



OVERVIEW

Case Management:

- 1,766 cases received
- ightarrow An increase of 50%
- 2,389 issues registered
- 2,365 finalised
- \searrow 92% finalised within 31 days
- 274 complaint issues investigated 257 finalised
- Solution ≥ 92% with a conciliated resolution

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2009/2010 has been a year of welcomes and farewells:

- ↘ myki, Victoria's new ticketing system was introduced;
- Metro Trains Melbourne (Metro) replaced Connex;
- → KDR Victoria Pty Ltd became the franchised Yarra Trams operator;
- □ a new Public Transport Minister was appointed; and
- Simon Cohen, our Ombudsman, moved to Telecommunications.

While all of this was happening, the public transport system continued to face significant challenges due to increased demand coupled with capacity and infrastructure constraints. In view of this, the need for a responsive and effective Ombudsman scheme was amplified.

Proactively, the Board and the Ombudsman have been preparing the scheme for the introduction of myki. As with any major change, we knew there would be an impact to the scheme. Our approach has resulted in effective management of the increased workload, within the budget established for the 2009/2010 year. So, from a customer and operator perspective, our independence, responsiveness and effectiveness has been maintained.

As part of our preparation, our approach included the strategic engagement of all relevant stakeholders to assist us with working through the recommendations arising from the Independent Scheme Review completed in early 2009. Metro and Yarra Trams (under KDR's management), quickly became integral members of the Scheme from a strategic perspective with their respective executives, Leah Waymark and Greg McGann, being appointed to the PTO Board.

We also sought the views of consumer stakeholders in a Stakeholder Forum in February this year and their valuable feedback and suggestions contributed to the development of our 2010/2011 Action Plan. As a result of this holistic approach, we have further strengthened our systems and procedures, enhanced our stakeholder relationships and increased awareness of the role of the PTO. This is an ongoing focus of the organisation. In reviewing the achievements from this year, it would be remiss of me not to again thank Simon Cohen for his work during his two-and-a-half years as Public Transport Ombudsman. His leadership during a period of significant growth and associated challenges across the public transport system has seen the Scheme develop from its solid foundations to being recognised within both the ombudsman and public transport sectors as being fair, impartial and accessible.

It is an understatement to say that there are ongoing public transport challenges, which may impact the PTO. The myki rollout will continue during 2011 – and transitioning all commuters to a new ticketing system will result in customer issues that require response and resolution. Infrastructure developments across train, tram and bus networks to meet increased demand for public transport services will result in increased commuter choice. These elements - choice and change - need to be effectively and proactively managed and the PTO's knowledge and experience will provide a unique perspective to all stakeholders throughout this transition period.

The PTO Board is committed to meeting the challenges these changes will present and I welcome Janine Young, the new Public Transport Ombudsman to lead this approach with her team. In closing, I am pleased to present this Annual Report for the period ended 30 June 2010 and I would like to express my thanks to all who provided assistance and support to the PTO Scheme during this very busy year.

Willelad,

Merran Kelsall Chair, Public Transport Ombudsman



FROM THE OMBUDSMAN

A unique reflection...

One of the most challenging tasks for an industry ombudsman is to summarise the activities of a very busy year into the pages of an Annual Report. In preparing this report, I have the added challenge of reporting on a year completed prior to my commencement as Ombudsman. This task presented me with a rare opportunity to review 2009/2010 and explore the achievements of a well-founded and evolving alternative dispute resolution scheme from a totally independent perspective.

Three significant items stand out from what has been the PTO's busiest year since its inception in 2004.

The first item is the PTO's ability to effectively manage a 50% increase in workload, and at the same time provide feedback on the systemic nature of those complaints to relevant stakeholders. It is this second aspect – systemic issue identification – that highlights a key benefit of an ombudsman to the industry it oversights and the stakeholders it works with. The approach we take to identify and investigate systemic issues has been formed over the past six years and we will be working to build on this by formalising systemic issue policies and processes in the coming year.

The second item is the PTO's focus on stakeholder engagement. Early in 2010, a new approach to seeking feedback and suggestions about our services was initiated: a Stakeholder Forum. Involving both consumer and industry representatives, ideas and perspectives were shared which will lead to providing greater accessibility to public transport complaints processes and further extending awareness of the PTO to a wider range of Victorians. Creating awareness and accessibility is a continuing process so this work will continue, as will the collaborative relationships we have formed.

The third item is our ongoing focus on continual improvement – it is our goal to be a leading ombudsman scheme from a complaint management, governance and workplace perspective. In 2009/2010, focusing on complaint management, we finalised our Guarantee of Service and revised our Case Handling Guidelines. From a governance perspective, we concentrated on risk management. And, from a workplace viewpoint we looked at Occupational Health and Safety and Workplace Grievance Policies /Procedures. Additionally, staff also had their sights on the environment, with a view to reducing the PTO's ecological footprint. For a small organisation, we've made some significant greenhouse gas savings!

2010/2011 will no doubt present us with further challenges and opportunities. I am confident though, having looked back at past achievements, that we are well equipped and ready to meet those challenges.

The work completed during the 2009/2010 year reflects the dedication and enthusiasm of the PTO staff. It also reflects the strategic guidance and direction provided by our Chair, Merran Kelsall, and the Directors of the scheme. I look forward to working closely with both of these groups in the coming year.

Janine Young Public Transport Ombudsman



ABOUT THE PTO SCHEME

The Public Transport Ombudsman (PTO) Ltd was established in 2004 as a free, confidential and impartial alternative dispute resolution scheme available to people who use or are affected by public passenger transport services, or related activities of public transport operators in Victoria.

The members of the scheme are:

- ↘ Bus Association Victoria
- ↘ Metlink Melbourne Pty Ltd
- ↘ Metro Trains Melbourne Pty Ltd
- Southern Cross Station Pty Ltd ≥
- ↘ myki (Transport Ticketing Authority)
- ↘ V/Line Passenger Pty Ltd
- ▶ Victoria Rail Track (VicTrack)
- ↘ Yarra Trams (KDR Victoria Pty Ltd)

Corporate Governance

The Public Transport Ombudsman is a company limited by guarantee and operates in accordance with its Constitution and Charter.

The Public Transport Ombudsman is governed by a Board comprising:

three consumer directors, appointed by the Minister for Public Transport, who represent the interests of public transport services users;

- three industry directors who are appointed by the passenger carrying members of the scheme; and
- ❑ an independent Chairperson appointed by the Minister for Public Transport.

The Board's role includes appointing the Ombudsman, maintaining the independence of the Ombudsman, providing advice to the Ombudsman about policy matters, and ensuring the effective management of resources.

The Ombudsman has the responsibility for the day-to-day operation of the scheme. For effective governance and management of the scheme, the Board and the Ombudsman work cohesively with the Ombudsman attending Board meetings.

Our Mission

The mission of the Public Transport Ombudsman is to receive, investigate and facilitate the resolution of complaints and disputes between users of public passenger transport services in Victoria and operators of Victoria's public transport services who are members of the PTO scheme, where the operators have been unable to resolve the complaint in the first instance.

