



Driving Miss Daisy®

We're There For You



Australia's Companion Transportation Service

A high standard service delivered by friendly
Daisy drivers with love and care for every passenger

Welcome to the Driving Miss Daisy way of life day

This brochure provides an introduction to Driving Miss Daisy, a franchise system now in 3 countries – New Zealand, the United Kingdom and Australia. Please contact us if you would like to learn more. © All Rights Reserved 2021.



Our Services

Driving Miss Daisy provides a much-needed service across Australia

Busy parents need their children taken to school and other activities each day by Driving Miss Daisy.

NDIS recipients and those with injuries need Driving Miss Daisy so they can access their support and therapies.

The ageing, love our happy and friendly manner helping them enjoy being out in the community to have fun and to get things done.

With the ever increasing number of people over the age of 65, Driving Miss Daisy is working hard to meet the demand by recruiting more franchise business owners nationally.

We understand how important pets can be. Driving Miss Daisy is animal friendly and we would be delighted to assist taking pets to the vet.

As an Essential Service, Driving Miss Daisy is able to continually provide safe and secure transport during difficult times such as COVID.

We're family, when family cannot be there with:



Empathy



Professionalism



Safety



Integrity



Fun



Security





Our Goals

Driving Miss Daisy is a franchise business where we recruit franchisees to provide the best possible service across a wide range of activities for each and every passenger.

Everyone in Driving Miss Daisy loves their role helping people young and old, filling the growing need of caring for people so they can enjoy their daily activities. You'll love the way that Driving Miss Daisy helps passengers whenever a service is needed.

In this information brochure, we aim to show you just how important Driving Miss Daisy can be for you and for your local community.

Driving Miss Daisy provides a comprehensive, friendly and safe service for every passenger including help with appointments supported by a team of Daisy drivers who have special training and with local knowledge can help with every journey a passenger wants to book including out of vehicle companionship.

*"They take very good care of Mum, the same care that we would take ourselves."
- Mary Stewart*





Our History

The Driving Miss Daisy business began in New Zealand in 2008 and is now regarded as the Number 1 companion driving service in the country. This success led to expansion into the United Kingdom in 2015 and the launch into Australia in 2020.

Driving Miss Daisy is a business developed with experience and a strong concern to help each and every passenger. Each Daisy franchise business has an exclusive marketing area and Daisy vehicles with distinctive bright blue paint work and Daisy decals. A sound business plan means additional vehicles are added to the fleet as demand grows.

Each driver wears a professional uniform with the Driving Miss Daisy motif, so that everyone knows that they are being greeted by a person who has been police checked, has a working with children certificate, comprehensive first aid training, holds a friends of dementia certificate and has undergone comprehensive training to be aware of the special needs of regular repeat passengers. Whether the repeat passenger is sight impaired, young, frail or has Alzheimer's, the Driving Miss Daisy service provides whatever a passenger needs and often much more.

*"They pick me up on time,
we have lots of fun and they
make me feel safe."
– Lizzie Gifford"*





Our Global Success

Driving Miss Daisy globally completes more than half a million journeys each year. Daisies ensure passengers have seen their Doctor, health services, hospital, dialysis unit and hairdresser on time and with their follow-up appointment booked and ready for their next Daisy journey.

Each conversation with a passenger allows their Daisy to find out how much more they can help that person enjoy their daily life. It may be getting them to a family wedding, birthday or school activity or privately buying Christmas presents. It could be helping to get a small pet to the vet. The variety of requests for assistance are almost limitless.

Developing a relationship with each passenger leads to them becoming a regular repeat customer. In this way we become family, when family cannot be there.

The cost of each journey is pre-quoted and a courtesy reminder is always provided when the booking is made well in advance. Where companies or families book a Driving Miss Daisy service for their staff or loved ones, as the case may be, our high standard service affords them comfort that their employee, child or grandparent is safe and secure.

Each Daisy driver can help with business and private enquiries and explain how bookings can be made online for ease and convenience. We are not a taxi or Uber, each passenger receives so much more at a price that is very comparable to those standard trips.

In 2020 RACQ calculated the running costs of family cars which showed the average monthly cost of the SUV was more than \$1,000 each month.



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Our Social Awareness

Driving Miss Daisy understands that many people are isolated, have difficulty arranging reliable transportation and want a friendly out of home services tailored for them so that they can feel more independent and empowered.

Larger businesses want confidential bookings for their in-need staff or clients. Government organisations, charities, medical services and more seek out their local Daisy knowing that service will be provided on time, pre-quoted and including compliance paperwork completed at the end of each journey.

Driving Miss Daisy offers a professional service that National employers will find friendly, efficient and cost-effective.

Our aim is to assist every passenger to enjoy their independence and put them back in charge of their life, free to go where and when they want knowing that Driving Miss Daisy is the trusted ally and support. As well as having a serious dedication to safety and security, fun is never forgotten. Even a passenger enduring extensive difficult medical treatment can look forward to their next journey with their Daisy.

A strategic provider for the NDIS and My Aged Care sectors and national employers, Driving Miss Daisy proudly provides a higher level of service. For information and support, customers can contact either their local Daisy directly or use the central 1800 **DAISY 1** (1800 324 791) number where help is given to choose the right Daisy for future use. Our website FIND YOUR DAISY provides easy access to all franchise operators. For regular customers a direct online booking service is available.





Some Questions Answered

What makes Driving Miss Daisy different from a taxi service?

Driving Miss Daisy's services start with greeting your regular passenger at their front door, help locking up the home and helping the passenger into the Daisy vehicle. If it is raining the passenger's Daisy provides an umbrella or prearranged wheelchair, then off to the doctor's appointment, shopping, pet to the vet and much more. Everyone knows they can rely on us to return them safe and secure, even passengers with dementia or Alzheimer's.

Surely you are far more expensive if you provide such a great service?

Actually, Driving Miss Daisy has a fee structure which is similar to a Taxi or Uber and to avoid customer confusion all journeys are pre-quoted using a combination of time and distance and the additional services that may be needed. With nearly 2,000,000 trips completed globally under the Driving Miss Daisy banner we know that this process sets us apart.

"One of our new clients, booked her first appointment. On her 2nd journey (in the same week) she asked to go shopping after her doctor. Whilst shopping she expressed to her driver Sally that this was the first time she has been out in years. She was so excited to be out and about. She later told Sally that she felt like Sally was her younger sister and just loved being out with her." Franchisee comment – July 2021



Interested in our services?
Get in touch with us today

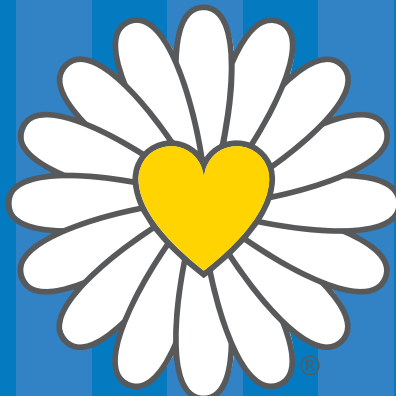


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The Daisy with a Heart