



**St John**

St John Ambulance  
Australia (Vic) Inc

# Annual Report 2017



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## Our Goals

### We will:

- Make First Aid a part of everybody's life;
- Be the leading provider of First Aid services, training and products;
- Provide First Aid related services which build community and individual resilience; and
- Provide highly accessible and effective ambulance services where contracted by Government.



## Our Values

St John Ambulance Victoria is a charity in the Australian community working for the Service of Humanity. Our vision for the future, whether acting alone or in partnership with others, is the provision of charitable and humanitarian services to individuals, groups and organisations. Our relief work for people in sickness, distress, suffering or danger recognises no barrier of race, colour or creed. Funds raised provide a means of achieving the organisation's overall humanitarian objectives. Fundraising is not, nor will it be allowed to become, an end in itself. St John takes pride in its volunteer ethos, its ethical standards and its independence.



## Our Mission

At St John, we're about Saving Lives through First Aid.



## Our Vision

To have at least one person educated, equipped, and prepared to provide First Aid in every household, workplace and public gathering in Victoria.

# Chairman's Report

I am delighted to present the St John Ambulance Victoria Annual Report which charts our many achievements in 2017.

In a climate where public trust and confidence in many institutions is waning, St John Ambulance Victoria is thriving and we are privileged to enjoy the confidence of the Victorian community as we engage in our mission of Saving Lives through First Aid.

In his first 12 months at the helm, our CEO, Gordon Botwright, has brought a renewed focus to our mission and great energy to his leadership of St John. This has ensured that the organisation has maintained momentum both in the delivery of our community programs and in the successful operation of the commercial business which underpins and enables these programs.

The performance of our community programs in 2017 is a source of pride for the organisation and represents our ongoing commitment to servicing the Victorian community:

- Our flagship program, First Aid in Schools, has continued its strong performance training over 187,901 Victorian school children in 2017 at no cost to families or schools
- In 2017, the St John CPR Lab, a vehicle equipped as a state-of-the-art mobile learning lab, trained 11,098 people in compression CPR at sites across Victoria – an amazing achievement
- In conjunction with DHHS we continue to rollout the provision of defibrillators to sporting groups in Victoria – during 2017 392 defibrillators were provided and installed
- In November 2017 we were delighted to commence our Community Transport Service, staffed by St John volunteers to provide safe, reliable and affordable transportation for people within the City of Monash and surrounding areas

Each of these programs is supported by our commercial operations which have adapted quickly to grow with the competition for our services, rapid technological change and the expectations of our customers.

Our 2,194 volunteers are the face of St John at public events and emergencies. They are highly engaged and member numbers are increasing with an encouraging level of gender and age diversity. I am certainly proud to be part of an organisation which has a volunteer base of 55% women, with 75% of our volunteers aged 30 years and under.

In 2017 our volunteers attended 4,567 events and emergencies and gave more than 310,000 hours of their time to serve the Victorian community. One of the many great examples of our work was the simultaneous deployment, for the first time, of three medical assistance teams on the Labour Day weekend at three different music festivals. This is truly a testament to our volunteer engagement, particularly from the health professional group.

St John members are certainly highly regarded by customers and patients for their excellent clinical skills and high quality care. As an organisation we are committed to providing safe, high quality care on every occasion and we continue to focus on the development of our clinical governance framework to ensure our alignment with best practice.

Our relationships with key members of the State Government and the opposition have strengthened through regular contact and invitations for site visits. We believe that St John should play a key role in assisting the government to develop sound policy in relation to emergency response and First Aid services and will continue to advocate and provide thought leadership in this area.

During the year we farewelled Board Member, Cratis Hippocrates, and acknowledged with gratitude his four years of dedicated service and contribution to St John.

We also farewelled our Chairman, Cameron Oxley, who finished his six-year term as chairman and a ten-year term as director. We acknowledge Cameron's outstanding service to the organisation and pay tribute

to his collaborative style of leadership, his great courtesy and deep respect for St John staff, Order members and volunteers. We are delighted that Cameron has accepted an independent Priory Officer position on the National Board of St John.

During 2017 we were delighted to welcome Caroline Elliott and Paul Davidson as members of the Board. Caroline is an experienced company director, accountant and consultant and brings significant commercial acumen and a wide business network within Melbourne. Paul Davidson has recently retired as a senior executive at Oracle and brings invaluable technological expertise and broad commercial experience to the Board. Both Caroline and Paul have significant community involvement and a deep appreciation of the volunteer ethos. We look forward to their contributions to St John in 2018.

During 2017 the Board and management team continued to collaborate and forge closer connections with St John in other states and territories. Some of our national IT projects have been challenged by the nature and intricacies of the federated St John structure, however, the Board remains committed to collaborating in a constructive manner across Australia for the mutual benefit of our organisations, but more importantly, for the ultimate benefit of the Australian community which we serve.

Throughout the year we have had a number of occasions to honour and acknowledge all those involved in the Bourke Street incident. I had the great privilege of representing St John at the commissioning of the Bourke Street memorial collection. All of the tributes

left in Bourke Street after the tragic incident have been preserved in the care of the State Library. During the ceremony, relatives of the Bourke Street victims acknowledged the powerful effect of having complete strangers render assistance, show kindness, offer protection and comfort and recognised the untiring commitment of so many emergency services personnel and health professionals. In the face of their unspeakable loss, relatives found comfort, hope and a sense of optimism in these actions. As we enter 2018, we are reminded that every act of service we perform in the name of St John generates hope and confidence in our community.

In closing, I extend my sincere thanks to our CEO, Gordon Botwright, the executive management team, staff, members of the Order of St John and members of the Board for their tireless contributions throughout 2017. I particularly thank our volunteers across Victoria for their continuing and dedicated service to the Victorian community.



**Virginia Bourke**  
January 2018

# Chief Executive Officer's Report

Throughout the year I have called for a refocus on our purpose, or in Simon Sinek's contemporary language – our WHY. Internationally, St John has a purpose which can be traced back hundreds of years – to provide relief to those who are in sickness, distress, suffering or danger. That heritage of purpose is still relevant today and at St John Ambulance Victoria we translate this sentiment into Saving Lives through First Aid. Without exception, we have delivered on this throughout 2017.

We have been true to the aspiration of our vision to have at least one person educated, equipped and prepared to provide First Aid in every home, workplace and public gathering. To do this, we have endeavoured to make First Aid a part of everyone's life. As you read this report you will appreciate the incredible effort and successes of our people as they have embraced our purpose and vision.

As we re-centre ourselves, it has also been important to remind the wider Victorian community that we are an independent, not-for-profit organisation whose commercial proceeds are placed back into mission related community programs.

What we delivered in 2017:

- Our 2100+ engaged, diverse and vibrant volunteers delivered First Aid services at 4,567 public gatherings, helping 27,466 people, providing 310,412 hours of service to the community. We support these inspirational volunteers by providing them with the best training, equipment and volunteering environment to ensure they remain the standard bearers for event health services in the state. Thank you to each one of our volunteers for sacrificing so much of your time for the Victorian community, we are proud of you.
- We trained nearly 188,000 primary school children in the basics of First Aid in 2017. Delivered at no cost to schools or parents, this program has now reached 670,000 children in Victoria. Some children have now participated in the program several times and it is a delight to see them become more confident and proficient in the DRSABCD methodology. These young people are bringing First Aid into the home.
- We are also very proud of the achievement of our CPR Lab. This program trained over 11,000 people at no cost, in non-certified CPR. The purpose-built bus with its "staying alive" music was seen throughout the State at many events. CPR Lab Lite, an innovative pop-up version, saw us pop-up in shopping centres around Melbourne training over 1,300 people in one week in just one location. With 75% of all sudden cardiac arrests occurring in the home, we're preparing Victorians with vital life saving skills.

- In partnership with the Department of Health and Human Services we installed 392 defibrillators into sporting communities across Victoria alongside associated training. With many sporting clubs at the heart of regional communities, defibrillators have the potential to save lives both on and off the sporting field. We congratulate the Department on this initiative and I thank everyone involved in the program, some of whom have criss-crossed the State visiting clubs.
- November 2017 saw us launch our Community Transport Service. My thanks go out to our WA and QLD partners who provided us with much insight through their already successful programs. The program offers our volunteers a new community service operation aimed at providing those most in need with assistance for hospital visits and or companion supported visits to do shopping.

2017 was also a year of change with a new chairman, new CEO, new directors, new members on the executive team and new systems implemented. But we embraced this change and retained a clear focus on our mission. I am immensely grateful for the guidance and support of our Chairman, Virginia Bourke, who has brought her own authentic style of leadership to the organisation and to all of the Board members for their time and advice. I also acknowledge the tireless commitment and dedication of the members of my executive team who delivered the business plan so successfully. First Aid training revenue grew significantly on 2016 with our dedicated team of trainers and support

staff educating some 55,000 people to provide First Aid in the workplace. First Aid product sales proved to be the shining star this year, delivering 32% of our revenue with good growth in online sales. This is an excellent outcome as we look to diversify our business model to become less reliant on First Aid Training. It also means we are equipping more workplaces and homes than ever before.

