

CASE STUDY



Mobility & Accessibility
for Children in Australia



We don't come from a finance world. We now have the early modelling built to stay focused. Tanarra helped us think globally and narrow our top three big ideas. You gave us gold nuggets to propel our work for families and children. We've refined our mission, our approach and services. We're much clearer on our viability and better equipped to achieve our mission.



Helen Lindner,
Chief Executive, MACA

About the Charity

Mobility and Accessibility for Children in Australia Ltd (MACA) is the only national charity dedicated to develop and deliver national solutions for the safe and equitable transport of children with a disability or medical condition.

The need identified

Develop the revenue model for sustainability beyond grant and research funding; clarify the value proposition; sharpen the mission; and ensure the right elements are in place in the start up phase of the charity.

Advice delivered



CLARIFY VALUE PROPOSITION



OPTIMISE BUSINESS MODEL



UNPACK REVENUE MODEL



GOVERNANCE

Probono hours 36



Photo by GLENN DIXON

BUILDING THE REVENUE MODEL

Getting a child in and out of a car and transporting them safely shouldn't be difficult. But it's a daily challenge for thousands of families and carers with a child with a disability or medical condition. Finding the right products, managing buckle release and other transport issues, and trying to find evidence-based information are some examples. Seventy-four percent of children with Autism Spectrum Disorder get out of their vehicle restraint. Accessing trustworthy and accurate information and products has until now proved a minefield. MACA is the only charity of its kind in the world. It provides families and health professionals with resources, and advice on products and standards. It also initiates groundbreaking research to meet the real-world transport needs of families and training to build the capabilities of allied health professionals working in the area. Tanarra helped MACA clarify its mission, target audiences, and value proposition for each product or service. We built a new financial and revenue model to enable a more informed position on scalability, price, and costs. We helped narrow their product focus and unpacked considerations such as where the funding would come from or willingness to pay, barriers to entry, competition and risks, pricing and subsidised or free offerings. Tanarra identified similar ecosystems that MACA could learn from and advised on how best to monetise MACA's IP, including potential online training platforms and cost structure.

Charity outcomes

- New revenue model (cost recovery and profit of services) that enables tracking and monitoring of self-sustainability,
- Consolidated and defined product and service offerings for each audience,
- MACA is gaining global interest for independent product testing and assessment,
- Refined mission statement and value propositions,
- A broadened understanding of its potential global impact.

Community outcomes*

- Families and clinicians now have a one-stop trusted, independent place to go for all things on safe and accessible child vehicle transport,
- The range of special purpose child restraints available in Australia is now doubled,
- Reduced red tape for families by MACA working with road agencies to improve legislative and regulatory processes,
- Health professionals soon to have access to training to confidently assess and support childrens' transport needs.

*Community outcomes are not directly attributable to the work of Tanarra Philanthropic.