2015 ANNUAL REPORT

St John Ambulance Australia (VIC) Inc

SAVING LIVES THROUGH St John First Aid

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, and 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.

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Chairman's Report

I am delighted to present the St John Ambulance Victoria annual report which charts our endeavours in 2015.

This year, the Board and management team remained focused on growing a sustainable business to fund our increasing suite of community programs and to drive our key aspiration:

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

Our training business continued to perform strongly with innovative community training. While traditional training is still central to our business, we are placing greater emphasis on, and investing more heavily in, e-learning. Our technology platform upgrade project has begun and is tracking on schedule. Once complete, this investment will provide our volunteers and staff with new tools and greater overall capability.

Our Non-Emergency Patient Transport business continued to consolidate amid some significant changes in the sector.

Senior management has continued to build relationships with key members of State Government and opposition. St John has always enjoyed a strong connection with Government which we expect to continue. The Board believes that St John can and should play a key role in assisting Government to develop sound policy around First Aid services, and St John aims to continue to provide advocacy and thought-leadership.

St John's community programs provided many highlights in 2015. Our flagship First Aid in Schools program exceeded our target to train 150,000 Victorian schoolchildren at no cost to their families or schools. Our ultimate goal of 200,000 children per year by 2017 is within reach.

The review of our youth development program made significant progress in 2015, revealing exciting opportunities for improvement. Building on interest generated by the First Aid in Schools program, these opportunities will focus on providing a more 'hands on' First Aid experience, ultimately leading to a smooth transition into adult membership. The Board is committed to a vibrant program for our young volunteers that recognises and encourages their development.

The Board reviewed progress against the strategic plan and is confident that our current community program portfolio (supported by our commercial businesses) is progressing towards the achievement of our key aspiration.

The year's greatest disappointment was the loss of the MCG as an Event Health Services customer after almost 100 years. The Board and senior management are committed to understanding why this occurred and will take whatever steps are necessary to resume this important relationship and return our volunteers to the 'G.

In 2015, Justin Dunlop retired from the Board. Justin has served on the Board (and its predecessor State Council) as a loyal and dedicated servant since June 2006. His wise counsel and technical expertise has been instrumental in transforming St John into a modern governance-based organisation. I would like to formally express my gratitude to Justin for his contribution to St John over many years – especially during his time on the Board. He will be sorely missed.

It also gives me great pleasure to welcome our newest Board member, Professor George Braitberg. George brings enormous experience in emergency medicine and clinical standards to our Board. Among his many career achievements, he is Professor of Emergency Medicine at the University of Melbourne and Director of Emergency Medicine at the Royal Melbourne Hospital. George is already making significant contributions to Board discussions.

I extend my sincere thanks to our outstanding executive, staff and Board for your tireless contributions in 2015. As always, a very special thankyou to our St John Victoria volunteers for your continuing example of service to the Victorian community.

Cameron Oxley
Chairman

Our flagship
First Aid in Schools
program
exceeded our
target to train **150,000**
Victorian schoolchildren
at **no cost** to their families or schools

Chief Executive Officer's Report

2015 was a standout year for St John in a community context. Despite mixed business conditions, it was ultimately a successful year for our business activities of First Aid training, First Aid kits and consumables, and Non-Emergency Patient Transport – all of which underpin our goal to make First Aid a part of everyone's life.

Among the year's highlights was the continuing evolution of our signature First Aid in Schools program that provided free First Aid training to over 150,000 Victorian primary school children. Advanced bookings indicate that we are on track to meet our target of 175,000 students in 2016 – and en route to our ambitious objective of training 200,000 students per annum by 2017.

Our commitment to innovate around technology resulted in a number of developments in support of our volunteers and customers. The implementation phase of our ERP project began during the third quarter and is on schedule to provide our volunteers and staff with tools to maximise efficiencies and enhance outputs. Significant milestones were also achieved with the launch of our e-learning platform, a key component of our expanding suite of products and services that support our community programs.

Our Non-Emergency Patient Transport business developed scale throughout 2015 despite significant changes in the sector. The unit maintained its ISO 9001:2008 quality accreditation and remains a market leader in quality and efficiency metrics set by the regulator. In 2015 we transported 23,661 patients – and we aim to grow this capability over time.

Demand for our Event Health Services continued to increase. Over 2,300 volunteers committed 289,038 hours protecting Victorians at events and emergencies, including bushfires. Our volunteers managed 26,949 patient presentations – 2,646 of whom experienced major health problems and 462 of whom were transferred to hospital. These interventions ease the burden on Victoria's State health care system while continuing to test our limited resources. The subsidy to support our Event Health Services unit and emergency management response capability once again exceeded $1 million.