Non-emergency patient transport revenues remained consistent in 2017 with more than 25,000 patient movements and the introduction of the Coroners Court service making this low margin operation more stable. The level of commitment, professionalism, care and empathy shown by our staff delivering both traditional patient transport and the Coroners Court service is a tribute to them honouring our historic purpose of providing relief to those who are in suffering, distress, sickness or danger.

2017 was also a huge year for our Event Health Services team. Bringing focus to customer experience saw us secure or extend contracts at major venues like Melbourne & Olympic Parks, Etihad Stadium and Flemington Racecourse. Our ePCR technology which provides venues with real time information about health issues has become a benchmark for the industry. The introduction of a new role dedicated to working closely with our major venues has also provided insight and direction on how we can better serve them. Congratulations to the team for this impressive result.

In 2018 we will continue the course we have set. With our purpose at the centre of all things, we will look to grow through diversification into new business streams

and continued digital transformation. It will lift our eyes to the future and set a strategic plan with a commitment to the national goals for 2025:

- 33% of the Victorian population engaged in First Aid knowledge building annually
- 90% of out of hospital sudden cardiac arrests to receive CPR
- 50% of out of hospital sudden cardiac arrests to receive defibrillation
- To be the leading provider of event health services
- To be the leading provider of access to health care through appropriate transportation
- To have volunteers who are engaged and growing in community impact

I'm proud of how we have delivered on our purpose and vision this year but we can always do more. As I extend a heartfelt thank you to everyone for their contribution in 2017, I am reminded that we can only do this together. It is only in our collective engagement that we will deliver our purpose.



**Gordon Botwright**  
January 2018

# Event Health Services

2017 was a year of increased community demand for St John Ambulance Victoria services and a record year for volunteer engagement, innovation and major contract extension.



**27,466**  
People treated at events



**2,194**  
Volunteers



St John was pleased to extend partnerships with Melbourne & Olympic Park Trust (MOPT), Australian Grand Prix Corporation for Moto GP, Etihad Stadium, The Victorian Racing Club (VRC) and Moonee Valley Racing Club. A clear endorsement of the professionalism and clinical expertise of everyone involved in delivering services to these events, these important community partnerships also demonstrated our ongoing commitment to account management.

The restructure and alignment of the Client Services, and Member and Event Services teams in May saw a focus on 'the customer and the event'. With a commitment to working towards providing an optimised customer experience, the newly established Major

Venue and Event Partner role saw us develop renewed relationships with venues and major clients.

This restructure also brought into alignment the administrative support and management of volunteers. The creation of a volunteer development and support area saw new roles established to provide greater support and management of the expanding volunteer network.

There were also improvements to the Electronic Patient Care Records (ePCR) app and supporting technology. The ePCR solution was presented at the Member Convention in Tasmania, resulting in several other States and Territories adopting this ground-breaking technology. In Victoria, St John also invested heavily in more iPads to meet customer demand for this initiative.

2017 also saw the opening of two important new divisions – the CBD Division and the Dr Edward Brentnall Division. Coupled with the expansion of leadership training for volunteers, we have now piloted an Emerging Leader Training program and updated our Team Leader Training offering.



A four month old baby treated at a popular Melbourne market was one of the many Victorians saved by CPR administered by a St John volunteer in 2017.



St John's new custom 4WD Medical Response Buggy

## New Medical Response Buggy

With support from Emergency Management Victoria through the Emergency Services Volunteer Sustainability Grants Program, St John invested in a custom designed 4WD Medical Response Buggy with stretcher capability.

Designed to be used at large events and in emergency management deployments, the buggy has enabled crews to safely transport patients to a First Aid post or Medical Assistance Team within the confines of an event.

## Achievements in 2017:



The launch of Community Transport saw volunteers engage in a new service offering, with very positive signs for future growth in the program



St John attended ANZAC Day events around the state, committing 2,178 hours of First Aid by 524 volunteers



Barbara Davis received the Victorian Premier's Volunteer Champions Award in the Service category



St John provided 500 hours of free coverage to support The Royal Children's Hospital Good Friday Appeal



25 members marched for the first time with other emergency services including Ambulance Victoria (AV) and the Country Fire Authority (CFA) in the annual 'Pride March' – a statement march for the LGBTIQI community



Capital expenditure was directed towards: new monitors and equipment trolleys for the Medical Assistance Teams; facility upgrades at Barwon, Maroondah, Knox, Goulburn Valley, Bendigo, Greater Dandenong, Warrnambool and various antenna sites around Victoria; a new logistics vehicle; five new Hyundai Santa Fe vehicles; and 120 replacement stretchers (replacing every division's stretchers)



6,800 hours of free First Aid coverage were provided throughout the year



## 2017 Volunteer Engagement:

- 22,623 volunteer hours in January 2017 for events, the most ever for a single month
- 1st Quarter: A record-breaking 1,350 events attended (41 more than 2016)
- 1st Quarter: 52,272 volunteer hours for the quarter, 11,000 more than any other start to the year
- 311,412 volunteer hours contributed in 2017 – 4,262 hours or 3% more than the previous year
- 4,567 events attended
- 3 X Medical Assistance Teams were deployed simultaneously for the first time ever over Labour Day weekend at 3 separate music festivals



311,412

Volunteer hours



4,567

Events attended

## Youth Members

The focus of the St John Youth Victoria program in 2017 was the implementation of outcomes arising from the Youth Membership Model Review. Highlights included:

### • Management Structure

A new organisational structure was implemented to better support youth members and the adult youth staff involved. Key positions across all areas of St John Youth were given new accountabilities and titles, and changes were made to reporting lines with the development of a specialist youth management team.

### • Youth Leadership Opportunities

More contemporary leadership roles were created for youth members to provide opportunities to develop and demonstrate their leadership skills. A two-day Youth Leadership Course was also redeveloped.

### • Youth Project Officer

A part-time Youth Project Officer role was created – assuming responsibility for the implementation of important

elements of the St John Youth program and other initiatives in relation to young St John volunteers.

### • Youth Member Recruitment

Significant improvements were made to the recruitment process for new youth members into St John Youth. This included increased access to information for potential new recruits and opportunities to visit divisions.

### • Consultation with Youth Members

A number of consultation exercises were conducted in 2017 to seek the views of our youth members in relation to:

- A new St John Youth uniform;
- Development of a youth charter, which will form an agreement between St John and members aged between 12 and 25 years old; and
- Implementation of Child Safe Standards as part of our ChildWise accreditation process.



## Emergency Management

St John continued to invest heavily in new equipment and the maintenance of existing equipment and infrastructure required to provide Statewide response capability. As part of this capability, Divisional, Regional and State Emergency Management were regularly engaged in planning meetings and exercises to ensure that our organisation is prepared and ready to respond when called. Thankfully, and despite predictions, Victoria was fortunate to avoid the full extent and impact of the natural disasters that were forecast in 2017.

With increasing temperatures, fuel loads and dry conditions, St John members continued to put their hands up to assist community fire fighters to manage and reduce the risk to the Victorian community. Thankfully, this did not occur frequently in 2017.

The landscape of emergency management continued to evolve rapidly in 2017, with existing threats and emerging ones demanding our attention. Alongside bushfires and floods, St John was also called upon to assist

at less common incidents. In 2017 this included a fire in the housing commission flats in Fitzroy, with St John providing treatment to residents evacuated to the Fitzroy Town Hall. The organisation also prepared for human threats, with specific training undertaken with command personnel and a clinical presentation in a terror setting being presented at the National Conference.

St John also continued to play an active role in the Volunteer Consultative Forum. Chaired by the Emergency Management Commissioner, Mr Craig Lapsley, we were privileged to host the quarterly meeting at our State Office in September to bring greater focus to the value of volunteers.

St John was also a part of the panel of providers in 2017 that the Department of Environment, Land, Water and Planning (DELWP) used to support their personnel. As the lead First Aid provider and support agency to Ambulance Victoria for medical and First Aid services as part of the Emergency Management Manual Victoria (EMMV) we were a considerable asset to important community agencies.

# Transport Services



**25,351**  
patient movements

## Non-Emergency Patient Transport

Our service commitment to Non-Emergency Patient Transport remained high in 2017 with 25,351 patient movements. With a growth of 3.2% over 2016, service levels continued to meet or exceed our clients' expectations whilst providing an important service to the community. Achieving a perfect record on measured performance on our Ambulance Victoria contract, 2017 also saw St John deliver its first training course in Non-Emergency Patient Transport (Certificate III level).



## Coroners Court Contract

2017 saw the completion of our first full year of service on our contract with the Coroners Court. Alongside our Non-Emergency Patient Transport, our Coroners Court contract operated 24 hours a day, 7 days per week.

