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The 2008 Annual Report of
IDEAS NSW

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☉ Introduction

Our vision is “*A world where people with disability live full, independent lives of their own choosing*”. We work to support people with disability and people with age related disability, their families, carers and other supporters to self advocate, enabling them to make informed decisions about matters of importance to them. As disability knowledge brokers, we do this by providing a range of free information services and products. Using our specialist expertise, we source information and then filter, interpret and disseminate it on request, through a variety of methods for the benefit of our service users. We also provide "soft" information that is not specifically about a service but can assist people with disability to make informed choices about their daily living.

IDEAS NSW is a not-for-profit organisation and has DGR status (*endorsed as a deductible gift recipient under subdivision 30-BA of the Income Tax Assessment Act 1997*) and is widely recognised in Australia as a leading information provider in our field.

☐ Our Values & Principles

We believe the following are intrinsic to IDEAS NSW and everything we do:

- Social Justice
- Consultation
- Integrity
- Innovation

☐ Our Vision

A world where people with disability live full, independent lives of their own choosing.

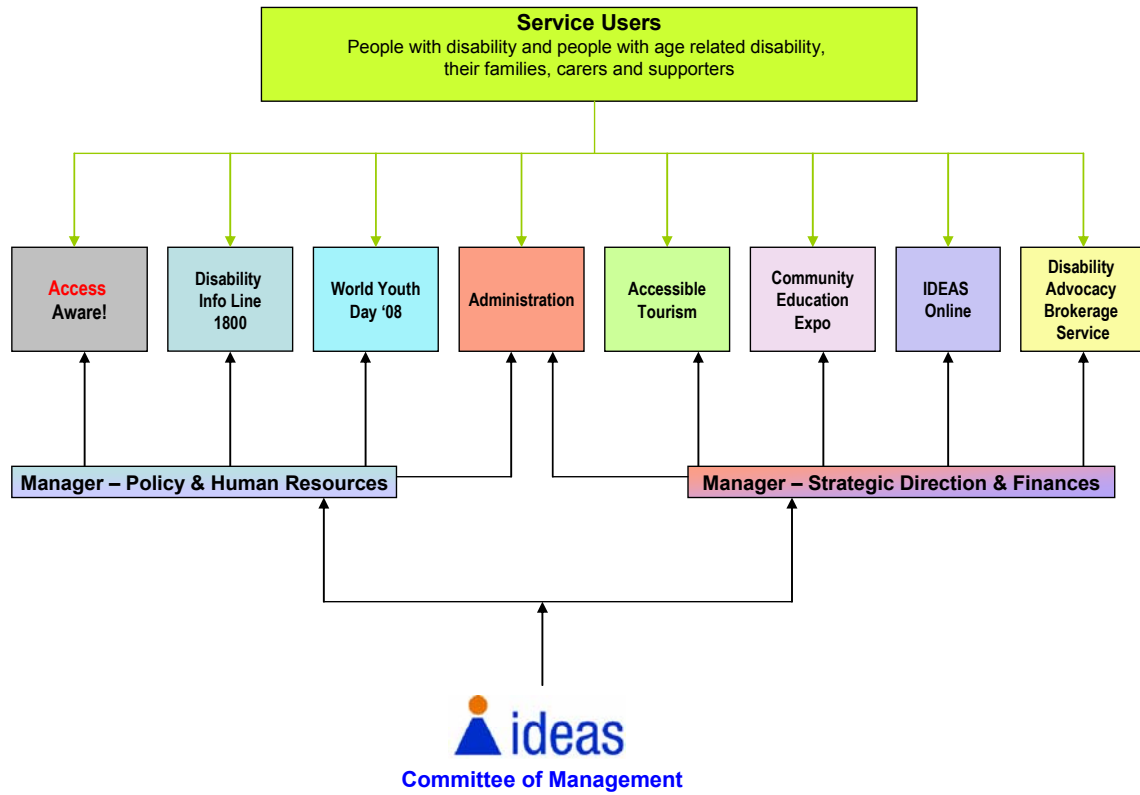
☐ Our Mission

To provide high quality accessible and relevant information and community awareness services about disability in partnership with people with disability and their supporters.

☐ Our Strategic Objects

- To be the leading disability information service provider promoting and developing self advocacy for people with disability, their families and carers.
- To provide information services to support systemic and group advocacy for people with disability, their families and carers.
- To educate the community about disability.
- To enhance the quality and relevance of our service provision to people with disability, their families and carers.

Organisational Flow Chart



☐ **Committee of Management**

IDEAS NSW is governed by a Management Committee consisting of skilled people drawn from the community and elected to office by IDEAS NSW membership. They offer their time and expertise in a voluntary capacity making a community service commitment by accepting legal and ethical responsibilities to ensure that the organisation does the best work possible in pursuit of its objectives. Guided by the Vision, Mission and Values of the organisation, they act responsibly and prudently as its steward.

The Management Committee has a duty of trust, known as fiduciary duty, and is held responsible under the Act to discharge their duties honestly and in the best interests of the organisation.

The Management Committee members for 2007 – 2008 were:

☐ **Executive Committee Members**

Bob Gilholme	Chairperson
Vacant	Vice-Chairperson
Jan Hatch	Secretary
Wendy Mason	Treasurer

☐ **Ordinary Committee Members**

Jackie Campisi	
Chris Fallon	<i>Resigned May 2008</i>
Col Johnstone	
Teresa McMullen	
Kim Meddows	<i>Resigned January 2008</i>

☉ Chairperson's Report

It gives me great pleasure to present the Chairman's Report for IDEAS NSW (IDEAS – Information on Disability & Education Awareness Services Inc) for the year to 30 June 2008.

As you may be aware IDEAS NSW is the result of a merger of two separate, but like minded, organisations and IDEAS NSW, as it is now structured, only came into being in February 2007 and so this is the first report on a full year operation for the organisation.

Given that we are still in our infancy we are justifiably proud of our achievements to date.

The advantages of merging which were to flow to the organisation such as eliminating duplication of roles, efficiencies of scale in purchasing and administration areas and access to a broader network in service provision and support etc have now, in the main, been introduced.

In achieving this end the staff and management committee members of IDEAS NSW have devoted considerable energy to asking, and answering, the question "What is it we do and how do we do it?"

