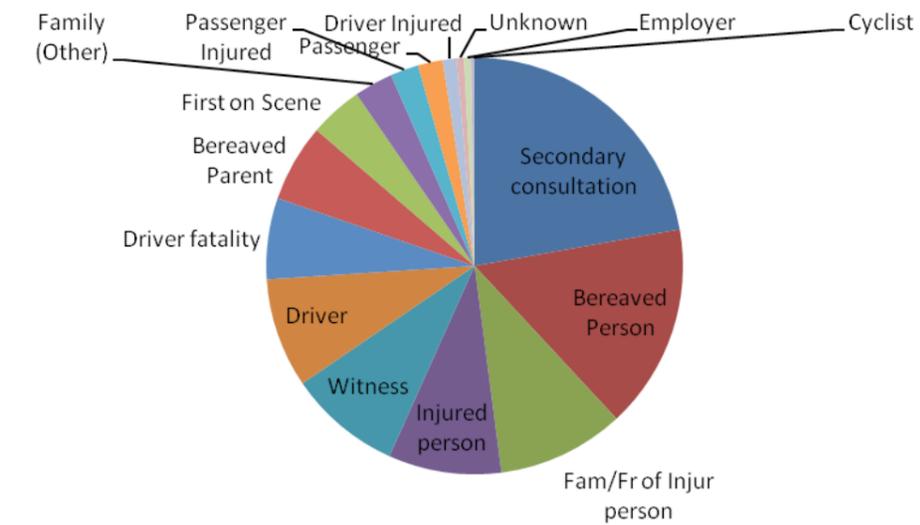
Jilane Matinga  
Board President

# Counselling and Support Services

2008/09 has been another successful year for counselling and support services. We have delivered quality services to our clients, consolidated our counselling team, re-engaged with volunteers, developed our community networks, provided workshops and community information sessions.

Counselling staff accepted 365 new referrals during 2008/09. Primary reason for referral was: bereaved (22%), followed by drivers (16%), witness/first on scene (13%), family/friend (13%) and injured (9%). Our main source of referral was Police (31%), then TAC (9%), family/friend (9%), hospitals (8%), community agencies (8%). Counselling is offered face to face at Blackburn and Geelong, and by telephone state-wide. The metro/ rural breakdown of referrals was 60% metro, rural 34%, (unknown 6%).

New Referrals by Client Type 2008/09



Counsellors conducted 1250 counselling sessions. The telephone/face to face ratio of counselling sessions was approx 60/40%. Most of our rural work, and a significant portion of metro Melbourne counselling is conducted over the phone.

Counselling services at RTSS are predominantly concerned with issues of coping with trauma and grief. Interventions are both short and longer term, typically shorter for trauma (eg. witness/ first on scene) and longer for grief and bereavement - although the nature of road trauma means these aspects (grief and trauma) are often closely interwoven.

The complicated nature of traumatic grief reactions means counselling staff are working with highly distressed, often overwrought individuals, on a day to day basis. The client satisfaction survey results are testament to the high standard of service delivered by the counsellors. Counsellors are to be commended for their efforts. We would also like to compliment Margie Coe on her caring and attentive manner with frontline reception for counselling clients.

### Staffing

During 2008/09 our staffing was mostly stable and this allowed some consolidation of the counselling team. Unfortunately in May 2009 Annette Hunter, our Geelong counsellor/coordinator, resigned to pursue full time studies

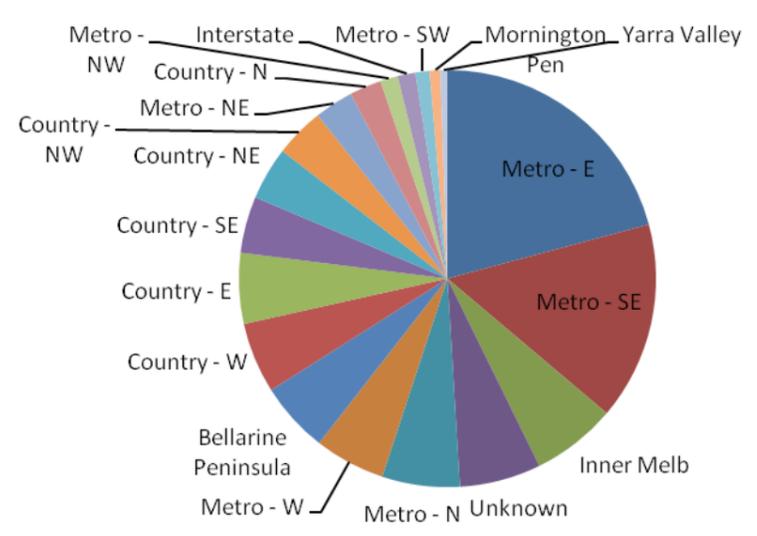
### Professional Development

Counselling and support services staff have participated in a range of professional development activities including: International Conference on Grief and Bereavement (Melb, July '08); Acceptance and Commitment Therapy training; Applied Suicide Intervention Skills training; Aust Psychological Society Bushfire Recovery briefing; First Aid training, OH & S representative 5 day training, Lifeline National Conference; "Working Towards Best Practice in Accessible Care" (Canberra April '09).