The mission of the Public Transport Ombudsman is founded on principles of independence, natural justice, access, equity, effectiveness, accountability and community awareness.

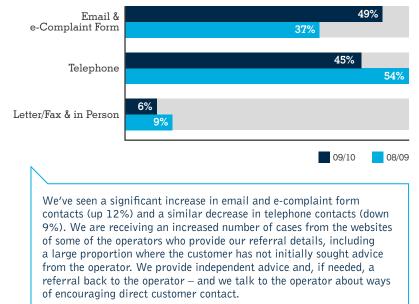
The PTO Ltd Board, from left to right: Greg McGann, Rob Barnett, Janine Young (Ombudsman), Leah Waymark, Bernard Stute (Company Secretary), Maree Davidson, Merran Kelsall (Chair), Joe Nieuwnhuizen, Toni McCormack.



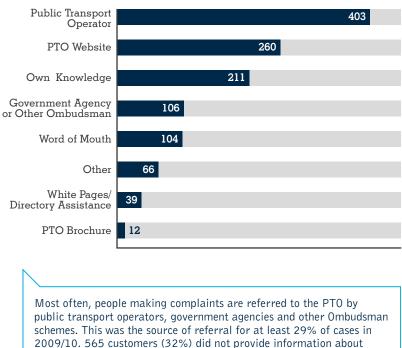
ACCESSING THE PUBLIC TRANSPORT OMBUDSMAN – HOW AND WHO

Understanding who contacts the PTO, where they hear about us, how they access our services and where they reside enables us to improve our accessibility, analyse the issues raised from different perspectives and tailor our community outreach activities.

HOW CUSTOMERS CONTACTED US

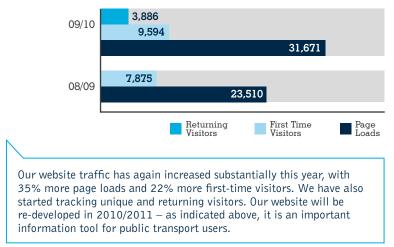


WHERE CUSTOMERS HEARD ABOUT US

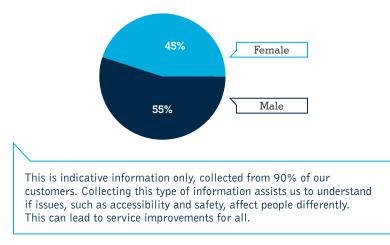


where they heard about the PTO - most of these were email customers.

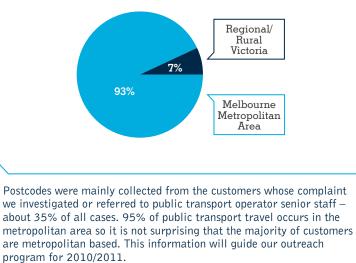
PTO WEBSITE TRAFFIC



CUSTOMERS BY GENDER



WHERE CUSTOMERS CAME FROM



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THE INTRODUCTION OF MYKI A CHANGE FOR VICTORIAN COMMUTERS AND A CHANGE FOR THE PTO

What is myki?

myki is Victoria's new fully integrated ticketing system for travel on train, tram and bus services. It is a durable, plastic smart card which stores monetary value, and can be used over and over again. Melbourne public transport (including trains, trams and buses) is now making the switch to myki and it will be progressively implemented across Victoria in 2011. The Transport Ticketing Authority (TTA), a state-body established in 2003, is responsible for implementing myki and has established a myki contact centre and supporting services.

PTO preparation

With the introduction of myki on the horizon, the PTO began preparing for the new ticketing system in 2008/2009. Our case management system required adaptation, staff needed to be trained and the PTO needed to establish reporting and referral protocols with stakeholders, including the TTA and the myki contact centre.

Information/training

PTO staff attended myki training – the same product training which was provided to the 'myki mates' – myki staff employed to assist commuters with transition to the new system. Having access to this type of training is invaluable from three PTO perspectives:

- ↘ acquiring the product information;
- Sharing knowledge about the independent role of the PTO; and
- having the opportunity to use PTO experience to highlight potential issues which may result in customer complaint.

myki first user program

In recognition of the unique perspective PTO staff have with respect to customer experience, PTO staff were invited to be a part of the myki first user program, a group of people who were asked to provide feedback to TTA to assist with refining the system. The PTO purchased 'myki test program' cards and our feedback was welcomed and utilised as part of the rollout.

Stakeholder engagement

PTO staff participated in various community group presentations and invited staff from TTA to speak about myki in those forums. Participation in these sessions demonstrates the value of sharing public transport information to prevent customer complaints, while at the same time educating commuters about the role of the PTO.

PTO staff started regular monthly meetings with TTA/myki staff in January 2010 and these meetings have continued. The information shared in these meetings contributed to a review of the complaint handling processes undertaken by the myki contact centre early in 2010 and at the same time, educated PTO staff about the progress of the myki implementation. TTA continues to provide us with updates on how the rollout is proceeding and the PTO provides monthly reporting to TTA about what customers are telling us.

Resolve – our complaint management system

Since the PTO was established, we have used Resolve as our case management system. Most of the public transport operators also use this system which means that reporting complaint information is consistent and effective. PTO staff worked with myki to identify issues which could arise during the implementation, and created a specific myki complaint classification structure. This was completed so that we could provide specific myki reporting, identify systemic issues and enable implementation of service recovery actions by TTA.

PTO myki case activity

In 2009/2010 the PTO received 570 myki-related cases. When considering the volume of people impacted by this change to public transport ticketing, this was not unexpected.

More recently, fewer customers have contacted the PTO about myki. We attribute this to the implementation of improvements to communication and customer information processes which was part of the feedback about all myki cases provided to TTA early in 2010. However, fewer PTO cases would have been received in early 2010 if the myki contact centre processes had been more effective. In that earlier period, we received a significant number of myki enquiries and complaints where the customer had not sought assistance from the myki contact centre for its review and response; we also received some cases from customers who had not received a response from myki. We were able to provide independent advice and either refer the customer back to myki or undertake a PTO investigation in line with our role and processes.

Looking ahead

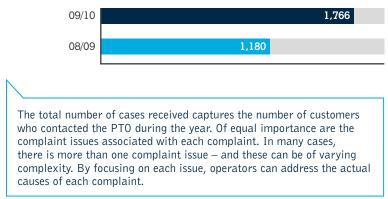
The myki implementation will continue throughout 2010/2011. Given the magnitude of this project across the train, tram and bus networks throughout Victoria, we anticipate that the PTO will continue to receive some myki-related cases as the system settles in.

As well as referring and resolving these issues, we will continue to focus on systemic issue identification and provide feedback to all relevant stakeholders. This is a vital component of the PTO's contribution to improving public transport services.

