

VISABILITY

YOU ARE THE BRAND



VisAbility is a way of life. Everything we do empowers people living with disability.

- Dr Clare Allen, CEO

Who we are, what we do

VisAbility is a way of life. Everything we do, empowers people living with disability. We are helping to shape a world where people with disability have the same right to participate, same range of options, same level of freedom and same control over their day-to-day life and decisions as any other person.

Our professional therapy and support staff, with a speciality in vision impairment, provide innovative, life-changing services to assist people across a range of ages and disabilities in their homes, at school, at work and in the community. At VisAbility, our focus is and will always be on our clients and supporting them to achieve their goals in vision, mobility and wellness.

We have created a client experience that is unparalleled because it is led by our system of beliefs. Steeped in empathy, cherishing connection, driven by opportunity and committed to greatness.

Our brand family includes Guide Dogs WA and Guide Dogs Tasmania, as well as our disability employment services partner, CoAct. We employ approximately 140 staff in full-time, part-time and casual capacity. In WA, we are located in Perth, Bunbury, Mandurah, Albany, Geraldton, the Pilbara and the Kimberleys. In Tasmania, we are represented in Hobart and Launceston. Our organisation is supported by the work of more than 400 amazing volunteers.

We believe everyone has the right to live the life they **choose**.



We believe giving creates connection and nurtures a deep sense of belonging.

Our beliefs

We believe **opportunity** uncovers greatness.



We believe storytelling inspires empathy.

We believe empathy can **change perspectives**, and in turn, change the world.





Partnerships

Strengthen and build strategic partnerships that promote better outcomes for our consumers.



Innovation

Work in the spirit of creativity, innovation and entrepreneurialism.



Consumer Centred Practices

Provide consumers with choice and control through consumer centred practice.



Technology

Invest in appropriate technologies that will support the organisation's transformation.



Unique Defining Brand

Develop a unique and defining brand that embraces our past, present and plans for a sustainable future.



Regulatory Standards

Provide assurance and confidence to our stakeholders of our service excellence.



Economic Viability

Support and maintain economic viability through securing our current revenue base and creating new revenue streams for sustainable outcomes.



People and culture

You should love your job, it's your right.

We want to uncover what is unique about you, and give you the opportunity to grow and have a voice.

Leaders are developed.

Good leaders are learners. Good leaders need courage and we know that courage comes from good feedback and support, from us.

It's your life to live the way you choose.

We believe in work-life harmony. We believe people can work productively and make time for their friends, families and for other passions.

Live and breathe our values.

We nurture an environment of openness. We are trusted and we trust. In our moments of most intense joy we are at our most vulnerable.

Understand the value of giving.

At VisAbility, giving is a mindset. It is a commitment to serving people and causes we believe in, that matter to us, without a thought of what we might get in return.

Be a storyteller.

Stories help us to connect with one another. They allow us to empathise and they change our perspectives. We believe everyone has something to share, everyone's a storyteller.

We want our staff to pursue their areas of **passion** and expertise and be challenged and motivated by the work they do.

Five values we live and breathe in **everything** we do.

Empathy	Belonging	Greatness	Opportunity	Visible
<p>We walk this journey with you. We are brave, and vulnerable. We want to step inside your shoes. To see things from your perspective. To see things differently.</p> <ul style="list-style-type: none"> • Understand other people • Step into other people's shoes • Hear and understand other people's reasons • Consider other people's situation, fears, anxieties and frustrations 	<p>We welcome everyone. We see a world where everyone is equal, everyone is included.</p> <ul style="list-style-type: none"> • Deal with people with kindness • Make people feel welcomed through your actions • Give your full attention when engaging with people • Build goodwill through your actions 	<p>We are giants in our domain, the best at what we do. We lead, we achieve, we break new ground. We have a depth of knowledge that is unparalleled.</p> <ul style="list-style-type: none"> • Be the greatest version of yourself • Counteract negative thought with positive action • Approach your work with an innovative mind • Bring out the greatness in your team 	<p>We believe in abundance and diversity. In a world where everyone can achieve their goals. In a world that continues to evolve, discovering new ways for people to grow.</p> <ul style="list-style-type: none"> • Act in a way that results in the greater good of other people • Give other people the opportunity to explore their ideas and guide them • Encourage people to identify their strengths and believe in themselves 	<p>We communicate transparently. We trust, and can be trusted. We connect and participate. We are open, and true. We have a voice.</p> <ul style="list-style-type: none"> • Communicate with openness and truth • Be transparent in your dealings • Make your perspective understood • Be trusted in your words and actions • Be able to justify yourself