Having established a productive and co-operative working relationship with the Coroners Court team, 2017 saw our measured service performance steadily improve. This important contract required us to provide a flexible level of service, with metropolitan case volumes varying by up to 20% on a month-to-month basis. Regional repatriation case volumes showed a variance of over 25% on a month-to-month basis.

2018 will see us strengthen our commitment to this important service with the appointment of a Team Leader to provide direct field support to our Coroners Court contract team.



Elisabeth Woods, Mohammed Alam, Monash Mayor Paul Klisaris, CEO Gordon Botwright and Joan Martin

## Community Transport

In late 2017 St John launched a new transport service – Community Transport. A logical extension of our traditional transport services, this new service addressed an important service requirement for our ageing population who seek reliable, low cost transport options for medical appointments, community activities and supported mobility. Allowing us to engage a broad range of our existing internal business functions including our call centre for bookings, our volunteers to provide drivers (with 15 drivers now inducted to the program) and our transport communications team to provide on-road service support, we look forward to significant growth in this new service in 2018.



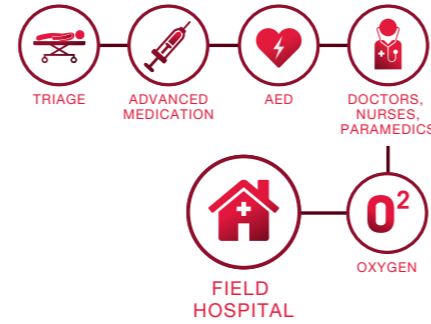


# Fleet Capabilities



## Medical Assistance Team (MAT)

A static field hospital, consisting of doctors, paramedics and nurses with advanced equipment and capability to manage the widest variety and highest acuity of medical emergencies at your event.



x1 FUSO Truck

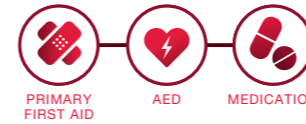


x1 Mercedes-Benz Sprinter Van



## Bicycle Emergency Response Team (BERT)

St John First Responder Medics, equipped with a bicycle that enables rapid access to casualties across wide event areas.



x1 Ford Transit

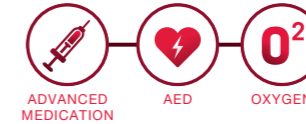


x12 Bicycles



## Non-Emergency Patient Transport (NEPT)

Utilising GPS location tracking systems to monitor arrival times of patients, the vehicle features include specialist bariatric and dual stretcher equipment with high acuity complex patient capabilities.

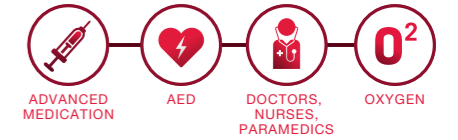


x22 Mercedes-Benz Sprinter



## Health Emergency Response Team (HERT)

Mobile crew of two (2) Health Professionals with advanced life saving equipment and medications to treat high acuity casualties.



x5 Hyundai Santa Fe



## Deceased Persons Services

An appropriate OH&S Safe Systems of Work equipment including, but not limited to, personal protective clothing and related safety equipment, cleaning materials, lifting and manual handling equipment capable of transporting Deceased Persons, including bariatric cases. The Coroners Court Contract vehicles include the same GPS system as in the NEPT vehicles along with 0-4 degrees celsius refrigerated vehicles for long distance transport.

- x1 Vehicle with 4 berth configuration
- x2 Refrigerated Vehicles with 2 berth configuration
- x4 Vehicles with 2 berth configuration



## Command + Communication Vehicles

- x1 Toyota Camry 
- x5 Hyundai i40 
- x7 Hyundai i30 
- x1 Ford Ranger Dual Cab 
- x6 Hyundai Santa Fe 
- x1 Mercedes Sprinter Comms Vehicle 
- x1 Bus 

## Intra-event Patient Transport Buggies

- x3 
- x1 




## Mobile First Aid Posts

- x8 Mercedes-Benz Vito 

## 4WDs Fitted with 1 Stretcher

- x7 Toyota Landcruiser 

## Mobile Single Stretcher First Aid Posts

- x56 Toyota HiAce SLWB 
- x4 Mercedes-Benz Sprinter 
- x1 Hyundai iLoad 


## Personnel Transportation Buses

- x2 Toyota HiAce 12 Seater Commuter Bus 

## CPR Lab

- x1 Mercedes-Benz ELWB Sprinter 

## Community Transport

- x1 Toyota Prius V 1.8 Hybrid CVT 

# Commercial Services

Our commercial First Aid products and training continued to drive the financial strength (60% of our revenue) of St John Ambulance Victoria in 2017 and provided essential income to enable the delivery of our Community Programs.

Our commercial services included:

- Delivery of accredited and non-accredited First Aid training courses in the workplace, online and through St John venues across the State
- Manufacture and supply of First Aid kits for homes and businesses distributed direct to the public and through our retail channels
- Supply of health related equipment including defibrillators, monitors and consumables



55,193  
people trained



Business Development Executive Team

2017 saw very solid growth in the sales of our First Aid products with growth of over 10% on 2016. Key highlights included:

- The delivery, installation and training of defibrillators to 392 sporting clubs as part of our Department of Health and Human Services contract
- The decision to insource our manufacturing and warehousing operations to go live in January 2018

In 2017 we trained over 55,193 people at our venues and workplaces, including 239 people trained online.

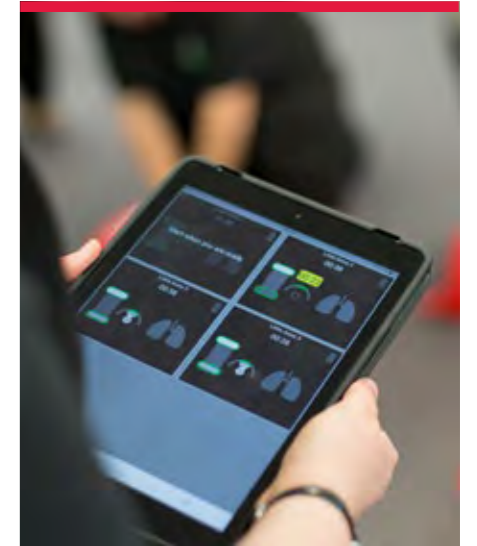
In 2018 we will implement a number of key strategies to strengthen and grow our First Aid product range and training offerings. This will ensure we deliver industry best experience and confidence to our participants to deliver First Aid in emergency situations.

## Business Development

2017 saw an important restructure within our Business Development team. Now a part of our Marketing and Fundraising operations, this change enabled integrated sales and marketing programs to be more effectively implemented. The resourcing of an additional business development executive based in regional Victoria enforced gains in these important functions by targeting local organisations and giving St John a stronger regional presence.

With renewed levels of energy and passion, our Business Development team generated more than \$3.6m in direct sales through corporate class training and defibrillators.

A strong sales representation in the field by expert business development executives in 2018 will continue to drive success for St John and ensure a strong surplus is generated to fund our Community Programs.



## QCPR – New Technology in CPR Training

Late 2017 saw the launch of QCPR. Capitalising on the power of visual learning, QCPR represented a significant leap in training technology. Offering individual feedback specific to the practical CPR demonstration, QCPR displays the accuracy of compressions (speed and depth) as well as ventilations and breaths. QCPR has now brought a new level of innovation to our First Aid education.

# Fundraising, Grants, Trusts and Bequests

With an increasing need to support our volunteers and the community in a very competitive fundraising landscape, our fundraising programs in 2017 aimed to support the acquisition of volunteer equipment and drive the strength of our Community Programs.



**\$1,055,241**  
Generated



**40,000+**  
People targeted through fundraising

During 2017 we ran three major fundraising appeals and applied for more than 51 funding opportunities through various grants and trusts. Achieving a record year, we generated an impressive \$1,055,241.

St John Ambulance Victoria is grateful to the many individuals, community groups and organisations who continued to support our work. Their generosity has enabled us to provide vital support to our volunteers, and to fund our important Community Programs.



Above: Bolinda Primary School receiving a lifesaving Defibrillator from funds raised by their local RSL whilst participating in the First Aid in Schools Program.

Left: Johnny Bear greeting a friend at the Royal Children's Hospital Good Friday Appeal



Naomi Martin reunited with the two volunteers that saved her life.

## Fundraising Appeals

Targeting more than 40,000 people, our three fundraising appeals during 2017 raised more than \$215,720 in funds for St John. The inspirational life saving story of Naomi Martin who was saved by a St John volunteer at a sports stadium was included in our 2017 appeal which also focused on our volunteer equipment needs.



## Grants and Trusts

With more than 51 applications in 2017 across Federal, State and Local Government organisations, as well as from various philanthropic trusts and foundations, we raised \$463,291 during 2017.

