

## Northern Rivers Regional Online Transport Meeting – 31 March 2021

### “Transport Promotion and Health and Wellbeing Outcomes”

#### Summary of actions identified from questions explored in breakout groups and the larger group including suggested responsibility for implementation

(Note: For the comprehensive attendance list and minutes please refer to Appendix One below.)

Q1: How can we improve communication pathways for information to flow between health services, transport providers and community organizations to assist with health and wellbeing outcomes for the people we work with? (Consider use of existing resources and creative innovative options.)

Q2: As a collective group what actions can we identify today that can be undertaken in the short term to get transport information to the people and services that need it?

#### Key opportunities identified:

- 1. Continue creating networking opportunities between transport stakeholders.**  
**Action:** Please note all are welcome to attend the final transport working groups facilitated by Social Futures in June (dates within email) where we will discuss how each group might like to continue moving forwards independently. Any stakeholder who would like to offer other networking opportunities please email [glenn.bailey@socialfutures.org.au](mailto:glenn.bailey@socialfutures.org.au) by Friday 18 June to enable it to be shared amongst the TDP network before June 30.
- 2. Minimise transport required for rural and regional people by health service providers offering outreach services, with a tiered approach to clinical appointments.** This opportunity will likely require longer term planning within NSW Health and liaison with community.  
**Action:** NSW Health NNSW LHD consider a community needs assessment to identify where such a strategy is best implemented.
- 3. Stakeholders from and who work with Aboriginal community create opportunities for collaborative transport options, developing community-based transport plans as a collective rather than as “silos”, and share transport information.**  
**Action:** (1) Stakeholders who have an interest in transport for Aboriginal community initiate a meeting to follow up these opportunities. (2) All stakeholders read the 2019 Northern Rivers Unmet Aboriginal Transport Need Interim Report (attached to email) to assist in understanding what opportunities might be current now and could be pursued to address transport disadvantage.
- 4. Targeted promotion of transport options** available for youth, jobseekers, Aboriginal community, young Mum’s and Dad’s, aged community, people attending health appointments, people on discharge from hospital and NSW Health staff. (Including promotion of community transport eligibility facts and supports for trip planning; and active transport.) The relevant conversations on this topic were diverse.

**Action:** Stakeholders identify what actions they can implement from the summary below regarding methods of actions or supports for actions.

**Methods for targeted promotion of transport options** may include:

- Community visits by transport providers to services such as Aboriginal Medical Services and invite the service to send (post/email) their clients relevant transport information;
- Healthy North Coast (HNC) and NSW Health distribute transport information to targeted groups through their networks including staff and the people they work with;
- Transport providers speaking at local interagencies;
- Promote transport information through the Social Futures Community Hub. This free promotion to community service providers that have subscribed from across Northern Rivers can be actioned by anyone. Simple register at <https://community-hub.socialfutures.org.au/> to contribute articles and you can also subscribe to receive weekly articles;
- Targeted social media campaigns promoting transport options. TDP undertaking a four week goingplaces campaign from 19 June. HNC currently planning a similar future goingplaces campaign including social media videos;
- Transport providers and community services offer printed transport information to services that aged people frequent. Services could also offer to print downloadable transport guides currently available for each LGA within [www.goingplaces.org.au](http://www.goingplaces.org.au);
- Distributing transport information to carer networks and aged care providers through the Aged Care Community of Practice currently facilitated by Social Futures;
- Transport providers advertise transport information in the local paper or council newsletters;
- Transport services and/or local transport working groups provide succinct transport information that is accessible to NNSW LHD hospital staff and offer education on transport information to hospital staff. A specific example could be a refresher on transport information relevant for patient discharge process being offered via in-servicing sessions throughout the NNSW LHD;
- NNSW LHD provide staff access to goingplaces via their intranet who could in turn pass on relevant transport information to patients;
- Northern Rivers TAFE and other education institutions, libraries, council offices, employment services and any other organisation or business promote [www.goingplaces.org.au](http://www.goingplaces.org.au) through their newsletters, intranet and downloadable printable pdf flyers with QR code link to the website (attached) and also accessible via <https://goingplaces.org.au/goingplacesflyer2021/>;
- Encouraging the public to directly contact transport providers (such as community transport) to clarify what services they may be eligible for;
- Any service, that has clients that may need transport information, send text messages with the going places link directly to clients;

**Supports** may include:

Targeted social media strategies for transport information reaching more Aboriginal people could be supported by work Aboriginal Affairs has undertaken elsewhere. Shar mentioned Aboriginal Affairs are currently exploring a geo-targeting approach in their online community engagement and would be willing to share what they learn to assist with geo-targeting social campaign in Northern Rivers.