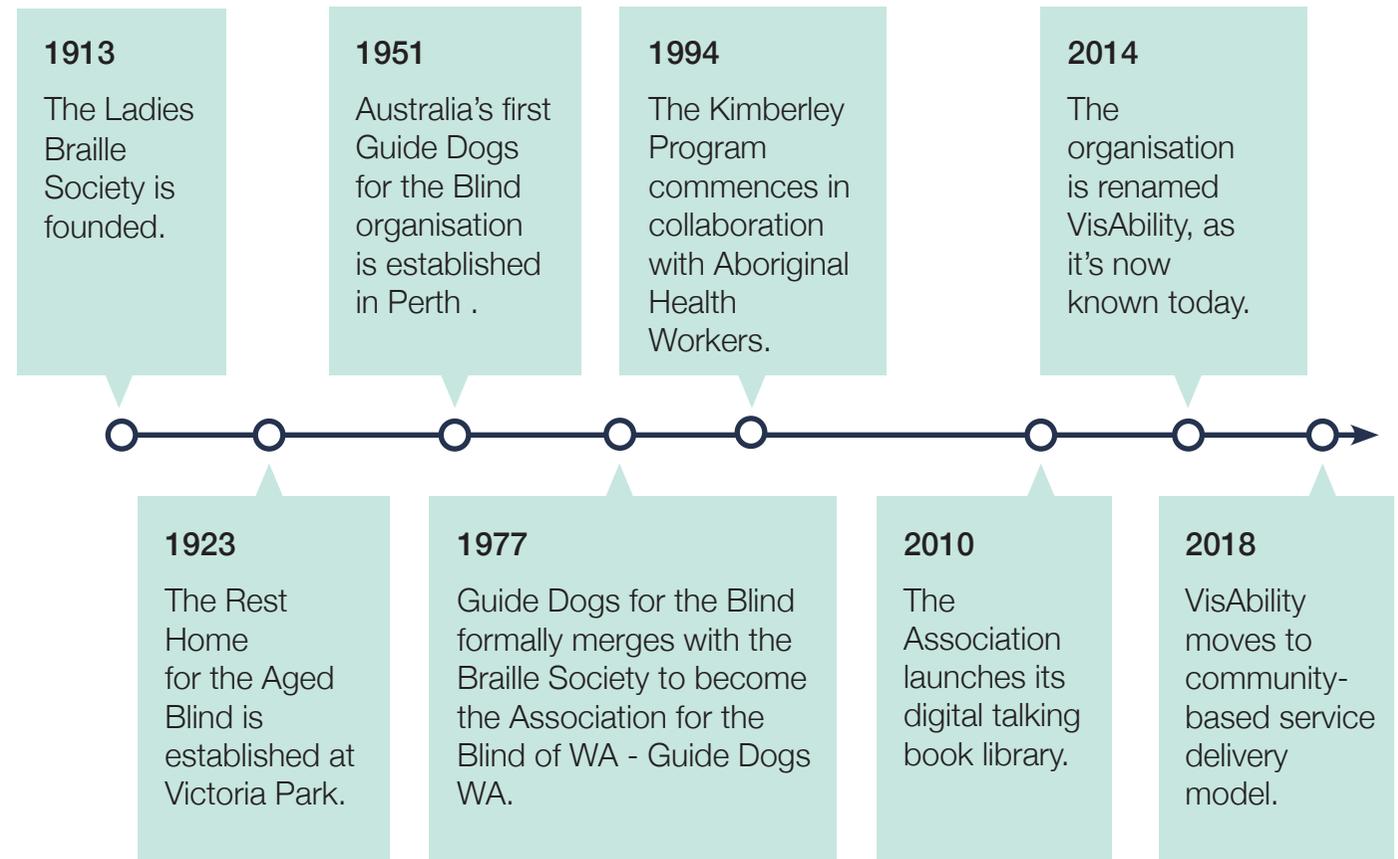
Our history and our future

It's important now and again to remember. To reflect and look back. To see how far we've come. VisAbility has had a long journey.

It is 105 years since The Ladies' Braille Society was founded on the banks of the Swan River in 1913. The first steps in the sand, the beginning of our vision for independence.

In 1977, the Braille Society and Guide Dogs for the Blind formally merged and became the Association for the Blind of WA. In 2014 the Association underwent a rebrand and a name change, and became the VisAbility you know today.

With the introduction of the NDIS, in 2018 we've grown and changed to better suit the modern needs of families and individuals. We're welcoming a new approach that's creating community hubs and delivering our services at clients' homes, workplaces or schools.



Trust is more powerful than control. Our culture is one of trust, freedom and responsibility.



Our brand

In defining our brand voice, we treat the brand as if it were a human, and look for the key elements that will enable people to connect with our brand. The main way that people connect with a brand is to understand its personality archetypes and what it stands for; its values.

The liberator

The Liberator is both a voice and a body for the greater common good. A champion for the needy, the disadvantaged and the impoverished, the Liberator's passion is fueled by strong convictions of right vs. wrong and the need to secure the inalienable rights of others.