This exercise has been conducted from the ground up and has lead to:

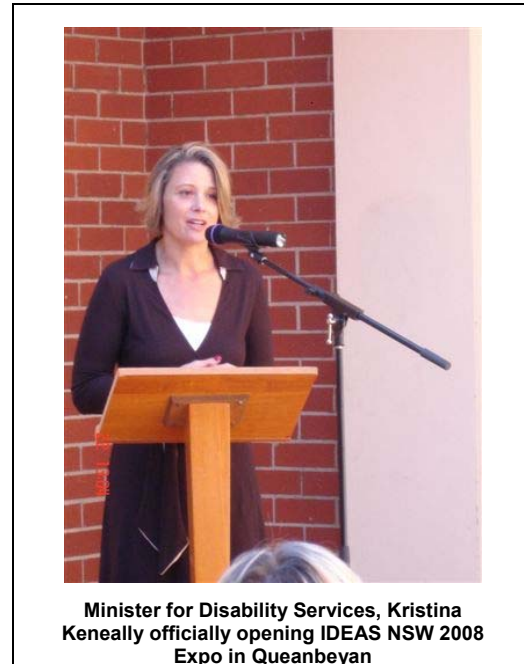
- the development of a short term Strategic Plan;
- reviews and amendments, where necessary, of job descriptions and work practices;
- an overhaul of our technological, communication and reporting systems; and
- an audit of our management committee skill set to identify any deficiencies in the expertise available to the organisation.

As a consequence of this review process we have also been forced to look at the manner in which we provide our service. We are currently researching the appropriateness of a number of service models to our circumstances to find the model of best fit. Once this decision has been taken we will be in a strong position to develop an informed long term plan for IDEAS NSW. We expect this will be accomplished within the current operating year.

This achievement itself has been worthwhile not only for IDEAS NSW but also for our other major stakeholders, namely the NSW Department of Ageing, Disability and Home Care (DADHC) and our service users. For DADHC there has been the more efficient use of the public purse in the provision of information services to the end user, and the service users themselves have benefited from having more access to a broader data base of information.

The past year IDEAS NSW has taken positive steps to lift its profile so as to be considered as “the” provider of information services to its target service user base. To achieve this we have developed and promoted the IDEAS NSW brand through a number of initiatives.

The key initiative is the IDEAS NSW website which is a user friendly, up-to-date source of information about our organisation as well as a database of information for service user use. Further, IDEAS NSW staff have participated in numerous information days and sector activities to promote our organisation’s services to potential users and those who may need to refer others to such a service. To this end IDEAS NSW staff organised and conducted “IDEAS Expo 2008” in Queanbeyan in May. The attendance levels of other service providers to the sector was very pleasing and the feedback from the Expo was positive.



Given that DADHC recognised the merit, and advantages, in our proposal to merge two organisations into one we believed it would be appropriate that we appraise the new Minister of our achievements and aspirations and, accordingly, sought a meeting with Minister Keneally shortly after her appointment. We are pleased to advise that the Minister was very interested in our proposals which seemed to parallel her vision of service provision in many ways. The Minister showed further support for IDEAS NSW by making herself available to officially open “IDEAS Expo 2008” and was very complimentary towards IDEAS NSW in her address.

Further illustrations of the success of IDEAS NSW initiatives, both in the merger and the subsequent positioning within the sector, is the fact that we were approached to provide information services to the recent 2008 World Youth Day. This follows on from DADHC funding IDEAS NSW to provide a brokerage service for the provision of advocacy to people with disability living in the rural communities centred around Young and Goulburn.

For any organisation to achieve (especially a not-for-profit), there is required a tremendous effort and commitment by all associated with that organisation. From that which I have outlined, it is obvious that IDEAS NSW enjoys the

benefits of such effort and commitment. There are many who deserve thanks and I trust I will not overlook anyone in my following remarks.

To Minister Keneally and staff and to the Department go our thanks for their support and for providing opportunities for IDEAS NSW to demonstrate its ability to address challenges with practical, effective and efficient solutions.

Thank you to those companies and individuals, such as Blake Dawson Lawyers and Jenelle Becker Marketing, that have so willingly provided advice across a range of topics on a pro bono basis. Without your generous support IDEAS NSW would waste many otherwise productive hours or significant sums of money.

The Access Aware project that we featured at last years Annual General Meeting continues to grow with more interest being generated the closer we come to launching the website. I cannot express strongly enough our gratitude and appreciation to our Community Business Partner Rod Sharples from Data Diction for the extensive and generous support he continues to give this project and the organisation overall.

As stated previously, the IDEAS NSW website has been redeveloped as a great resource of the organization and our thanks must go to E-Bility Pty Ltd for all the work which has gone into achieving this end.

Amongst the greatest assets IDEAS NSW lays claim to are the managers and staff. When management committee discussion turns to review and reorganisation there must be groans of dismay from our professional team. It is of great credit to all our staff that they discharge their duties to such a high standard. They cheerily satisfy service user needs, a fact we know from the many unsolicited comments we receive, while ensuring that our internal system and procedures are appropriate, effective and adhered to.

Finally I would like to express my sincere thanks to the management group. This comprises the members of the management committee and our two managers, Diana Palmer and Ken Thomson.

To Diana and Ken, I am very grateful for your assistance and input throughout the year. Your professionalism is to be commended, your knowledge of the industry is current, extensive and invaluable and your commitment to IDEAS NSW is unwavering. Without you IDEAS NSW would not be the entity I have spoken of today.

To all the committee members thank you for your time and input in a period of change. Over the past twelve months we have been asked to consider many matters. It has become apparent that one of the strengths of our management committee is the diversity of experience we have amongst our members. This diversity has been evident as different members have taken the lead in

discussions where their expertise is obvious. To Jan Hatch and Wendy Mason, our Secretary and Treasurer respectively, thank you especially for your contribution in these roles.

I would like to pay tribute to those committee members that are retiring this year. To Chris Fallon, Jan Hatch, Col Johnson, Wendy Mason and Kim Meddows go our best wishes for the future. The experience you take with you will be greatly missed on the committee but the organization is all the better for the years you have given to it and for that we thank you. To replace you is now one of our pressing challenges.

To use my words from last year “just as we have met challenges in the past we will meet many in the future and just as surely as we have addressed those challenges in the past we will address those still to come”.

Robert Gilholme
Chairman

☐ Treasurer's Report

Treasurer's Report presented to the Annual General Meeting for the period ending 30 June 2008.

☐ Income

Total income over the financial year was \$642,882. This income was derived from:

DADHC Funding	\$557,248
HACC Centre reimbursements	\$26,000
Interest revenue	\$19,010
Expo Income	\$18,800
Other income	\$9,170
Donations	\$8,514
Newsletter Subscriptions	\$3,309
Photocopying	\$831

☐ Expenses

Total expenses in the period were \$579,276K giving a Net Profit from Ordinary Activities of \$63,606. The major material expenses were:

Employee related expenses	\$329,951
Rent	\$42,621
Advertising & promotion	\$23,430
Insurance	\$22,390
Travel, Accommodation & conferences	\$18,864
Consultants Fees	\$18,502
Printing & stationery	\$14,886
Client support services	\$14,819
Telephones etc	\$12,731

Depreciation - plant	\$11,706
Postage	\$8,896
Repairs, Maintenance & replacements	\$5,904

☉ Balance Sheet

The Balance Sheet indicates a strong financial position for the organisation as at 30 June 2008.