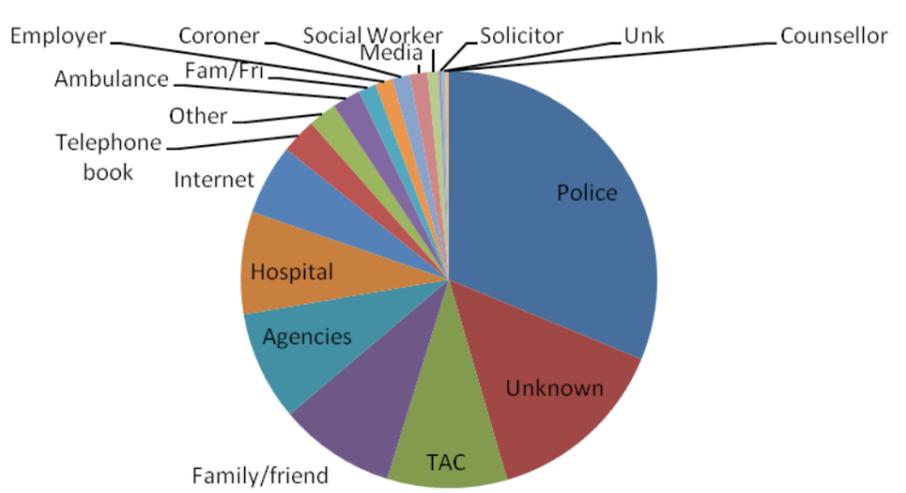
### Volunteer Engagement

Our volunteers again contributed in a variety of roles within the organisation. Volunteer peer support and volunteer speaking as part of the Road Trauma Awareness Seminar (RTAS) programme are two main aspects in which a number of our volunteers participate. Volunteers also assisted with frontline reception, administrative support in the office - in particular with support to the RTAS program, and as key speakers at the Time of Remembrance. In 2009 we have recommenced regular volunteer meetings, held a volunteer planning day, a social activity, and recruited members to a volunteer working party, with one meeting held thus far.

New Referrals by Region 2008/09



New Referrals by Referrer Type 2008/09



## Counselling and Support Services

### Creative Workshops

Taking account of the changing needs and interests of people attending support groups, counselling staff decided to offer an alternative in 2009. In collaboration with staff from the Centre for Grief and Bereavement, counsellors conducted a series of workshops entitled "A Creative Journey through Bereavement for Adults". These sessions involved use of painting, drawing and collage; the written word; music and movement; relaxation and self-care techniques. The workshops ran very successfully and with positive feedback. The intention is to continue and if possible expand this program. We would like to be able to offer these workshops in outer metro and rural areas, at the same time as offering and facilitating support groups, provided sufficient interest is shown.

### Regional Seminars

A series of regional information seminars, conducted in collaboration with Support after Suicide and the Australian Centre for Grief and Bereavement were offered in five regional centres between February and June 2009. These sessions were held in Bendigo, Ballarat, Moe (x2), Geelong and Mooroopna. Targeted at healthcare professionals and entitled "Working with Trauma and Bereavement", the seminars were booked out and feedback was generally very positive. Evaluation feedback regarding RTSS presentation was 87% positive satisfaction on a scale of 1 – 5.

### Quality Monitoring

Satisfaction surveying with counselling clients: 160 evaluations were mailed out and 53 returned. Clients were asked to rate their satisfaction on a scale of 1 – 5 across 9 categories of service provision including: Ease of finding the service (74%); Service overall (89%); Friendliness and efficiency of staff (94%); Arrangement of appointments (88%); Knowledge of the counsellor (91%); Counsellor capacity to listen and understand (93%); Counsellor capacity to form a collaborative and supportive relationship (90%); Confidentiality and respect shown (94%); Extent to which service met client needs (87%) Overall mean satisfaction was 89%.