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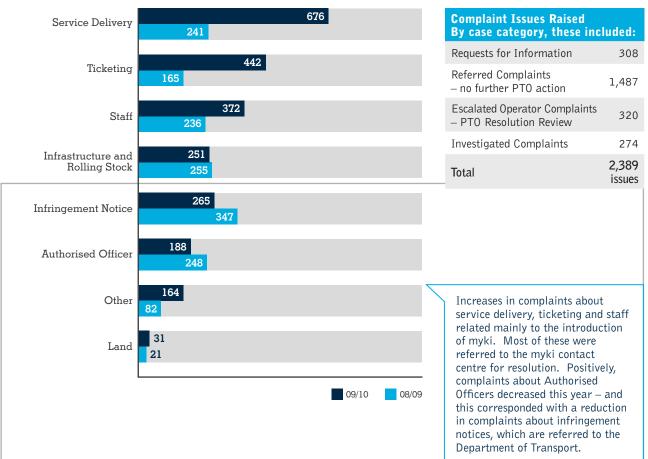
The PTO's caseload increased to 1,766 in 2009/2010. While this was an increase of 49.6%, this figure reflects the overall effectiveness of the public transport operators' internal complaint processes. There are a number of steps in the PTO's dispute resolution process and these are outlined over the next few pages.

NEW CASES RECEIVED



New Cases Received By case category, these included:		
Requests for Information	270	
Referred Complaints – no further PTO action	1,138	
Escalated Operator Complaints – PTO Resolution Review	211	
PTO Investigated Complaints	147	
Total	1,766 cases	

COMPLAINT ISSUES RAISED



COMPLAINT HANDLING

Receive Inform Refer Investigate Resolv

How we classify complaint issues

The PTO has eight complaint issue categories. Following is a description of the type of complaints that fall into each category:

- Service Delivery complaints about punctuality, cancellations, disruptions, timetabling (including changes to timetables), failure to pick up/set down commuters and website information;
- Ticketing complaints about faulty tickets and machines, refunds, replacements, compensation, information and conditions;
- Staff complaints about customer service, information provision, behaviour, and complaint handling;
- ↘ Infrastructure and Rolling Stock complaints about vehicles (trains, trams and buses), stations, tracks, toilets, signage, announcements, overcrowding and the impact on residents and others arising from maintenance;
- ↘ Infringement Notices these issues are out of the PTO's jurisdiction so we refer these complaints to the appropriate body after providing advice about the circumstances which led to the issuing of an infringement notice such as faulty tickets and ticket machines;
- Authorised Officer complaints about behaviour and conduct (eg. intimidation and use of force), communication, the exercise of discretion and safety and security;
- ❑ Other requests for information about the general public transport information and sometimes other services. These are referred to the appropriate body; and
- ↘ Land complaints about car parks, rail and tram corridors, fencing and maintenance work.

Issue	No. of Issues
Service Delivery – 676 issues	
Account information/privacy	198
Website	177
Punctuality/Reliability	92
Cancellation/Disruption/Platform Change	74
Insufficient Service/Not Connecting/Other	55
Timetables/Timetable Changes	35
Fail to Pick Up/Set Down	28
Property	17
Ticketing – 442 issues	
Ticket Replacement/Refund	197
Information/Conditions	125
Ticket Availability	51
Ticket Vending Machines/Readers	50
Validators/Website/Other	19
Staff – 372 issues	
Customer Service	174
Driver	139
Station Attendant	40
Conductors/Other staff	19
Infrastructure and Rolling Stock – 251 issues	
Trains/Trams/Buses	129
Platform/Shelter/Tram Stop/Bus Stop	52
Tracks/Boomgates/Crossings	38
Buildings/Toilets/Other	19
Injury/Loss	9
Stair/Ramp/Escalator/Elevator	4
Infringement Notices – 265 issues	
Fine	217
Ticket	38
Other	10
Authorised Officer – 188 issues	
Behaviour/Demeanour	93
Exceeding Authority/Misleading/	10
Unreasonable Force	48
Discretion/Powers	31
Identification/Other	9
Inconsistent Actions/Not Checking Tickets	4
Safety/Security	3
Other – 164 issues	
General Public Transport Information	95
Non Public Transport Information	69
Land – 31 issues	
Car Park	15
Fencing/Maintenance Work/Other	8
Rail/Tram Corridor	8

A key role of the PTO is to provide customers with independent advice and general information about public transport. This includes helping customers understand their rights and responsibilities when using public transport.

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REQUESTS FOR INFORMATION

09/10

From the 2,389 issues raised in 2009/2010, we responded to 308 requests for information, a specific case category introduced from 1 July 2009 for cases resolved based on an initial PTO response. In some cases, PTO advice is all the customer requires to address the issue they raised with our office. In other cases, customers seek our independent advice so that they can confidently approach the operator to address their concern.

The 2009/2010 common requests for information were about:	
myki ticketing	80
myki service delivery	46
myki general information	22
Infrastructure and rolling stock – trains, trams, buses	11
Metcard ticket replacement/ refund	10
Metcard ticket information/ conditions	9
myki ticketing infrastructure	8
Authorised Officer behaviour/ demeanour	7
Driver announcements	7

INTERSTATE VISITOR SEEKS PTO ADVICE (P2010/0982)

An interstate visitor emailed the PTO advising that he wanted to get a 'link' from the Airport to his hotel. He also sought advice about the best travel option, bus or rail, travel cost and whether he would need to book in advance. The PTO advised the visitor to contact Metlink as it provides information on services, fares and ticketing. We provided Metlink's contact details, including its website link, and suggested he view Metlink's website to utilise the online journey planner. The PTO also advised the visitor of the many brochures, publications and timetables that Metlink provide free of charge to the public upon request.

We don't simply provide information – we take the time to ensure that we respond fully to the enquiry and provide an avenue for further information.



COMPLAINT HANDLING

Receive Inform

The PTO's jurisdiction and procedural fairness are at the foundation of our referral processes.

PTO jurisdiction

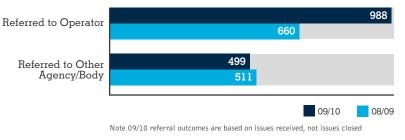
Some complaints and enquiries fall outside PTO's jurisdiction so, after providing relevant information to the customer about their concern, we refer the customer to another agency/body for advice. Often that is the Department of Transport or Ombudsman Victoria – particularly if the concern relates to transport infringement notices.

Procedural fairness

In 2009/2010, operators managed 43,720 complaints using their internal dispute resolution processes which are based on a uniform complaint-handling process adopted by the Victorian public transport industry. This includes complaints received by the Transport Ticketing Authority from 1 January 2010 to 30 June 2010.

In line with procedural fairness, the PTO will not undertake an investigation unless the operator has had a reasonable opportunity to resolve the complaint directly with the customer. Where customers contact the PTO without completing this process, we refer those customers back to the appropriate operator – after first providing them with general information about their concern and an overview of their rights and responsibilities.

Refer to Operator – top six complaint issues	
myki service delivery	193
Driver announcements/ information	73
Authorised Officer behaviour/ demeanour	68
myki ticketing	67
Infrastructure and rolling stock – trains, trams, buses	64
Service delivery punctuality	60



Refer to Other Agency/Body – top six complaint issues	
Infringement notice – fine	232
Public transport information	30
Infrastructure and rolling stock – trains, trams, buses	18
Infringement notice – ticket	15
Timetable changes	14

APPEALING A TICKET INFRINGEMENT NOTICE (P2009/0554)

A commuter advised that she was issued with a ticket infringement notice for failing to possess a valid ticket on board a tram service. She advised she was an overseas tourist and that she did not have a clear understanding of ticketing regulations.

