

CUSTOMER CHARTER

UPDATED AUGUST 2026





ABOUT VENTURA

Ventura buses have been connecting Victorians for over a century, carrying more than 42 million customers each year with our fleet of over 1100 buses. Ventura operates more than 30% of Melbourne's public bus routes, provides specialist school services to the Department of Education, and operates a large bus charter business delivering services to private schools, corporate clients and events across Victoria.

At Ventura we are passionate about providing safe, accessible services, we listen and innovate and are committed to zero harm. Our values define us and how we show up for our customers, our people and our communities, that is the Ventura difference.



We are committed to zero harm



We are passionate



We strive to be the best



We listen and innovate

The Ventura Difference: Our Values

Underpinned by a strong emphasis on innovation and thoughtful infrastructure, Ventura has invested in smart technology, operating Melbourne's first fully electric depot and battery electric bus fleet.

By investing in data-driven and safe transport solutions, Ventura has become a pioneer of best-in-class transport and is actively looking to expand its electric and hybrid fleet.

Ventura is part of the fabric of Victoria, and at the heart and soul of the company are its people. With 2000 local team members it is proudly one of the biggest employers in the region.

We are so proud to serve the customers, passengers and communities that we do, and this Customer Charter provides our commitment to you when you travel with Ventura.



OUR COMMITMENT TO CUSTOMERS



RELIABLE SERVICES



A SAFE, SMOOTH AND COMFORTABLE TRIP



STAFF AND INFORMATION THAT ARE HELPFUL IN YOUR JOURNEY



FRIENDLY AND PROFESSIONAL DRIVERS



A CLEAN AND TIDY BUS



AN ACCESSIBLE AND INCLUSIVE SERVICE



RELIABLE SERVICES

At Ventura we know that our passengers rely on our bus services showing up and running when they say they will, to get around and stay connected. It's why we are so proud of our industry leading delivery on reliability and on-time performance.

Through our Operational Control Centre (OCC) we monitor bus movements in real time, monitor onboard and external environment through live CCTV and have two-way communication with drivers. This allows us to manage disruptions, delays and incidents quickly and keep our buses moving.

We work collaboratively with Councils and the State Government on disruptions, to minimise the impact to customers.

How we measure it



We meet or exceed our Operational Performance Measure of delivering 99%+ of services.



We meet or exceed our Operational Performance Measure of 90%+ of our services running on time.



We monitor customer perception of our reliability and on time running through our Customer Satisfaction Survey, where we aim for 70% satisfaction in on time performance.

A SAFE, SMOOTH AND COMFORTABLE TRIP

We are committed to providing passengers with a safe, smooth and comfortable trip.

Our in-house team maintain all of our buses to a high standard, supporting the reliability of our fleet and ensuring the buses are safe and running well. Every bus is fitted with air-conditioning, so passengers can be comfortable even in the heat and the cold.

We take the safety of all customers and employees seriously, investigate every incident and continuously apply the lessons learned. Through our OCC we are able to monitor the cabin of every bus, and communicate instantly with passengers and drivers. Every driver has a duress button to be able to instantly call the OCC, where our team are trained in incident de-escalation and work collaboratively with emergency services personnel, including regular meetings with Victorian Police.

Ventura supports our drivers to drive well, utilising technology to assist with fatigue management and smooth driving.

How we measure it



We monitor, report, investigate and act on all safety incidents across our services.



We monitor customer satisfaction with a safe, smooth and comfortable trip through our Customer Satisfaction Survey, where we aim for 60%+ satisfaction in this category.



STAFF AND INFORMATION THAT ARE HELPFUL IN YOUR JOURNEY

We are committed to being helpful to you on your journey, from supportive staff to access to timely and accurate information.

Research tells us that information is the number one factor that impacts a customer's experience.

Through our Ventura Tracker app, as well as on our website, we use live GPS data to provide the location of every bus and up to date arrival times in an easy-to-use format. This gives passengers the confidence to know how their bus is travelling and when it's arriving.

