



Blueline

Laundry

Annual Report 2022

The image shows a building facade with a large sign for 'Blueline Laundry'. The sign features a logo of blue dots of varying sizes on the left and the text 'Blueline' in a large, bold, sans-serif font, with 'Laundry' in a smaller font below it. The entire image is overlaid with a semi-transparent blue filter.

Acknowledgement of Country

Blueline acknowledge the palawa people, the Traditional Owners and Custodians who have cared for lutruwita (Tasmania) for thousands of generations. We respect their cultures, languages and way of life.

We acknowledge the continuing relationship of Aboriginal and Torres Strait Islander peoples to Country and the right for their heritage to be preserved, for the benefit of all people.

We commit ourselves to the ongoing role in the journey of reconciliation and healing.

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BlueLine Laundry is a registered Charity with a long and proud history of service to the people of Tasmania.

Commencing operations in 1893 as BayView Laundry, the service was developed by the Sisters of the Good Shepherd to provide employment for disadvantaged women and girls.



*“Work is more than a way to make a living; it is a form of continuing participation in God’s creation. If the dignity of work is to be protected, then the basic rights of workers must be respected—the right to productive work, to decent and fair wages, to the organization and joining of unions, to private property, and to economic initiative.”**

Our Purpose

Blueline Laundry’s Purpose is to create meaningful employment for people of diverse abilities, cultures and backgrounds.

We are a professional commercial laundry continually striving to deliver the highest quality linen service to our clients right across Tasmania.

Our success enables our purpose.

Quality product and service is fundamental to our continual growth and sustainability as an organisation. We take pride in our work, we take pride in our people, we take pride in our purpose.

Our Mission

To enhance people’s lives and build resilience by providing rewarding career opportunities for those who are marginalised from mainstream employment. Blueline Laundry maintains a focus toward supporting people with disabilities, migrants, and people who have experienced trauma.



Gaiedh and Alistair preparing scrubs for the LGH

Joint Foreword from the Chair and CEO

Leveraging each person's strength was at the core of Blueline Laundry (Blueline) achievement's over the 2021/2022 financial year, and our results clearly reflect the strong contribution from all staff whilst we continue to build operations and business resilience across our laundries in Launceston and Hobart.

Blueline further evolved its Purpose as a responsible employer to *“Create meaningful employment for people of all abilities, cultures and backgrounds”* by exploring opportunities for those marginalised from mainstream employment. Our people are at the heart of what we do and we nurture their individual and collective strengths and attributes in a safe and inclusive environment where everyone is respected and appreciated for what they bring to Blueline. Our people come from diverse backgrounds including those with disabilities, migrants and those who have experienced trauma, representing over two thirds of our workforce and includes 21 different nationalities. It is our Mission to enhance their lives and build resilience with rewarding career opportunities and our support often extends beyond their work environment.

As part of our commitment to invest in our people to reach their full potential, it was pleasing to see so many staff undertake training and new experiences, expanding their capability and resilience. Training included Appropriate Workplace Behaviour specifically designed for our unique workplace culture, Introduction to Disability and Warehouse Operations, the principles of Lean and the fundamentals of 5S through simulated work environment training for more senior staff.

Employee engagement continues to be positive with a staff survey result of 76% and this is reflected by the vibrant and uplifting attitude of all staff which is validated by our customers and visitors. Notwithstanding this excellent result, our staff felt that they would like more communication and more active supervision on the laundry floor.

To address this together with recent leadership resignations, our organisational structure was reshaped to support improved communication and performance. We welcomed Martin Oldereid as General Manager Operations, and Michael Jarvis as Northern Operations Manager and flattened the subordinate supervisory structure with the appointment of three talented internal candidates to new supervisory roles.

Joint Foreword from the Chair and CEO

Berndatte Gillies was appointed in Launceston and Sonyata Phan and Arshdeep Singh in Hobart. We also welcomed Allan Dickins as Marketing and Customer Engagement Manager. We farewelled and extend our sincere appreciation to Darrin Geard and Nerida Hornshaw for their valuable contributions as senior leaders at Blueline.

Pleasingly Blueline continues to strengthen its laundry operations with a focus on understanding our process and plant facility risks, identifying opportunities for improvements in the way we operate our plant and eliminating waste in what we do with a focus on our environmental footprint. This involved creating a greater awareness and ownership for identifying and responding to risks for employees in their own work spaces and building leadership capability to support our employees. This continues to be a journey for Blueline as we integrate Lean thinking and ways of working across our laundries and underpins our financial viability to remain a sustainable business, as evidenced with a solid financial result and cash position in 2021/2022.