It was encouraging to see our Event Health Services customer base continue to grow this year in an increasingly competitive market. However, a major disappointment was the loss of the MCG contract – a partnership that had endured for almost 100 years.

Volunteer enquiries were at historical highs during 2015, with a record number of adult volunteers choosing to serve the community through the good work of St John.

Once again we increased capital investment to maximise our people potential and community outputs. Our ambitious $4 million fleet replacement program is ahead of schedule with a view to replace our entire fleet by 2017. An additional $1 million investment in ICT has resulted in new tools that aim to enhance volunteer engagement and business relationships.

Another highlight of 2015 was the review of our youth development programs – an important part of our volunteering value proposition. After an exhaustive three year process (including extensive participant consultation, focus groups and research into equivalent programs in WA, Canada, NZ and the UK), significant changes to our own program are afoot. We are confident that we will now be offering a more contemporary program that serves as an exciting personal development experience for young volunteers. The transition to the new program will begin in early 2016.

Our Board reviewed progress against the five KRAs enshrined in our 2018 strategic plan as we focus our energies and resources towards the achievement of our aspirational goal.

As an independent not-for-profit organisation and registered charity, St John generates most of its income from its suite of business products and services.
We thank our local and national customers that support our work by purchasing these products and services.

We acknowledge the Victorian State Government for vital capital equipment grant opportunities and express our gratitude to the many individual donors and philanthropic organisations that support us.

Over 2016 we will continue to increase our community contribution through our existing programs and through a pipeline of new programs. We will also focus on technological innovation that will help St John become the 'go to' brand for pre-hospital care in Victoria.

The 2016 economic landscape in Victoria and more broadly is forecast to be cautious at best. This will challenge our business teams to develop new ways to enhance our successful business model. Above all, we are blessed with outstanding people and look forward to 2016 with great optimism.

Thank you to our extraordinary volunteers and their families who are an ongoing inspiration. Thank you also to our executive, staff and Board for their exceptional contribution to another year of building stronger communities.

Stephen Horton
Chief Executive Officer

Thank you to our extraordinary volunteers and their families who are an ongoing inspiration

Health Services

The Health Services unit includes Event Health Services and Non-Emegencty Patient Transport. Despite a challenging 2015 for both operations, the many lessons learnt will place us in a stronger position for the future.

Event Health Services

In 2015, St John attended over 4,000 events – from music festivals, school fetes and Little Athletics to the Melbourne Marathon, the AFL and other major events.

Wherever First Aid was needed, St John was there. Our volunteers contributed an enormous 289,038 hours of service either at events or training to update their skills. This represents a 10% increase on 2014.

Membership now sits at 1,723 adults and 582 cadets and juniors – a total cohort of 2,305 which is one of our great successes of the year.

In the field, we treated 26,949 patients, only 462 of whom were transported to hospital. This outcome eases the burden on the State's overloaded hospital emergency departments – and is testament to the outstanding care we provide.

Designed to treat the critically ill, our highly sophisticated Medical Assistance Teams (MAT / Mobile Hospital) and Health Emergency Response Teams (HERT) bring enormous value to our mission of saving lives through First Aid. Our teams get more exposure, more frequently, to more types of casualties in more varied environments than with any other First Aid provider.

At the end of 2012, we announced a $4 million fleet upgrade program. In December 2015 the final MB140D vehicle was retired and the last of the new Toyota Hiace stretcher capable vehicles was handed over.

The loss of the MCG contract was a major blow to the organisation, but it has also presented opportunities for improvement in 2016. To remain the dominant provider of First Aid services in Victoria, we must evolve and stay relevant.

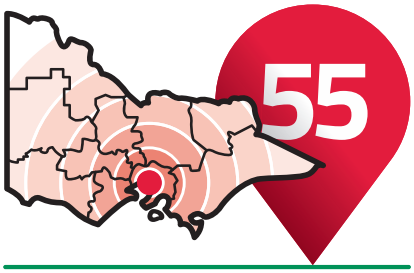
4,291
events
attended last year

26,949
people treated at events

289,038
hours volunteered

55 Local St John divisions

Programs & Services



Members of the Bicycle Emergency Response Team (BERT)

2,300+ Volunteer members

and growing

That includes:

50+ Doctors

30+ Paramedics

120+ Registered Nurses

Health Services

Non-Emergency Patient Transport

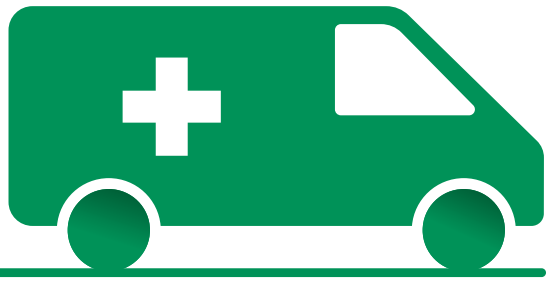
At the end of 2014, the Ambulance Victoria Non-Emergency Patient Transport contract went to tender – and in April 2015 we were awarded a number of services under the contract. During the year we also secured contracts with Peninsula Health and St Vincent's Hospital.