Develop a collaborative holistic marketing campaign to the aged community including transport promotion through television, hard copy brochures available at health services (such as GP Clinics) and aged care providers, and posters in public places like libraries. There is a need for multiple methods, also the need to consider people with hearing, vision or cognitive impairments and best ways to share information across diverse needs in a community.

Discussed the use of a downloadable PDF with embedded links to transport information including “going places” that could also be shared through email networks. Glenn shared there is a collaboration with Healthy North Coast currently, targeting how to video’s through social media in Aboriginal Communities to effectively reach more Aboriginal people with transport needs.

Funding to support targeted messaging. Health promotion research and creating behaviour changes by using specific demographics and sending targeted messages to groups such as single parents or unemployed people or Aboriginal Communities. Very targeted communication through social media. (cheeky, funny, memorable).

Continue to identify gaps in transport information pathways and promote goingplaces and other transport information accordingly. Examples include: the collaborative group work in Tabulum and the community conversation going on with stakeholders such as HART Community Transport and Mick Cain (Aboriginal Affairs) which is looking at what is needed and how to respond. Daniel Ashton NNSW LHD suggested more information needs to be available about eligibility for transport assistance through programs like NDIS <https://www.ndis.gov.au/participants/creating-your-plan/plan-budget-and-rules/transport-funding>, My Aged Care <https://www.agedcareguide.com.au/information/transport-around-your-community-and-home>, IPTAAS <http://www.iptaas.health.nsw.gov.au/> and Aboriginal funeral transport assistance <https://www.transport.nsw.gov.au/operations/community-transport-operators/aboriginal-funeral-transport-program>.

#### OTHER REMARKS

Ronny (representative from Lismore Member Janelle Saffin’s office) suggested to contact his office with any cross border issues as they have a connection to the Minister working with these issues. He confirmed Janelle is currently clarifying with NSW Health and the cross border commissioner if a memorandum of understanding (MOU) could be established for QLD hospitals near the border.

Bill McKennariary stated the need for transport information to be shared in alternative formats. He would also like a working group (representatives from: NSW Health; In hospital transport or hospital transport lounges; TBBCT community transport; Cross Border transport committee and 5 members from the online regional gathering) to address: after discharge from hospital transport; better access to information that is accessible to all; and better health transport at weekends.

Dave from Tweed Byron Ballina Community Transport emphasised we need to take a united approach and remember to work for those that need it.

Kyle from HART Services said he is happy to take information out to community and he can pass on details and share it.

The work that each service does was acknowledged and that coming together today demonstrates an ability to create unity and connection. Having so many service providers here today provides a signal to keep the conversation going.

Katrina Ross encouraged sharing of information in <https://community-hub.socialfutures.org.au/> and she encouraged services to ring Community Transport providers to clarify eligibility.

There is a need for ongoing communication and face to face sharing of transport information in community, transport working groups and interagencies.