A critical aspect of Blueline Laundry's support for its People is maintaining a safe work environment and this was a focus of the year. Investment to upgrade ageing plant and equipment was made and orders placed that will result in installations in the 2022/23 financial year. Plant risk assessments were completed for all pieces of major equipment and a revision of all Standard Operating Procedures was commenced. An equal amount of effort was made to improve the psychosocial environment and whilst this is still an area of learning, it was rewarding to be recognised as a finalist in the National Worksafe Awards for our leading work in this space.

The manner in which Blueline Laundry successfully achieves its Purpose of supporting people in the workplace was again recognised with a myriad of community-recognition awards against fierce competition. Blueline Laundry won the Tas Community Achievement Awards in the category of Innovation for the unique way in which we cared for, and managed staff, in the transition back to work post COVID. We were recognised as the winner at the Tas Disability Festival Awards in the category of Creating Inclusive Environments for our benchmark programs in supporting those workers who are most impacted by a disability.

Joint Foreword from the Chair and CEO

Blueline Laundry would not exist without its customers and supporters and we are grateful for the extensive customer footprint that we have. During the period we successfully retained major accounts across hospitality and primary health and continued to position the organisation as the preeminent healthcare provider in the state. Blueline Laundry is proud to share in our customers' successes and we acknowledge many of our customers who were finalists and winners in the Tasmanian Hospitality Association Awards. It is always a pleasure to read the positive reviews of our drivers, provided by our customers, and learn of the collaborative relationships that our drivers help to build in their important role as brand champions of Blueline.

The Board approved a new Strategic Plan during the year, which is designed to broaden the impact of Blueline's Purpose in order to underwrite its future as a trusted voice in the social services sector and remain financial sustainable. As part of good governance and in accord with the Board's succession plan, a process has commenced to recruit new members to the Blueline Board in order to support the aspirations of the new Strategic Plan. We farewelled Board member Ali Brennan at the end of June and acknowledge her commitment and valuable contributions, in particular her expertise in communications and engagement. Consistent with the good governance frameworks implemented in previous years, Blueline successfully retained certification for ISO9001 and NDIS.

With sincere gratitude, we acknowledge all our supporters and stakeholders including our customers, partner organisations, Government Ministers and their agencies, who continue to assist us to be the best possible service provider. In particular, we extend our appreciation to the Archdiocese of Hobart, the Blueline Association members and our volunteer Board for their continued oversight of the organisation. And of course, importantly, we extend our sincere thanks to Management and all staff, for another very successful year, and with your contributions and friendship, Blueline continues to be a successful, safe and a great place to work.

Our future looks bright and prosperous and we look forward to sharing this journey together.



Kathryn Westwood Chairperson



Mike Sylvester CEO



Nicole brightening up our Launceston site with her infectious smile

Our Leadership

Senior Leadership Team



Mike Sylvester
CEO - Public Officer



Martin Oldereid
General Manager
Operations



Sharon James
Finance & Business
Services Manager



Grant Coker Williams
People, Quality and
Systems Manager



Al Dickins
Marketing & Client
Engagement Manager

This year we said farewell to Nerida Hornshaw and Darrin Geard after 7 years of service and welcomed Martin Oldereid, Michael Jarvis and Allan Dickins into the senior management team.



The Blueline Laundry Board

Chairperson
Kathryn Westwood



Chris Ryan



Ron Ward



Jamie Lawrence



Hayden Thorp



Ali Brennan
Board resignation as
of June 22



Fomer Launceston Operations
Manager Darrin Geard celebrating
Harmony Day with Pavel

Our Operations

Blueline continued to deliver the highest quality of product and service throughout the year. As part of our continual improvement strategy, LEAN principles have been implemented across the organisation, with an upgrade of machinery also scheduled for the new financial year.

Blueline is the only Tasmanian laundry with ISO 9001 accreditation across all sites. We launder to hospital-grade Australian Standard 4146, using wash formulas from chemical partner Ecolab that eliminate all infectious viruses.



500+
customers
across Tasmania



411,730 kms
driven by
our truck fleet



5,980 tonnes
of clean linen
delivered



40,700
machine operating
hours



22 million litres
(or 10 Olympic pools)
of water recycled



130,500
Alginate Bags
produced



ISO9001
Quality Assurance
Accreditation



Social Traders
Certified social
enterprise



6 tonnes
of linen
repurposed

Our People

We nurture a culture of equality, inclusion, and respect at Blueline Laundry. We want to see our team not only thrive at work, but continue to grow and develop across all areas of their lives.

We have seen increased staff engagement in training, social activities and events, and the general response to ongoing workplace communication and opportunities for feedback.