### Geelong Office

Our Geelong office was restaffed and community networks re-established during 2008/09. Counselling support was delivered to 25 clients. A volunteer was recruited to assist with admin tasks and setup of a database. RTSS was promoted with local agencies, police and emergency services, and community providers. Planning and promotion was completed for restart of support groups, though commencement was deferred.

### Looking Forward

During 2009/10 our intention is to continue to deliver high quality counselling and support services to our clients; to review our service model against industry best practice; to consolidate and strengthen our volunteer engagement; explore innovative telephone and internet based approaches for support of clients; and grow our rate of referral and service delivery capabilities.

## Education Services

The Education services team has had yet another busy year. The team is growing stronger, great working relationships have been developed with key people in all regions across the state and the programmes are working well because of a highly dedicated and skilled team. The number of participants and programmes continue to grow and the Road Trauma Awareness Seminar (RTAS) is now being seen as a legitimate sentencing option for people with traffic related offences. We have continued discussions with all levels of the Judicial System that raising awareness and education needs to be a part of any sentencing for traffic offenders. Our programme continues to look at changing attitude and behaviour in relation to driving and fits well with other deterrent and sentencing options.

### The Programmes

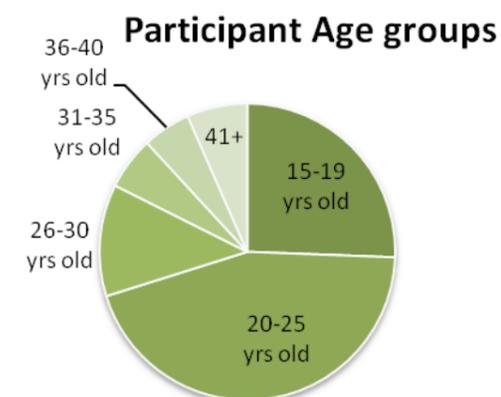
#### Road Trauma Awareness Seminar for traffic offenders

This programme has now been running for seven years and is in each of the Department of Human Services Regions across the state of Victoria. Originally set up in conjunction with the Magistrates' Court it is now working strongly with police as well as the courts.

This programme now operates out of five venues across metropolitan Melbourne – Box Hill, Broadmeadows, Frankston, Sunshine and Werribee. Melton is due to commence from November of 2009. Other regions across Victoria include – Mildura, Bendigo, Geelong, Wangaratta, Traralgon and Ballarat.

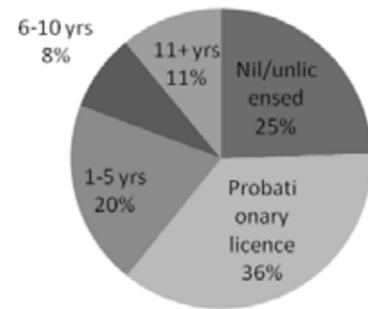
This financial year we have seen 827 participants attend programmes. Of this 181 were in regional areas outside of Melbourne. Sixty-nine programmes in total were facilitated across the state. Three of these programmes were specifically for people being referred from African Communities.

Again this year we see the percentage of males (88%) being the highest of both genders coming before the courts and attending the RTAS programme. 98% believed the delivery of the seminar was good to excellent and 97% said they would recommend the course to others.



In metropolitan Melbourne again this year we see the most represented age group at the RTAS programmes is the 15-25 age group. The percentage in this age group is slightly higher in other regional areas, at 88%.

## Driving Experience



Once again this year probationary licence holders are the majority of attendees. This amount is comparable with last year's percentage of 34%. However the percentage of nil/unlicensed drivers has increased from 9% in 2006-07 to 18% in 2008-2009.

## Driving styles



In metropolitan Melbourne 31% of participants being referred to RTAS have had a previous traffic offence (in other regions this is slightly lower at 22%).

It is interesting that in metropolitan Melbourne 25% of participants believe they drive cautiously and with safety in mind whereas in other regional areas the second highest driving style is challenging their car to perform.

As commented by one participant, "make it compulsory for new drivers" the RTAS programme continues to hit the mark.

## Youth Traffic Offenders Programme

This programme is an intensive six week programme run in conjunction with Youth Justice, Police, and Vic Roads. Its aim is to change attitude and behaviours with repeat offenders within the youth justice system. In the last financial year we have facilitated nine six-week programmes with 78 young people attending.

This programme now operates in two regional areas outside Melbourne – Geelong and Ballarat and one metropolitan Melbourne region – Box Hill.

We have also continued to be involved in a one off session in the Southern Regional Youth Justice Unit. This had been a pilot 3 hr session and the six-week programme has been developed as a result of this.