The mentor

Mentors show people the possibilities within themselves, and give them the tools that they need to release those possibilities. They want to help others succeed. This archetype is motivated to serve and to provide reassurance, advice, a listening ear and an open heart to support the welfare of others.



Our brand voice

“Disability, vision impairment or blindness doesn’t have to be a barrier to you finding your happiness and productivity. I believe that specific skills, adjustment and finding a place in our diverse community will benefit you, the individual, and also the community as a whole.”

– *Davinia, Clinical Psychologist*

“Embrace your differences, believe in yourself and don’t give up.”

– *Karin Boulton, Client*

“Independence means something different to everyone, what’s important is that you or I listen and empower people to achieve their goals.”

– *David Voscosos, Access Consultant*

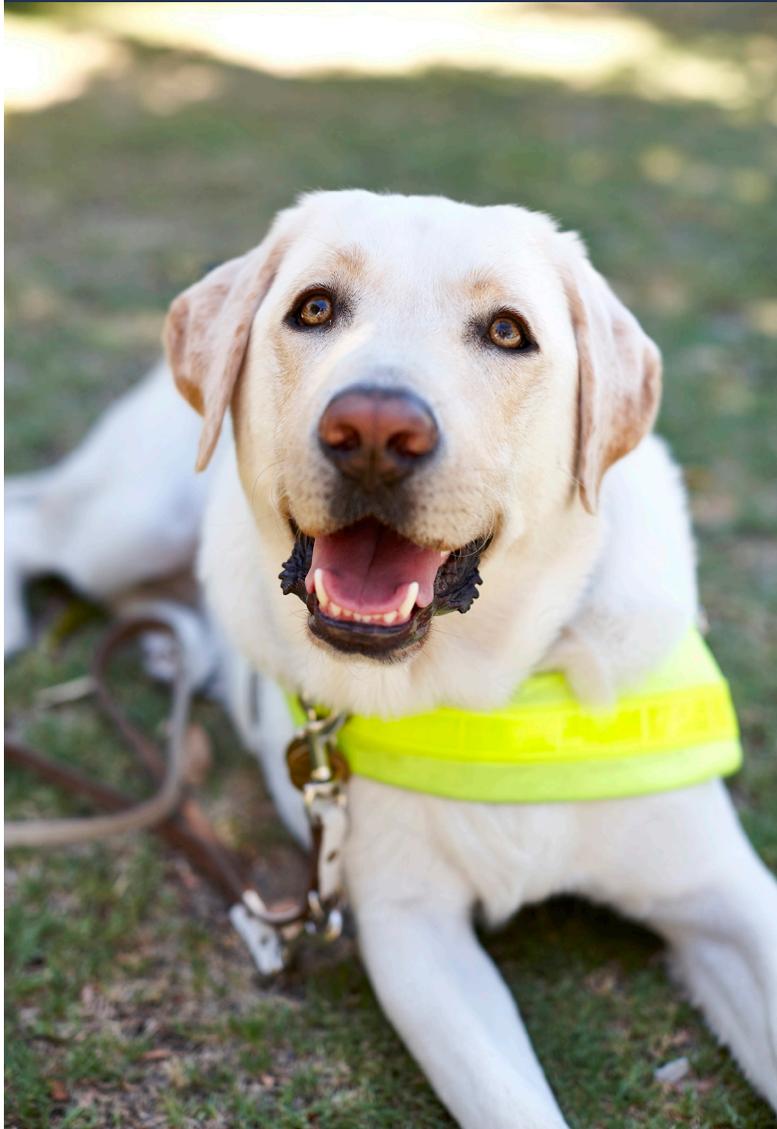
“Our therapists support families to make decisions; to enable their child to reach their full potential. I feel inspired when see children exceed expectations that medical specialists and doctors once had of them.”

– *Seb Della Maddalena, Manager, Therapy and Support Services*

“You must keep doing what you love!”

– *Lorene Bruce, Client*

Our brand voice is **strong**,
active and **passionate**. The
Liberator gets in there and
makes change happen.



Our Brand Family

VISABILITY

VISABILITY
WA



VISABILITY
TAS



We encourage learning,
collaboration and
knowledge sharing,
where **meaningful**
connections are made.

Our services

Therapy and support services

- Low Vision Assessment
- Orthoptists
- Acquired Brain Injury
- Occupational Therapy
- Social Work
- Orientation and Mobility
- Specialised Aids and Equipment
- Employment Support
- Leisure, Sports and Recreation
- Early and School-Age Intervention
- Speech Pathology
- Physiotherapy
- Psychology
- Holiday Programs

Information and education services

- Library Services
- Audio Production
- Braille Production
- Training and Education

Guide Dog services

- Guide Dogs
- Autism Assistance Dogs
- Companion Dogs
- Therapy Dogs

**“You must do the things which
you think you cannot do.”**

- Eleanor Roosevelt

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