## **APPENDIX ONE**

### **Minutes for Northern Rivers Regional Online Transport Meeting – 31 March 2021**

#### **“Transport Promotion and Health and Wellbeing Outcomes”**

**Attendance:** Brad Crispin (TfNSW), Mal Britt (Busways), Adam Guise (NSW Health), Dave Kapeen (Tweed Byron Ballina Community Transport (TBBCT)), Monique Pollock (TBBCT), Rekindling the Spirit ITC Team (Eileen Bolt, Julia Smith, Nolda Baker, Katie Jones), Laurel Rogers (NSW Health), Bill McKennariy (Community Representative), Petar Ilic (Busy Ability Employment), Michael Dawkins (ETC Employment), Sharon Sawyer (Mid Richmond Neighbourhood Centre), Daniel Ashton (NSW Health), Mick Cain (Aboriginal Affairs), Kon Papadopoulos (North Coast Limousines), Kyle Bell (HART Services), Dena Moore (Ballina Community Health), Ronny Susanto (Office for Janelle Saffin), Shar Goodwin (Aboriginal Affairs), Joanne Watters (Tweed Council), Noell Burgess (Healthy North Coast), Kerry Little (Connect You Too community transport), Penny Sutton (TfNSW), Peter Skorupanovic (Local Jobs Program), Jodi Morris (Richmond Valley Volunteer Health Transport), Michele Laurie (Social Futures), Katrina Luckie (Social Futures), Katrina Ross (Social Futures), Ian O’Reilly (Social Futures), Heather Tannock (Social Futures - minutes) Glenn Bailey (Social Futures - chairperson).

**Apologies:** Phil Barron (TBBCT), Suzie Coulston (Kyogle Council), Sylvia Roylance (Tweed Valley Council), Emily Fajerman (Byron Shire Council); Amy Stacey (TfNSW), Ian Geyer (Department of Education and Training), Isobel Bradshaw (Bunjum Aboriginal Corporation), Benny Saunders (Lismodo transport); Julie Dodds (Health Transport Unit Mid North Coast NSW Health)

#### **Acknowledgement of Country**

**Opening:** Glenn acknowledged the strong interest in the gathering. The preference was in person gathering however we have had to unexpectedly and quickly adapt due to COVID impact. In the time we have today we hope to specifically identify practical actions to support transport information better reaching the transport disadvantaged people that need it across Northern Rivers. This includes jobseekers, aging populations, people experiencing disability, rural and regional communities, and Aboriginal community.

**Action:** Glenn will distribute key points from today to those who could not participate in the online format although would have attended in person.

#### **Overview of the Transport Development Project at Social Futures:**

Katrina Luckie: Acknowledged the shared interest in transport issues in the community. Katrina spoke of transport as a key enabler that cuts across all areas including health, employment, social connections, shopping and it assists ability to get out and about and ongoing wellbeing. Social Futures has had a long term focus on transport since 1990’s. We promote transport information and connecting key services and support improving access to transport information. We primarily do this through the “going places” website, local transport working groups, and community engagement. [www.goingplaces.org.au](http://www.goingplaces.org.au) is a transport information hub for the Northern Rivers.

## Introductions in paired breakout groups.

### Diverse examples of transport disadvantage

Three people shared examples of what transport disadvantage looks like in their workplace.

Laurel Rogers (Aboriginal Health Worker – NNSW Local Health District): Faces a lot of issues for affordable and timely medical transport including cross border issues and upon hospital discharge. If people don't have cars or access to a private car it's impossible to get to remote locations after 4pm Friday or on the weekend.

Jo Watters (Coordinator Community Care, Tweed Shire Council): Cross border issues, QLD hospitals don't have access to NSW Health ComPacks assistance. People living with a disability may not have caught a school bus as parents have provided transport and the NDIS packages don't have the funds to cover basic medical transport needs. People using wheelchairs to mobilise when using the public system have experienced challenges manoeuvring on and off the bus which has caused high levels of anxiety.

Petar Ilic (Lead Business Engagement Consultant, BUSY Ability)- There are barriers for people to get to employment, particularly younger people without a licence or no family vehicle. The impact of not being able to engage in work can have an impact on mental health. There are lots of opportunities for people to engage in training but a lack of timely and accessible transport to reach training venues and employers for some jobseekers.

Glenn summed up to identify there was only one person out of about 30 people today that does not have access to independent transport and reminded the group of the privilege many of us here today have to access transport.