Some comments by participants who have attended the youth course:

*'It was really fun, interesting and I learnt a lot thanks to Michael'*

*'I would tell him/her how much you can learn'*

*'It really makes us realise what the consequences are'*

*'Because if they were in my situation it would change their perspective'*

*'Not get in the car with negative peers that use drugs and encourage dangerous driving'*

## Schools and community groups

This last financial year we have continued to run sessions and have guest speakers for community groups, schools and corporate businesses on request. School bookings have continued to increase through word of mouth and this year we ran 27 sessions with schools. Most of these sessions were with whole year levels reaching 120 plus students each time.

This last year also saw John Downes working with Australian Centre for Grief and Bereavement and Support after Suicide to deliver trauma and bereavement seminars in six regions across the state.

We also delivered sessions with one youth service as part of their living skills programme, one corporate business as part of their OH&S training and five community groups. We are currently in planning to be involved with two community forums as well.

## The Staff

The education team is very diverse and is a mix of trained educators, volunteer speakers who have been personally impacted by road trauma and emergency service personnel from the Ambulance, MFB, CFA and SES.

Currently the education team consists of 26 casual educators across the state (13 metropolitan Melbourne and 13 in other regions) as well as 41 volunteer speakers and emergency service personnel (17 in metropolitan Melbourne and 24 in other regions).

Given the diversity of such a team it is difficult to all get together at one time. We have regional team meetings and four state-wide team meetings a year. This year has seen a fantastic effort from all to keep connected and build strength in our team.

This year has seen the team working together and having input into the future of education programmes. A business plan has been developed and is something we will be working towards in the next three years. Thank-you all for the hard work in putting this together – it can be a challenge with such a diverse group and the distance between us all.

We had our first weekend retreat in May of this year and this was a fantastic opportunity to reflect on our work and ourselves individually whilst building stronger connections as a team.

*'Just a line to thank you all for the weekend away. Very much enjoyed and great to be with people who know what it is like to live as we have to or to be in a similar position. To get to know people we speak with and sometimes work with is a win-win situation for all. We should try for once a year and maybe ALL help to decide the agenda whether it be a group walk, games night to go with the other stuff. Again THANK YOU and has made the start to my week enjoyable.'*

*Martin*

## Two of our educators and what they have to say about working with RTSS



### Abderahim

Youth worker working with refugee young people in the west of Melbourne.

I have been involved with the Road Trauma Support Services for under one year now. I work with RTSS as a community educator with mainly members of the African communities in the west of Melbourne. I have benefited a great deal from the training I received from RTSS in the course of delivering the program. The volunteers that RTSS sends to the sessions have a necessary complementary role to the final outcome of the programme.

So far, I have jointly run with my co-educator a few sessions in my area. Most of the people who attended the sessions gained valuable information in relation

to driving in Australia. As is likely to be the case with the majority of newly arrived migrants, most of the traffic offences were committed due to lack of proper information. Most, if not all, of the attendees were not sufficiently familiar with traffic rules and the law in general. Our efforts thus focused on highlighting not only the legal consequences of offending but the traumatic impact that leaves on people which generates its own set of a whole range of problems.

It will be good to see this important program continue into the future for the benefit of the community.



### Brett Taylor-Parkins

Emergency and Environmental Advisor for Thales Australia's explosives facility at Benalla.

RTAS Educator.

After 21 years in the Army, with a lot of that time driving trucks, I moved to Benalla to work in the explosive manufacturing facility. I joined the Benalla SES as a volunteer in 2002 and since that time I have attended too many road crashes to remember. All of the road trauma that I have seen has prompted my commitment to share the road safety message. I found an outlet to do this after I was asked to speak to the Benalla College for their "Surviving Driving" seminar in 2007. During

this first seminar I was introduced to Chris Harrison and Michael Perkins and I started talking to Chris about RTSS where I found the education programme very interesting.

In 2008 I became an emergency services speaker with the RTAS and after my first seminar I was very surprised with the change of attitude in the participants. The feeling of being able to change people's attitude and hopefully their driving habits was extremely gratifying and empowering. It was after that first programme that I decided to become an educator. I have been involved in three RTAS with the last one as the facilitator and I found it even more rewarding as the educator.

I find it interesting watching the participants when we are doing the introductions and finding out what actions have brought them to attend the seminar. In writing the amount of money it has cost them on a whiteboard and asking probing questions you can see when it hits them that it's not just the monetary cost but there are hidden costs that they haven't thought about.

