

St John Ambulance Australia (VIC) Inc

2016 Annual Report



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 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 for the services of St John 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.

Contents

Chairman's Report	04
Chief Executive Officer's Report.....	06
Event Health Services	08
Emergency Management.....	12
Non-Emergency Patient Transport.....	13
Fleet Capabilities.....	14
Commercial Services	18
Fundraising	20
Media.....	24
Community Programs	26
People and Culture	30
Volunteer Heroes	34
Victorian Members of the Order.....	38
Order Affairs.....	39
The Most Venerable Order of the Hospital of St John Jerusalem.....	40
Honours and Awards	44
Thank you to all St John Volunteers.....	46
Financial Overview	48
Governance.....	50
Towards 2018 Strategic Plan.....	52
Acknowledgements	54



Chairman's Report

I am delighted to present the St John Ambulance Victoria Annual Report which charts our many achievements in 2016.

This was a year of significant change within the St John management team. However, to the great credit of our staff and volunteers, this did not distract us from delivering services that are vital to the Victorian community.

Stephen Horton stepped down as CEO at the end of 2016. Following an exhaustive search for the right person to next lead St John, the Board was delighted to promote Gordon Botwright from within our ranks to the position. The Board has full confidence in Gordon and believes that he has the leadership skills and business acumen to guide St John into the future.

I would like to thank Stephen for his dedicated service and leadership of St John over the last 11 years. He is leaving St John in an excellent position for the next generation – both financially and culturally.

As a priority, Gordon will rebuild the senior leadership team following the retirement and resignation of two key Executives in 2016. We are very fortunate to have more leaders of Gordon's calibre within the organisation who are ready to step up.

This year our training business continued to perform strongly. Although traditional training is still central to our business, we are now placing greater emphasis on digital learning with the roll out of our new technology platform.

Our Non-Emergency Patient Transport (NEPT) business is performing soundly and growing strongly. This year we expanded the business to accommodate a contract with Court Services Victoria for the transport of deceased persons on behalf of the Coroner's Court. Our team is carrying out this sensitive work admirably

and we receive consistent positive feedback about our interactions with grieving families.

Our relationships with key members of state government and the opposition have strengthened. The Board believes that St John should play a key role in assisting government to develop sound policy around First Aid services and emergency response. St John will continue providing advocacy and thought leadership.

The St John flagship community program, First Aid in Schools, remains central to our aspiration of building community resilience. I am delighted to report that, as promised, we trained over 175,000 Victorian school children in 2016 at no cost to families or schools. The Board is confident that our ultimate goal to train 200,000 Victorian children per year will be achieved in 2017 and beyond.

At a national level, the total number of children trained in First Aid around Australia through our school programs reached the milestone of one million students. This is a remarkable achievement for the St John Federation – and I am delighted to report that we have led the way with half of those children trained in Victoria. We should all be extremely proud of this achievement.

At the time of writing, Victorians are still coming to terms with the terrible fatalities and injuries that occurred in Bourke Street on 24 January 2017. Although this event took place after the 2016 year, I can't help but reflect on this tragedy and, more importantly, the community's response.

Although it is difficult to feel positive about adversities such as this, I have been encouraged by the countless stories of kindness and selflessness. Many members of the public rushed to the aid of others without knowing whether the danger had passed. This type of community strength and resilience is exactly why St John exists and I believe we are entitled to feel satisfied with our contribution.

St John was involved in the events that took place that day on multiple levels:

- Of the many bystanders who rushed to assist, it is almost certain that a significant number had received First Aid training from St John
- We know of at least one St John volunteer who ran down from her office to assist four injured people
- A former St John volunteer rushed to provide comfort and care to a young girl who tragically died at the scene
- Five businesses in the immediate area provided their First Aid kits and defibrillators – all of which St John supplied
- Four of our Patient Transport crews attended the scene and treated the injured, one of which transported the perpetrator to hospital
- Our Coronial Services crews removed the deceased to the Coroner's mortuary after the police had finished their work at the scene

We plan to honour and acknowledge those who assisted and supported others that day – whether they are affiliated with St John or not. However, I would like to take this opportunity to personally thank every member of the St John team. They work tirelessly to ensure that Victorians have the skills, equipment and most importantly, the inclination to help the community when in need.

On a happier note, our volunteers continue to dedicate record amounts of time to St John. What's more, we rolled out the ePCR in 2016 with great success, thanks largely to our volunteers who embraced this new technology for the benefit of the community.

During 2016, the Board and management focused on forging closer ties with St John in other states and territories. Several projects are now underway to share resources, including the establishment of a single

national website and common IT platforms which will foster closer cooperation.

I extend my sincere thanks to our outstanding Executives, staff and Board for your tireless contributions in 2016. As always, a very special thank you to our volunteers for your continuing service to the Victorian community.

My term on the St John Board concludes early 2017, so this is my final Annual Report. My 10 years on the Board have been a privilege and joy and I will depart with a great sense of satisfaction. Virginia Bourke has been appointed as the next Chair and I am confident that St John will rise to greater heights under her stewardship.

Thank you for the opportunity to serve and lead St John.



Cameron Oxley CStJ
Chairman

Chief Executive Officer's Report

St John Ambulance Victoria is dedicated to saving lives through First Aid. We aspire to have at least one person educated, equipped and prepared to provide First Aid in every home, workplace and public gathering. These are high ideals, we know – but they are our why.

Our reason for being. Our heart and our passion.

In 2016, our aspirations took a large leap forward with many key successes along the way, many of which related to our First Aid in Schools Program.

Launched in 2012, the St John First Aid in Schools Program is soaring from strength to strength, with 2016 being a pivotal year. St John Ambulance Victoria trained over 175,000 children during the school year. In 2016, we also celebrated the one millionth child to be First Aid trained by St John nationally. St John Ambulance Victoria is proud to have trained more than half of these children and was privileged to host the celebration at a school here in Victoria.

This year also saw the launch of many initiatives, including our new community program, the CPR Lab. A purpose-built mobile training facility, the CPR Lab provides a fast and engaging way to train members of the public on the basics of CPR. We have already trained nearly 3,500 people through this exciting initiative – and have even bigger ambitions for 2017.

As an innovator in Event Health Services, St John Ambulance Victoria is also proud to have launched its new ePCR application in 2016 – a breakthrough for our industry. Delivered through a tablet-based application, this leading technology equips our first responders with real-time monitoring and live reporting of patient care in the field.

In October 2016, our new Enterprise system (SAP B1) was launched. With a capital investment of over \$1 million, the transition was well managed with minimal disruption to operations. We expect the new system to increase efficiencies within our financial administration, improve business reporting and speed up our decision-making capabilities.

The dedication of our volunteers who serve the Victorian community at events across the state is nothing short of inspirational. This year we attended 4,600 events, gave an impressive 288,000 hours of service and treated over 24,000 patients at all types of events – including the distinguished ANZAC Parade. Given the important community role they play, our volunteers are always grateful for the messages of thanks from patients and their family members for the outstanding care they provide.

Our Non-Emergency Patient Transport (NEPT) operations team moved over 24,000 people on behalf of Ambulance Victoria, Peninsula Health and St Vincent's Hospital in 2016. Our staff continued to deliver quality, patient-centred service and received many words of thanks and commendation from the community for their caring approach.

This year, our NEPT business was honoured to have won the Coroner's Court contract. We have already begun delivering this deeply sensitive community service with great success and our team has the right skills and personal attributes for this challenging work.