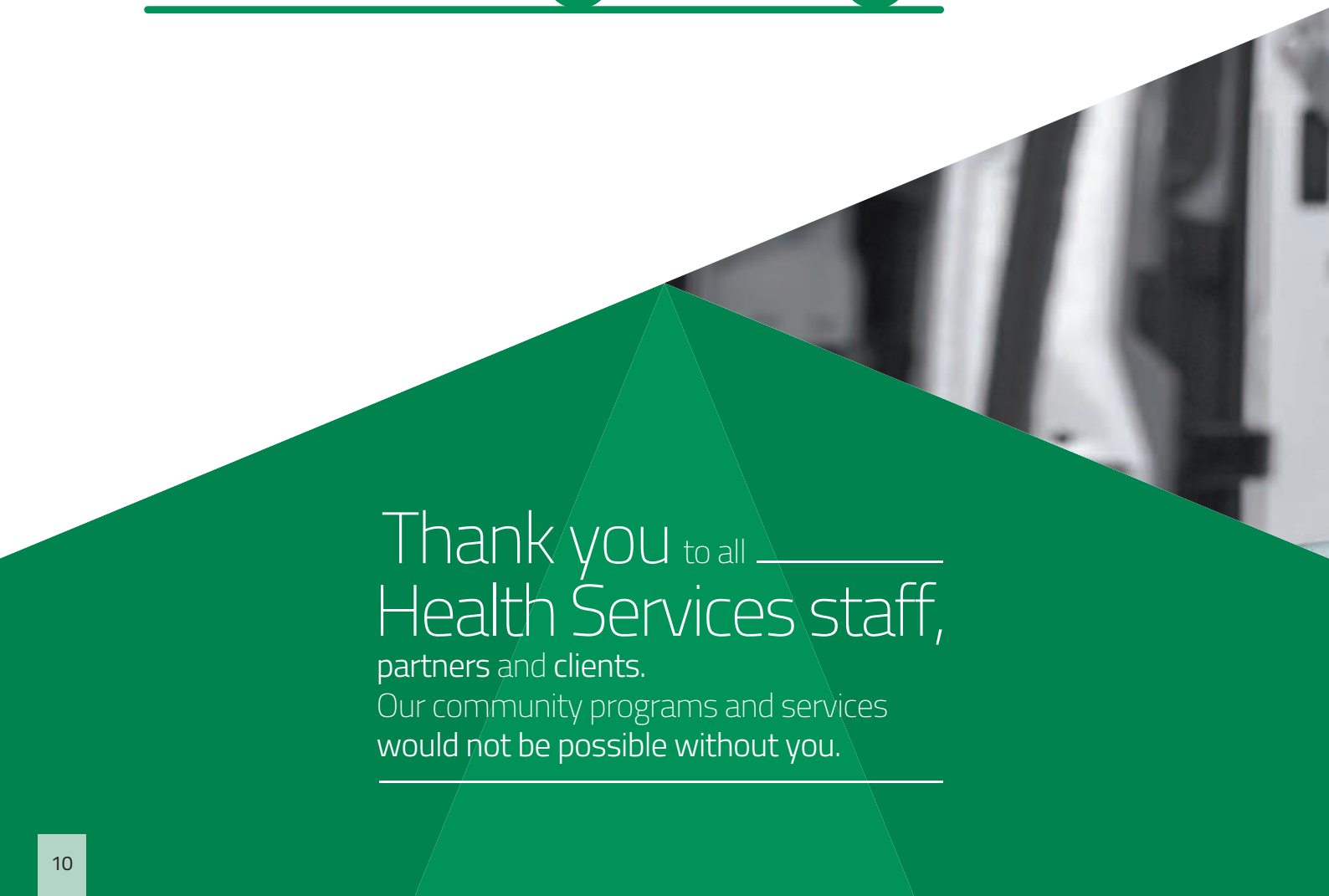
Despite tight timeframes, our teams performed exceptionally well by meeting start dates for all three contracts.