One of the participants on my last seminar explained his actions leading up to his incident. He was very self confident and even proud of what had happened. He had built a car from the ground up and would have spent close to \$60,000 on it. He decided to have a drag race with it and lost control, hitting the other car and rolling his. He broke his arm and leg, lost his licence, was fined \$1,000, lost his job because he couldn't get to work and gradually lost his friends because they were sick of him asking for rides. When I wrote up the cost of his "drag race" the monetary cost was over \$70,000 without counting the loss of revenue. While I was talking to him his whole demeanour changed and he realised that he was feeling lonely because of the loss of friends and the strained relationship with his mother. This was a big breakthrough and after the seminar he came up to me and thanked me for helping him to understand how stupid his actions were and that he was now horrified thinking about the consequences that could have happened from his actions.

This is an example of why I strive to impart the "road safety message" in the hope that I can make a small change in someone's attitude that could result in less road trauma.

### Looking forward

The next 12 months will see us consolidating what we are now doing across the State with both the Road Trauma Awareness Programme and the Youth Programme. We will continue to strengthen our networks and build on the relationships with key people and organisations so programmes are run effectively and together with communities across Victoria.

We will also be working on recruiting and retaining volunteers and paid staff to the team by regular regional meetings and state-wide meetings as well as training.

I again look forward to working with such a dedicated team of highly professional, diverse and skilled people. It is with a team like this that we can truly make a difference in our communities in relation to safer drivers on our roads across Victoria.

I thank the team and all the organisations who have worked with us in 2008/09 to provide an effective programme.



# Marketing and Fundraising

## Profile

During the 2008/2009 financial year there were 47 mentions of RTSS in the media. Amongst these were our inclusion in the TAC sponsored Herald Sun 'Fatigue' lift-out which ran prior to the Easter long weekend. The lift-out featured a half page article about RTSS volunteer Tarli Bogtstra. Tarli received major injuries in June 2005 when the vehicle she was travelling in rolled. Tarli volunteers her time at our Road Trauma Awareness Seminars to tell people about the impact the accident has had on her life. Michael Perkins and Tarli featured in a half page article published in the Age in November. This article also spoke about the accidents, in which Michael and Tarli were injured, their road to recovery and how the accident has impacted their life.

During the first half the financial year RTSS was invited to be involved with Sudden Impact, an eight episode series which screened on Channel 9. Sudden Impact shows the agonizing human fact of road trauma and reveals how many crash victims have ultimately triumphed over adversity. RTSS assisted in the filming of the episode which followed a young man picked-up for hooning. The young man was ordered by the magistrate to attend a Road Trauma Awareness Seminar and the film crew followed this progression through the process.

Over 11,000 RTSS brochures were distributed during the last financial year. In addition our resources page remains high on the list of pages accessed by website users indicating that they are also being downloaded.

## Rebranding

Following the decision to change the organisation's name from Road Trauma Support Team Victoria to Road Trauma Support Services Victoria during the past twelve months, we have developed and implemented a staged brand management plan.

The commencement of stage one of the plan saw the design of a new logo reflecting our new name and corporate branding. This design was undertaken on a pro-bono basis by Rachel Tonge of Myamyn Creative. RTSS extends its thanks to Rachel.

The redesign of our business stationery was undertaken on a pro-bono basis by Minet Imaging who has been assisting the organisation with graphic design for over ten years. In particular we would like to thank Linda Barber and Sandra Koetz for facilitating this design work.

Additionally, we have secured the services, again on a pro-bono basis, of Ketaki Gadgil. Ketaki has undertaken the redesign of our brochures, newsletter and annual report reflecting our new branding and giving the items a more contemporary look. In addition Ketaki will be designing artwork for posters and banners for use in the marketplace.

Our thanks to Daan Hoffman, who spent many hours photographing various aspects of roads and road safety to provide us with the start of a library of images we can use in our marketing publications. Daan is undertaking study at the Photography Studies College here in Melbourne and we are very grateful to be the recipient of his wonderful photography. One of Daan's images appears on the cover of this publication.

We expect roll-out of all branded items to be complete by the third quarter 2009.

As part of the rebranding, the signage on the Blackburn office has also been changed. In addition, much work has been done internally to implement the new logo and branding.

## Crashed Car Reality Check display



RTSS was delighted to be invited to be a partner by the TAC and Victoria Police, in the 'Crashed Car Reality Check' display held at Federation Square from 28th to 31st October.

Two cars which had been involved in serious crashes were displayed on the Swanson Street side of Federation Square. Alongside the cars were display boards which described the circumstances and outcome of each crash. There was also a marquee which contained the 'I pledge' booth, plasma screens running an 18 minute loop which

contained MAFMAD (Make a film, make a difference) films, TAC advertisements and two real-life personal insights from people impacted by road trauma. At 1pm each day the TAC facilitated a panel discussion in which members of the public could ask questions. Panel personnel differed each day, but included people who had personally experienced road trauma.