The net worth of assets (\$285,228) in excess of liabilities (\$86,635) at balance day is \$198,593 with the actual cash component of the assets being \$229,696. The net value of Plant and Equipment is \$44,172.

In closing I would like to thank our Administration Officer, Michelle Post and our two Managers, Diana and Ken, for their efforts in preparing both the monthly financial reports to the Committee and these annual statements. I would also like to thank our Auditor, Stephen Walker, and his staff for their input into the 2008 Financial Statements.

Wendy Mason
Treasurer

☉ IDEAS NSW Services & Products

We offer the following services and products to people with disability and people with age related disability, their families, carers and other supporters.

☉ IDEAS Disability Info Line

A national toll-free telephone information service that supports self advocacy.

This service is delivered by skilful Information Officers providing up-to-date accessible and relevant information and resources that enables people with disability and people with age related disability to live full, independent lives of their own choosing.

Our information service, independent of direct care services, assists service users by capturing information, holding extensive resources and then disseminating information in a variety of formats. Through the provision of information and resources, people with disability and people with age related disability can self advocate enabling them to make informed decisions about matters of importance to them. People with disability are then able to take responsibility for bringing about the change necessary to live full, independent lives of their own choosing.

Information provided can be varied, for example:

- Disability & Diseases;
- Equipment & Suppliers of Equipment;
- Accessible Holidays Options;
- Communication Aids;
- Daily Living Aids;
- Vehicles;
- Transport;
- Leisure & Sports Programs;
- Employment;
- Accommodation;
- Entitlements & Subsidies;
- Education;
- Respite Care;
- Government information & legislation;
- Any type of service or product which provides support.

☉ IDEAS Online

An on-line information clearinghouse that supports informed decision making.

Our aim is to provide a high quality accessible web portal for people with disability and people with age related disability, their families, carers and other supporters to search for information that promotes their independence.

The website has extensive resources including:

- What services and supports are available for people with disability;
- Where to find a piece of equipment or suppliers;
- What accessible holiday accommodation and tour/travel operators are available and where;
- Information on diseases and types of disability;
- Information on Government legislation, policies and programs;
- Disability Events Diary;
- Archive copies of IDEAS E-News and IDEAS hardcopy Newsletter;
- Links to other disability resources;
- IDEAS Web Blog.

☉ IDEAS Expo

A community event showcasing services and products that support independence.

Our bi-annual Expo is the largest held outside the metropolitan area and will be of great interest to people with disability and people with age related disability, their families, carers and supporters as well as health professionals, disability and aged care mainstream service providers, university students, schools and government personnel. Our Expos showcase a wide range of exhibitors displaying an extensive variety of products and services for people with disability that promotes their independence.

☉ IDEAS Community Education

An education program raising community awareness and promoting HACC services that support people with disability and people with age related disability.

The Community Education program positively promotes the needs of people with disability and people with age related disability and communicates our aim of empowering individuals by providing information that will enable them to make informed decisions about their daily lives. The Community Education Officer represents IDEAS at community forums and events, presents as a guest speaker, and exhibits our services display to help raise awareness. The program is only limited by the available resources.

☉ IDEAS Newsletter

A newsletter providing information that supports informed decision making and promotes independence.

IDEAS produces six printed newsletters a year, keeping people with disability and people with aged related disability, their families and carers up-to-date and informed on services, products, workshops, forums and issues relating to aged and disability services. Individuals can subscribe for free. An annual subscription fee is applicable for students and service providers. The newsletter is available in alternative formats on request.

☉ IDEAS e-News

An electronic newsletter where subscribers are kept up-to-date with what is happening in the disability sector – disability issues, new funding opportunities, forums, workshops and training, positions vacant etc. Subscribers can choose their topic of interest and/or their geographical region of interest.

☉ IDEAS Directories

High quality directories of services and products.

LINCS is a cost effective and highly specialised system that allows IDEAS to easily produce high quality disability information directories. IDEAS service outlets work together to collect and maintain up-to-date accurate information which may then be published on the web, CD or in professionally formatted printed directories for use by people with disability and people with age related disability, their families, carers, service providers, health professional and government departments.

☉ Access Aware

A readily available on-line directory of accessible business premises and community facilities for older people with access difficulties, people with disability and their families, carers and other supporters to enable them to increase their participation in community life.

Access Aware will provide information about accessible businesses and facilities, for example: financial and legal services; supermarkets; restaurants and cafes; accommodation; a variety of retail shops; public parking and toilets; shopping centres; health and community services; sporting and recreational and social facilities, to name but a few.



☐ Staff and Volunteers

During this reporting period there was 100% retention of staff with the exception of Helen Bullough who reluctantly resigned to move interstate for family reasons.

☐ Administration Office - Tumut NSW

Michelle Post	Administration Officer
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☐ Regional Office - Tumut NSW

Diana Palmer	Manager – Strategic Direction & Finance
Mia Toppin	Communications Officer
Helen Abric	Information Officer
Sue Gorman	Community Education Officer
Candice Epp	Casual Information Officer
Margrit Keenan	Volunteer
Cynthia Bell	Volunteer

☐ Metro Office – Surry Hills NSW

Ken Thomson	Manager – Policy & Human Resources
Jill Otter	Information Officer
Roger Gazard	Casual Information Officer

☐ Manager's Reports

☐ Short-Term Strategic Plan 2007 - 2008

The decision was made to develop a short-term strategic plan for this financial year as an interim measurement to allow more time to undertake further research into service delivery models before developing a long term plan.

The two Managers worked co-operatively together with input from members of the Management Committee to deliver the following results.

Strategic Objective	Key Result Area	Key Performance Area	Outcomes
<p>To be the leading disability information service provider promoting and developing self advocacy for people with disability, their families and carers</p>	<p>Organisational Capacity</p>	<p>Governance</p>	<ul style="list-style-type: none"> • A new Financial System was developed and implemented; • A review of the organisation's policies & procedures commenced; • Terms & Conditions for Committee Members were developed; • Delegations of Authorities were developed and implemented; • The Management Reporting System was streamlined; • The Management Committee Meetings were restructured.
		<p>Strategic Positioning</p>	<ul style="list-style-type: none"> • Relationships were built with key political players; • Partnerships were developed with key organisations in the disability sector; • A contract was secured with the World Youth Day

			<p>Co-ordinating Authority;</p> <ul style="list-style-type: none"> • Applications for funding were submitted to both the government and the corporate sector.
		Workforce Development	<ul style="list-style-type: none"> • Restructure of Management was completed; • Behavioural statements were created and incorporated into IDEAS culture; • Investigations into IDEAS Constitutional Trading Corporation entity were commenced.
<p>To provide information services to support systemic advocacy for people with disability, their families and carers.</p> <p>Educate the community about disability.</p>	Providing Services and programs	Establish Profile of Organisation	<ul style="list-style-type: none"> • IDEAS branding was established and collateral of promotional materials were developed for use.
			<ul style="list-style-type: none"> • A Short-term Communication Plan was developed and implemented.
		Maintain Quality Service Provision	<ul style="list-style-type: none"> • Appropriate support was provided to all staff with 100% retention.
		Access	<ul style="list-style-type: none"> • A successful 2008 IDEAS Expo took place in Queanbeyan; • The Access Aware pilot project commenced with Waverley and Wagga Wagga Councils.
		Quality Assurance	<ul style="list-style-type: none"> • A collaborative approach to standardising quality assurance in disability information provision was instigated by IDEAS; • Quality service provision was maintained.