We strive to recruit, train and reward team members based on their commitment to, and delivery of customer service excellence.

Customers can also always call or email our Customer Service Team, who can help with finding information, answering questions, and tracking down lost property. Our Customer Service team is co-located with our OCC, ensuring they have access to the most up to date information.

How we measure it



We monitor customer satisfaction with driver helpfulness through our Customer Satisfaction Survey, where we aim for 70%+ satisfaction in this category.



We monitor and report on response times to customer queries and requests through our Customer Service Centre.



We provide real time information around all services via our app and on our website.





FRIENDLY AND PROFESSIONAL DRIVERS

We are committed to providing friendly and professional drivers.

Drivers are the frontline of our customer service, the friendly face that every passenger sees and in many cases the only staff member they interact with.

At Ventura, our people are the heart of our company. We employ over 1500 local drivers, with a diverse workforce representing more than 58 nationalities and an industry-leading number of women. This means our workforce reflects the communities we serve.

Our driver induction and ongoing training emphasises being friendly, helpful and professional.

We recognise great service through our digital notice boards in team lunchrooms, and through monthly recognition awards – when you give us good feedback, we make sure drivers see it.

How we measure it



We monitor customer satisfaction with driver friendliness and presentation through our Customer Satisfaction Survey, where we aim for 70%+ satisfaction in this category.



We track, follow up and report on compliments and complaints received each month.

A CLEAN AND TIDY BUS

We are committed to providing passengers with a clean and tidy bus.

At Ventura we work hard to ensure buses are free from litter and rubbish, that graffiti is removed quickly and that the inside and outside of our buses are kept clean.

We have a comprehensive schedule of cleaning with every bus cleaned inside daily, as well as regular deep cleans and steam cleaning of seats. Buses are cleared of rubbish and litter at the end of each shift and washed externally regularly.

If you alert us to issues that require attention we will attend to them in a timely manner. Depot Supervisors and Managers conduct regular inspections of buses to ensure they are up to standard.

We are also constantly reviewing our fleet and have already commenced on a plan to move towards zero-emission buses – contributing to cleaner environment where we operate.

How we measure it



We ensure every bus is cleaned daily, with 6-weekly deep cleans and annual steam cleaning of seats.



We monitor customer satisfaction with cleanliness through our Customer Satisfaction Survey, where we aim for 70%+ satisfaction in this category.



AN ACCESSIBLE AND INCLUSIVE SERVICE

We are committed to providing passengers with an accessible and inclusive service, which serves the needs of all Victorians.

At Ventura we believe that public transport needs to be for everyone. We work hard to ensure our services are easy to use and leave no one behind.

Our public route buses are all low floor and fully accessible. We have dedicated wheelchair spaces, which have been co-designed with experts from Federation University, and clearly marked Priority Seating areas.

Our drivers are all trained to lower the entry ramp and assist any passengers who require it. We are always open to trialling new technology and solutions that can make our buses even more accessible – such as the digital hailing app Hailo.

How we measure it



We ensure every public route service we run meets DDA compliance.



We monitor customer satisfaction of passengers who have identified they have a disability through our Customer Satisfaction Survey for each of the above measures, ensuring we provide a similar level of service for those passengers.





FEEDBACK, CONTACT US & OTHER HELPFUL LINKS & INFORMATION

Contact Ventura

Email: enquiries@venturabus.com.au

Phone: (03) 9771 4300

www.venturabus.com.au

Lost Property

(03) 9771 4300

We always welcome feedback

(03) 9771 4300

Follow us on social media

@venturabus

If you need you can also contact

Department/PTV

Phone: 1800 800 007

Public Transport Ombudsman

Phone: 1800 466 865

Timetable website link

www.transport.vic.gov.au/timetables

Myki information

www.transport.vic.gov.au/tickets-and-payments/myki

Ventura