Some of our key successes included:

- \$248,404 in funding from Emergency Services Volunteer Sustainability (ESVS) – these funds went towards refurbishments of volunteer divisions and included the purchase of five Santa Fe AWD vehicles
- A \$20,000 grant from The Pierce Armstrong Foundation to deliver the First Aid in Schools Program to 2,000 students across Victoria
- \$8,000 from the A.L. Lane Foundation putting 800 primary school students within the Warrnambool region through our First Aid in Schools Program

# Public Relations and Social Media

The generation of successful publicity for St John Ambulance Victoria in 2017 played an important role in supporting the overall endeavours of our organisation.

Continuing to measure our success in terms of Advertising Value Equivalent (AVE), reach, and number of media clips generated, we achieved an impressive \$1.89 million in AVE, reached 90.2 million people, and received coverage across more than 283 media pieces. This result saw more than a 12:1 return on our investment relative to the cost of public relations.



**90.2m**  
people reached



**7,659**  
social media followers

The focus of our media stories in 2017 included summer safety tips; involvement in the Bourke Street incident; our Defibrillator Community Program; 'Save Stories' from people who completed a St John First Aid or CPR course; volunteer awards; and stories which highlighted the value of learning First Aid and CPR.



Image courtesy of the Ballarat Courier

## Our Volunteers and their work

Our 2,194 volunteers continued to form the backbone of our organisation. 2017 again saw significant media coverage highlighting their important work, capabilities and recognition of their efforts generated across multiple channels. Coverage of the awards received by our volunteers, including those presented by the Governor of Victoria – The Honourable Linda Dessau AM – was also received.

For full media coverage please visit [www.stjohnvic.com.au/media](http://www.stjohnvic.com.au/media)

## Key media highlights in 2017 included:

- **World First Aid Day** – raising awareness of the importance of First Aid during World First Aid Day by offering free CPR training at our Melbourne training centre
- **Thunderstorm Asthma Warning** – a timely warning to the public to stay aware and have an action plan during days when asthma attacks were likely
- **Heat First Aid** – making people aware of the warning signs of heat stroke and heat exhaustion and how to provide First Aid during hot weather days
- **Triple Zero Calls** – tips on how to recognise and treat simple First Aid related ailments and when to call Triple Zero
- **CPR Lab** – engaging local media stories of CPR Lab in various locations around the State



## Social Media

After establishing our social media function in 2016, 2017 saw us implement a continued stream of content across Facebook, LinkedIn, Twitter, Instagram, YouTube and our blog. Our growing online community continued to consume and share a range of tips, videos, volunteer and community news, with a combined social following reach of over 7,000, and a total reach of over 854,072 people.

# Community Programs

St John Ambulance Victoria Community Programs enjoyed another successful year in 2017. We trained 187,901 children through our First Aid in Schools Program (an increase of 12,272 from 2016), and in conjunction with the Department of Health and Human Services (DHHS), in 2017 we have successfully delivered 392 defibrillators to sporting groups in Victoria.

Our Community Programs continued to represent an important extension of our structured activities (such as accredited training courses) to build broader First Aid awareness to help achieve our vision of having one person educated, equipped and prepared to provide First Aid in every home, workplace and public gathering.



## First Aid in Schools

St John again set a national record in 2017 with more school children trained in First Aid than any other St John jurisdiction. By the end of the 2017 school year we had taught 187,901 students. In 2018, we aspire to train 200,000 students.

Since the First Aid in Schools Program began in late 2012, St John has taught over 670,045 Victorian primary school students. As a self-funded initiative, this represents a considerable gift to our community and an achievement that we are immensely proud of.



**187,901**  
Students trained  
in First Aid

Left: Presenter Matt teaching our First Aid in Schools Program at Brighton Primary School





### CPR Lab

The St John Mobile CPR Learning Lab is an important lifesaving initiative. Designed to build community resilience through training people in life-saving CPR, the CPR Lab travelled around the state in 2017 teaching Victorians life-saving compression based CPR in just 10 minutes.

This state of the art Mobile Learning Lab offered high-tech, fast paced learning to quickly upskill our community and equip them with the skills, knowledge and confidence to respond in an emergency with CPR.

In 2017, our CPR Lab trained 11,098 people across Victoria, well exceeding its target of 10,000 people. We also had a highly successful launch of CPR Lab Lite at Chadstone Shopping Centre which saw an impressive 1,386 people trained in CPR in just one week. This participation exceeded all expectations and extended our lifesaving mission and exposure in areas of our community that we don't usually reach.



### Defibs Save Lives

St John continued to promote the importance of defibrillators throughout 2017. Emphasising the devices' small size, ease of use, and low relative cost, St John educated the community about the difference they can make in life and death sudden cardiac arrest scenarios.

[www.defibssavelives.com.au](http://www.defibssavelives.com.au)



### Burns First Program

Funded by the Julian Burton Burns Trust, and co-supported by Clipsal and Schneider Electric, this community initiative allowed St John to promote care and prevention of burn injuries.

Aiming to raise awareness of the acute treatment of burns Australia wide, 2017 saw St John issue 229 Burns First Certificates.

[www.burnsfirst.com.au](http://www.burnsfirst.com.au)



# People and Culture



## Engage Educate Empower

### Diversity and Gender Equality

St John Ambulance Victoria is committed to its goal of fostering an inclusive and equitable work environment for volunteer members and employees. Recognising the benefits of diversity, and the fresh ideas and perceptions which accompany this, St John is committed to empowering a more rewarding and efficient workplace, and creating value in our Community Programs, products and services.

Our skilled, compassionate and caring volunteers and staff bring a diversity of experience, age, gender, disability, ethnicity, marital or family status, religious or cultural background, sexual orientation and gender identity. All volunteers contribute to our mission of Saving Lives through First Aid and make St John the wonderful organisation it is today.

St John is proud of our multi-cultural, diversity rich and gender balanced workforce, and in 2017 we were honoured to support the Midsumma Pride March and the Multicultural Food Day.



Women account for  
**50%**  
of paid leadership roles



St John Soccer Team "The Reds" at the Emergency Services Games

With strong female representation, 61.99% of our volunteer membership (44.64% of leadership roles), and 55.6% of our paid employee workforce (50% of leadership roles) are women.

Reporting to the Workforce Gender Equality Agency (WGEA) annually, St John is compliant with the Workplace Gender Equality Act 2012 (Act) for the 2016/2017 period.



Winner of the WHY competition Marion from Kit Servicing receiving her award from CEO Gordon Botwright.

### Engagement

The 2017 St John Engagement Strategy was focussed on off-site employee engagement and identifying methods to enhance connection with our volunteers. A large component of this strategy included a series of videos that recognised our volunteer workforce for the outstanding work they undertake for both the organisation and the community, and bi-annual CEO updates outlining St John's achievements. We also encouraged our people to get in touch with their 'Why' and demonstrate their passion for our organisation.

A number of initiatives were introduced across the organisation including continuation of the FISH! Team Building Program, external leadership speakers as part of our 'Injection of Joy' program, leadership/future leaders programs, attendance at a Women and Success Leadership Day and the launch of the screen based communication tool 'The Pulse' at St John sites. St John also embraced engagement via social media, implementing the 'Workplace' application – a collaborative platform run by Facebook.

A supporter of the 2017 Police and Emergency Services Games, St John had entries in netball, table tennis, soccer, volleyball and athletics. Our most successful games to-date, St John was proud to bring home three gold medals in athletics and a bronze in table tennis.





## Child Safety and Protection

As an organisation working with children, St John:

- Recognises that children, as individuals, have the right to be treated with dignity and respect, free from emotional and physical danger, abuse and neglect
- Places the highest priority on its duty of care to ensure that the children for whom it has a responsibility are protected against people and events which may cause them harm

With new Child Safe Standards coming into force on 1 January 2017, St John was committed to not only being compliant to these standards, but to working towards being a centre of excellence for child safety and protection.

In 2017, this commitment extended to partnering with ChildWise to work towards gaining Child Safe Certification. A further demonstration of St John's commitment to the community that their children are safe in our hands, in 2017 we undertook to implement and maintain best practice standards for protecting all children. Certification is expected to be realised by mid 2018.



## Work Health and Safety

St John has continued to achieve an overall reduction in safety related incidents over the last four years.

People and Culture implemented a number of safety initiatives in 2017 including the launch of the St John Safety Super Heroes program during National Safe Work Month in October. A series of animated comic scripts were released demonstrating the importance of driver safety, preventative measures for slips, trips and falls and manual handling.

Despite the fun associated with the concept, there was a serious message that outlined the importance of making safety everyone's responsibility and ensuring that our people play a leading role in reducing and eliminating hazards in the workplace.



Above: St John trainers at the launch of the St John Safety Superhero program



Team member Fay preparing for the launch of her recycling and environmental awareness innovation.