As a not-for-profit organisation that receives no government funding, St John is heavily reliant on its commercial area to financially support its community outputs. 2016 was a challenging year for us commercially. Despite enormous effort from our staff and management team, we did not meet budget expectations. This was largely due to the more cautious approach that many businesses and organisations are taking to their compliance spending.

That said, we trained more than 53,000 people in accredited and non-accredited First Aid courses during the year, and demand for our First Aid Kits and consumables increased. Defibrillator sales also grew in the last quarter. Overall, momentum improved as 2016 drew to a close, which will give us a strong commercial foundation for 2017.

As always, our team of passionate staff and volunteers are as committed to the success of our organisation. What's more, our loyal customers continue to believe in what we do for the community – and I believe that 2017 will be a fantastic year.

Our goals for the forthcoming year are ambitious, but when the St John community comes together, almost anything can be achieved.

At the time of writing, it is less than a month since the shocking Bourke St car attack on 24 January 2017. In the midst of such tragedy, there were many heartening stories too. I am very proud of the role St John played, both directly and indirectly, in helping the community that day.

The words 'thank you' to our volunteers and staff in 2016 seem insufficient. You inspire us every day and we could not achieve our goals without you. We are also incredibly grateful to our Board members who gave strong direction and good advice throughout the year. Our Executive Team also worked hard to build an organisation that will better serve the community in 2017 and beyond.

Our Chairman Cameron Oxley completes his term on the Board in early 2017. Cameron joined the Board as a non-executive director in 2008 and in 2011 was appointed Chairman. Under Cameron's wise counsel and passionate leadership St John Ambulance Victoria could not have been in better hands at a time when organisational change and transformation became an

imperative. His has been an distinguished period of leadership and I would like to thank Cameron for his tireless commitment and good guidance which leaves the organisation in a better place. Thankfully, Cameron will not be completely lost to St John as he has recently been appointed to our National Board.

Lastly, I would like to acknowledge Stephen Horton who stepped down as CEO at the end of 2016 after 11 years at the helm. Stephen's transformative legacy has placed us in a strong financial and strategic position as we enter a new and exciting future. We thank him for his service and wish him the very best.



Gordon Botwright
Chief Executive Officer

Event Health Services

St John Ambulance Victoria provided First Aid services at over 4,600 events in 2016. That's over 300 more events than we attended in the previous two years. From the Melbourne Marathon and Australian Grand Prix to the AFL and Little Athletics – wherever First Aid was needed, St John was there.

Outstanding Volunteer Care

St John Ambulance Victoria continues to ease the burden on Ambulance Victoria and the State's overloaded hospital emergency departments by reducing the acuity of patients and those needing to go to hospital.

This could not be achieved without the hard work and commitment of our 2,200+ volunteers.

St John volunteers contributed an enormous 288,437 hours of service in 2016, either attending events or participating in training to update their skills. We treated 24,314 patients over the course of the year, only 486 of whom needed transport to a hospital. This is a testament to the outstanding care we provide.

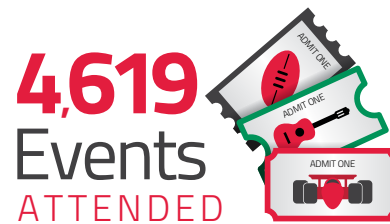


Making Great Strides In Customer Focus

In 2016, St John Ambulance Victoria executed a range of new initiatives to improve our customer focus – all of which have been warmly embraced by our members. These initiatives were part of our renewed commitment to become a more contemporary, customer-focused organisation.

The formal and informal feedback gathered across the year is a very positive sign. We continue to receive praise for the improved professionalism, attitude and technical skills of our volunteers and the organisation as a whole.

A notable example was the recognition given to Daniel Ciccossillo who received an award from the Melbourne & Olympics Parks Trust for his achievement in providing an outstanding customer experience.



Youth Programs

In January 2016, St John announced the outcome of its comprehensive youth membership model review – and 'St John Youth Victoria' was launched.

Designed to build community and individual resilience, St John Youth Victoria is a contemporary program which provides opportunities for volunteering and development in First Aid for young people aged 12 to 17 years. Although we made many changes, the new program leverages key strengths of the previous program (St John Cadet) – and retains several of its key elements.

In summary, the new program will:

- Focus on First Aid skills and leadership development
- Be delivered in central locations that support large vibrant groups in youth-focused divisions
- Give members greater recognition for their contribution and capabilities
- Offer young adults (aged 18-25 years) an enhanced membership experience with the introduction of university division alternatives. This is designed to better engage young people, create a more seamless transition to adult membership and help them form a lifelong association with St John



288,437
Hours
VOLUNTEERED



Event Health Services

Technological Innovation

With a continued focus on innovation in 2016, St John Ambulance Victoria launched its new Electronic Patient Care Record solution (ePCR).

The ePCR enables us to better plan, respond, communicate and minimise risk at events. With all information collection now paperless, data is being pushed to the cloud where it can be remotely accessed via the St John Client Portal.

Event Organisers now have access to sophisticated, real-time data in the field, such as:

- Casualty data – including patient contact information
- Heat mapping of where casualties are occurring
- Trend mapping
- Precise GPS location of our medics in the field

A world-first in Event Health Service delivery, this new technology has revolutionised the industry – and St John is leading the way.

Other 2016 highlights

- Our Medical Assistance Team (MAT) celebrated its 12th birthday. Staffed by highly trained and experienced volunteer health professionals, MAT continues to grow year on year and is always in high demand
- Mervyn Goodall received the Premier's Volunteer Champions Award in the category of Service for an incredible 71 years of service to St John. Merv received this award just two months before his passing on 10 February 2017
- St John relaunched its adult First Aid competitions after a six year break. Competitions give members an opportunity to demonstrate and refine their skills, while competing against each other in a fun and engaging environment



Emergency Management

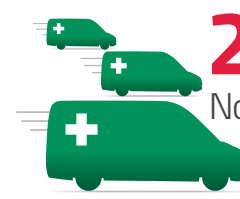
St John Ambulance Victoria continues to maintain an extensive Statewide Emergency Management capability as a key part of our commitment to saving lives through First Aid and building a more resilient Victorian community. St John, as the lead First Aid provider within the State Health Emergency Response Plan 'SHERP', continues to resource Event Health Services Divisions and members to be ready to respond in times of emergency, in support of firefighters and communities affected by disasters.

In 2016 St John members responded to a diverse range of requests for assistance across the state, including for the devastating fires in Wye River at the beginning of 2016 and the search for a missing person in the Merrijig area, as well as numerous other fires and incidents across the state. Additionally, after going through a competitive and comprehensive tender process, St John was again selected by the Department of Environment, Land, Water and Planning (DELWP) to be on the panel for provision of First Aid Services for Emergency and Planned events. This extension to the ongoing relationship is recognition of the excellent work that our volunteers do supporting other agencies and the

superior equipment that the organisation has invested in and deployed to divisions.

St John continues to play an active role in the Volunteer Consultative Forum (VCF), which is chaired by the Emergency Management Commissioner, Mr Craig Lapsley PSM. The VCF discusses issues concerning the culture of volunteerism in Victoria, how best to monitor the health and wellbeing of volunteers, and how to improve volunteer recruitment, retention, capacity and training. This also gives the organisation a voice to government on volunteer-related issues and the broader emergency management reform agenda.





24,568
Non-Emergency
Patients
Transported

Non-Emergency Patient Transport

Our commitment to attentive, professional patient care has been a hallmark of our Non-Emergency Patient Transport (NEPT) operation since it began – and 2016 was no exception. We transferred 24,568 patients this year and are incredibly proud of our NEPT team who continue to provide outstanding care on each and every occasion.