To enhance the quality and relevance of our service provision to people with disability, their families and carers	Capacity Building	Service Delivery Model	<ul style="list-style-type: none"> • IDEAS suite of products and services were clarified.
			<ul style="list-style-type: none"> • A new website that meets W3C WCAG1.0 content accessibility guidelines was built and published; • Website components are interactive.
			<ul style="list-style-type: none"> • A consultant has been engaged to commence research of service delivery models.

📍 Manager – Strategic Direction and Finances Report

Strategic Direction

Within the boundaries of the short term strategic plan work has commenced on raising the profile of IDEAS NSW within the government and non government sector on a national platform. The change in federal government has provided an opportunity to raise the need for information provision for people with disability nationally through the redevelopment of the federal direct payments and the renegotiation of the CSTDA. IDEAS NSW has provided input into these discussions where appropriate.

IDEAS NSW has been acknowledged as a state-wide provider in this year under NSW Department of Ageing Disability & Home Care (DADHC) Advocacy and Information programme (which is still undergoing a reform). This DADHC reform has been ongoing since early 2001. DADHC has signalled they are moving closer to completing the reform - IDEAS NSW will ensure our involvement in this when appropriate.

Work has been done in preparation for the development of a medium term strategic plan which should be developed in the coming year. Service model research, environmental scanning and competitor analysis are a few

components that have been researched to date in preparation for the final development of the plan.

Relationships with key stakeholders have been maintained and developed throughout this year of consolidation with a noticeable increase in the understanding of the organisation by a variety of stakeholders.

The development of the Strategic Plan in the coming months will be of vital importance in setting the direction for the organisation in the coming 2-3 years.

Financial Management

This year has seen the consolidation and refinement of the financial management for the new organisation. While still more streamlining of reporting is to be attended to, the majority of systems and management processes for the new organisation are now in place.

IDEAS Online

The new IDEAS NSW website was launched in November 2007. The website has been well received and accepted by users. We have received many positive comments and feedback. Increase in usage of the site since the launch confirms the positive impact.

The site was developed by Sandra Vassallo from E-bility P/L. The website currently conforms to the W3C Web Content Accessibility Guidelines (WCAG 1.0). Conversion to WCAG2.0 will occur in the coming year.

Demographics of users of the new website are relatively unknown as there is no survey currently attached to the site. This is an activity to pursue in the coming twelve months. Use of the website has been extensive, especially the access to the various databases maintained by IDEAS NSW and located on our site for people to access direct.

Overall access to the databases since the launch of the new website has grown by 86% from November 2007 – June 2008. Website visits overall have settled since an initial surge. This indicates that most people accessing the website are using it to search the databases available. The increase in activity of online searching of databases confirms the trend that people with access to the internet, search for information directly rather than accessing information through the Disability Info Line.

From the statistics below it can be seen that IDEAS NSW provided 11,835 episodes of information via our online databases since November 2007.

Total statistics November 2007 – June 2008

Website Hits	355,833
Website Visits	32,377
Suppliers Database	2,529
Services Database	5,783
Travel Database	2,686
Tours Database	837
Total database searches	11,835

A new database and online search facility for the Travel and Tours database is currently under development and is planned to be launched by December 2008.

The next phase of website development should occur in the coming year. This will include expansion of the Fact Sheets and inclusion of podcasts for provision of information.

IDEAS E-news subscriptions continue to grow with a project attended to during the year that consolidated information held on subscribers to the E-news. Subscribers now stand at 1,172.

Community Education

This year has seen the community education programme funded on a state-wide basis. Programme development for this will be considered in the coming year and incorporated into our strategic plan. Activities undertaken this year included displaying at numerous regional expos and field day events, exhibits at major metropolitan disability events and the convening of IDEAS EXPO 2008 – ‘Stand Up, Be Heard’.

IDEAS EXPO 2008 was held in Queanbeyan at the Queanbeyan Conference Centre with the aim of increasing awareness of the advocacy support available for people with disability living in the Southern Highlands region. Considering the location of Queanbeyan and that this was our first Expo in the Southern Highlands region we were satisfied that we had met the outcomes planned for this event. For people with disability in the region attending the event the number of workshops and a cross section of providers displaying their services and products exceeded their expectations. This expo highlighted a number of issues for IDEAS NSW in travelling the event across NSW and these will be

incorporated in our plans for future expos. Overall visitation to the event throughout the two days was in excess of 1200 people and the total number of exhibitors was 44 - the maximum the venue could feasibly hold.

DABS – Disability Advocacy Brokerage Service

As part of DADHC's drive to increase the provision of individual advocacy across areas of regional NSW, one-off funds were offered to IDEAS NSW to provide this service across the Southern Highlands planning region.

As IDEAS NSW is an independent and stand alone Information Service and not an advocacy service, we negotiated with DADHC around the reality of service provision by us. IDEAS NSW provided this service by way of our Disability Info Line acting as an intake service for people with disability in the Southern Highlands region requiring advocacy. On assessment at intake, the individual would be referred to an appropriate advocacy service if required or an IDEAS NSW Information Officer would be assigned to handle the issue/s for the individual.

The Service under this model has proved initially successful with referrals made during the year to ADACAS (based in the ACT) and BIA NSW. At the end of the 2007-2008 financial year IDEAS NSW was advised by DADHC they would be extending the funding for the coming three years and as such IDEAS NSW has instigated planning to deliver the service under our model on a recurrent basis.

I would like to acknowledge the continuing dedication and contribution of all the staff from both the regional and metro offices and thank them for their support throughout the year. Also, I would like to thank Ken Thomson for his ongoing commitment to and encouragement in focussing our work on the future direction of IDEAS NSW. Lastly I would like to once again thank the committee for their contribution to the organisation. Their task in setting the strategic environment for us to work in is one of vision and leadership and they have provided this throughout the last year. The team at IDEAS NSW is ready to take on the challenges of the coming year and looks forward to another chapter in the growth of the organisation.