The PTO informed the commuter that the issuing of ticket infringement notices was outside of the PTO's jurisdiction, and we informed her of her right to appeal the infringement notice through the Department of Transport (DoT), and provided her with DoT contact information.

Commuters can at times be unsure of what the PTO can or cannot investigate – we clarify this, provide an overview of commuter rights and responsibilities and a referral to the appropriate organisation.

DRIVER BEHAVIOUR IN QUESTION (P2010/0068)

A commuter advised that, on boarding a bus service and validating a Zone 1 ticket, the driver asked her to use a Zone 2 ticket instead. The commuter advised that when she informed the driver that the route had been changed to Zone 1, the driver yelled at her rudely.

The PTO enquired as to whether the commuter had lodged a complaint with the bus operator – she said she had not done so. The PTO advised the commuter of the need to do so, and allow the bus company the opportunity to respond, prior to the PTO being able to investigate her complaint. The commuter was advised she could recontact the PTO if she did not receive a response from the bus company, or if she remained dissatisfied with its response.

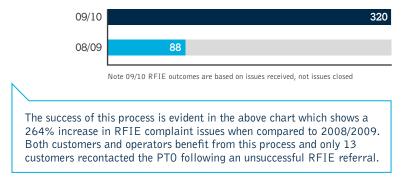
Commuters need to raise complaints with operators in the first instance, and allow the operator the opportunity to resolve the issue. In this case, the commuter did not recontact PTO – so it appears the matter was resolved to both parties' satisfaction as a result of the PTO's referral.

Receive Inform Refer Investigate Resolve COMPLAINT HANDLING

Complaints Referred for Internal Escalation

In early 2009, we identified complaints where the customer had initial dealings with the operator without the complaint being resolved or escalated to a senior staff member. In a number of these cases, it appeared that a referral by the PTO to a senior manager at the operator would result in an effective and efficient complaint outcome – the best outcome for both parties. The PTO monitors the outcomes of these complaints to ensure that the process is effective and customer satisfaction survey results confirm this. To ensure that it remains effective, we will continue to review the outcome of these complaints and ensure the customer knows that they can recontact us if they remain dissatisfied.

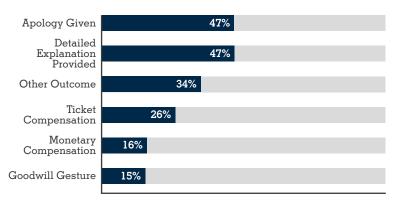
ISSUES REFERRED FOR INTERNAL ESCALATION (RFIE)



Refer for Internal Escalation – top seven complaint issues		
myki service delivery	89	
myki ticketing	76	
myki staff	57	
Infrastructure and rolling stock – trains, trams, buses	13	
Service delivery punctuality	11	
Customer service	10	
Driver announcements/ information	10	

ISSUES REFERRED FOR INTERNAL ESCALATION: OPERATOR RESOLUTION OUTCOMES

(320 issues - some may have more than one outcome eg. an apology and an explanation)



DAMAGED MYKI – WHO BEARS THE COST? (P2010/1204)

A commuter advised that he purchased a myki and proceeded to punch a hole on the myki so that he could attach a lanyard to it. After doing so, he found that he could not use his myki anymore. He contacted the myki contact centre requesting a new myki and he was informed that he would need to pay an administration fee of \$9.80 which he was not willing to pay. The PTO subsequently referred his complaint for review by a senior staff member at the Transport Ticketing Authority (TTA).

After investigating the complaint, TTA responded to the commuter directly and confirmed that an administration fee is applied to refund requests if a damaged myki was caused by the commuter, rather than the myki being defective. As the reason for the commuter's myki being unable to function was clearly caused by the commuter, his request for the administration fee to be waived was dismissed.

Commuters need to understand the conditions imposed on ticketing products. The RFIE process enabled the operator an opportunity at a higher level to attempt to resolve the complaint. In this instance, the customer recontacted the PTO and acknowledged his actions caused the fault. He was still dissatisfied, however, that the fee applied.

COMPLAINT HANDLING

Inform Receive

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Investigate
Refer
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Resolve

Our complaint handling process is informal and we assist customers who may have literacy or language difficulties.

Investigation process

We investigate the complaint issue thoroughly, ensuring both the customer and the operator provide us with all relevant information. This enables us to independently and objectively assess what most likely occurred. Investigating in line with the PTO Charter ensures that we focus on what is fair and reasonable

in all the circumstances, what elements of good industry practice are evident and which laws, regulations and guidelines should be considered. This means that we sometimes meet with both parties, visit sites, view infrastructure and consult with relevant regulators and industry experts.

ISSUES INVESTIGATED



Note 09/10 investigations are based on issues received, not issues closed

ALWAYS CHECK YOUR TICKET (P2010/1142)

A commuter stated that he purchased single tickets for a family V/Line journey, but was sold return tickets by mistake. He did not realise this until he travelled, and when he sought a refund at his destination, he was advised to complete and submit a complaint form to V/Line. He did this and the written response from V/Line advised that he was not entitled to a refund, because he hadn't applied before the date printed on the tickets. He again contacted V/Line to request reconsideration, but had challenges in receiving a further response. So he came to the PTO.

V/Line's response to the PTO, provided documentation from the Victorian Fares and Ticketing Manual, which advised that 'unused V/Line tickets may be... refunded, provided they were presented prior to the departure date printed on the ticket'. V/Line stated that in the circumstances, it followed correct process in not providing a refund. V/Line advised, however, in recognition of the time taken to resolve the issue, it would refund the unused return tickets as a goodwill gesture. V/Line also updated its internal processes to prevent future escalations of cases.

A PTO investigation can result in a win/win situation for both parties - customer goodwill and operator process improvement.

BUS FUMES – A BIT ON THE NOSE (P2010/1106)

A property owner advised that she was concerned about fumes from idling buses outside her property. She had contacted the bus company asking for idling buses not to be parked outside her property. As the issue had not been resolved, she contacted the PTO requesting assistance in resolving the issue.

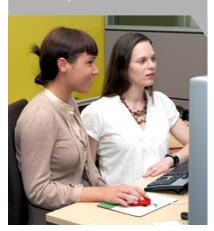
Upon completion of its investigation, the bus company advised the PTO that drivers had been previously reminded not to leave buses idling outside the owner's property. It also advised that as a result of this complaint, it agreed to more closely monitor the actions of drivers in the area and that it would undertake disciplinary actions against drivers found to be ignoring the directive. A direct contact was also provided to the owner so that specific breaches of the directive could be immediately acted upon.

Implementing policies to deal with complaints is the first step. This second step is monitoring the outcome - and this can include seeking customer feedback. Providing a direct contact is a great way forward to rebuilding the relationship.

Investigations Registered – most common issues

Driver announcements/ information	36
Infrastructure and rolling stock – trains, trams, buses	23
myki ticketing	20
myki service delivery	19
myki staff	18
Authorised Officer behaviour/ demeanour	17
Ticket replacement/refund	15
Customer service	14
Service delivery punctuality	10

In 2009/2010 we investigated 274 issues, down 15% when compared to 2008/2009. The major reason for the decrease was the effective **RFIE** process.