The Referral Reform

2016 was a breakthrough year for our Non-Emergency Patient Transport (NEPT) operation. This was largely due to our work with Ambulance Victoria and the Referral Reform – a new initiative that aims to move more non-emergency work to NEPT providers.

As a result of this initiative, our crews attended to a large volume of low and medium acuity patients in public places and at homes in response to Triple Zero (000) calls.

Coroner's Court Contract

In mid-2016, St John was awarded the contract to provide services to the Coroner's Court. This contract requires us to:

- Collect deceased persons within the Melbourne metropolitan area whose deaths require review by the Coroner
- Return deceased persons to funeral homes throughout regional Victoria

We began delivering these services in September 2016 and since then we have received many words of thanks and commendations for the caring and sensitive way our teams go about their work.

Thank you to the project team who prepared our organisation so well to start delivering the Coroner's Court contract – and to everyone else who continues to play a part. We are privileged to provide a service to the community that takes great courage, sympathy and respect.

2017 will be a strong year for NEPT with the consolidation of our service delivery improvements and the settling in of the Coroner's Court contract.

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.



TRIAGE



ADVANCED MEDICATION



AED



DOCTORS,
NURSES,
PARAMEDICS



OXYGEN



FIELD HOSPITAL



FUSO Truck

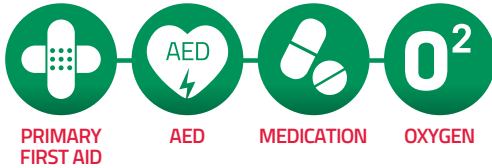


Mercedes-Benz Sprinter Van



Bicycle Emergency Response Team (BERT)

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



x1

Ford Transit



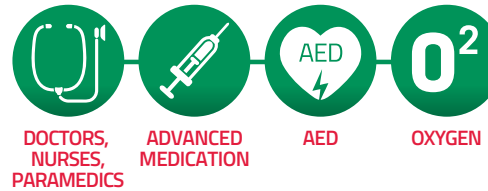
x12

Bicycles



Non-Emergency Patient Transport (NEPT)

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



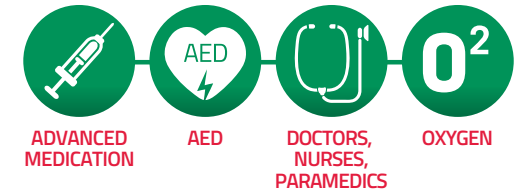
x22

Mercedes-Benz Sprinter



Health Emergency Response Team (HERT)

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



x1

Ford Territory



x4

Holden Captiva



Court Services Victoria

Contract to provide transport of 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 CSV vehicles include the same GPS system as in the NEPT vehicles along with 0-4 degrees Celsius Refrigerated vehicles for long distance transport.

1

Vehicle with 4 berth configuration

2

Refrigerated Vehicles with 2 berth configuration

4

Vehicles with 2 berth configuration



Command + Communication Vehicles

x1

Toyota Camry



x5

Hyundai i40



x5

Hyundai i30



x1

Ford Ranger Dual Cab



x1

Hyundai Santa Fe



x1

Mercedes Sprinter Comms Vehicle



x1

Bus



Intra-event Patient Transport Buggies

x3



Mobile First Aid Posts

Mercedes-Benz Vito

x8



4WDs Fitted with 1 Stretcher

Toyota Landcruiser

x7



Mobile Single Stretcher First Aid Posts

x54

Toyota HiAce
SLWB



x4

Mercedes-Benz
Sprinter



x1

Hyundai iLoad



Personal Transportation Buses

x2

Toyota HiAce 12 Seater
Commuter Bus



CPR Lab

x1

Mercedes-Benz
ELWB Sprinter



Commercial Services

Our Commercial Services operation is the financial hub of our organisation. Accounting for nearly 60% of all revenues for Victoria, it contributes significantly to our ability to deliver our community programs. It is also responsible for the delivery of our First Aid in Schools program.

Key Commercial Services

Our commercial services include:

- The delivery of accredited and non-accredited First Aid training courses in the workplace, online and through venues across the State
- The manufacture and supply of First Aid kits for homes and businesses, distributed direct to public or through our retail partners
- The supply of health related equipment including defibrillators, monitors and consumables



Performance

Many businesses in 2016 remained conservative with their compliance spending. As a result, budget was not achieved.

That said, we trained over 53,000 people at private venues and workplaces across the State – and nearly 2,000 people online. This is an incredible achievement which would not have been possible without the commitment of our energetic trainers and presenters.

Other key successes in 2016 included:

- We won the Department of Health and Human Service tender to supply 1,000 defibrillators to Victorian Sporting Clubs and Facilities. Key to this achievement was our ability to provide a total package – including procurement, installation and Metro and regional training coverage
- We began implementing the RMIT training tender via a state-of-the art online booking platform
- We retained the Victoria Police training contract
- We strengthened relationships with our retail partners including Bunnings, Officeworks, Priceline and Coles. Demand for First Aid kits from Toyota also remained strong

In 2017 we aim to grow both our training and First Aid kit businesses while continuing to lead the sector through innovation.





Fundraising

St John Ambulance Victoria is grateful to the many individuals, community groups and organisations that continue to support our work. Their generosity enables us to fund many community programs and gives our volunteers the training and support they need. St John ran two major appeals and applied for over 90 funding opportunities from various levels of government, and several trusts & foundations.

Appeals

Mid-year appeal

Our Mid-year appeal focused on the St John First Aid in Schools program.

We shared the inspiring story of a child who helped save a life thanks to the First Aid training they received through our program just months earlier.

St John delivers free First Aid training to thousands of Victorian primary school children every year. The continued growth and longevity of this program is only possible because of the funds we receive from our many generous supporters.

Summer appeal

Our Summer Appeal focused more broadly on the extraordinary work St John does in local communities – from state-wide emergency management to teaching vital First Aid skills to the next generation.

This campaign raised much needed funds so that we could ensure our volunteers are fully equipped and ready to respond whenever and wherever they are needed.

Presenting the cheque to John Kazanas and Elisa Moysey was Dandenong branch manager Rohit Jain at Spring Parks Primary School West Campus.



Fundraising

Grants Program

In late 2015, St John Ambulance Victoria appointed a dedicated Fundraising Officer to further develop and more actively drive our Grants program.

In 2016 we applied for over 90 grants from federal, state and local governments – and from various philanthropic trusts and foundations. This represents a 16% increase from 2015.

Three of our most significant successes are outlined below.

Julian Burton Burns Trust > BurnsFirst

Funding from the Julian Burton Burns Trust and Clipsal by Schneider Electric allowed us to create a new community initiative called BurnsFirst.

BurnsFirst promotes the importance of care and prevention activities associated with burn injuries – and aims to raise awareness of accurate treatment of burns Australia-wide.

www.Burnsfirst.com.au



Marian & EH Flack Trust > CPR Lab

Thanks to a grant from the Marian & EH Flack Trust, St John is now teaching vital CPR skills to over 2,500 Victorians residing in Independent Living Retirement Villages.

Provided through our newly launched CPR Lab – a state-of-the-art mobile learning environment – training is high-tech, fast-paced and teaches basic compression-only CPR in just 10 minutes.



Emergency Management Victoria > Mobile First Aid Post vehicles

Emergency Management Victoria awarded St John Ambulance Victoria two grants worth over \$85,000 as part of their Volunteer Emergency Services Equipment Program (VESEP).