The key points in the breakout groups included:

**Group One** Katrina Ross; Adam Guise; Dave Kapeen, Monique Pollock; Kerry Little, Peter Skorupanovic; Jodi Morris

- Kerry Little - community transport 'Connect You Too'. We need to connect practically with community. We have lost connection since COVID. Need a space for networking.
- Dave- Would like a focus on the Northern Rivers Unmet Aboriginal Transport Need report- create a community-based plan to address community transport needs.
- Monique- cost of transport a concern in region – no free service in the Northern Rivers- health transport issues because of geographic regions set by Transport for NSW. More promotion of transport options available. 24% of TBBCT clients are younger people. Show the need for transport.
- Adam- Focus on active transport- We have seen successful outcomes in the region- commuter bus from the coast to Lismore; Lismore base hospital transport plan (get staff to hospital); Lennox public school active transport plan.
- Peter- local jobs program
- Promotion options- Going to community to talk to people about transport options, using our regional relationships to get this information through
- Myth of community transport options and eligibility - promote facts to the community.
- Community transport can assist with trip planning. They are not funded for education or sport transport. Eg, to from TAFE
- Community transport- Eligibility criteria for use of service- some clients have 5 different funding options. Transparency for what funding is available

- Community planning the way of the future- needs resourcing

**Group Two:** Heather Tannock; Brad Crispin; Mick Cain; Dena Moore; Sharon Sawyer; Eileen Bolt, Julia Smith, Nolda Baker, Katie Jones; Bill McKennariey.

Using facebook and Instagram to reach different target groups.

Share information with Aboriginal Health Services and this can be emailed out to community members. (Consider HNC connection to AMS providers.)

We need to consider how we share information with young mums and dads without transport in addition how to support older people that may not use technology.

Apps are available with GPS locators to support community in any location. There are some barriers here in isolated areas with poor or no internet connection.

**Group Three:** Kyle Bell; Katrina Luckie; Laurel Rogers; Michael Dawkins; Noell Burgess; Ronny Susanto; Kon Papadopoulos

Targeted approaches to different groups through social media, word of mouth.

Target those workers at interagencies that are connected to people experiencing transport disadvantage such as Home Care workers and share the information about “goingplaces” and other transport information.

Advertise in the Northern Rivers news (this requires a budget).

Some older people can become confused by the different services and all the information so there is a need to contact their significant others with consent to share relevant transport information.

**Group Four:** Glenn Bailey; Daniel Ashton; Jo Watters; Mal Britt; Penny Sutton; Petar Ilic; Shar Goodwin

Provide more succinct transport information that is accessible to hospital staff and offer education on transport information to hospital staff. This would help communication pathway to patients.

Minimise transport required for rural and regional people by health service providers offering outreach services, with a tiered approach to clinical appointments.

Targeted social media promotion of transport information to focus on specific groups of people such as jobseekers and Aboriginal communities. (Shar mentioned Aboriginal Affairs are currently exploring a geo-targeting approach in their online community engagement and would be willing to share what they learn to assist with geo-targeting social campaign in Northern Rivers.)

Develop a collaborative holistic marketing campaign to the aged community including transport promotion through television, hard copy brochures available at health services and aged care providers, and posters in public places like libraries.

**Group Discussion:** As a collective group what actions can we identify today that can be undertaken in the short term to get transport information to the people and services that need it?

Invite clinical services to go out to community, this reduces the need for community members to attend medical appointments in town.

“Geo” targeted information through Aboriginal Affairs.

Promote transport information at Aboriginal interagencies across Northern Rivers.

Promote transport information through the Social Futures Community Hub. This free promotion to community service providers that have subscribed from across Northern Rivers can be actioned by anyone. Simple register at <https://community-hub.socialfutures.org.au/> to contribute articles and you can also subscribe to receive weekly articles.

Consider wholistic marketing online and on paper. There is a need for multiple methods, also the need to consider people with hearing, vision or cognitive impairments and best ways to share information across a diverse needs in a community.

Discussed the development of PDF information with embedded links to transport information including “going places” Glenn shared there is a collaboration with Healthy NC currently, targeting how to video’s through social media in Aboriginal Communities to effectively reach more Aboriginal people with transport needs.

Adam Guise discussed the health promotion research and creating behaviour changes by using specific demographics and sending targeted messages to single parents or unemployed people or Aboriginal Communities. Very targeted communication through social media. (cheeky, funny, memorable) Needs funding.

Jodi Morris spoke about having hard copy posters in G.P surgeries to promote transport options e.g. Com transport, Hart, going places

Noelle Burgess talked about promoting Going places in TAFE and with employment services and throughout the NSW education sector and through their newsletters.

There was discussion about knowing what the gaps in services are before there is more promotion, however it was then discussed that going places could be promoted.