Neil Mitchell of 3AW broadcast live from Federation Square on the day of the launch and conducted interviews with members of Victoria Police, the TAC, a young woman who had lost her brother in a collision and our Ambassador Jeanette Suhr.

Without the support of RTSS staff and volunteers our involvement would not have been possible. Our thanks go to all those who assisted and supported this project. In particular we would like to thank Pauline McLeod, Andree Troy and Ashleigh Lees for telling Jessica's story and for allowing it to be included in the daily 18 minute loop broadcast during the four days at Federation Square. Our thanks also to the TAC and Victoria Police for their on-going support of RTSS.



## Marketing and Fundraising

### Sustainability

In addition to consolidated funding from the TAC, RTSS was fortunate to have the financial support of the following organisations during the 2008/2009 financial year:

Acton Print Group – at cost printing of RTSS publications and stationery

GE Money – undertook extensive review and produced IT infrastructure recommendations and donated six laptops and software

Lion's Club of Forest Hill – on-going support via its fundraising initiatives

Tenix Foundation – continued support of the Social Club and Community Involvement initiatives on behalf of RTSS

### Donations

During the 2008/2009 financial year RTSS donations increased by 436%. Impacting on this phenomenal increase was the generous donation of Rosemary Mahoney. Rosemary's son, David Paul Kelly, died in a collision in 2007. He was 22 years old. David had suffered throughout his life with lymphoedema and a rare condition known as lymphangectasia. Rosemary has been very appreciative of the support offered to her through RTSS. Rosemary chose to donate the money, which was part of a trust fund established on David's behalf, to be used to benefit RTSS counselling and support services. A photocopier has been purchased with a portion of the money, other uses for the remainder are still being considered. In addition, a number of other significant donations were received and we would like to express our sincere thanks to all donors.

### Grants

RTSS successfully applied to the following trusts for financial support with various projects.

Collier Charitable Fund – for the purchase of Fatal Vision Goggles used during RTAS

Helen Macpherson Smith - funding to develop and implement a resource to be used for the RTSS/Victoria Police joint initiative 'Support at Time of Need'.

The Ray and Joyce Uebergang Foundation – funding to roll-out the RTAS in the Warrnambool region.

### Third Party Fundraising

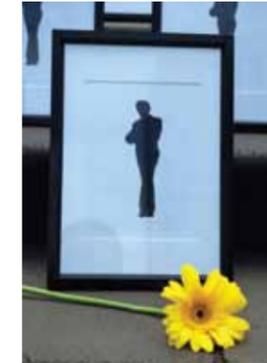
RTSS is very fortunate to have the support of a number of organisations who direct the profits from their fundraising activities to RTSS.

Tenix Solutions via their Staff Social Club and Community Involvement Committee have supported RTSS for three years. Each year they hold a trivia night and donate all profits to RTSS. During the past financial year Tenix Solutions have directed over \$5,000 to the organisation. In addition the Tenix Foundation continues to match all monies raised by staff. RTSS would like to thank the Tenix Foundation, Tenix Solutions Staff Social Club and the Tenix Solutions Community Involvement Committee for their on-going support.

ConnectEast, the operators of East Link, are also supportive of the work of RTSS. During the last financial year the ConnectEast Staff Social Club also held a trivia night and directed all profits to RTSS. In addition ConnectEast have directed funds donated to them to RTSS.

## Time of Remembrance

Road Trauma Support Services held its 8th annual 'Time of Remembrance' ceremony on Sunday November 16, 2008 in Queen's Hall, Parliament House. The event was held on the third Sunday of November, which is World Remembrance Day for Road Crash Victims. This Day is acknowledged by the United Nations, and many events are held globally to mark the appalling loss to road crashes of more than one million lives every year.



To mark this occasion, a number of our staff and volunteers helped to lay out 332 framed silhouettes of individuals and groupings, on the steps of Parliament House, interspersed with flowers, to remember the number of people who had died on Victorian roads in 2007.

The annual 'Time of Remembrance' gathering is an opportunity for family and friends to remember loved ones injured or bereaved by road trauma, and to also acknowledge the effect it has on so many others: prayers were offered for witnesses, emergency services personnel, health providers, lawmakers and administrators, and the community at large. This year two personal perspectives were offered and we thank Ailsa Elliott and Tarli Bogtstra for doing so. We were

most fortunate too to have the beautiful voices of the Brunswick Women's Choir, who sang three pieces. The Minister for Roads and Ports, Hon Tim Pallas MP, on behalf of the Premier Hon John Brumby, provided a message of support. The Minister for Police and Emergency Services and Corrections, Hon Bob Cameron MP, offered prayers for the community.