These funds contributed to the purchase and fit-out of new Mobile First Aid Post vehicles for our Wodonga and Frankston divisions.

Other 2016 fundraising highlights

- Workplace Giving Program launched
- New Bequest Program initiated
- A \$61,000 grant received from Department of Social Services (DSS) for volunteer IT equipment
- Nearly \$40,000 received from funders, trusts and local councils for First Aid in Schools

Outlook For 2017

St John plans to continue its vital and diverse community programs throughout 2017 – and to further strengthen our relationships with the many generous supporters who help make it all possible.

We also look forward to raising awareness of our work and building our profile as a trusted not-for-profit.

Although St John will aim to explore and implement new initiatives in 2017, we will always continue to fund the essential programs and services we provide to the community.



Media

St John Ambulance Victoria achieved high levels of media coverage in 2016. We reached over 10.2 million people across 261 media clips – which is a significant improvement compared to recent years.

What's more, 2016 was the first year we used the Advertising Value Equivalent (AVE) to measure the value of our coverage. According to this metric, we achieved \$961,091 in advertising value – which represents a 10:1 return on our investment.

This media coverage included:

- Our various community programs
- 'Save stories' from people who have completed a St John First Aid or CPR course
- Inspiring stories about our volunteers
- Other stories that highlight the value of learning First Aid and CPR

CPR Lab Launch

In March 2016, St John Ambulance Victoria launched our latest community initiative, the CPR Lab. This attracted the attention of many major media outlets including Channel 9 News and the Herald Sun.

Both outlets focused on the vehicle's assets – and conveyed a strong message around First Aid statistics and the importance of First Aid training. They also highlighted the Lab's quirky music component, which gave the story a point of difference for audiences.

The CPR Lab continued to gain interest from local media throughout the year due to its involvement in various events. For example, the Moreland Leader published an article following Restart a Heart Day whereby people were invited to 'learn CPR in 10 minutes' during their lunch break. The Ballarat Courier also published an article about the vehicle after it was showcased at the Ballarat Bridge Mall.

CPR Lab at
Government House



First Aid In Schools Milestone Celebration

A major part of our media coverage in 2016 was the celebration of an important milestone: one million Australian schoolchildren have now received First Aid training through our First Aid in Schools program.

Implemented in August 2016, the St John First Aid in Schools milestone campaign received extensive media coverage nationally, reaching 11.1 million people across 83 media outlets. Our national AVE was \$2.35 million. In Victoria alone, the media campaign reached 3.3 million people, generated 21 media pieces and achieved an AVE of \$485,011.

Our Volunteers

This year also saw our 2,200+ volunteers receiving well deserved media coverage. As the backbone of our organisation, this was an important opportunity for their capabilities and successes to be recognised and rewarded.

Our volunteers also received coverage for winning several awards, some of which were presented by the Governor of Victoria, the Honourable Linda Dessau AM. Specifically, we received significant media attention for the achievements of Dr Iain Nicolson who was admitted as a Knight of the Order of St John.

For full details on our media coverage in 2016, please visit www.stjohnvic.com.au/media

Social Media

St John launched a social media strategy in 2016 which was designed to:

- Ensure more people learn and appreciate the importance of First Aid
- Reinforce St John as the leader in First Aid

Our ongoing social media activities aim to establish and grow a strong presence across Facebook, LinkedIn, Twitter, Instagram, YouTube and via our Blog. St John content focuses on First Aid related tips and videos as well as volunteer and community news.

Our 2016 social media content reached more than 5,000 people – with a total reach of over 377,000 online users.



482 Posts



5,273
Fans



513
Comments



6,095
Likes/Reactions

377,371
Impressions/Reach

1,303
Shares/
Retweets

4,878
Website
Traffic

18,535
Clicks

5,800+
Youtube
Views



23 Website
Conversions



Community Programs

Our Community Programs enjoyed another successful year in 2016. We achieved our target of training 175,000 schoolchildren through our First Aid in Schools program – and continued to invest in new programs too. Although we did not gift defibrillators, we did heavily discount many units to increase the penetration of these lifesaving devices.

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

CPR Lab

The St John CPR Lab is our latest community focused lifesaving initiative.

Offering a high-tech, fast-paced learning experience, the lab travels around the state teaching Victorians CPR in just 10 minutes. It is designed to build community resilience by giving people the skills, knowledge and confidence to respond in an emergency.

Since its launch in March 2016, our CPR Lab has trained 3,492 Victorians. We now plan to use this vehicle to train another 10,000 people in 2017.



First Aid In Schools

St John Ambulance Victoria set a national record in 2016 with more schoolchildren trained in First Aid than any other St John jurisdiction. As a self-funded initiative, this is a considerable gift to our community and an achievement we are immensely proud of.

Other highlights in 2016 included:

- St John Ambulance trained its one millionth child nationally, which was celebrated here in Victoria. We received significant media coverage and public recognition for this exciting milestone
- By Term 3, St John Ambulance Victoria reached a milestone of its own – having trained a total of 500,000 schoolchildren since the program began in 2012. By the end of Term 4, this number grew to 508,158
- In 2016 alone, St John Ambulance Victoria trained 175,629 children. This is higher than our annual target of 175,000 children

Our goal for 2017 is to train another 200,000 schoolchildren in First Aid – an ambitious target which we will now strive to achieve year after year.



Community Programs



WaterFirst

With so many drowning cases continuing to occur in our community, our free 5-minute online training program at waterfirstaid.com.au is a necessity.

Although the course does not replace instructor-led training, it is the first step to becoming educated and skilled in First Aid around water. WaterFirst covers the basics of the 'DRSABCD' action plan and teaches people how to save a life in just five minutes, which are the minutes that matter most in an emergency.

Defibs Save Lives

St John continued to promote the importance of defibrillators throughout 2016.

Emphasising the device's small size and ease of use, St John is educating the community about the difference they can make between life and death in the event of Sudden Cardiac Arrest.



Another lifesaving initiative of St John Ambulance Australia



People and Culture

ENGAGE - EDUCATE - EMPOWER

Gender Equality and Diversity

At St John Ambulance Victoria, we are committed to fostering an inclusive and equitable work environment by encouraging all volunteers and employees to fully participate and contribute.

We believe that fresh ideas and diverse perspectives create a more rewarding workplace and add huge value to our community programs, products and services.

St John is incredibly proud of its multicultural and gender balanced workforce. In particular, we are happy to report that women account for:

- 57% of our volunteer membership base
- 46% of all volunteer member leadership roles
- 58% of our paid employee workforce
- 48% of all leadership roles within our paid workforce

St John reports to the Workforce Gender Equality Agency (WGEA) annually and are compliant with the Workplace Gender Equality Act 2012 (Act) for the 2015/2016 period.

Engagement

In early 2016, St John Ambulance facilitated Engagement Focus Groups that were designed to:

- Gather views and suggestions on strategies to positively impact staff engagement, motivation and empowerment
- Help us understand and evaluate the impact of engagement actions implemented across 2015

As a result of this research, we introduced a number of Leadership Programs. Our key themes were Self-Leadership, Leading through Change and Leading High Performing Teams. The leadership programs emphasised self-awareness and communication as a leader using the Myers-Briggs Type Indicator.

Other key engagement activities introduced in 2016 included:

- Activities specifically designed to encourage engagement across different levels of the organisation
- Future Leaders/Leadership Programs
- Customer service and sales training using DISC profiling tools to foster innovation and excellence
- Team Building Programs
- A dedicated Engagement Coordinator



People and Culture

Child Safety and Protection

As an organisation that works with children, we believe children deserve dignity and respect at all times – and should be free from emotional and physical danger, abuse and neglect.