## Innovation

Critical to the continued success of every organisation, our innovation in 2017 focused on the development and improvement of new products or services, internal processes, technologies and customer service. With this in mind, St John launched an internal innovation program that empowered our people to present new and creative ideas to ensure innovation continued to be an integral part of our culture. A number of new initiatives resulted from this process, encompassing innovation in our customer experience, recycling and environmental awareness, and our First Aid in Schools Program.

Left: Volunteer supporting runners at the Colour Run

# Lord Prior Lt Col Malcolm Ross

As part of his Australian tour and following the St John Ambulance Australia National Member Conference in Hobart, Lord Prior Lt Col Malcolm Ross visited Melbourne in May 2017 to tour our facilities and experience first-hand what we do here in Victoria.

As head of St John Ambulance International, we were honoured to have Sir Malcolm and his wife, Lady Susan, together with National Chairman Mark Compton and the National CEO at the time, Robert Hunt, spend time with our staff.

Top: National Chairman Mark Compton, Lady Susan, Sir Malcolm, St John CEO Gordon Botwright and First Aid in Schools Presenter Matt at Mt Waverley Primary School.

Bottom left: St John Victoria CEO Gordon Botwright and Lord Prior Lt Col Malcolm Ross



## Order Affairs

### The Most Venerable Order of The Hospital of St John of Jerusalem

#### Investiture

Held at Government House in Melbourne on Wednesday 24 May 2017. Her Excellency, the Honourable Linda Dessau AC DStJ, Governor of Victoria, presented insignia to 16 members who were admitted or promoted in the Order.

#### Annual Church Parade and Service

On Sunday 18 June 2017, the Annual Church Service for members of the Order of St John was held at St Paul's Cathedral, Melbourne. This Service was conducted by the Dean of Melbourne, The Very Revd. Dr Andreas Lowe OStJ. It was pleasing to see a number of St John volunteer members attend this special event.

#### Annual Dinner

The Annual Dinner for Victorian members of the Order was held at the William Angliss Institute in Melbourne on Saturday 14 October 2017. The guest speaker was Professor George Braitberg, Director of Emergency Medicine Royal Melbourne Hospital, who is also a Director on our Board. Professor Braitberg spoke on the changing face of medicine. This year was the first time the function was held on a Saturday evening which enabled a lot more members to attend. A key focus of the Order Affairs Committee during 2017 has been to promote the Order across the organisation and further engage Order membership to support St John programs.

# Victorian Members of the Order

## For Admission as Officer

Ms Virginia Bourke OSTJ

## For Promotion as Officer

Mrs Maree Pritchett OSTJ

## For Admission as Member

Mr Mark Engel MStJ

Dr Alison Ford MStJ

Mr Brad Kast MStJ

Ms Heather Lavery MStJ

Ms Angela Marroncelli MStJ

Miss Christine Morrison MStJ

Reverend Canon Heather Patacca MStJ

Mr Paul Symmons MStJ

Ms Erin Wallace MStJ

## VALE

The Right Honourable Sir Ninian Stephen  
KG, AK, GCMG KStJ

Mr Brian Carey KStJ

Mr Mervyn Goodall OAM, KStJ

Dr Frederic Bouvier CVO, OBE, MStJ

Professor Richard Divall AO, OBE, OSTJ

Ms Pamela Ellem MStJ

Mrs Shirley Holt MStJ

Mr Ernest John I'Anson MStJ

Mr Ronald Jacobs MStJ

Mr Gavin Martin MStJ

Miss Gladys Mills MStJ

Mr Arthur Uren MStJ



# The Most Venerable Order of the Hospital of St John Jerusalem

## Knights of Justice

The Right Reverend Dr. Peter Hollingworth,  
AC, OBE KStJ  
Dr Iain Nicolson KStJ

## Knights and Dames of Grace

Her Excellency Linda Dessau AM DStJ  
Miss Dorothy Bache DStJ  
Mr Richard Bluck AM, RFD. KStJ  
Dr Edward Brentnall, MBE, OAM KStJ  
Mr Peter Burke KStJ  
Mrs Elizabeth Chernov DStJ  
The Honourable Alex Chernov, AC QC KStJ  
Lady Anna Cowen DStJ  
Mr John F. Crennan KStJ  
Mr Frederick Davidson AM KStJ  
Mrs Barbara Davis DStJ  
Mrs Janice de Kretser DStJ  
Professor David de Kretser, AC KStJ  
Mr Wayne Deakes KStJ  
Mr William Foley KStJ  
Mrs Lorraine Glover DStJ  
The Honourable Sir James Gobbo, KG AK  
GCMG GCVO KBE PC QC KStJ

Mr Stewart Granger, BEM KStJ  
Mrs. Kathleen Ann Hollingworth DStJ  
Mrs Lynne Landy DStJ  
Mr John Landy, AC, MBE KStJ  
Mr Ashley (Edgar) Mason KStJ  
Dr Allan (James) Mawdsley OAM KStJ  
Mrs Joan Patterson OAM DStJ  
Maj Gen Francis Poke, AO, RFD, ED KStJ  
Professor Jeffrey Rosenfeld, AM, OBE KStJ  
Mrs Margaret Switzer DStJ

## Chaplains

The Most Reverend Philip Freier ChStJ  
Very Reverend David Richardson ChStJ

## Commanders

A/Professor Brett Aimers CStJ  
A/Professor Francis Archer, OAM CStJ  
Mrs Gladys Blackstock CStJ  
Dr John Byrne CStJ  
Mrs Janet Calvert-Jones, AO CStJ  
Mr Brian Cantlon, MBE CStJ  
Mrs Merle Carey CStJ  
Ms Dawn Cochrane CStJ

Mr Robert Correa CStJ  
Mr Peter Cudlipp CStJ  
Mr Jerome Currie CStJ  
Mr Charles Curwen, CVO, OBE CStJ  
Dr Alan S. Davis CStJ  
Mr Neil Dine, JP CStJ  
Mr Timothy Duncan CStJ  
Mr Justin Dunlop ASM CStJ  
Mr Alan Eade ASM CStJ  
Mrs Gloria Flatt CStJ  
Mrs Beryl Granger CStJ  
Mr Benjamin Gronow CStJ  
Mr James Humphrey CStJ  
Mr John Ireland CStJ  
Mr George Jackson CStJ  
Mr Gavan Keane CStJ  
Mr Bruce Kidney CStJ  
Dr Peter Leffler CStJ  
Mr William Mackieson CStJ  
Mr Alan Marshall CStJ  
Mr John Marshall CStJ  
Mrs June McRae CStJ  
Mr Sinclair Miller, AO, LVO, QPM CStJ  
Mr Peter Neylon CStJ  
Mr Anthony Oxford, ASM, OAM CStJ  
Mr Cameron Oxley CStJ  
Mrs Julia Penaluna CStJ  
Mr Max Penaluna CStJ  
Mr Maxwell Phelan CStJ  
Mr Ian Rogers ASM CStJ

Mr Michael Sellar CStJ  
Mrs Grace Shaw CStJ  
Lady Valery Stephen CStJ  
Mrs Deborah Taylor CStJ  
Mrs Correne Wassertheil CStJ  
Mr Alan Williams CStJ  
Mr Cyril Williams CStJ

## Officers

Dr Robyn Anker OSTJ  
Miss Kristy Austin OSTJ  
Mrs Judy Bacon OSTJ  
Mr Anthony Baker OSTJ  
Mr Carl Barnard OSTJ  
Mrs Betty Barned OSTJ  
Sister Joan Batson OSTJ  
Mr Lindsay Bent OSTJ  
Mrs Margaret Briggs OSTJ  
Ms Kathleen Buick OSTJ  
Ms Virginia Bourke OSTJ  
Mrs Lynne Burgess OSTJ  
Dr Mark Burton OSTJ  
Ms Tania Canidisech OSTJ  
Mr Bruce Caslake OSTJ  
Mr Alan Caust OSTJ  
Mrs Cherie Cheshire OSTJ  
Mr James Cheshire JP OSTJ  
Mrs Maureen Chesser OSTJ  
Mr Daniel Ciccossillo OSTJ  
Mr Murray Neil Comrie, AO,  
APM OSTJ

Mr Michael Connelly OSTJ  
Mr Peter Dalton OSTJ  
Mr Trevor Daly OSTJ  
Mrs Margaret Dart OSTJ  
Mr Norman Dart OSTJ  
Mr William Davis OSTJ  
Ms Diana De Silva OSTJ  
Ms. Dianne Dickson OSTJ  
Mr Wayne Donaldson OSTJ  
Mr Alan Drayton OSTJ  
Mr Lucas Drew OSTJ  
Dr Martin Dutch OSTJ  
Mr Gary Edwards OSTJ  
Mr Ian Ewart OAM OSTJ  
Miss Susan Fayers OSTJ  
Dr Nadine Fisher OSTJ  
Miss Anne Fogarty OSTJ  
Mrs Nancy Foley OSTJ  
Major John Frewen OSTJ  
Mr Alan Fry OSTJ  
Miss Thelma Gibson OSTJ  
Mr Kelvin Glare, AO, APM OSTJ  
Mr Paul Gsodam OSTJ  
Mr Pierra Guillemin OSTJ  
Mrs Cynthia Gurner, OAM OSTJ  
Dr Francis Harder, OAM OSTJ  
Mr Ross Harlock OSTJ  
Sister Ailsa Howe OSTJ  
Mr Christopher Huggins OSTJ  
Mr Victor Ivory OSTJ