We acknowledge and thank the number of organisations which continue to support this event, lending their promotion and encouragement: the Transport Accident Commission, Victorian Council of Churches, Leaders of Faith Communities Forum, Victoria Police, Epworth HealthCare, Bicycle Victoria, State Emergency Service, Metropolitan Ambulance and Fire Services, the Uniting Church Synod of Victoria and Tasmania, and the RACV.



# Time of Remembrance

At the conclusion of the ceremony, people departed to the words of:

And now our journey continues.  
As we have remembered with love,  
let us leave with renewed hope  
and the determination to make our roads  
safer for all who use them.

Rev Andy Calder  
Board Member

## Our Supporters

Donors, sponsors and in-kind supporters



- ABC Computers
- Acton Print Group
- Australian Centre for Grief and Bereavement
- Heather E Allen
- James Beard
- Bicycle Victoria
- Alan Bird
- Blackburn Secondary College
- Madeleine Brialey
- Brunswick Women's Choir
- Andy Calder
- CFA
- Ros Chandler
- Children's Court
- Collier Charitable Fund
- ConnectEast Group
- Epworth Health Care
- Fresh Promotions Australia
- Ketaki Gadgil
- GE Money
- Helen MacPherson Smith Trust
- Daan Hoffman
- Holding Redlich
- Barbara Kessel
- Leadership Victoria
- Lion's Club of Forest Hill
- Jeni Lee
- Magistrates' Court of Victoria
- Rosemary Mahoney
- Metropolitan Ambulance Service
- Metropolitan Fire Brigade
- Minet Imaging
- Myamyn Creative
- National Seniors Australia Knox Branch Inc
- Rotary Club of Healesville
- Transport Accident Commission
- Tenix Solutions
- Tenix Foundation
- Support After Suicide
- Uniting Church Synod – Victoria and Tasmania
- Vic Roads
- VICSES
- Victoria Police
- Victorian Council of Churches
- Youth Justice

# Treasurer's Report

# Financial Report for the Year Ended 30 June 2009

RTSS' financial performance mirrored the state of the general community. Difficult financial times made fundraising very challenging and RTSS didn't collect the monies originally budgeted. This situation was compounded by the Victorian bushfire tragedy diverting significant monies from organizations like RTSS to bushfire relief. Into this mix, a newly appointed Executive Officer, with responsibility for fundraising and grant applications, joined RTSS in challenging times within RTSS which further delayed fund raising.

The final reported result of \$22,837 is a loss greater than previous years and unfortunately consistent with a deteriorating trend. Operating financial performance continues to be challenging. RTSS is continuing to spend more money than incoming revenue. The budgeting process has been revamped to appreciably improve financial reporting by clearly distinguishing core operations from additional projects funded by grants. This will enable core operations to be more closely managed and financial performance monitored. A draft budget has been tabled to the Board for action to address an underlying deficit.

The Board established a Funding Strategy committee in the second half of 2008-09 to develop funding concepts and reduce our financial dependence on the TAC grant. As an organization, RTSS depends strongly on the continued financial support of TAC. Unfortunately, the TAC contract doesn't have a CPI index clause so TAC monies remain constant whilst costs continue to rise. A new TAC contract is due in 2010.

I wish to acknowledge the kind donation in memory of David Paul Kelly. This donation significantly improved the reported result and without which the financial result would have been poor.

The Balance Sheet reflects the strong financial health position of RTSS. RTSS held \$139,079 in cash or cash equivalent at 30th June 2009.

Towards the end of the financial year, the Executive Officer successfully applied for various grants totaling \$38,000. These grant monies are shown in the Balance Sheet under Payables and represent grants monies to be spent in the 2009-10 financial year.

During the difficult times considerable improvements have been implemented to re-structure financial records, banking processes and commencement of a risk management review. As Treasurer I wish to place on record my appreciation for the considerable strides the Accountant has made in enhancing the information and financial reporting functions within RTSS. I am confident I leave the finance function with the necessary skills, processes and tools to assist the Board and EO manage RTSS going forward.

**Ian Mikkelsen**  
Honorary Treasurer

## COMMITTEE'S REPORT

Your committee members submit the financial report of the Road Trauma Support Services Victoria Inc. for the financial year ended 30 June 2009.