St John therefore places the highest priority on our duty of care to ensure that the children we are responsible for are protected against people and events which may cause harm.

In response to the 'Betrayal of Trust' inquiry, the Victorian Government introduced compulsory minimum standards for organisations that provide services for children in 2016 to help protect children from abuse. The Child Safe Standards are designed to help drive cultural change and ensure child safety is embedded in everyday thinking and practice.

The new Child Safe Standards apply to St John from 1 January 2017. We are deeply committed to complying with these standards as we strive towards excellence in child safety and protection.

This commitment from St John will ensure our youth members, parents and the community can be comfortable in the knowledge that child safety is a priority for St John and that their children are safe in our hands.

Recognition of trust

According to the 2016 AMR Charity Reputation Index, St John Ambulance Australia is the second most trusted charity in Australia. This represents a jump of four places since 2015.

Ranking above many well-known charities including Beyondblue, the National Breast Cancer Foundation and Guide Dogs Australia, St John is honoured to be recognised in this reputable survey of almost 7,000 Australians.

This excellent result is only made possible through the dedication of our volunteers and staff across a myriad of community programs, events and initiatives. We are all immensely proud of our work – and the Australian public clearly value and respect it too.





The IT Department receiving their Clean Up Week award for creating a safer workplace

Quality Certification ISO 9001:2015

St John has held Quality Certification in our Non-Emergency Patient Transport (NEPT) business since 2013 (ISO 9001:2008).

To ensure we continue to deliver exceptional customer service, NEPT set out to achieve certification to the new Quality Standard ISO 9001:2015 – a certification that emphasises risk-based thinking, leadership and planning.

We are pleased to report that our certification was a success, with no non-conformances or observations.



Work Health and Safety

St John achieved an overall reduction in workplace incidents over a three year period. This can be attributed to several factors including:

- An active OHS Committee
- Boosted levels of OHS communication
- Timely incident and hazard reporting

In 2016 we also implemented an enhanced level of board reporting which allows us to extract comprehensive data in negative safety trends and apply corrective actions. These actions include:

- Targeted safety alerts
- Dedicated training during induction
- E-learning
- Intranet updates
- Professional development days

Our Volunteer Heroes

Country GP and St John volunteer admitted as Knight of the Order of St John

In 1978, Iain Nicolson left England for the charms of country Victoria with his wife Caryn and the first of their four children. He joined a practice as a GP in Toora, South Gippsland – a practice that was unable to attract Australian graduates at the time.

The young family was committed to seeing things through in their new home. Picking a footy team to barrack for – Collingwood – was the first step to being accepted as a local.

Volunteering was another.

‘I have a very simple view,’ he said. ‘I derive my income from the community and therefore I like to give back to the community.’

And give back he did, volunteering for St John Ambulance Victoria for the next 28 years.

In 2016, Victorian Governor Linda Dessau admitted the 75-year-old as a Knight of the Order of St John for his services, which including volunteering during the 2009 Black Saturday fires. Dr Nicolson is only the third Victorian and the 10th Australian to be bestowed this title.

He said it was an ‘enormous privilege’ to receive the honour, which was approved by the Queen herself.

Governor
Linda Dessau and
Dr Iain Nicolson



Mervyn Goodall – winner of a 2016 Premier’s Volunteer Champions Award

On 4 Dec 2016, St John member Mervyn Goodall received a Premier’s Volunteer Champions Award in the category of Service. He was presented his award by Hon Jenny Mikakos MP MLC, Minister for Families and Children, and Minister for Youth Affairs (who represented the Premier of Victoria Daniel Andrews on the day).

Sadly, Merv passed away on 10 February 2017. At the time of his passing, Merv was the longest standing member of St John in Australia– having given 71 years of incredible service to the Victorian community. He tended to the sick and injured at events and mentored many other St John volunteers over the years.

We would like to express our deepest sympathy to Merv’s family during this difficult time.

Thank you Merv for your invaluable commitment to St John over seven decades. You will be sorely missed.



Photo: Mervyn Goodall and Hon Jenny Mikakos MP MLC, Minister for Families and Children, and Minister for Youth Affairs

Volunteer Heroes

Customer Experience Award presented by Melbourne & Olympics Parks Trust

Congratulations to Daniel Ciccossillo who was recently recognised by Melbourne & Olympics Parks Trust (MOPT) for his achievement in Customer Experience.

Daniel is the State Operations Manager for the Emergency Management Department within Event Health at St John Ambulance Victoria.

This is a fantastic recognition for Daniel and his team who work at the venues and events within the MOPT precinct including AAMI Park, Rod Laver Arena, Hisense Arena and Margaret Court Arena. Daniel is also the Event Mentor at the Australian Open.

The commentary below offers insight into Daniel's strengths and value:

'Our final recipient shows a level of commitment and positivity to our guests that very few can match. He has a very calm head and offers assurance to the venue team – thanks to his extensive knowledge, skills and professionalism. Congratulations Daniel Ciccossillo from St John for your achievements in Customer Experience.'

Daniel's award is displayed in the St John State Office foyer.



Photo: L to R; Greg George, Director of Commercial & Strategy at MOPT; Daniel Ciccossillo; Sam Buckley, Venue Manager – Hisense Arena/Margaret Court Arena.



Little Heroes

Tevita Fifita

Port Melbourne Primary School student Tevita Fifita, 11, used his First Aid training sooner than he ever expected when he saved his own mother's life after she suffered a stroke.

'Half of her body wasn't working and she was calling my name. I ran into my brothers' room and they came in too. We put her sideways in a recovery position; I grabbed a plastic bag and put it underneath her mouth,' Tevita said.

Tevita's mother, Mel, was discharged from rehab for one day to see her son and his peers honoured with medals.



Callum DiPietro

Just 10 weeks after completing the St John First Aid in Schools course, 10-year-old Callum DiPietro saved his mum's life.

Callum's mum Kendra suffered anaphylactic shock before fainting, hitting her head and falling unconscious on the bathroom floor.

When Callum found his mum moments later, he calmly called Triple Zero (000) and put her in the recovery position while waiting for the ambulance. When the paramedics arrived 10 minutes later, Kendra's blood pressure was dangerously low and a swollen rash was appearing over her body. She was given four shots of adrenaline before being rushed to hospital.

Kendra – who made a full recovery – is incredibly proud of Callum for his quick thinking and lifesaving actions: 'The paramedics that attended, and myself, have no doubt that if Callum hadn't known what to do when I collapsed, the outcome for me would have been very different. He's certainly a champion in our eyes.'

Victorian Members of the Order

For Admission as Member

Mr Aaron Altenhof MStJ
Mr Nicholas Callanan MStJ
Mr Thomas Clark MStJ
Ms Belinda Corcoran MStJ
Ms Pamela Ellem MStJ
Mr John Golino MStJ
Mrs Kerryng Gouldson MStJ
Miss Courtney Grigg MStJ
Mr Michael Henzell MStJ
Mrs Clare Jeans MStJ
Mr James Kennedy MStJ
Mr Richard Lodder MStJ
Mrs Maree Salter MStJ

For Admission as Officer

Dr Scott Santinon OStJ

For Promotion as Officer

Ms Tania Canidisech OStJ
Mr Daniel Ciccossillo OStJ
Mrs Lily McDonald OStJ

For Promotion as Commander

Mr Cameron Oxley CStJ

VALE

Mr John Jack Blackstock KStJ
Mr Gary Harris CStJ
Mr John Feain OStJ
Mr Terrence King OStJ
Mr Raymond Lock OStJ
Mrs Woyna Pedretti OStJ
Dr Eric Allchin MStJ
Mr Robert Budgen MStJ
Mr Robert Cooke MStJ
Ms Helen Hoffmann MStJ
Mr Kevin Kain MStJ
Mrs Jean McQuade MStJ
Dr Ronald Moore MStJ
Mrs Elizabeth Nissen OAM MStJ
Mr David Sedgwick MStJ



Order Affairs

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

Investiture

Held at Government House in Melbourne on Friday 8 July 2016, Her Excellency, the Honourable Linda Dessau AC DStJ, Governor of Victoria presented insignia to 15 members who were admitted or promoted in the Order.