Dave Kapeen noted that often Aboriginal Communities are on the fringes of town and the need to talk as a collective and not working in silos. There is a need to get Aboriginal people into Volunteer or Employment however there is no suitable transport options at Cabbage tree Island or Box Ridge. We need to stop breaking transport up into pieces. What is a transport plan for what communities need?

It was acknowledged this is a starting point for further discussion. Ian acknowledged Uncle Dave and the work he has already contributed with Social Futures and others.

KR acknowledged the group work in Tabulum and the community conversation going on with Kyle (HART) and Mick Cain (Aboriginal Affairs). This is looking at what is needed and how to respond.

Daniel Ashton: requested more information needs to be available about eligibility for things like NDIS, My Aged Care, IPTAAS and funerals.

Services often encourage a conversation, as each request is individual and their maybe some flexibility with some funding. Monique Pollock responded to say there maybe 5 or 6 funding options and it is complex, but it is Community Transports job to explore that and encouraged people to call her.

Ronny (representative from Lismore Member Janelle Saffin's office) Suggested to contact his office with any cross border issues as they have a connection to the Minister working with these issues. He confirmed Compacts assistance could be accessed if a person was in hospital in QLD and coming back to NSW.

Once again it was acknowledged this is another conversation to be continued.

Laurel wonderful to see all the services trying to share information in the community. She acknowledged groups are pushing hard to find practical solutions" It gives me hope".

Petar Ilic stated he could send text messages with the going places link to clients of Busy Ability.

Closing Comments:

Bill McKennariary stated the need for information to be shared in alternative formats.

Dave emphasised we need to take a united approach and remember to work for those that need it.

Kyle said he is happy to take information out to community and he can pass on details and share it.

It was acknowledged the work that each service does and the ability to create unity and connection. Having so many service providers here today provides a signal to keep the conversation going.

KR We can share information in the community hub, she encouraged services to ring HART and Community Transport for different situations.

There is a need for ongoing communication and face to face sharing of information in community and interagencies.

#### Take aways from the meeting posted in chat messages:

11:52:12 From Katrina Ross- Social Futures : Feel free to put your contact details in the chat. These will be shared with the group

11:53:06 From desley : desley@connectu2.org.au

11:53:52 From Mick Cain : Thanks. michael.cain2@aboriginalaffairs.nsw.gov.au

11:54:59 From Mick Cain : Connections with other services/agencies

11:55:07 From Heather Tannock (she/her) : the power of collective knowledge, thanks

11:55:30 From Kyle : kyle@hartservices.org.au - HART Community Transport

11:55:30 From Sharon : sharon.sawyer@mrnc.com.au from Mid Richmond Neighbourhood Centre

11:55:50 From Jo Watters : Regional networking is fantastic in the North Coast

11:56:08 From Katrina Luckie (she/her) : value of key workers and family members with being a conduit for information - especially for older people. Need to make sure we can push info into their hands

11:57:22 From Noell Burgess : Love focussing on person centred info to help them in daily life

11:59:27 From Daniel Ashton : Thanks everyone for your input and discussion. I particularly liked the consideration of holistic and targeted marketing. daniel.ashton@health.nsw.gov.au

12:00:07 From adam guise : I've got to go but thanks everyone for being here!

12:01:33 From Noell Burgess : Definitely enjoyed meeting today to work on this very important issue for community. I'm looking forward to continuing to work toward improving transport access for all. nburgess@hnc.org.au

12:01:58 From Jo Watters : Given there is still a digital divide it's important that we look at all forms of engagement to promote transport across our region. Social media/hard accessible copies/networks, television etc etc. Thank you very valuable discussion

Email note from Bill Mc Kennarley: The meeting we had was very good and a lot come out of it to take us forward with transport. I would like to see a group of members that attended the meeting get to a small group to talk about issues that we could work on and see where we could get funding from, to allow us to address the issues that we see as unmet needs. People we could include are representatives from: NSW Health; In hospital transport or hospital transport lounges; TBBCT community transport; Cross Border transport committee and 5 members from the online regional gathering. The issues I would like to address first are: after discharge from hospital transport; access to information that is accessible to all; and better health transport at weekends.

End of minutes.