### Committee Members

The names of committee members throughout the year and at the date of this report are:

Jilane Matinga - Chairperson	Ian Mikkelsen - Treasurer
Ann Holland - Public Officer	Mary Harty
Fleur Bicton	Andy Calder
Gareth Evans	Rob Read

### Principal Activities

The principal activities of the association during the financial year were:

To provide counselling and support to traffic accident victims and others affected throughout Victoria  
To provide education programs to traffic offenders; and  
To facilitate the befriender program for the benefit of traffic accident victims and others effected.

### Significant Changes

No significant change in the nature of these activities occurred during the year.

### Operating Result

The Surplus/ (Deficit) amounted to (\$22,387) (2008: \$16,026 deficit).

Signed in accordance with a resolution of the Members of the Committee.



Jilane Matinga



Ian Mikkelsen

Dated this - 28th - day of - September 2009

For information only. A summary extracted from the audited financial accounts previously provided to all members. The full statutory accounts containing the accompanying notes should be read to understand this page.

# Financial Report

for the Year Ended 30 June 2009

## INCOME STATEMENT FOR THE YEAR ENDED 30 JUNE 2009

	Note	2009	2008
<b>INCOME</b>		\$	\$
Fees and Charges		131,870	138,975
Grants	2	362,948	371,433
Fundraising		1,195	23,418
Donations		107,168	7,082
Other		0	13,207
Interest		8,749	10,720
	1(m)	611,930	564,835
<b>EXPENDITURE</b>			
Advertising and branding		1,172	1,142
Audit fees		2,305	2,000
Bank charges		3,225	1,968
Cleaning		2,844	2,660
Minor equipment, service and maintenance		8,003	2,959
Counselling resources		3,551	3,908
Postage and stationery		10,638	10,990
Depreciation		11,749	9,218
Entertainment and gifts		100	1,020
Fundraising expenses		787	4,177
Security and Insurance		5,331	6,536
Office / business expenses		1,320	1,287
HR recruitment, meeting and Other expenses		3,238	16,180
Rent and venue education		50,345	38,062
Salaries and wages		441,365	384,012
Time of Remembrance		4,611	0
Superannuation		35,843	32,067
Support groups and memberships		1,862	2,316
Telephone		11,758	10,509
Traffic & youth offender program		0	24,764
Training and development		6,620	6,120
Travel, accommodation, parking and motor vehicle expenses		15,722	3,776
Volunteer expenses		1,443	1,223
Utilities		7,584	5,302
Work cover		2,901	8,665
Profit / (loss)	1(m)	634,317	580,861
		(22,387)	(16,026)
<b>RETAINED PROFITS AT THE BEGINNING OF THE YEAR</b>		128,396	144,422
<b>RETAINED PROFITS AT THE END OF THE YEAR</b>		<b>106,009</b>	<b>128,396</b>

This Income Statement should be read in conjunction with the accompanying notes.

For information only. A summary extracted from the audited financial accounts previously provided to all members. The full statutory accounts containing the accompanying notes should be read to understand this page.

# Financial Report

for the Year Ended 30 June 2009

## BALANCE SHEET AS AT 30 JUNE 2009

	Note	2009	2008
		\$	\$
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	3	139,079	111,581
Receivables	4	21,139	12,274
Other	5	17,790	10,397
<b>TOTAL CURRENT ASSETS</b>		<b>178,008</b>	<b>134,252</b>
<b>NON-CURRENT ASSETS</b>			
Property, plant and equipment	6	53,448	54,865
<b>TOTAL NON-CURRENT ASSETS</b>		<b>53,448</b>	<b>54,865</b>
<b>TOTAL ASSETS</b>		<b>231,456</b>	<b>189,117</b>
<b>CURRENT LIABILITIES</b>			
Payables	7	101,356	43,088
Provisions	8	23,001	16,025
<b>TOTAL CURRENT LIABILITIES</b>		<b>124,357</b>	<b>59,113</b>
<b>NON-CURRENT LIABILITIES</b>	8		
Provision for employee entitlements		1,090	1,608
<b>TOTAL NON-CURRENT LIABILITIES</b>		<b>1,090</b>	<b>1,608</b>
<b>TOTAL LIABILITIES</b>		<b>125,447</b>	<b>60,721</b>
<b>NET ASSETS</b>		<b>106,009</b>	<b>128,396</b>
<b>MEMBERS' FUNDS</b>			
Capital profits reserve	9	0	0
Other reserves	9	0	0
Retained profits		106,009	128,396
<b>TOTAL MEMBERS' FUNDS</b>		<b>106,009</b>	<b>128,396</b>

This Balance Sheet should be read in conjunction with the accompanying notes.

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