Resolve COMPLAINT HANDLING

The PTO focuses on achieving a conciliated resolution – working towards an outcome where the customer and the operator come to an agreement. 92.2% of investigations were conciliated in 2009/2010.

To do this we identify all relevant facts and help both the operator and the customer understand those facts from each other's point of view. This increases the likelihood of an outcome which will restore the customer's confidence in public transport services.

When a conciliated resolution cannot be achieved, a decision needs to be made in line with the PTO Charter.

FINALISED INVESTIGATIONS

The Ombudsman may make a Binding Decision, which is binding on the operator if the customer accepts the Ombudsman's view. The customer can reject the Ombudsman's view and seek a remedy in another forum, such as a court if they wish. In that case the decision is not imposed on the operator.

Alternatively, the Ombudsman may decide to discontinue an investigation

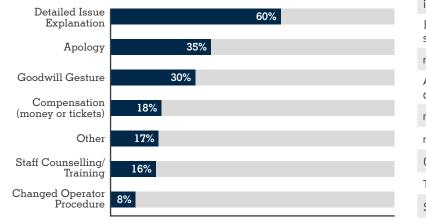
 Conciliated Resolution
 237

 Discretion Not To
 17

 Further Investigate
 3

CONCILIATED RESOLUTION OUTCOMES

(237 issues - some may have more than one outcome, eg. an apology and an explanation.)



where it is assessed that a case has insufficient merit to continue investigating. Most often this occurs where the operator has made a fair and reasonable offer to the customer. The customer is always provided with the opportunity to present their views to the Ombudsman before this final decision is made.

The Ombudsman did not make any Binding Decisions during 2009/2010 although 17 investigations were finalised with a 'discretion not to further investigate' outcome and 3 customers ceased contact during the investigation.

Investigations Finalised - most common issues

Driver announcements/ information	35
Infrastructure and rolling stock – trains, trams, buses	23
myki ticketing	19
Authorised Officer behaviour/ demeanour	15
myki service delivery	15
myki staff – customer service	14
Customer service	14
Ticket replacement/refund	14
Service delivery – punctuality	10

BEHAVIOUR OF AN AUTHORISED OFFICER (AO) (P2009/0836)

A tram commuter complained to Yarra Trams about what she regarded as upsetting and rude behaviour by an AO and, being dissatisfied with their response, came to the PTO. She had presented a validated concession Metcard when approached by an AO. She advised the AO that she had left her wallet at home and was unable to produce her concession card or other identification. The AO contacted a person who could verify the commuter's identity. The commuter was upset at this, and said the A0 was rude.

It is clear from the Code of Conduct for Public Transport that an AO may, in the absence of acceptable proof, 'contact a close relative of the offender or the offender's workplace'. The PTO appreciates that some commuters find this upsetting, but all commuters travelling on a concession fare are required to carry proof of entitlement to that fare. In the absence of that, purchasing a full price ticket is required. The AO completed a declaration that she communicated professionally, and as perceptions of rudeness or officiousness will vary, the PTO exercised its discretion not to investigate further.

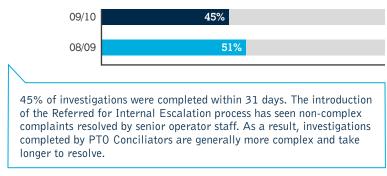
A0 processes for cases such as this are displayed on trains, trams and buses and commuters are encouraged to familiarise themselves with these. Although the commuter was not happy with this outcome, it illustrates PTO's processes for achieving independent outcomes.

BENCHMARKING OUR COMPLAINT MANAGEMENT

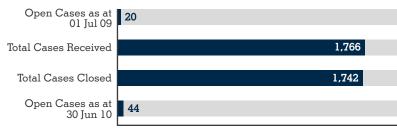
DAYS TO FINALISE – 2,365 COMPLAINT ISSUES WERE RESOLVED IN 2009/2010



DAYS TO FINALISE - INVESTIGATED COMPLAINTS WITHIN 31 DAYS



CASES HANDLED 2009/2010



Review of PTO decision

The Ombudsman personally reviews any matter where a person making a complaint or a public transport operator is not satisfied with the outcome or the handling of the case. This year, 4 case reviews were finalised by the Ombudsman as follows:

- ↘ the first review led to an agreement by the operator to review its policy surrounding CCTV footage to ensure consistency with privacy laws. It also developed a policy to manage faulty CCTV hard drives in the future;
- ↘ the second review found that an agreed outcome between the complainant and the member was not implemented as agreed. The Public Transport Ombudsman emphasised his expectation that agreed outcomes need to be applied in a timely manner;
- ↘ the third review made recommendations to the member to have clear guidelines for the deployment of Authorised Officers undertaking duties in plain clothes; and
- ➤ The fourth Ombudsman review found that there was no basis for further investigation of the complaint as the initial investigation followed correct procedures and the outcome was fair and reasonable.

FAULTY TRAIN DOORS (P2009/0805)

A commuter advised that when he was disembarking from a train with his child in a pram, the train doors closed suddenly and made contact with the pram. He advised that his child was unhurt but his concern was the potential for future serious injury. He filled out a Metro complaint form at the station but as he did not receive a response from Metro, he contacted the PTO. In response to the PTO, Metro advised that it did not receive the initial complaint form. Its practice is to respond to a complaint like this within 3 days. It identified that the train doors had indeed closed prematurely causing contact with the pram, verified by the PTO through CCTV footage. Metro removed the train from service for maintenance. Although unable to explain why it had not received the initial complaint, Metro apologised to the commuter for the oversight, and offered its sincere apologies for any distress caused to the commuter. It also provided him with a Metcard as a gesture of goodwill. The commuter was satisfied with the outcome of the investigation and resolution offered.

Public Transport Operators respond swiftly to actual and potential safety issues and appreciate commuters raising their concerns even if actual harm has not occurred.

BETTER PUBLIC TRANSPORT SERVICES

The PTO Charter requires the Ombudsman to receive and record complaints relating to systemic issues – and draw these issues to the attention of the members, regulators or the Minister for Public Transport. By doing this, the PTO is able to contribute to the improvement of public transport services – as well as resolving individual complaints.

In 2009/2010, we reviewed systemic issues arising from the introduction of myki and operator complaint management. Also, following our systemic review of authorised officer complaint issues in 2008/2009, we continued to monitor complaint issues related to authorised officers.

Systemic Issues

Further to the overview of the introduction of myki on page 8, the following case study provides an example of the systemic ramifications which can arise. The PTO received a number of similar cases and our reports to the Transport Ticketing Authority contributed to its review of myki contact centre processes and procedures.

DELAY IN PROCESSING MYKI REFUND – AND FOLLOW UP ACTIONS (P2010/1234)

A commuter advised the PTO that she filled out a myki refund form when her myki failed to work. She advised that, after waiting for three months, the refund cheque was not sent to her, despite contacting the myki call centre on a number of occasions. The PTO offered to refer her complaint for review by a senior staff member at the Transport Ticketing Authority (TTA), and the commuter accepted this referral, understanding that if she was dissatisfied with the outcome, she could seek a PTO investigation.