Annual Church Parade and Service

On Sunday 19 June 2016, the annual Church Parade and 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 Friday 21 October 2016. The guest speaker was Mr Craig Lapsley PSM, Emergency Management Commissioner for Victoria, who spoke on trends in emergency management in the twenty-first century.

A key focus of the Order Affairs Committee during 2016 has been to promote the Order across the organisation and further engage Order membership to support St John programs.



The most Venerable Order of the Hospital of St John of Jerusalem

Knights of Justice

The Right Reverend Dr Peter Hollingworth AC, OBE KStJ

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

Dr Iain Nicolson KStJ

Knights & 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

Mr Brian Carey 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 Mervyn Goodall OAM 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

Chaplins

The Most Reverend Philip Freier ChStJ

The Very Reverend David Richardson ChStJ

Commanders

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

Mr Brett Aimers OStJ

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

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
Professor Richard Divall AO, OBE 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 Reverend 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
Mr Anthony Mesman 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
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
Mrs Amy Anderson MSTJ
Mr Keith M. Anker MSTJ
Mr Edward Bahn MSTJ
Mr David Bannister MSTJ
Mrs Debra Bartlett MSTJ
Mr John Barton MSTJ
Mr Malcolm Beal MSTJ
Mrs Kay Bell MSTJ
Miss Heather Blackman MSTJ
Mr Paul Blaich MSTJ
Mrs Lindsey Booth MSTJ
Mrs Sharon Boscacci MSTJ
Dr Frederic Bouvier MSTJ
Mr Frederick Brown MSTJ
Mrs Judy Brown MSTJ
Mr William Buckle BEM MSTJ
Sister Beverley Bullen MSTJ
Mrs Joy Burnell MSTJ
Ms Frances Burns OAM MSTJ
Mr George Burns OAM MSTJ
Mrs Joyce Burt MSTJ
Mr Paul Burton MSTJ
Mrs Peggy Byrd MSTJ
Mr Peter Cain MSTJ
Mr Alan Caldwell MSTJ
Mr Nicholas Callanan MSTJ
Mrs Susan Carnes MSTJ
Mr Malcolm Carson MSTJ
Miss Margaret Carter MSTJ
Mr Leo Cartwright MSTJ
Dr Charles Castle MSTJ
Mr Neil Caughey MSTJ
Mrs Marie Chaplin MSTJ
Ms Jacqueline Christini MSTJ

The most Venerable Order of the Hospital of St John of Jerusalem

Members – continued

Mrs Jessica Ciccossillo MStJ
Mr Terence Clark MStJ
Mr Thomas Clark MStJ
Sister Beryl Clarke MStJ
Mr Nicholas Clarke MStJ
Mr Ian Cleator MStJ
Mr Rodney Collins APM MStJ
Mrs Patricia Cook MStJ
Mr Brendan Corcoran MStJ
Mr Anthony Courtney MStJ
Mrs Michell Crawford MStJ
Mr Peter Crawshaw MStJ
Mr John S. Crennan MStJ
Ms Sophia Cull MStJ
Mr Gordon Curtis MStJ
Mr Malcolm Curtis MStJ
Mr Timothy Danaher MStJ
Mr Lloyd Davies MStJ
Mr John Davis MStJ
Mr Harold Alan Day MStJ
Dr Elizabeth Deveny MStJ
Sister Jennifer Deverson MStJ
Ms Jayne Dicketts MStJ
Mr Eric Donald MStJ
Mrs Helen Donaldson MStJ
Mr Stuart Donaldson MStJ
Mr William Duncan MStJ
Mr Alistair Dunn MStJ
Mr Daniel Dycer MStJ
Mrs Lynette Edwards MStJ
Ms Pamela Ellem MStJ
Mr Paul Engler MStJ
Mr Adrian Etherton MStJ
Mr David Evans MStJ
Mr Graham Fary MStJ
Dr Rodney Fawcett MStJ
Mrs Patricia Fay MStJ
Mr Donald Fayers MStJ
Mrs Jennifer Fayers MStJ

Miss Elizabeth Field MStJ
Mr Michael Fletcher MStJ
Mrs Barbara Foord MStJ
Mrs Jan Fraser MStJ
Sister Pamela Fry MStJ
Mr Chris Gahan OAM MStJ
Mr Daryn Gardner MStJ
Mr Michael Georgiou MStJ
Mr Craig Giles MStJ
Mr Frederick Gill MStJ
Mrs Miranda Gipps MStJ
Mr Bernard Goss MStJ
Mr Graham Green MStJ
Ms Jo-Anne Grenenger MStJ
Mrs Tracy Grigg MStJ
Mr John Golino MStJ
Mrs Kerryn Gouldson MStJ
Ms Courtney Grigg MStJ
Mrs Gale Gronow MStJ
Ms Katherine Gronow MStJ
Ms Samantha Gronow MStJ
Sister Inez Growse MStJ
Dr Peter Hadley MStJ
Mr Alan Harvey MStJ
Mr Jay Hateley MStJ
Mr Anthony Hayes MStJ
Mr Andrew Haywood MStJ
Mrs Marjorie Henry MStJ
Mr Michael Henzell MStJ
Ms Elizabeth Herzog MStJ
Ms Beverley Holder MStJ
Mrs Megan Holmes MStJ
Mrs Shirley Holt MStJ
Mrs Marianne Hoogwerf MStJ
Mr Stephen Horton MStJ
Mr Daryl Hulls MStJ
Mr Brett Hume MStJ
Mr Jarrod Hunter MStJ
Mrs Dorothy Hutchings MStJ
Mr Robert Hutchings MStJ
Mr ErneSt John l'Anson MStJ

Mrs Lynette Iliffe MStJ
Mr Ronald Jacobs MStJ
Mrs Norma James MStJ
Dr Nicholas Jansen MStJ
Mr Donald Jarrett MStJ
Mrs Clare Jeans MStJ
Mrs Lynette Johnson MStJ
Mrs Ruth Kain MStJ
Mr Reginald Kemp MStJ
Mr James Kennedy MStJ
Mrs Constance Kennedy MStJ
Mr Brenton Key MStJ
Dr Elizabeth Killoh MStJ
Mr James Knopp MStJ
Ms Amy Kwik MStJ
Ms Fay Langstaff MStJ
Mr Ian Lawrence MStJ
Ms Barbara Jane Lean MStJ
Mrs Margaret Ledley MStJ
Mr Han-Wei Lee MStJ
Mr Trevor Lemke MStJ
Mr Richard Lodder MStJ
Arch Dec. Frank Lowe MStJ
Miss Georgina Luckman MStJ
Mr Frederick Luke MStJ
Mrs Jennifer Luke MStJ
Dr Howard Marks MStJ
Mr Andy Marshall MStJ
Mr Kenneth Marshall MStJ
Mr Gavin Martin MStJ
Mr Francis John Mason MStJ
Mrs Gwendoline Mathieson MStJ
Ms Bridget Maxwell MStJ
Dr James McCusker MStJ
Mr Andrew McDonell ASM MStJ
Mr George McEwan MStJ
Ms Nicole McEwan MStJ
Mrs Brenda McIntosh MStJ
Mr Michael McKeown MStJ
Mr Peter McKinnon MStJ
Ms Melanie McMurtrie MStJ