These wins spur innovation such as the transformation of our booking processes into a convenient online system that provides real-time updates and reporting.

In 2015 we transported 24,000 patients, and our dedicated patient transport team continued to provide exceptional service. We maintained our lead ratings for quality and efficiency in the Ambulance Victoria contract as well as our ISO 9001:2008 Quality Certification.

Transport of
23,661
non-emergency
patients





Thank you to all
Health Services staff,
partners and clients.
Our community programs and services
would not be possible without you.

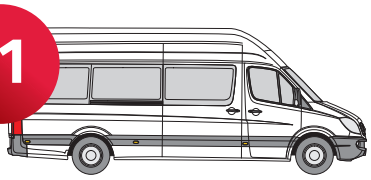
stryker
stryker
Patient Transport
SAVING LIVES THROUGH
St John FirstAid

Fleet Capabilities

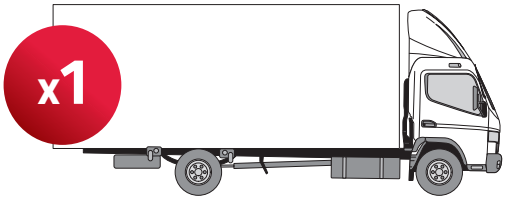
Medical Assistance Team (MAT)

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 | Doctors Nurses Paramedics | Advanced Medication | AED | Oxygen

x1  **Mercedes-Benz Sprinter**

+

x1  **FUSO**

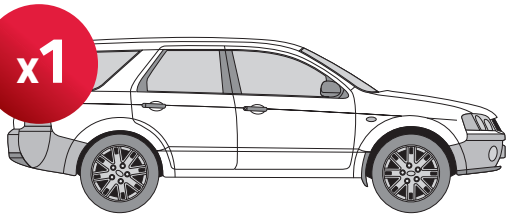
=

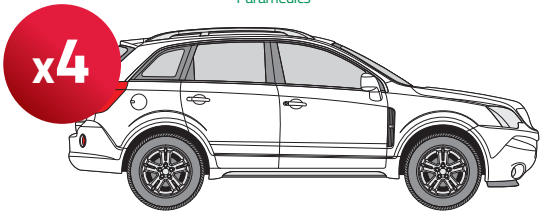
Field Hospital

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.

Doctors Nurses Paramedics | Advanced Medication | AED | Oxygen

x1  **Ford Territory**

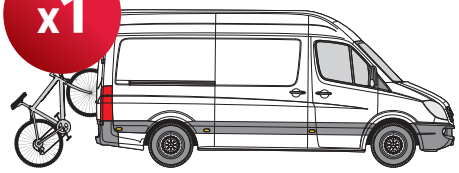
x4  **Holden Captiva**

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.

Primary First Aid | Medication | AED | Oxygen

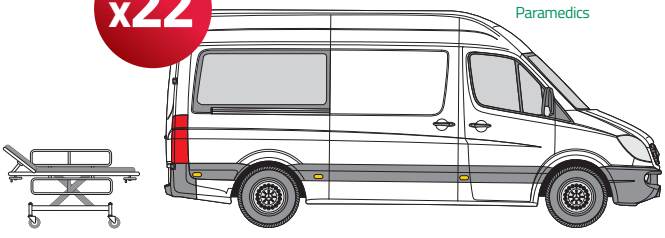
x12 **Bicycles**

x1  **Ford Transit**

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.

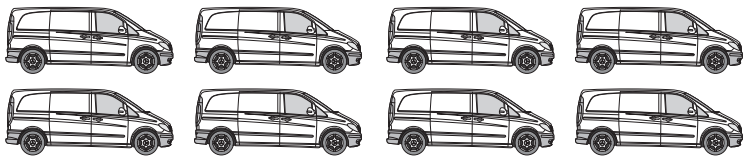
Doctors Nurses Paramedics | Advanced Medication | AED | Oxygen

x22  **Mercedes-Benz Sprinter**

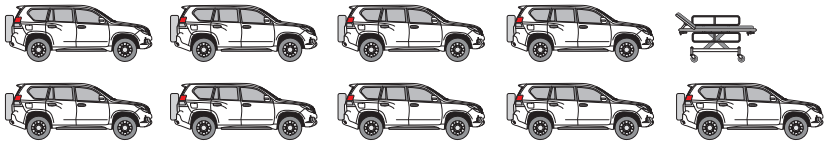
The Medical Assistance Team (MAT) at the finish line of the 2015 Ironman Melbourne event