Mr Norman Jackson OSTJ  
Mr Ian Johnson OSTJ  
Mr Walter Kelly OSTJ  
Mr Francis Kuffer, OAM OSTJ  
Mr Geoff Lacey OSTJ  
Miss Jeanette Lacy OSTJ  
Miss Alva Lamprell OSTJ  
Mr Harry Larchin OSTJ  
The Very Revd Dr Andreas  
Loewe OSTJ  
Mr Kevin Lomas OSTJ  
Dr Colin N Luth OSTJ  
Mrs Judith Mackieson OSTJ  
Mr James Mays OSTJ  
Mrs Lily McDonald OSTJ  
Mr Kenneth McDougall OSTJ  
Mr Stuart McEwan OSTJ  
Mr Scott McMurtrie OSTJ  
Mr Laurence McQuade OSTJ  
Mr Alexander Medancic OSTJ  
Mr Andrew Mentiplay OSTJ  
Mrs Shirley Moon OSTJ  
Ms Gwen Neylon OSTJ  
Mrs Lynne Panayiotis OSTJ  
Mr Grant Parker OSTJ  
Mr Leslie Parkinson OSTJ  
Mr John Perry OSTJ  
Mr Noel Pianto OSTJ  
Mrs Maree Pritchett OSTJ  
Mr Gordon Robins OSTJ

Dr Scott Santinon OSTJ  
Miss Helen Sefton OSTJ  
Ms Lisa Senini OSTJ  
Mrs Patricia Shields OSTJ  
Mr Anthony Smith OSTJ  
Mr Vaughan Smith OSTJ  
Ms Robyn Stone OSTJ  
Mrs Lesley Swallow OSTJ  
Mr Robin Syme, AM OSTJ  
Mrs Jane Teasdale OSTJ  
Mr Brian Twomey OSTJ  
Mr Arie Van Der Stoep OSTJ  
Mr Leo Van Der Toorren PSM OSTJ  
Mr Henry Van Ginkel OSTJ  
Dr Geoffrey Vaughan OSTJ  
Mr Leslie Vearing OSTJ  
Mrs Evelyn Warner OSTJ  
Dr Sherrie Wentworth OSTJ  
Ms Mary Wilkinson OSTJ  
Mr Robert Wilson OSTJ  
Miss Daphne Womersley OSTJ  
Mrs Loris Zaal OSTJ

## Members

Mr Dean Adams MStJ  
Mr Stephen Aitken MStJ  
Mr Neil Akers MStJ  
Mr Ben Allan MStJ  
Mr Aaron Altonhof MStJ  
Mr Peter Altonhof MStJ

Mrs Gladys Ampt MStJ	Mr Terence Clark MStJ	Mrs Patricia Fay MStJ	Mrs Megan Holmes MStJ	Ms Angela Marroncelli MStJ	Mrs Shirley Moxon MStJ	Mrs Michelle Ruemmler MStJ	Mr Harry Turner MStJ
Mrs Amy Anderson MStJ	Mr Thomas Clark MStJ	Mr Donald Fayers MStJ	Mrs Marianne Hoogwerf MStJ	Mr Andy Marshall MStJ	Mr Gordon Muir MStJ	Mr Graham Ryan MStJ	The Very Reverend Dennis Arnold Van Derwolf MStJ
Mr Keith M. Anker MStJ	Sister Beryl Clarke MStJ	Mrs Jennifer Fayers MStJ	Mr Stephen Horton MStJ	Mr Kenneth Marshall MStJ	Mrs Virginia Murphy MStJ	Mr Peter Ryan MStJ	Dr Matthew Waixel MStJ
Mr Edward Bahn MStJ	Mr Nicholas Clarke MStJ	Miss Elizabeth Field MStJ	Mr Daryl Hulls MStJ	Mr Francis John Mason MStJ	Mrs Jill Murray MStJ	Mrs Maree Salter MStJ	Mrs Heather Waldron MStJ
Mr David Bannister MStJ	Mr Ian Cleator MStJ	Mr Michael Fletcher MStJ	Mr Brett Hume MStJ	Mrs Gwendoline Mathieson MStJ	Mr Warren Nankervis OAM MStJ	Mr Peter Sambell MStJ	Ms Erin Wallace MStJ
Mrs Debra Bartlett MStJ	Mr Rodney Collins APM, OAM MStJ	Mrs Barbara Foord MStJ	Mr Jarrod Hunter MStJ	Ms Bridget Maxwell MStJ	Mr Peter Oakley MStJ	Mr Cary Sandell MStJ	Mr Robert Wallace MStJ
Mr John Barton MStJ	Mrs Patricia Cook MStJ	Dr Alison Ford MStJ	Mrs Dorothy Hutchings MStJ	Dr James McCusker MStJ	Mr Gordon Ortman MStJ	Mr Daniel Sefton MStJ	Mrs Eveline Walters MStJ
Mr Malcolm Beal MStJ	Mr Brendan Corcoran MStJ	Mrs Jan Fraser MStJ	Mr Robert Hutchings MStJ	Mrs Lily McDonald MStJ	Mrs Clare O'Sullivan MStJ	Mr Kenneth Shields MStJ	Mr Kevin Wanstall MStJ
Mrs Kay Bell MStJ	Mr Anthony Courtney MStJ	Sister Pamela Fry MStJ	Mrs Lynette Iliffe MStJ	Mr Andrew McDonell ASM MStJ	Mr Joseph O'Sullivan MStJ	Mrs Margaret Shine MStJ	Mr Andrew Wassertheil MStJ
Miss Heather Blackman MStJ	Mrs Michell Crawford MStJ	Mr Chris Gahan, OAM MStJ	Mrs Norma James MStJ	Mr George McEwan MStJ	Mrs Brenda Oxford MStJ	Mr Harold Simberg MStJ	Sister Winifred Watts MStJ
Mr Paul Blaich MStJ	Mr Peter Crawshaw MStJ	Mr Daryn Gardner MStJ	Dr Nicholas Jansen MStJ	Ms Nicole McEwan MStJ	Mrs Jaime Oxford-Nadin MStJ	Ms Jessica Simpson MStJ	Mrs Ida Webster MStJ
Mrs Lindsey Booth MStJ	Mr John S. Crennan MStJ	Mr Michael Georgiou MStJ	Mr Donald Jarrett MStJ	Mrs Brenda McIntosh MStJ	Mr Symeon Panayiotou MStJ	Mrs Kathleen Simpson MStJ	Mr Neil West MStJ
Mrs Sharon Boscacci MStJ	Mr John S. Crennan MStJ	Mr Craig Giles MStJ	Mrs Clare Jeans MStJ	Mr Michael McKeown MStJ	Ms Marie Parker MStJ	Mr Russell Sincock MStJ	Dr Robert West MStJ
Mr Frederick Brown MStJ	Ms Sophia Cull MStJ	Mr Frederick Gill MStJ	Mrs Lynette Johnson MStJ	Mr Peter McKinnon MStJ	Reverend Canon Heather Patacca MStJ	Mrs Martha Smith MStJ	Dr Leslie Wheeler MStJ
Mrs Judy Brown MStJ	Mr Gordon Curtis MStJ	Mrs Miranda Gipps MStJ	Mrs Ruth Kain MStJ	Ms Melanie McMurtrie MStJ	Mr Nigel Patience MStJ	Mr Peter Smith MStJ	Mr Donald White MStJ
Mr William Buckle, BEM MStJ	Mr Malcolm Curtis MStJ	Mr John Golino MStJ	Mr Brad Kast MStJ	Mrs Dorothy McPherson MStJ	Dr Emma Patterson MStJ	Ms Wendy Smith MStJ	Mr Mark White MStJ
Sister Beverley Bullen MStJ	Mr Timothy Danaher MStJ	Mr Bernard Goss MStJ	Mr Reginald Kemp MStJ	Mr Ian McPherson MStJ	Ms Ann Payne MStJ	Dr Eugene Spangaro MStJ	Mr Greg Williamson MStJ
Mrs Joy Burnell MStJ	Mr Lloyd Davies MStJ	Mrs Kerry Goulson MStJ	Mr James Kennedy MStJ	Mr Ronald McTaggart MStJ	Miss Simone Pearce MStJ	Ms Bernadette Sparkes MStJ	Mr George Wilson MStJ
Ms Frances Burns OAM MStJ	Mr John Davis MStJ	Mr Graham Green MStJ	Mrs Constance Kennedy MStJ	Dr Hugh Melville MStJ	Mr Daniel Petrotta MStJ	Mr William Spinks MStJ	Mr Keith Wilson MStJ
Mr George Burns OAM MStJ	Mr Harold Alan Day MStJ	Ms Jo-Anne Grenenger MStJ	Mr Brenton Key MStJ	Dr Lachlan Miles MStJ	Mrs Beverley Phillips MStJ	Mrs Margaret Spinks MStJ	Mr Greg Wilton MStJ
Mrs Joyce Burt MStJ	Dr Elizabeth Deveny MStJ	Mrs Tracy Grigg MStJ	Dr Elizabeth Killoh MStJ	Mr Peter Mill OAM MStJ	Mr Rodney Phillips MStJ	Mr Charles Spiteri MStJ	Mr Claus Peter Winckler MStJ
Mr Paul Burton MStJ	Sister Jennifer Deverson MStJ	Ms Courtney Grigg MStJ	Mr James Knopp MStJ	Miss Helen Miller MStJ	Mr Donald Pickens MStJ	Mr Lyle Spokes MStJ	Mr John A. Wiseman MStJ
Mrs Peggy Byrd MStJ	Ms Jayne Dicketts MStJ	Mrs Gale Gronow MStJ	Ms Amy Kwik MStJ	Mr Robert Miller MStJ	Mrs Catherine Polinelli MStJ	Mrs Edith Spoons MStJ	Dr John F. Wiseman MStJ
Mr Peter Cain MStJ	Mr Eric Donald MStJ	Ms Katherine Gronow MStJ	Ms Fay Langstaff MStJ	Mr Robert Milliken MStJ	Mr Jeffrey Priest MStJ	Mrs Theresa Sprekos MStJ	Ms Michelle Vos MStJ
Mr Alan Caldwell MStJ	Mrs Helen Donaldson MStJ	Ms Samantha Gronow MStJ	Ms Heather Lavery MStJ	Mr Domenico Misale MStJ	Mr David Priestley MStJ	Mrs Lillian Stephens MStJ	Mr Donald Wright MStJ
Mr Nicholas Callanan MStJ	Mr Stuart Donaldson MStJ	Sister Inez Growse MStJ	Mr Ian Lawrence MStJ	Mrs Heather Mitchell MStJ	Mr Darron Pritchett MStJ	Miss Nellie Stephenson MStJ	Mrs Kathleen Wright MStJ
Mrs Susan Carnes MStJ	Mr William Duncan MStJ	Dr Peter Hadley MStJ	Ms Barbara Jane Lean MStJ	Mr Peter Mitchell MStJ	Dr David Quin MStJ	Dr William Straffon MStJ	Mr Gary Wyatt MStJ
Mr Malcolm Carson MStJ	Mr Alistair Dunn MStJ	Mr Alan Harvey MStJ	Mrs Margaret Ledley MStJ	Mr Kevin Moloney MStJ	Mr Dale Quinn MStJ	Mr Kenneth Swanson MStJ	Mrs Sheila Wylie MStJ
Miss Margaret Carter MStJ	Mr Daniel Dycer MStJ	Mr Jay Hateley MStJ	Mr Han-Wei Lee MStJ	Mr Wayne Moloney MStJ	Mrs Yvonne Radcliffe MStJ	Mr Paul Symmons MStJ	Dr James Xavier MStJ
Mr Leo Cartwright MStJ	Mrs Lynette Edwards MStJ	Mr Anthony Hayes MStJ	Mr Trevor Lemke MStJ	Mr Troy Montgomery MStJ	Mr Ian Ramsdale MStJ	Mrs Sharon Taucher MStJ	Mr Rodney Young MStJ
Dr Charles Castle MStJ	Mr Mark Engel MStJ	Mr Andrew Haywood MStJ	Mr Richard Lodder MStJ	Mrs Leah Moore MStJ	Miss Edith Rawson MStJ	Ms Catherine Taylor MStJ	
Mr Neil Caughey MStJ	Mr Paul Engler MStJ	Mrs Marjorie Henry MStJ	Arch Dec. Frank Lowe MStJ	Mrs Lesley Moore MStJ	Mr Michael Ray MStJ	Mr John Teague MStJ	
Mrs Marie Chaplin MStJ	Mr Adrian Etherton MStJ	Mr Michael Henzell MStJ	Miss Georgina Luckman MStJ	Mr Martin Moran MStJ	Mr Graeme Robinson MStJ	Mrs Patricia Thompson MStJ	
Ms Jacqueline Christini MStJ	Mr David Evans MStJ	Ms Elizabeth Herzog MStJ	Mr Frederick Luke MStJ	Mrs Heather Morrison MStJ	Dr Charles Roseby MStJ	Mr Bruce Trappett MStJ	
Mrs Jessica Ciccossillo MStJ	Mr Graham Fary MStJ	Ms Beverley Holder MStJ	Dr Howard Marks MStJ	Miss Christine Morrison MStJ	Mrs Julie Rubira MStJ	Mrs Barbara Trimnell MStJ	
	Dr Rodney Fawcett MStJ						