After investigating the complaint, TTA responded to the commuter directly and confirmed that the delay in processing her refund was caused by an internal error. TTA reprocessed the refund and sent a cheque to the commuter, waiving the administration fee that could have applied. TTA also advised the commuter it had undertaken a complete review of its customer care operations which resulted in a number of improvements and apologised to the commuter for the inconvenience caused to her. The commuter was satisfied with this outcome.

Failure to complete agreed actions can result in Ombudsman cases. In this case, the overall outcome was very positive with the customer being informed about the review of customer care processes and improvements. An apology, as offered in this case, goes a long way to restoring a positive customer relationship.

A COMPLETE INITIAL RESPONSE MAY PREVENT A PTO INVESTIGATION (P2008/0514)

A commuter complained that their 10-trip Metcard had skipped a trip, meaning that they had not received all the trips for which they had paid. The refund application was rejected in a template letter that used tick boxes. During the PTO investigation detailed information was provided to the commuter, including that a ticket trace had been performed which identified all 10 trips had been used, the reasons why the Metcard may not have travel information recorded, and the steps taken to improve the reliability of ticket validators. As a result of the PTO investigation steps were also taken to improve the template response to refund applications.

The PTO investigation would not have been necessary if the first response to the complaint had been adequate. Positively, the new template response should prevent future PTO complaints.

Operator Complaint Management

PTO cases represent the experiences of a small percentage of commuters when compared to the volume of issues resolved by operators – but they provide a unique insight into both the complaint issue and the customer's experience of complaining. PTO investigations focus on two complaint aspects – the actual complaint issue and the effectiveness of the operator's complaint handling process. We also incorporate the latter when monitoring the outcomes of PTO referrals to senior operator staff.

This year we reviewed operator complaint handling, so that we could provide an independent view of its effectiveness. We are currently seeking operator views and feedback about our findings, to assist us in formulating suggestions and recommendations. The specific operator complaint handling tasks the PTO focused on were:

- ↘ did the operator respond on a timely basis?
- ↘ was the customer kept informed?
- ↘ were all issues addressed?
- ↘ were agreed actions completed? and
- was the operator resolution appropriate?

Overall, the results of our review were positive, although there are opportunities for operators to improve their processes from these benchmarks:

- ↘ response rate 86%;
- ↘ timely responses 82%;
- ↘ customers kept informed 86%;
- ≤ issues addressed 78%; and
- \checkmark appropriate resolutions 82%.

The review looked at complaints received in 2008/2009. One of the complaints reviewed is detailed at left.

BETTER PUBLIC TRANSPORT SERVICES

In 2010/2011 we will continue our work with public transport operators to address the areas where improvements can be made and we will, of course, continue to monitor and review operator complaint management.

Authorised Officer Complaint Trends

Following our 2008/09 review of Authorised Officer (AO) complaints, we have continued to monitor AO case trends and issues and to feed this information back to operators,

Ombudsman Victoria (OV) and the Department of Transport. To assist us in doing this work, we have updated our case management system to capture additional information relating to these complaints.

During this year we exchanged letters with OV, with whom we share jurisdiction to deal with a range of complaints about the conduct of AOs when exercising statutory powers. These letters resulted in a complaint handling agreement between the two organisations. Additionally, as part

INAPPROPRIATE BEHAVIOUR BY AUTHORISED OFFICER (P2010/0311)

A shop attendant at a train station advised that while witnessing the reporting of a commuter by an Authorised Officer (AO), she believed that the AO acted inappropriately. She began to record the incident on her mobile phone when a senior A0 proceeded to block her view and behaved inappropriately towards her.

She advised that Metro dismissed her claims and advised her that there was no wrong doing by either AO. The shop attendant requested a PTO investigation.

The PTO provided details of the shop attendant's complaint and the mobile phone footage to Metro for its review and response. On receiving Metro's response, the PTO agreed with Metro that the shop attendant's claim about the first Authorised Officer was

of a review being undertaken by OV, PTO staff participated in an informal discussion with OV staff about the types of complaints we manage relating to the issuing of infringement notices.

We also continued to provide training about our role to AOs as part of their induction. In those sessions, we provided advice about the types of complaints we receive and suggestions about their record-keeping which will assist us in undertaking independent AO-related investigations.

unsubstantiated. Metro did, however, acknowledge that the mobile phone footage confirmed her claims that the senior A0 had acted inappropriately towards her. Metro advised that the behaviour of the senior AO was not in line with its expectations and took disciplinary action against him. Metro also provided an apology to the shop attendant. The shop attendant was satisfied with the outcome of the PTO's investigation.

Policy Review and Advice

The PTO is often asked to review and comment on the policies and procedures of public transport operators and other stakeholders. This year, we provided input to discussions and policy development about matters including:

- ≥ myki draft fares and ticketing manual:
- ☑ Metlink's review of its Complaints Handling Procedure;
- ▶ Public Transport Accessibility with the Social Transit Unit of the Department of Transport;
- ▶ Fare compliance; and
- ↘ Cycling and public transport integration.

The PTO team, from left to right: Danijela Zaric, Lisa Muir, Clare Tucker, Megan Cooper, Christine Arthur, Janine Young, Terry O'Brien, Kristen Barnes, Jason Goh.



EFFECTIVE RELATIONSHIPS

There is a natural tension between an industry ombudsman scheme and the industry it oversees. Ensuring that the degree of tension is positive is the key to achieving an independent and effective working relationship with all stakeholders. To do that, we work very hard to establish and enhance our relationships with stakeholders so that we can continue to increase our knowledge and understanding of the needs of both commuters and public transport operators.

Community

The PTO Charter requires us to ensure that appropriate public information initiatives to promote the scheme and its complaint-handling procedures are undertaken. This year, we achieved this through many outreach activities involving community groups including:

- ↘ Federation of Chinese Associations;
- \checkmark 'O week' open days at five universities;
- ≥ Vietnamese Welfare Resource Centre;
- ↘ Centre for Multicultural Youth;
- → Travellers Aid;
- ↘ Korean Embassy;
- ↘ VicDeaf;
- ↘ Seniors Information Victoria; and
- ↘ Evergreen Senior Citizens Club.

Australian and New Zealand Ombudsman Association (ANZOA)

In May 2010, ANZOA, a professional association and the peak body for ombudsmen in Australia and New Zealand, held its second biennial conference in Wellington, New Zealand. Simon Cohen, a member of the ANZOA Executive Committee, presented a paper on the National Benchmarks for Industry-based Customer Dispute Resolution Schemes. PTO staff also participated in a number of ANZOA interest groups forums, focusing on human resources, first contact, learning and development, policy and information technology, through teleconferences or round-table meetings in Melbourne.

Stakeholder Forum

Obtaining feedback from key stakeholders about how we do our work with the aim of continually improving our services is a key part of our role. We've approached this in different ways over the past six years and for the first time, in February 2010, we scheduled a Stakeholder Forum involving:

- the Public Transport Users Association;
- Youthlaw, a specialist state wide community legal centre for young people;
- Travellers Aid, a support service to the travelling public with special requirements, and to those in emergency situations;
- ☑ Department of Transport;
- ↘ Transport Safety Victoria; and
- Representatives from a number of the public transport operators.