220
employees
across 2 sites



35%
working with a
disability



49,950 hours
of employment
support



35%
culturally and
linguistically diverse



21
nationalities
represented



25
native tongue
languages



1,800+ years
of combined
experience



76%
staff
engagement



52%
female
identified



Jacko on the floor with his ever present smile and enthusiasm.

A Holistic Approach

With the support of Work & Training, Blueline has successfully commenced reading, writing and numerical literacy tutoring for employees at our Newtown site via the **26TEN** initiative.

Improved numeracy and literacy skills are not only an integral life skill, but they enable a safer and more efficient working environment.

“The 26TEN initiative has been an important step towards achieving our Work Health and Safety objective. The safety of all employees is our primary concern.”

Grant Coker-Williams – People, Quality and Systems Manager

Already, over 40 staff have expressed interest in joining the program.



Through ongoing partnership with St Michaels Association, this year we were pleased to see 44 members of our Hobart and Launceston sites receive Certificate level training across several areas including:

- Individual support
- Cert IV Disability
- Induction to Disability
- Cert 1 Warehouse Operations

The knowledge and skills gained via the training has helped to improve the confidence of those involved and provided further understanding of the workplace environment.



“The training was really good. I learned a lot about how the factory works”
Anthony



Naomi Sewing one of our many Alginate bags



Charles Mansfield Award recipient Ann Crossin presented with her certificate by CEO Michael Sylvester

Our Employee Recognition Awards

In recognition of the long history that Blueline Laundry has in supporting those working with a disability, we celebrate our Annual Staff Awards on the International Day of People with Disability on 3 December.

In 2020, Blueline Laundry expanded our Staff Recognition Categories to celebrate the full depth of diversity across all of our staff, ensuring all employees have equal opportunity to have their achievements recognised.

Charles Mansfield Achievement

Our flagship award since 2007, this award celebrates the achievements of a person or persons working with a disability, shown through their attitude to work, their dedication and willingness to learn.

CEO Commendation

This award acknowledges outstanding achievement and contribution by an individual across criteria personally selected by the CEO.

Customer Service Excellence Award

The winner of this award demonstrates an exceptional commitment to customer service, and goes above-and-beyond to look after their customers.

Inclusion & Diversity Award

This award acknowledges a champion who acts consistently in a manner that promotes workplace inclusion and respects diversity.



Our 2021 Award Recipients

Charles Mansfield Award

Ann Crossin
Dylan Barratt

Charles Mansfield Commended

Catherine Hardstaff
Hayden Hill

Inclusion and Diversity Award

Marlis Yunn
Jordyn Calvert
Mercy Alibor

Customer Service Award

Damon Cook
Ian Gadsby

CEO Award

Craig Davey
Bernadette Gillies

The Annual Awards were celebrated with lunch events in Hobart and Launceston. These events were attended by VIP guests representing government, our partner organisations and other supporters, as well as Blueline employees and family members.



Fmr Minister for Disability Services Sarah Courtney joined CEO Mike Sylvester in presenting the awards in Launceston



CEO Mike Sylvester celebrating Diwali with Pramila, Tulasha, Ron and Nisma



Our Social Calendar

Blueline is a socially inclusive, and vibrant workplace that provides regular opportunities for employees to engage and celebrate together. Throughout the year, we participate in relevant community based awareness days and events, and share in culturally diverse festivities and celebrations.

Our end of year **Christmas Parties** in December 2021 provided an excellent opportunity for all staff to celebrate the year together. Our very own Grant Coker-Williams showed his rock star versatility with his band YesNoMaybe getting the dance floor pumping at our Hobart event.

The **Easter Bunny** was again on hand to deliver chocolate bunnies to all staff in April, with some lucky people winning big in our Easter raffle.

We celebrated **International Women's Day** with particular recognition to the pivotal role that women have played since Blueline's inception. We continue to supply staff with female sanitary and hygiene products to remove barriers to employment.

Harmony Day was a chance to celebrate the diversity of our workforce with an international feast provided in Launceston and Hobart. Our ever growing list of employee representative flags were again on display. We proudly represent 21 Nationalities across our entire staff group.

To help promote awareness and discussion around the challenges of Mental Health, we joined the **SPEAK UP Stay ChatTy Shorts day** in June. Not all were quite ready to embrace the idea of bare legs in winter, but that proved no hinderance to positive and meaningful conversations on the day.