# Honours and Awards

## 1st Gilt BAR

*Representing 32 Years Service*

Mr Alan Eade  
Mr Donald Pickens  
Mr Charles Spiteri

## 3rd BAR

*Representing 27 Years Service*

Mr Peter Crawshaw  
Mr Lucas Drew  
Mr Peter Mill  
Dr Iain Nicolson

## 2nd BAR

*Representing 22 Years Service*

Ms Maree Baker  
Mrs Frances Burns  
Late Miss Pamela Ellem  
Mr James Fitzgerald  
Mr Michael Henzell  
Mr David McGrath  
Marie Parker  
Mrs Helen Sefton  
Mr David Smith

## 1st BAR

*Representing 17 Years Service*

Mrs Jessica Ciccossillo  
Ms Belinda Corcoran  
Mr Daryl Hulls  
Mr Matthew Jaskolski  
Miss Caroline Long  
Ms Angela Marroncelli  
Ms Claire Moore  
Ms Leah Moore  
Ms Gail Parkinson  
Mr Paul Symmons

## 12 Long Service Medal

Mr William (Ben) Allan  
Mr Jack Boessler  
Mr Danie Bunting  
Ms Jacqueline Christini  
Ms Jayne Dicketts  
Mr Kevin Dowlan  
Ms Tracy Grigg  
Mr Simon Goode

Ms Brooke Hunt  
Ms Robyn Jones  
Mr Sam Maudsley  
Mrs Brenda Oxford

## Grand Prior's Award

Miss Eliza Allen  
Mr Bradley Singe  
Mr Oliver Singe  
Miss Renee Toscas  
Miss Zoe King

## 1000 Hours Certificate

Patrick O'Connell

## Silver Commendation

Mrs Gladys Blackstock  
Mrs Michell Crawford

## Gold Commendation

Mrs Barbara Davis



# Thank You Volunteers

“ I particularly thank our volunteers across Victoria for their continuing and dedicated service to the Victorian community. ”  
– Virginia Bourke, Chairman

“ My wife Lynda Russell suffered a medical issue last night at the tennis which required the first aid assistance of your paramedics. Thankfully she has made a good recovery but I would like to thank you for the totally professional and timely manner in which she was attended to. The paramedics did an excellent job with Lynda and reassured both of us. Please pass on our thanks and best wishes to the staff concerned. ”

– John R.



“ Thank you for being an amazing organisation and assisting us on the day! The people you sent were fantastic in their roles and couldn't have done a better job! The event was so successful because of the professionalism of organisations like yours! ”  
– World No Tobacco Day Fun Run



“ We attended Toruk on Saturday night and were seated a couple of rows behind a lady who collapsed. She was attended by two male First Aid Officers and I would like to compliment them on their management of her in what were difficult circumstances. While I couldn't hear what they were saying to her, they were both very professional, calm and caring in their dealings with her. As a health professional, I would have been very happy to have been cared for by this team and would appreciate this feedback being passed on to them. ”  
– Jenny G.





“ I was contacted by one of my members today who brought a friend who was showing stroke like symptoms to your crew at ANZAC Day in Sunbury. I have been asked to pass on his thanks at the professionalism shown by your members at the time. He is doing well in hospital. It turned out to be a seizure instead of a stroke ”

– Victoria State Emergency Service



“ I am a staff member at the Australian Open this year and yesterday I received treatment from your staff. I just wanted to say the young man who treated me (Adam Baker) was absolutely fantastic! He was patient with me and very reassuring. He's very good at his job and I just wanted to pass on some feedback. I am very appreciative of his time and also all the other lovely volunteers who were at the AO festival First Aid room. You have some very genuine and great staff at your disposal! ”

– Nick L.