A significant benefit of this holistic approach was that the different perspectives of the individual stakeholders were shared and explored. The key issues workshopped were:

- enhancing community access to public transport complaint processes;
- using the PTO's complaint information to identify and improve public transport services; and
- ↘ identifying options to promote the PTO to reluctant complainants – people who are concerned about adverse consequences if they complain.

As a result of the forum, the PTO's 2010/2011 Action Plan incorporates initiatives to address the above items. We will convene a 2011 Stakeholder Forum to report back and identify further opportunities to improve our service.

Public Transport Operators

Improving specific areas of complaint management by providing specialist training for public transport operators continued to be part of our work with the industry in 2009/2010. As part of this approach, in May 2010, the PTO arranged for Brain Injury Australia to deliver a workshop focusing on assisting customers with acquired brain injuries to scheme members. In addition to specialist workshops such as this, PTO staff also facilitated a number of PTO Member Training Sessions for authorised officers and bus company staff.

Also in 2009/2010 the Ombudsman and Conciliation Manager met with the management of 30 bus companies across Victoria. The purpose of these meetings was two-fold: we needed to learn more about their operation and we wanted to share with them how the PTO operates. The bus operators were very open to discussing their challenges and operations with the PTO and to better understanding the approach we take when managing PTO complaints. Meetings such as these provide an indepth insight to the industries we oversee and assist us in improving our case management. We will continue these meetings into the future.

Finally, our regular meetings with operators included:

- the PTO Ltd Chair and Ombudsman met with the Chief Executive Officers from each of the operators throughout the year;
- the PTO conciliation team continued to meet quarterly with Customer Feedback Managers from each of the operators to discuss case-related issues; and
- Specific complaint review meetings/ site visits were scheduled to assist in the resolution of individual investigations.

A LEADING OMBUDSMAN SCHEME...

We aim to be a leading ombudsman scheme and provide effective services that meet or exceed the expectations of commuters and public transport operators. To do this, we continually monitor our performance, review our policies and procedures and seek feedback from all stakeholders. The initiatives we have undertaken this year relate to case handling, governance, human resources management and the environment.

Victorian Managed Insurance Authority (VMIA) reviews PTO's risk

In 2009/2010, the PTO insurer, VMIA, conducted a Risk Framework Quality Review measuring the quality, comprehensiveness and maturity of the PTO's risk management framework against the Australian Standard AS/ NZS 4360. VMIA rated the PTO's risk management "Very Good", the second highest rating available and achieved by only 39% of organisations reviewed in 2009/2010. This is an impressive outcome given the size and age of the organisation. This result reflects the strong PTO Board and Management commitment to risk management and the processes to manage risk.

Case Handling, Investigation and Resolution Guidelines (CHIRG)

In July 2009, we finalised and published our Case Handling, Investigation and Resolution Guidelines, known as 'CHIRG'. These replaced the Guidelines for the Handling of Complaints and Disputes which were developed initially in 2004.

CHIRG, a comprehensive set of 12 guidelines, covers all aspects of our dispute resolution policies and processes and is aimed to assist PTO officers, scheme members' staff and complainants. The Guidelines encourage informality and the prompt resolution of complaints. Included in the Guidelines is information about:

- how the PTO assesses what is fair and reasonable when dealing with a complaint;
- the steps PTO officers will take to assist persons with special needs to participate in PTO investigations; and
- ↘ how the PTO maintains privacy and confidentiality in dealing with complaints.

Workplace Grievance Procedure

During 2009/2010, the PTO recognised the importance of ensuring PTO officers have guidance about how to effectively deal with internal grievances that may arise during their employment. A Workplace Grievance Procedure was implemented to complement the PTO Code of Conduct, developed during the 2008/2009 period. While the Code of Conduct ensures that management action is taken against serious misconduct such as bullying and discrimination, the Workplace Grievance Procedure provides an informal process for guick and early resolution of general office grievances should they occur.

Effectiveness, efficiency and accountability – for the environment too!

The PTO team considers it important to practise effective environmental management in all aspects of our work, with the aim of continually reducing our ecological footprint. We've been working towards achievable and measurable goals, and our initiatives in the past year have led to the PTO saving 11,455 kg CO2 (Greenhouse gas emissions) per year as a result of:

- ↘ revising office lighting 18 fewer fluorescent tubes;
- installing an energy efficient server and light control sensors; and
- ↘ replacing PCs with energy-saving laptops.
- We've also:
- contracted for renewable-sourced energy;
- installed a beverage hot water unit, operating 6am to 6pm weekdays;
- purchased a single, energy efficient shredder to replace individual units;
- purchased recycled, biodegradable pens for promotions;

- developed a Staff Awareness and Engagement Program so we switch off appliances at the power point, close blinds and reduce waste – at work and at home;
- held internal environmental competitions and participated in events such as Earth Hour and Walk to Work Day;
- continued to use public transport or walk when attending meetings; and
- ↘ used Australian made, recycled and carbon neutral paper for all publications and stationery.

Importantly, this work complements our core role. In fact, we've realised it takes just a small amount of time, and lots of enthusiasm, to save energy. It's very rewarding to see our results, and we'll continue this great work in 2010/2011.

Guarantee of Service

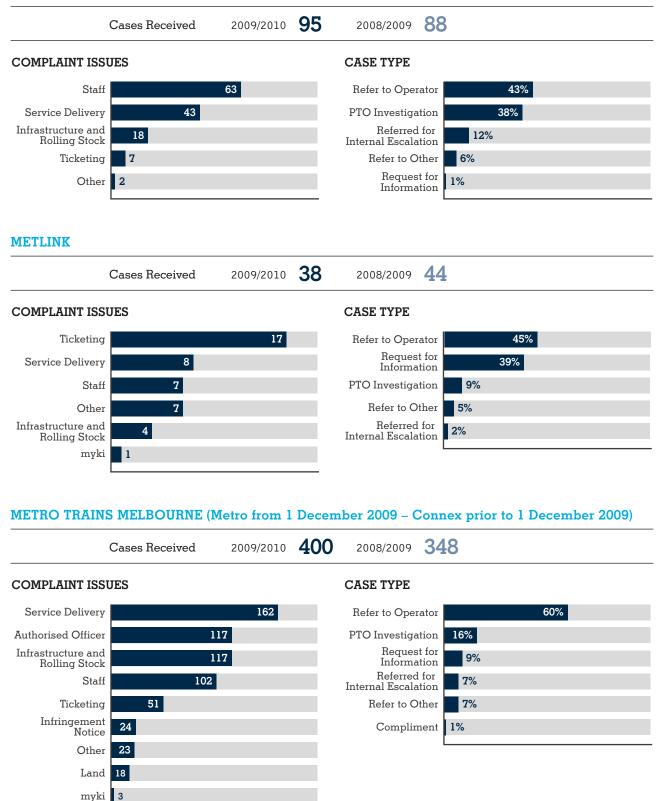
As part of our commitment to providing a world-class dispute resolution service, our Guarantee of Service was introduced in May 2010 to inform all parties what they can expect from our services. It provides an overview of our accessibility, our processes and what we expect from both customers and public transport operators. Importantly, it also details the Ombudsman investigation review process and the process for providing feedback or lodging a complaint about our performance. The PTO Guarantee of Service is available on our website.