Diana Palmer
Manager – Strategic Direction and Finance

☉ Manager – Policy and Human Resources

Policy Development

As the Manager accountable for policy, it was my responsibility to review the policies and procedures of the two previous organisations to develop and design an index system for the IDEAS NSW Policies and Procedures Manual. This task was completed and work began on drafting the relevant policies required by the organisation. Priority was given to policies dealing with governance in the first instance, then service users, staff and so on until finalised. A Policies Sub-Committee was formed consisting of myself and two members from the Management Committee, Jan Hatch and Teresa McMullen, with the task to review and edit the draft documents where necessary before submitting them to the full Committee for endorsement. Developing the procedures would be undertaken with input from the Manager for Strategic Direction & Finance, and where relevant committee members and staff.

At the end of the financial year approximately 25% of the overall task was completed and work continues into the new reporting year until concluded.

World Youth Day 2008

IDEAS NSW submission to the NSW Government's World Youth Day Co-ordinating Authority (WYDCA) to operate a disability information helpline for pilgrims attending the 2008 World Youth Day (WYD'08) was successful. The project commenced at the beginning of June 2008 and ran through to the end of July 2008 (one month into the next reporting year) and operated out of IDEAS metro office with any overflow being managed by the regional office.

The following are the outcomes for the services provided to the WYDCA:

- Designated Officer – Being located at the metro office, it was my responsibility to manage the project for IDEAS NSW during the term of the agreement and to act as the designated officer for all liaisons between IDEAS and WYDCA.
- HACC & Disability Forums – A complete list of HACC Forums & Interagency Meeting dates and contacts for NSW were forwarded by email to the WYDCA.
- Attendance at WYDCA Meetings – An IDEAS representative was present and participated in WYDCA Disability Access Working Party meetings from April through to June 2008.
- HACC & Disability Contacts – Electronic distribution networks for both HACC and Disability contacts across NSW were sent to the WYDCA.

- Casual Information Officer – Recruitment and training of an additional two casual Information Officers to handle disability information enquiries leading up to and during the WYD'08 events was undertaken.
- 1800^{Freecall} – A disability information service was provided throughout June and July 2008 via IDEAS NSW 1800^{Freecall} telephone number to WYD'08 pilgrims with disability, people with disability who attend World Youth Day 2008 (WYD'08) events and the non-event community of people with disability, and age related disability in NSW.
- Dissemination of WYDCA Information – WYDCA information and resources to the disability and aged care sector of NSW and to people living with disability living in NSW was disseminated through IDEAS NSW networks leading up to WYD'08 and throughout June and July.
- IDEAS Newsletter – An IDEAS Newsletter with a WYDCA insert was produced and posted out to people with disability, their families and carers, and disability service providers across NSW on the 30 June 2008.
- Additional Resources – In addition to what was agreed in the terms of the contract, IDEAS NSW made available a dedicated Information Officer to provide information services to pilgrims with disability at the Hilton Hotel Pilgrim Lounge during the WYD'08 events for a period of one week.
- WYD'08 Statistical Report – A project report providing statistics on the users of the WYD'08 telephone support provided by IDEAS NSW was forwarded to the WYDCA on completion of the project.

Access Aware Project

Lack of funding and staff resources unfortunately hindered the progress of the Access Aware project during this reporting period which had an impact on the projected outcomes for the year. However not all was lost and with minimal resources we managed to keep the project moving with the following achievements:

- Pilot Project – Successful negotiations took place with Waverley and Wagga Wagga Council to pilot the project in their local government areas. Both Councils agreed to work co-operatively with IDEAS to promote Access Aware, and give feedback on software functions and the Terms & Conditions being developed for Subscribers to Access Aware.
- Pro-bono Legal Support – We were successful with engaging pro-bono lawyers Blake Dawson to assist with the development of the Terms & Conditions for Subscribers and Contributors to Access Aware. The final

draft is now with Blake Dawson for completion. They have also provided Access Aware with a Privacy Policy.

- Website – The design and content for the front end of the Access Aware website was finalised and forwarded to our web designer, Sandra Vassallo at e-Bility.com. Hosting of the website has been arranged and it is anticipated it will be up and running in the later part of 2008.
- Subscribers – Research was undertaken with NSW local governments to establish a Subscriber Fee Structure by external marketing consultant, Jenelle Becker. The outcomes of her research will now go to the Access Aware Sub-Committee to finalise the recommendation for the Management Committee's endorsement.
- Ambassadors – Recruitment and training of volunteer Access Aware Ambassadors took place in Waverley and Wagga Wagga with reasonable success, however we still require additional volunteers to assist us with identifying potential accessible businesses and services in the two local government areas.

Disability Info Line

In total, 2,664 people with disability benefited either directly or indirectly through contacts made to our Disability Info Line this year with only a minor 4.2% decrease on the previous year. Calls from interstate, of note Western Australia and Victoria, increased while NSW had a small fall of 4.9% on last year. Now that our website has been redeveloped and is more accessible, trends indicate that more people are now using our website to do their own search of information. The types of assistance callers were seeking this year remained relatively the same as the previous year with some minor differences. Aids/ Equipment/Technology receiving 21.5% of the total information needs required by our service users; followed by Community Development at 12.6%. Physical disabilities remain the largest group of disability type enquiries, with the greater percentage of people contacting us being people with disability, followed by the families and friends of people with disability.

Work on streamlining and improving our Disability Info Line service commenced this year. The Disability Info Line's 1800^{Freecall} telephone number has now been modified to allow the overflow of calls from either the Sydney or Tumut office telephone systems to be redirected when busy to the other office. This ensures that callers are at all times greeted by a real person when seeking assistance with their enquiry. Improvements have been made to the electronic Service User Record. These changes give staff more options when