“ Thank you so much to the St John Events Team for looking after us all at our 40th Warrandyte Festival. Your volunteers were amazing as usual and obviously know the drill regarding van positioning etc. Very much appreciated, and please thank all your kind and caring volunteers on behalf of the Warrandyte Festival Committee. Hopefully you can attend next year! ”

– Warrandyte Festival Committee





# Financial Overview

2017 was a successful year financially for the organisation. Event Health Services revenues for 2017 were higher than 2016 levels due to the increased customer service focus including an increase in specific customer facing roles. During 2017 we maintained our commitment to servicing community programs and events such as ANZAC Day parades and our preparedness to respond to emergencies and disasters such as bush fires. Commercial revenues increased over 2017 due in part to increases in

marketing and sales spend and overall performance for the year ended 31st December 2017 was a pleasing one.

Fundraising revenues grew year on year through a number of generous bequests and successful direct mail campaigns. We also received a number of Commonwealth and State Government grants throughout the year.

There were no material transactions for St John Holdings during the year.

Financial Summary	2017 / \$000's	2016 / \$000's	Variance / \$000's
Commercial Revenues	26,689	22,682	4,007
Government Grants	564	414	150
Fundraising Revenues	649	482	167
Event Health Services Revenues	3,112	2,866	246
Other Non-Commercial Revenues	70	69	1
Total revenues	31,084	26,513	4,571
Surplus/Loss	1,742	1,032	710

## Income

In 2017 we experienced a strong first half of the year followed by a softer second half. Revenues for the year exceeded the previous year by 17.2%, with first aid product sales being the standout.

The fifth year of non-emergency patient transport operations performed in line with expectations during the year with the inclusion of a full year of revenue from the Coroners Court contract. The business continues to achieve industry best practice efficiency ratings from the regulator, although there is still much work to be done to achieve the necessary scale in this new business.

Demand for First Aid Services at events continued to increase and it was very pleasing to note revenue increased by 8.6% on 2016.

In 2017 our subsidy to our expanding range of community programs including our volunteers and our free First Aid in Schools Program, that trained almost 188,000 school students during the year, was \$1.7m.

Once again we acknowledge the Commonwealth and Victorian State Governments who provided a number of equipment and project grants throughout the year.

As an independent not for profit organisation and registered charity, St John is not part of any government agency or authority. As a result we generate almost all of our revenue requirements through our business activities and fundraising initiatives. Without the generous support of the philanthropic community in Victoria we could not continue to provide our

services to the Victorian community. We sincerely thank them, along with all the generous individuals who made donations or bequests to St John during the year.

## Expenses

Our management team has done another excellent job in maximising efficiencies and minimising costs during the 2017 year.

## Capital Expenditure

2017 saw a substantial capital investment of \$1.277M during the year with a priority on the continuation of the replacement of our ageing software systems, vehicles and equipment.

### Capital Highlights:

- Continuation of the event health fleet replacement plan with another 5 vehicles being commissioned in 2017
- Replacement of MAT Defibrillator monitors valued at \$116,025 (excl. GST)
- Continued rollout of tablet based digital patient records (ePCR) for event and emergency management
- Purchase of a communications truck for the command fleet
- Purchase of a CRM platform
- Fitout of a new premises for our commercial product warehousing



## Outlook 2018

The outlook for the Victorian economy remains cautious for 2018. However, we are well placed to continue to invest in our outstanding people and an expanding development pipeline that will sustainably support our expanding community programs.

### Our priorities for 2018 include:

1. Continue to increase our investment in sustainable community projects consistent with our mission of Saving Lives through First Aid and our aspirational goal to have at least one person educated, equipped and prepared to provide First Aid in every home, work place and public gathering
2. Increase resourcing to our extensive volunteer recruitment and retention programs to increase volunteer numbers and engagement
3. Increase our business revenues and margins in line with our ambitious growth plans
4. Increase financial support from philanthropic organisations
5. Achieve appropriate scale in our non-emergency patient transport operations
6. Continue to replace the volunteer fleet vehicles as required
7. To remain disciplined around expenditures, costs and opportunities
8. To continue to invest in our people and other assets in line with our strategic plan to enable us to conduct all our activities in a professional and safe manner

# Governance – Board of Directors Victoria



**Virginia Bourke**  
Chairman



**Rod Collins**  
APM OAM MStJ  
Director



**Mark Engel**  
Director



**Prof. George Braitberg**  
Director



**Caroline Elliott**  
Director



**Paul Davidson**  
Director



**Gordon Botwright**  
Chief Executive Officer

St John Ambulance Australia (Victoria) Inc is an independent Incorporated Association and a member of the St John Ambulance Australia Federation.

## Meeting of Members

During the financial year, 9 meetings of members were held. Attendance by each member was as follows:

## Board Meetings

2017 Board Meeting Members	Eligible to Attend	Attended
Mr Cameron Oxley	2	2
Ms Virginia Bourke	9	9
Mr Rod Collins	9	8
Mr Cratis Hippocrates	5	2
Mr Mark Engel	9	9
Professor George Braitberg	9	8
Ms Caroline Elliott	7	6
Mr Paul Davidson	2	2

# 2018 Strategic Plan



## Key Result Area 1

### Maximise our People Potential

#### Objective

- To attract, engage, empower and retain people essential to safely deliver our goals now and in the future

#### Strategies

- Harness the potential of contemporary volunteering
- Demonstrate a commitment to safety in our decisions and behaviours
- Utilise the Employer of Choice Framework as a roadmap to a high performance culture
- Measure progress through annual people surveys
- Seek diversity

## Key Result Area 2

### Maintain Quality

#### Objective

- Set the standard in First Aid
- Our products and services exceed the expectations of our customers and comply with relevant regulatory and scientific standards

#### Strategies

- Embed the commitment to quality outputs and continuous improvement in our culture
- Research and invest in the evidence based development of First Aid
- Survey our customers at least once per year to understand their expectations and our performance against them

## Key Result Area 3

### Maximise Community Outputs

#### Objective

- Maximise sustainable and measurable community outputs relevant to our Vision

#### Strategies

- Establish a baseline to measure progress twice per year (against our Vision)
- Use measurement to generate improvement initiatives (including communication with stakeholders)
- Partner with others where appropriate to leverage the reach of our programs
- Leverage emerging technologies
- Develop programs that showcase our First Aid credentials and capability

## Key Result Area 4

### Consolidate Business Activity

#### Objective

- Continue to grow our financial stability to support our organisational aspirations

#### Strategies

- Identify organic growth opportunities around the existing products and services and new brand based business that may include acquisition
- Position ourselves as a suitable business partner
- Communicate the plan and current realities of the world in which we operate to our people
- Leverage our brand and know-how for market leadership and competitive advantage
- Understand and act on the markets and competitive frameworks we operate in
- Support national business opportunities
- Enhance capability to deliver First Aid

## Key Result Area 5

### Enhance Relationships and Partnerships

#### Objective

- Build and enhance partnerships to advance our goals

#### Strategies

- Identify and understand the key stakeholders and influencer groups in our ongoing success
- Proactive internal and external 'stakeholder' management structures
- Positive partner in the St John Ambulance Australia Federation
- Leverage our interaction with members of the community

We aim for



**1** At least 1 Person Educated, Equipped



Home



Workplace



Gathering



We're about Saving Lives through First Aid

# Acknowledgements

We sincerely thank each donor who has supported the work of St John. Their generous support enables us to continue to provide our services to the Victorian community. We also acknowledge the donors who wish to remain anonymous and those not listed below.

## Trusts Foundations

Pierce Armstrong Foundation  
The Marian and EH Flack Trust  
The William Angliss Charitable Fund

## Community Groups

Whitehorse Community Chest  
Williams Landing  
Neighbourhood Grants  
Cedar Woods-Williams Landing  
Neighbourhood Grants

## Bequests

Estate of Mavis Jean Lay  
Estate of Colin Smith  
Estate of Kathleen Margaret Howard  
Estate of Catherine Hallinan

## Government

Emergency Management  
Victoria (EMV) – ESVS  
City of Monash  
City of Ballarat  
City of Greater Geelong  
City of Kingston  
City of Stonnington  
Mornington Peninsula Shire  
Emergency Management  
Victoria (EMV) – VESEP  
City of Greater Dandenong  
City of Casey  
The William Angliss Charitable  
Fund  
Knox City Council  
Hobsons Bay City Council

## Corporations

Exxon Mobil Australia

## Corporate Partners

Lander & Rogers  
Lawyers





**St John**

**St John Ambulance Australia (VIC) Inc**

170 Forster Road, Mt Waverley, Victoria 3149  
PO Box 573, Mt Waverley, Victoria 3149

info@stjohnvic.com.au  
www.stjohnvic.com.au

ABN 69 061 844 380

**General Enquiries:** 03 8588 8590

**First Aid Training, Bookings and Sales:** 1300 ST JOHN

**Donations and Bequests:** 03 8588 8888

**First Aid at Events:** 03 8588 8360

**To Volunteer:** 1300 ST JOHN