Mrs Dorothy McPherson MSTJ
Mr Ian McPherson MSTJ
Mr Ronald McTaggart MSTJ
Dr Hugh Melville MSTJ
Dr Lachlan Miles MSTJ
Mr Peter Mill OAM MSTJ
Miss Helen Miller MSTJ
Mr Robert Miller MSTJ
Mr Robert Milliken MSTJ
Miss Gladys Mills MSTJ
Mr Domenico Misale MSTJ
Mrs Heather Mitchell MSTJ
Mr Peter Mitchell MSTJ
Mr Kevin Moloney MSTJ
Mr Wayne Moloney MSTJ
Mr Troy Montgomery MSTJ
Mrs Leah Moore MSTJ
Mrs Lesley Moore MSTJ
Mr Martin Moran MSTJ
Mrs Heather Morrison MSTJ
Mrs Shirley Moxon MSTJ
Mr Gordon Muir MSTJ
Mrs Virginia Murphy MSTJ
Mrs Jill Murray MSTJ
Mr Warren Nankervis OAM MSTJ
Mr Peter Oakley MSTJ
Mr Gordon Ortmann MSTJ
Mrs Clare O'Sullivan MSTJ
Mr Joseph O'Sullivan MSTJ
Mrs Brenda Oxford MSTJ
Mrs Jaime Oxford-Nadin MSTJ
Mr Symeon Panayiotou MSTJ
Ms Marie Parker MSTJ
Mr Nigel Patience MSTJ
Dr Emma Patterson MSTJ
Ms Ann Payne MSTJ
Miss Simone Pearce MSTJ
Mr Daniel Petrotta MSTJ
Mrs Beverley Phillips MSTJ
Mr Rodney Phillips MSTJ
Mr Donald Pickens MSTJ

Mrs Catherine Polinelli MSTJ
Mr Jeffrey Priest MSTJ
Mr David Priestley MSTJ
Mr Darron Pritchett MSTJ
Mrs Maree Pritchett MSTJ
Dr David Quin MSTJ
Mr Dale Quinn MSTJ
Mrs Yvonne Radcliffe MSTJ
Mr Ian Ramsdale MSTJ
Miss Edith Rawson MSTJ
Mr Michael Ray MSTJ
Mr Graeme Robinson MSTJ
Dr Charles Roseby MSTJ
Mrs Julie Rubira MSTJ
Mrs Michelle Ruemmler MSTJ
Mr Graham Ryan MSTJ
Mr Peter Ryan MSTJ
Mrs Maree Salter MSTJ
Mr Peter Sambell MSTJ
Mr Cary Sandell MSTJ
Mr Daniel Sefton MSTJ
Mr Kenneth Shields MSTJ
Mrs Margaret Shine MSTJ
Mr Harold Simberg MSTJ
Ms Jessica Simpson MSTJ
Mrs Kathleen Simpson MSTJ
Mr Russell Sincock MSTJ
Mrs Martha Smith MSTJ
Mr Peter Smith MSTJ
Ms Wendy Smith MSTJ
Ms Bernadette Sparkes MSTJ
Mr William Spinks MSTJ
Mrs Margaret Spinks MSTJ
Mr Charles Spiteri MSTJ
Mr Lyle Spokes MSTJ
Mrs Edith Spoons MSTJ
Mrs Theresa Sprekos MSTJ
Mrs Lillian Stephens MSTJ
Miss Nellie Stephenson MSTJ
Dr William Straffon MSTJ
Mr Kenneth Swanson MSTJ

Mrs Sharon Taucher MSTJ
Ms Catherine Taylor MSTJ
Mr John Teague MSTJ
Mrs Patricia Thompson MSTJ
Mr Bruce Trappett MSTJ
Mrs Barbara Trimmell MSTJ
Mr Harry Turner MSTJ
Mr Arthur Uren MSTJ
The Very Reverend Dennis Arnold Van Derwolf MSTJ
Dr Matthew Waixel MSTJ
Mrs Heather Waldron MSTJ
Mr Robert Wallace MSTJ
Mrs Eveline Walters MSTJ
Mr Kevin Wanstall MSTJ
Mr Andrew Wassertheil MSTJ
Sister Winifred Watts MSTJ
Mrs Ida Webster MSTJ
Mr Neil West MSTJ
Dr Robert West MSTJ
Dr Leslie Wheeler MSTJ
Mr Donald White MSTJ
Mr Mark White MSTJ
Mr Greg Williamson MSTJ
Mr George Wilson MSTJ
Mr Keith Wilson MSTJ
Mr Greg Wilton MSTJ
Mr Claus Peter Winckler MSTJ
Mr John A. Wiseman MSTJ
Dr John F. Wiseman MSTJ
Ms Michelle Wos MSTJ
Mr Donald Wright MSTJ
Mrs Kathleen Wright MSTJ
Mr Gary Wyatt MSTJ
Mrs Sheila Wylie MSTJ
Dr James Xavier MSTJ
Mr Rodney Young MSTJ

Honours and Awards

Certificate

Representing 62 Years Service

Mrs Barbara Davis

Laurel Leaf

Representing 52 Years Service

Mrs Margaret Switzer

7th Bar

Representing 47 Years Service

Mr Peter Dalton

Mr Kenneth McDougall

Mr Henry Van Ginkel

5th Bar

Representing 37 Years Service

Ms Anne Fogarty

Mr Ross Walker

4th Bar

Representing 32 Years Service

Mr Jerome Currie

Mrs Diana De Silva

Mr Adrian Etherton

Mrs Lily McDonald

Mr Anthony Smith

Mrs Mary Wilkinson

Mr Robert Wilson

3rd Bar

Representing 27 Years Service

Mr Timothy Danahar

Mrs Diane Dickson

Mrs Ann Payne

2nd Bar

Representing 22 Years Service

Mr Angelo Gheno

Mr Bernard Guerin

Mr James Kennedy

Mr Cary Sandell

Mrs Sherrie Wentworth

Mr Craig Zaal

1st Bar

Representing 17 Years Service

Mr Michael Henzell

Mr Michael Smith

Dr Matthew Waixel

Mr Mark White

12 Year Long Service Medal

Mr Aaron Altenhof

Ms Rashelle Bicknell

Mrs Brenda Clayton

Dr Daniel Compton

Dr Allie Ford

Mr Michael Henzell

Mr James Kelly

Mrs Sharon Monson

Mrs Heather Morrison

Mr Richard Ogley

Mr Brendan Pearl

Mr Michael Ray

Ms Catherine Taylor

Ms Jessica Taylor

Commissioners Badge

Mr Alexi Foran

Mr Tyler Gutsche

Mr Jinhyon Lee

Miss Thuy Nguyen

Mr Aaron Raftopoulos

Mr Jesse Wade

Miss Charity White

Grand Prior's Award

Miss Eliza Geraghty

Mr Lachlan Gutsche

Miss Tanishea Holmquest

Miss Gabby Iocco

Miss Nicola Irvine

Miss Veroza Kim

Miss Phoebe McGrath

Mr Adam Palamara

Miss Claire Treadwell

Mr Connor Troy

Miss Zara Ruzic

Peter Falkland Award

Mr Brandon Van Zeyl

Miss Renee Toscas

Prior Vote of Thanks

Mr Craig Reid

Helloworld Portland



Thank you to all St John Volunteers

Your staff were excellent at our event and we couldn't be happier with them. Thank you St John!