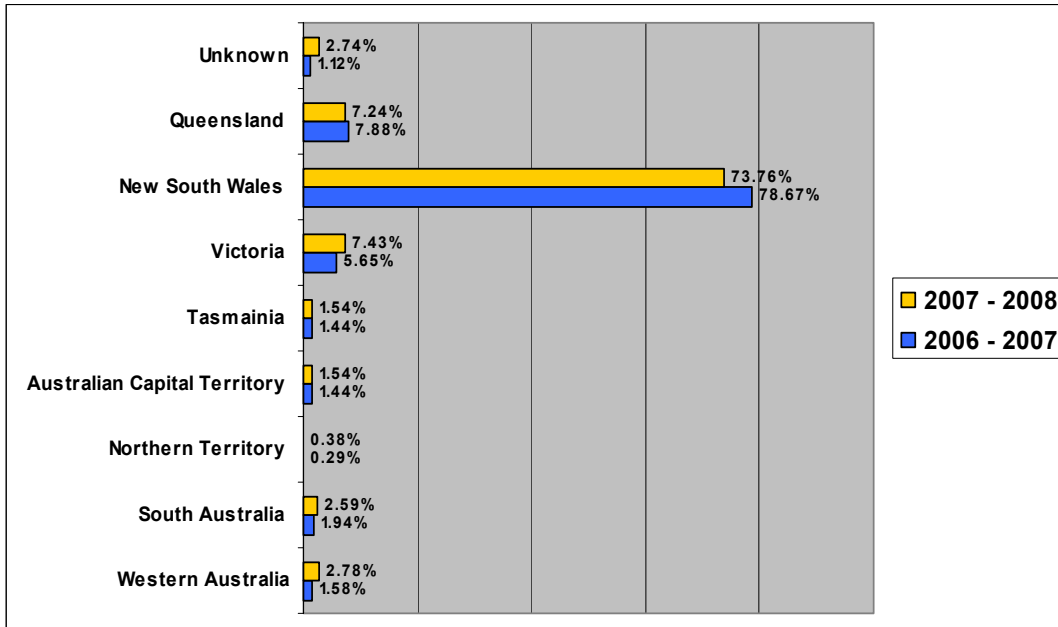
recording service user details and provide more detailed reports for trends analysis which greatly assists our future planning. Work will continue next year to amalgamate the electronic recording functions between our two office locations enabling staff from either office access to the caller's details for follow up on an enquiry.

Finally, I would like to personally thank the volunteer members of our Management Committee, my colleague, Diana Palmer, and all of the IDEAS staff for their co-operation, dedication and hard work throughout the year. IDEAS NSW continues to move forward establishing the organisation as the leading clearinghouse on disability and provider of information to people with disability Australia-wide.

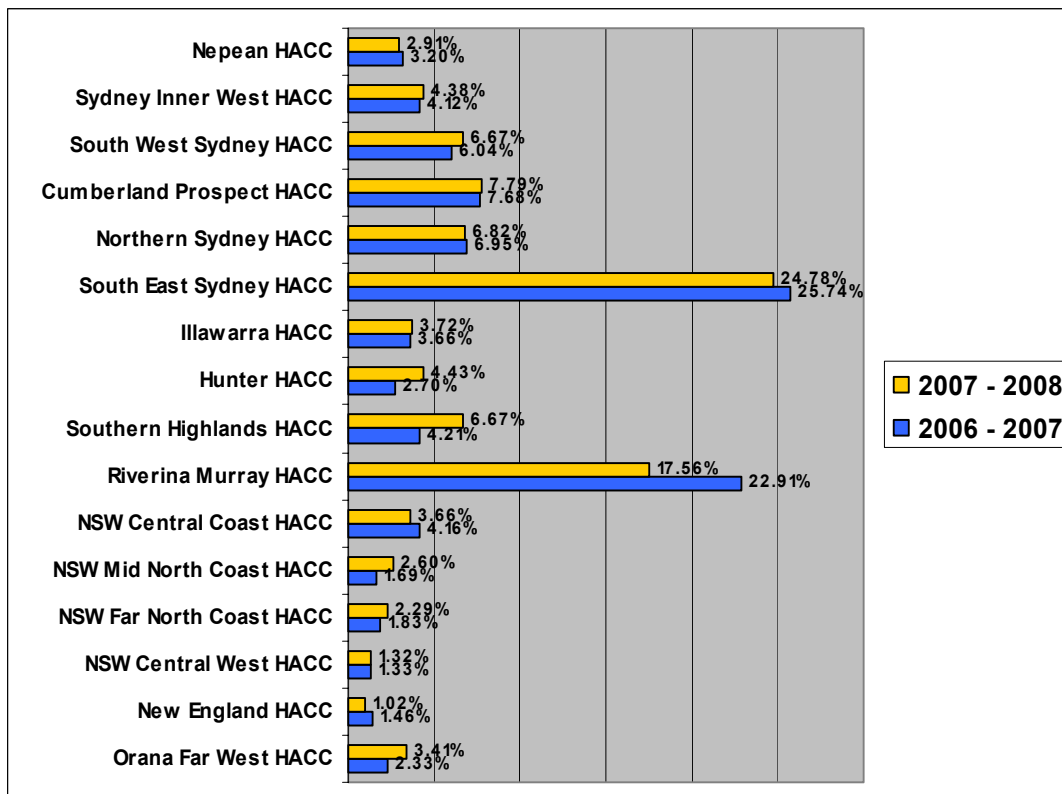
Ken Thomson
Manager Policy & Human Resources