OH&S Policy

In 2009, a new OH&S officer was appointed and attended a two-day intensive OH&S course. Also a new policy, which meets all current legislative requirements, was finalised. This provides staff with clear guidance on the importance of workplace health and safety. We also undertake regular office reviews and discuss staff health and safety at our staff meetings.

SCHEME MEMBER CASE ACTIVITY – 2009/2010

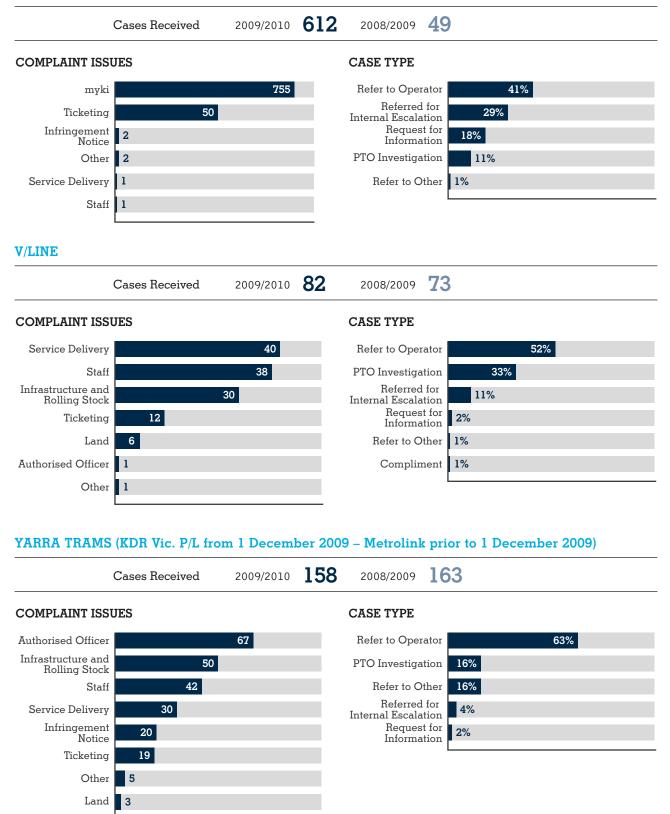
BUS OPERATORS



As evident in the tables above and on the next page, some cases involve more than one complaint issue.

SCHEME MEMBER CASE ACTIVITY – 2009/2010

TRANSPORT TICKETING AUTHORITY



1 complaint was registered against Southern Cross Station Pty Ltd during 2009/2010. No cases were registered against VicTrack during 2009/2010.

SUMMARY FINANCIAL STATEMENTS

The following is a concise version of the Financial Reports for the Public Transport Ombudsman Ltd. for the year ending 30 June 2010. The financial statements and specific disclosures contained in this concise financial report have been derived from the full financial report and the concise financial report cannot be expected to provide as full an understanding of the financial performance, financial position and financing and investing activities of the entity as the financial report.

Audited Financial Statements and Directors' Report for the Public Transport Ombudsman Limited have, in accordance with the Corporations Act 2001, been lodged with the Australian Securities and Investments Commission.

COMPREHENSIVE INCOME STATEMENT

	2010 \$	2009 \$
Continuing operations		
Revenue from annual levies	1,344,236	1,301,989
Non-operating activities		
Interest income	18,952	17,297
Other income	1,539	900
Total income	1,364,727	1,320,186
Expenses from ordinary activities		
Depreciation and amortisation expense	44,536	114,938
Employee benefits expense	889,674	795,955
Occupancy Costs	115,180	140,885
Telephone and IT expenses	84,618	53,209
Consultancy expenses	44,503	87,109
Other expenses from ordinary activities	112,919	98,311
Profit from ordinary activities before income tax expense	73,297	29,779
Income tax expense relating to ordinary activities		_
Profit for the period from continuing operations	73,297	29,779
Other comprehensive income for the year	_	-
Total comprehensive income for the year	73,297	29,779
BALANCE SHEET		
Current assets		
Cash and cash equivalents	820,736	538,359
Trade and other receivables	312,156	474,820
Total current assets	1,132,892	1,013,179
Non-current assets		
Plant and equipment	102,035	74,092
Total non-current assets	102,035	74,092
TOTAL ASSETS	1,234,927	1,087,271

	2010 \$	2009 \$
Current liabilities		
Trade and Other Payables	884,901	808,269
Provisions	26,350	31,497
Total current liabilities	911,251	839,766
Non-current liabilities		
Provisions	7,814	4,940
Total non-current liabilities	7,814	4,940
TOTAL LIABILITIES	919,065	844,706
Net assets	315,862	242,565
Equity		
Retained profits	315,862	242,565
TOTAL EQUITY	315,862	242,565

STATEMENT OF CHANGES IN EQUITY

Total Equity at the beginning of the financial year	242,565	212,786
Profit/(loss) for the year	73,297	29,779
Total Equity at the end of the financial year	315,862	242,565

CASH FLOW STATEMENT

Receipts from customers1,521,1071,506,040Payments to suppliers and employees(1,185,095)(1,093,033)Interest received18.95217.298	Cash flows from operating activities		
	Receipts from customers	1,521,107	1,506,040
Interest received 18,952 17,298	Payments to suppliers and employees	(1,185,095)	(1,093,033)
	Interest received	18,952	17,298
Net cash inflow/(outflow) from operating activities354,964430,305		354,964	430,305
Cash flows from investing activities	Cash flows from investing activities		
Payments for plant and equipment (72,587) (17,896)	Payments for plant and equipment	(72,587)	(17,896)
Net cash inflow/(outflow) from investing activities(72,587)(17,896)		(72,587)	(17,896)
Net increase/(decrease) in cash held 282,377 412,409	Net increase/(decrease) in cash held	282,377	412,409
Cash at beginning of financial year 538,359 125,950	Cash at beginning of financial year	538,359	125,950
Cash at the end of financial year820,736538,359	Cash at the end of financial year	820,736	538,359

The Australian Taxation Office has issued a private tax ruling declaring that the company is deemed exempt from income tax for the financial years 1 July 2008 to 30 June 2011.

Contacting the Public Transport Ombudsman

The Public Transport Ombudsman provides a fair and independent way to resolve complaints about trains, trams, buses, ticketing and other public transport services.

The Public Transport Ombudsman can help if you cannot solve your complaint with the public transport provider. Our services are cost-free and available to anyone who travels on, or is affected by, public transport in Victoria.

Free Call:	1800 466 865
TTY:	1800 809 623
Interpreter Service:	131 450
Fax:	03 8623 2100
Email:	
Website:	
Mail:	PO Box 538, Collins St West, Melbourne VIC 8007

PUBLIC TRANSPORT OMBUDSMAN VICTORIA

The PTO is an active signatory of CitySwitch.