– Dandenong & District Aborigines
Cooperative Ltd

Staff were friendly to work with and extremely professional.

– MS Walk and Fun Run

Keep up the great work!

– City of Whittlesea

I really do appreciate the assistance that the St John volunteer staff provide at my youth events. Their presence puts my mind at ease knowing if we were to ever encounter an incidence where first aid attention was required, they are fully trained and experienced in that area.

– Moira Shire Council

Every time I have worked with St John at our Event (The Yarra Valley Strawberry Festival) they have been extremely professional, in all aspects of their performance. I would have no hesitation in recommending them.

– St Patrick's School Lilydale

In the many years I have used your service it has been great. As I indicated above the service is prompt, pleasant, reliable and friendly. I will continue to use your quality people because I trust you. Thankyou for your help.

– St Francis Xavier PS

Horsham division was fantastic very professional and a great bunch of members you should be very proud to have these members in your organisation.

– RSL Nhill SUB-Branch

I love working with our local St John group.

– Narrawong District Association





Financial Overview

Commercial revenues increased over 2015 despite challenging trading conditions in Victoria. First aid training has continued to be a challenging market due to the increase in competitors with low barriers to entry. We have seen a decline year on year in this space, while the sale of first aid kits and consumables has increased over previous years.

Event Health Services revenues for 2016 were lower than 2015 levels due to the loss of a major contract in late 2015. With the exclusion of the major contract loss, we saw revenue growth in Event Health due to hard work during the year to win new business and retain existing contracts. Increased competitor price pressure and the arrival of a number of new entrants to the sector continued during 2016. Despite the reduced revenue 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.

Fundraising revenues did not meet our expectations although a number of very generous bequests and successful direct mail campaigns resulted in a satisfactory result. 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.

Income

Overall business conditions were mixed with a strong first half followed by a softer second half. Despite those challenging market conditions, revenues exceeded the previous year by 9.4%.

The fourth year of non-emergency patient transport operations performed in line with expectations during the year with the inclusion of a new contract within the business. The business continues to achieve industry best practice efficiency ratings from the regulator.

Demand for Event Health Services continued to increase although a number of new entrants and increasing competitor price pressure in the event sector continued to affect margins. The numbers of events attended increased by 8% over 2015 and our volunteer hours also increased showing an increase in volunteer engagement levels throughout the year.

The 2016 subsidy to our Event Health Services unit exceeded \$1.2M for the year. This subsidy continues our commitment to investing in our people and the wider community. Maximising margins from our expanding suite of commercial business activities is vital to sustainably fund our extensive emergency management response capability and our rapidly expanding range of community programs that includes our free first aid in schools program that trained 175,000 school students during the year. Our target for 2017 is to train 200,000 students.

FINANCIAL SUMMARY	2016 \$'000's	2015 \$'000's	Variance \$'000's
Commercial Revenues	22,682	20,558	2,124
Government Grants	414	373	131
Fundraising Revenues	482	351	131
First Aid Services Revenues	2,866	2,993	(127)
Other Non-Commercial Revenues	69	109	(40)
Total revenues	26,513	24,384	2,129
Surplus/Loss	1,032	1,311	(279)

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 and we sincerely thank them along with all the generous individuals who made donations or bequests to St John during the year.

Capital Expenditure

We made another significant capital investment of \$1.388M during the year with a priority on volunteer member health & safety related projects, the implementation of our ERP project and new business development.

Highlights include:

- Continuation of the event health fleet replacement plan with another 4 vehicles being commissioned in 2016. This program is being funded through internal resources and commercial financing
- Implementation of the new SAP Business 1 based ERP project has delivered improved business tools for our staff funded by internal resources
- Implementation of tablet based digital patient records for event and emergency management and improved e-learning and on line qualifications management technology to enhance Commercial training opportunities funded by internal resources
- Commissioning of 7 new Toyota Hiaces for the patient transport business funded through internal resources and commercial financing

Outlook 2017

The outlook for the Victorian economy remains cautious for 2017. 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 2017 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 by diversifying our revenue streams so we are less dependent on First Aid training as the primary source of revenue.
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

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



Cameron Oxley CSTJ
Chairman

Meeting of Members

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

BOARD MEETINGS		
2016 Board Meeting Members	Eligible to attend	Attended
Mr Cameron Oxley	9	9
Mr Rod Collins	9	8
Ms Virginia Bourke	9	9
Mr Cratis Hippocrates	9	5
Mr Mark Engel	9	9
Professor George Braitberg	9	8



Rod Collins
APM OAM MStJ
Director



Prof. George Braitberg
Director



Cratis Hippocrates
Director



Virginia Bourke
Director



Mark Engel
Director



Gordon Botwright
Ex Officio

Towards 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
PERSON
EDUCATED,
EQUIPPED



& PREPARED
TO PROVIDE FIRST
AID IN EVERY



HOME



WORKPLACE



AND
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.

Private

Mr Kieran Knowles
Mr G Shalit & Ms M Faine
Miss M O'Sullivan
Miss R Andre
Mr R Pitcher
Mrs Helen Swan
Mr Henry Foster
Dr George Lefroy
Mr Gordon Axon
Mr K E Richards
Mrs Alice M Vaughan
Mrs Jo Manger
Miss Jean Stewart
Mrs Beryl Neill
Mr Craig Evans
Ms Prue McColl
Miss Elizabeth Watson
Lady Primrose Potter
Ms Marilyn Mayr
Mr Keith Adams
Mr & Mrs D Koadlow

Trust, Foundations, Prescribed

Commonwealth Bank Staff Community Fund
Como Gardens
Equity Trustees Limited
The A L Lane Foundation
Bennelong Foundation
Julian Burton Burns Trust
Kel and Rosie Day Foundation
The Russell Foundation
Foundation for Rural & Regional Renewal
Bell Charitable Fund
Gras Foundation Trust
The Marian & EH Flack Trust
The William Angliss Charitable Fund

Community Groups

Biccys Op Shop Supporters Inc.
United Kingdom Hotel Social Club
All Souls Opportunity Shop
Lions Club of Mordialloc Mentone Inc
Lions Club of Essendon Inc.
Whitehorse Community Chest Inc.
Lions Club Of Deer Park Inc
St John – Fellowship Eastern Branch
Lions Club of Sunbury Hume Inc

Government

Cardinia Shire Council
City of Casey
City of Ballarat
Mildura Rural City Council
Wellington Shire Council
City of Greater Geelong
City of Greater Bendigo
Department of Social Services
Manningham City Council
Williams Landing Neighbourhood Grants
Geelong Community Foundation
City of Port Phillip
City of Stonnington
Department of Infrastructure and Regional Development
City of Whitehorse
Maroondah City Council
Glen Eira City Council
Mornington Peninsula Shire

Corporations

Cray Australia Pty Ltd
Middendorp Electric Company Pty Ltd

Bequests

Estate of Charles Henri Roussac
Estate of Norma Lorraine Wegener
Estate of Janet Mary Trotter

Corporate Partners

Lander & Rogers

Lawyers







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Donations & Bequests: 03 8588 8888
First Aid at Events: 03 8588 8360
To Volunteer: 1300 ST JOHN



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St John Victoria