Service User Statistics

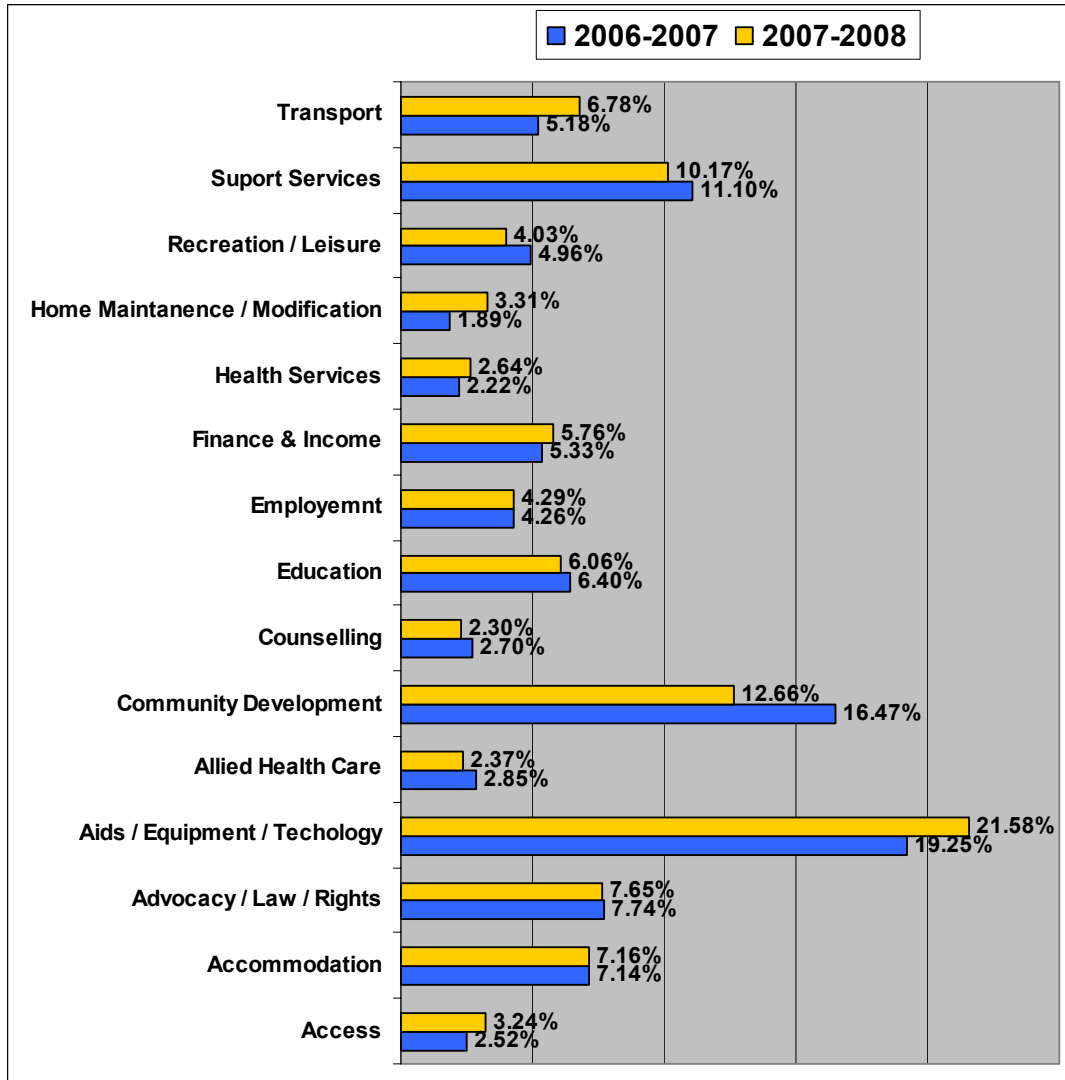
Service Users by State



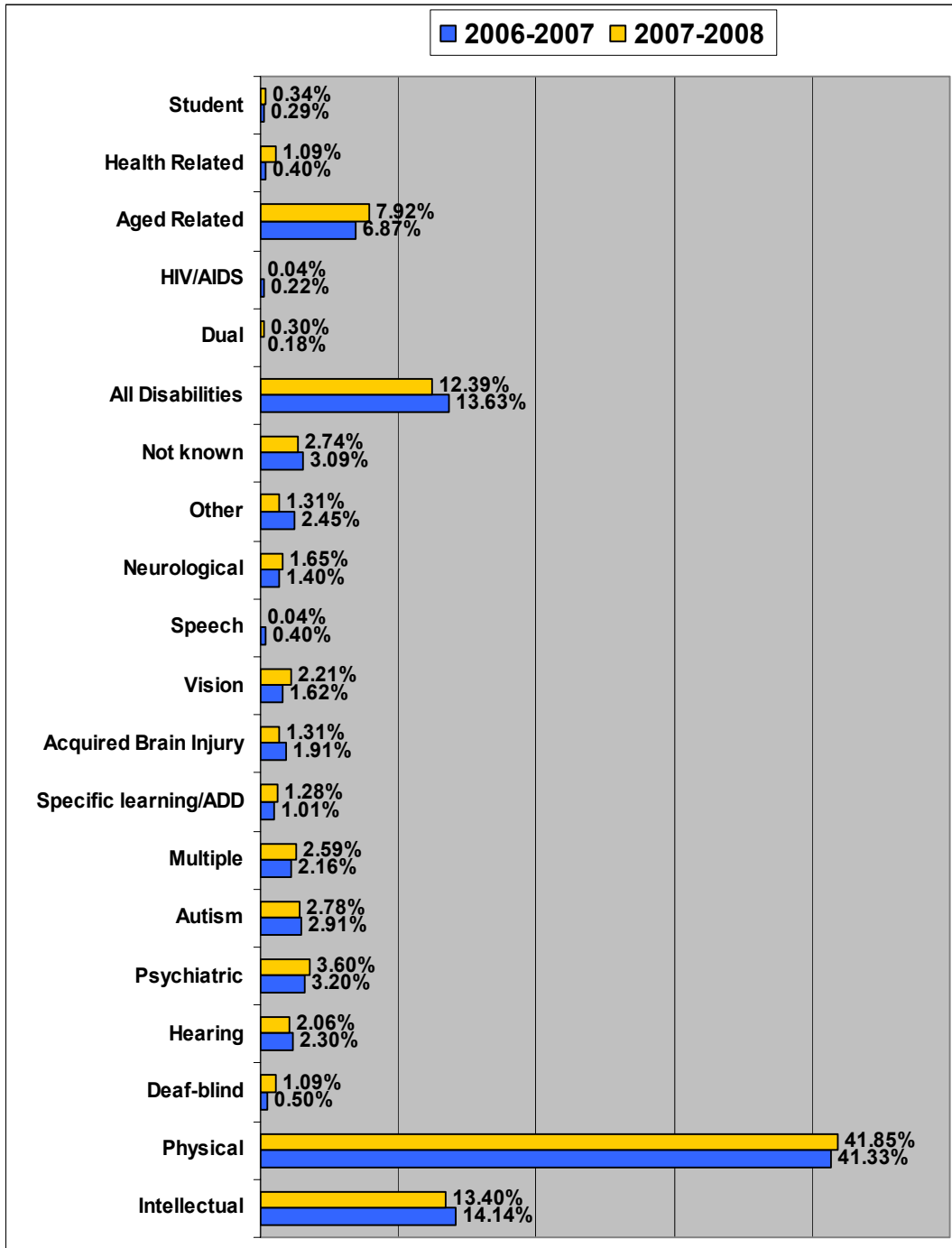
Service Users by NSW HACC Region



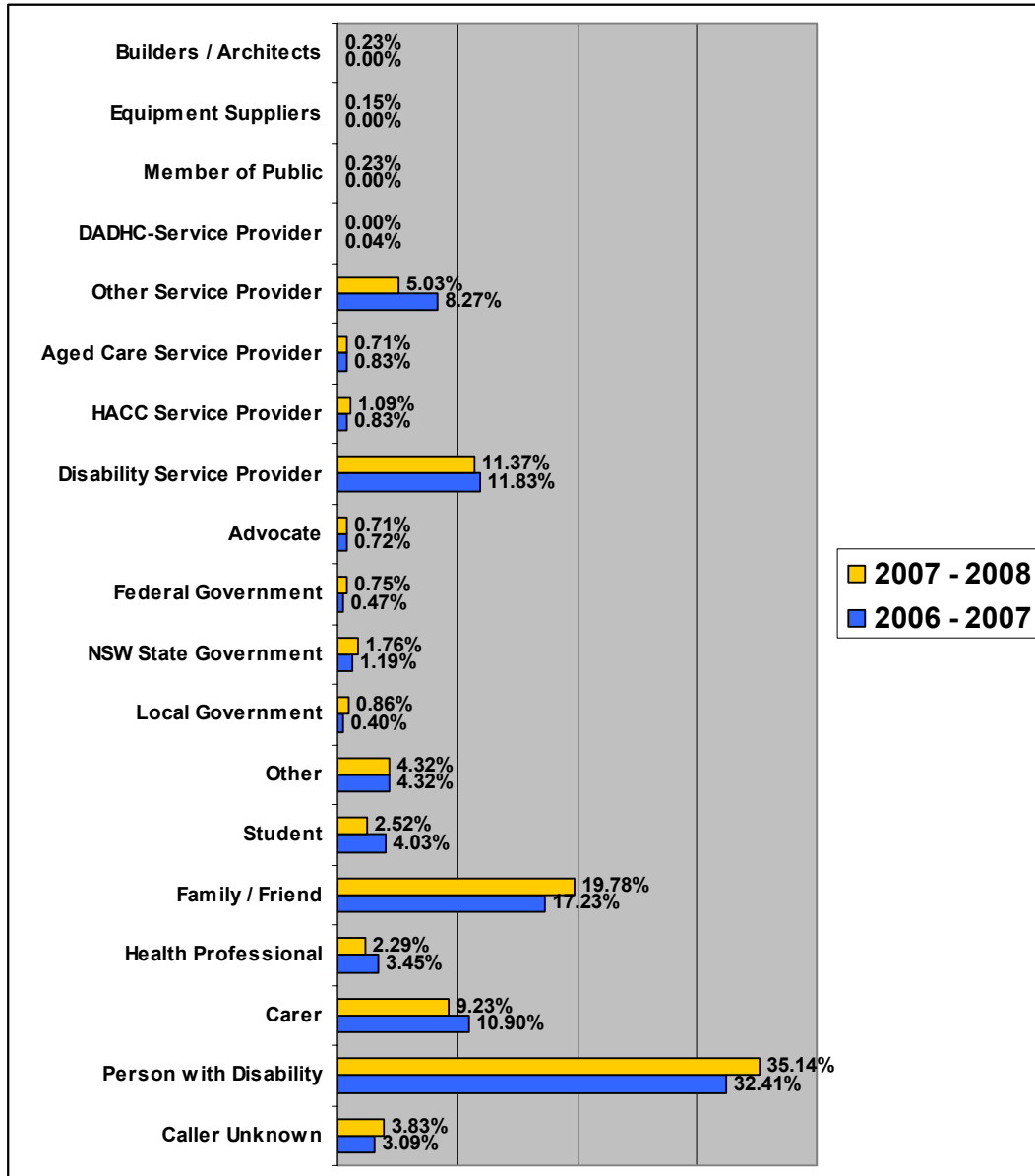
Service Users by Assistance Types



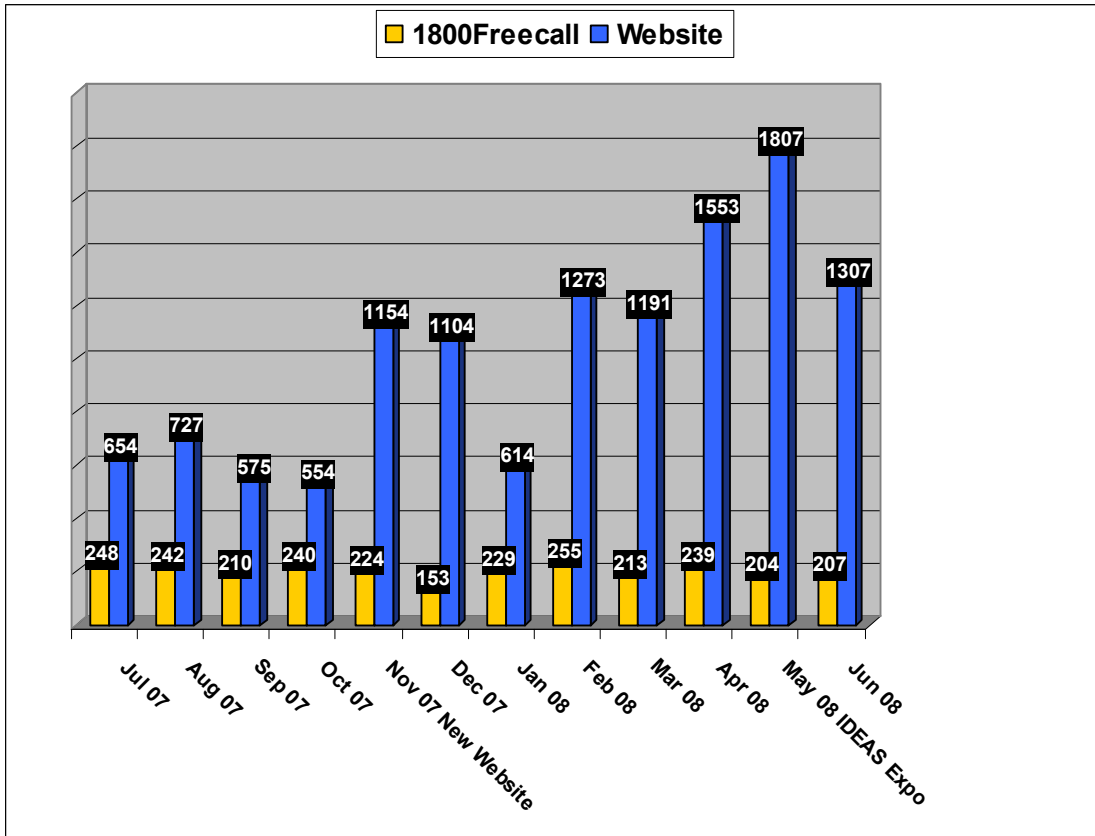
Service Users by Disability Type



Service Users by Contact Person



Service Users by 1800Freecall & Website



☐ IDEAS NSW Supporters

Once again we would like to take this opportunity to sincerely thank our supporters who over this year have given their time and skills to assist IDEAS NSW with further developing the organisation and its many services. They are as follows:

BLAKE DAWSON

L A W Y E R S

Blake Dawson in Sydney kindly provided pro bono lawyers to work with IDEAS NSW to develop the 'Terms & Conditions of Use' for Subscribers and Contributors to the Access Aware Project. They also provided the project with a Privacy Policy.



Once again valuable support was provided by Rod Sharples, Director of Data Diction Pty Ltd and IDEAS NSW Community Business Partner. His donation of funds further supported the development of the Access Aware Project and provided green power for both the Sydney and Tumut offices. His in-kind support of time and skills further improved the software used by our services. His ongoing support is greatly appreciated.

Jenelle Becker

MARKETING CONSULTANT

Jenelle Becker kindly donated her time and skills to conduct research of local NSW governments to assist IDEAS with determining the subscription fee structure for the Access Aware Project.



Sanda Vassallo from e-Bility.com continues to go beyond her paid brief when working for IDEAS NSW, offering her valuable skills to enhance our websites.