Launceston staff Breanna, Joanna and Aaron getting into the spirit of SPEAK UP Stay ChatTy Shorts day



Cert 1 graduates in Hobart

Our Training and Development

Blueline has embraced an ongoing commitment to leadership in the disability employment sector. We conduct training and continuous professional development at every level in the organisation. This year saw us reach the highest ever number of employees who have attained at least one Qualification.

Thanks to a successful Resilient Communities Grant from TasNetworks, we have built a new Learning Management System. This has been a significant undertaking for the business, and has provided us with a custom, online and mobile learning platform that is tailored to Blueline's needs for more accessible training and inductions for new employees and contractors.

The evolution of our Learning Management System has allowed us to improve the accessibility of language in order to better engage with all employees. Accessible communication is integral to all aspects of working at Blueline through training, safety policies and procedures, and efficiency of production.



“All staff are now enrolled into the LMS program. We are able to track and monitor completion and compliance requirements. We have also integrated it into the induction process for new employees”

Grant Coker-Williams
People, Quality and Systems Manager



Certificate recipient Darren Harris proudly displaying his achievement with Lindy from the St Michaels Training Association



WorkSafe Tasmania Award in response to our organisational Covid response presented to Grant Coker-Williams by Attorney General Elise Archer.

Awards and Recognition

Blueline was honoured with numerous nominations and awards over the course of the year.

The recognition is always a welcome encouragement that what we do each day matters to the broader community, and is further validation of our ongoing purpose.

Blueline were recognised with the following awards:

Tasmanian Disability Festival Awards

- WINNER: Excellence in Creating Inclusive Environments (Finalist – Excellence in Innovation)

Tasmanian Community Achievement Awards

- WINNER: Business innovation

Worksafe Tasmania Awards

- WINNER: Excellence in response to Covid in a large business

Multicultural Council of Tasmania 2022

- WINNER: Cultural Diversity in the Workplace





www.blueline

Health care - Aged care
Hospitality - Industrial

Tasm

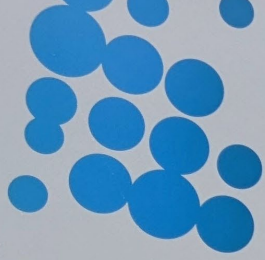
service



Blueline

Laundry

Launceston driver Dan is part of our trusted and reliable delivery team that have travelled over 400,000km across the year.



Blueline

Laundry

Creating meaningful employment for people of diverse abilities, cultures and backgrounds.



@bluelinelaundry
www.blueline-laundry.com

Some proud models alongside one of our new trucks.



Our Community Connections

Site visits and tours

Blueline has welcomed many guests to our sites over the year, hosting tours at our Hobart and Launceston sites. We love sharing what we do and who we are with the community at large. We encourage clients, politicians at all levels of government, school groups and other community and charity organisations to visit when they can.

Social media and online connection

We have been encouraged by a continually growing social connection with the community through our various online presence. Increased engagement with our website, LinkedIn, and social media pages allows us to regularly share what's happening in the life of Blueline, and has significantly helped our employees feel part of the greater community.

Our Facebook page alone reached over 40,000 people across the course of the year. This has been an encouraging area of growth and community connection.

Increasing our visual presence across the community

Our Blueline Laundry branded trucks are widely recognised around the state. Both Hobart and Launceston received new trucks this year which proudly display our updated Purpose, and better represent the unique diversity of our workforce.



CEO Mike Sylvester hosting a site tour with Fmr Senator Eric Abetz



Tour Group Ronald
McDonald House

Our Community Partnerships

Blueline actively supports our community through partnerships with aligned organisations and other charities.

Safe Haven Hub is a division of CatholicCare Tasmania that is an employment, education, and training program supporting people from migrant, refugee, and asylum seeker backgrounds. We are proud to partner with Safe Haven Hub to create pathways to meaningful employment for groups of enthusiastic and talented people.

Blueline proudly supports other Tasmanian charities through our laundry operations. We provide linen service to Ronald McDonald Children's House and St Giles. We donated tablecloths for the Colony47 and Launceston City Community Christmas Dinner and the Corpus Christi's Archie 100 Fundraiser. We also provided linen for usage in the manufacture of Industrial use rags for St Vincent Industries.



We were very pleased to further support Ronald McDonald House by extending the range of linen we were providing, whilst upgrading their internal client use washing facilities. This allowed RMHC to repurpose what was a their internal laundry into an additional play area. The Blueline name sits proudly alongside the entry to the upgraded facility.



Thanks and congratulations went to the team at Blackwood Park Cottages for participating in and winning our Client Survey Raffle

Thanking Our Partners and Supporters





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BESTPRACTICE
CERTIFICATION



ISO 9001
QUALITY
MANAGEMENT SYSTEM