Intra-event Patient Transport Buggies

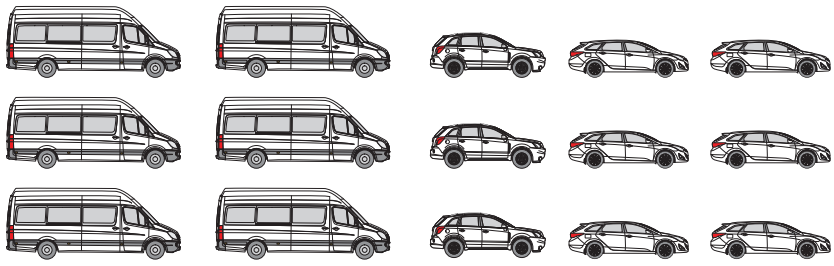
x3



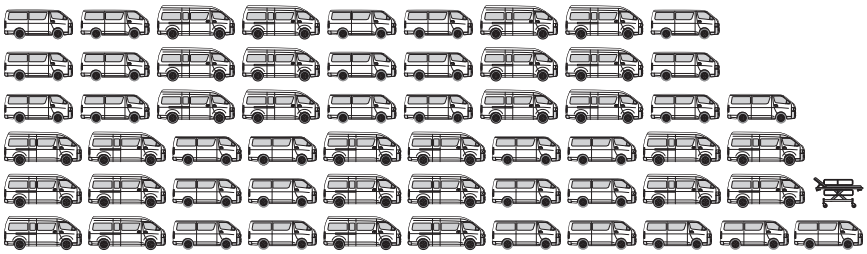
x8 Mobile First Aid Posts



x9 4WDs Fitted with 1 Stretcher



x15 Command + Communications



x59 2WD Mobile First Aid Posts + Stretcher

Emergency Management

St John Ambulance Australia (VIC) "St John" maintains 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.

Emergency Management assets are based at more than 60 locations throughout the State. Our volunteer deployments to emergencies or disasters are supported by an independent Statewide radio communication network coordinated through a dedicated emergency operations centre located at the Victorian headquarters.

St John is the lead First Aid provider within the State Health Emergency Response Plan "SHERP", providing First Aid and medical services to other emergency service agencies and members of the public when requested by Ambulance Victoria in times of emergency, including bushfires and floods.

In addition, volunteers are also called upon by the Country Fire Authority (CFA) to provide medical treatment to their personnel. Through their Municipal Emergency Management Plan arrangements, local councils may also enlist the help of St John volunteers to support community refuges.

St John plays an active role in the Volunteer Consultative Forum (VCF), which gives emergency management volunteers and agencies a voice to government on volunteer-related issues and the broader emergency management reform agenda. The VCF is chaired by the Emergency Management Commissioner, Mr Craig Lapsley PSM.

St John has a dedicated Emergency Management Team in place to ensure that we are always equipped, prepared, and up to date and have systems and procedures in place, so we can be fully deployed as emergencies arise. This team, along with other senior Event Health Services personnel, ensures we are able to respond to emergency management incidents, 24 hours a day, 7 days a week.

By utilising the full range of our First Aid support capabilities (including mobile First Aid vehicles, First Aider/First Responder and medical teams),

St John volunteers have been deployed to various emergency situations throughout Victoria, and interstate. In the past 10 years alone, St John has responded to 650 emergency events including the 2009 Black Saturday Bush Fires, 2012 Queensland floods, 2014 Victorian Bushfires and most recently, the Wye River Fires.

In 2015, St John volunteers provided over 1,100 hours of direct support to firefighters and fire affected communities, coordinated through our Emergency Management Department.

The support of St John personnel during the 2013-14 fire season was recognised by the Victorian State Government, who presented individual divisions with Certificates of Appreciation. 95 St John volunteers and staff were awarded the National Emergency Medal for their outstanding contribution throughout the 2009 Black Saturday Bush Fires campaign.

The Victorian State Government, emergency services organisations, Victorian business, and the Victorian community more broadly, continues to rely and trust on St John being there in times of greatest need. Commercially competitive organisations to St John are unwilling or unable to provide this service. This unwavering commitment to such a vital community role continues to test our limited resources but reinforces our mission of Saving Lives through First Aid.

Fundraising

Our fundraising mission is to help fund the delivery of St John Ambulance Victoria's services and programs. The need to support our volunteers and community is ever increasing, as is the competitive landscape for fundraising in Australia.

Appeals

St John ran two major fundraising appeals in 2015 – the Community Appeal and the Summer Fire Appeal.

The Community Appeal raised funds to train and equip our volunteers. The appeal focused on St John's continued support and presence at community events over the past 108 years – highlighting our legacy with the ANZAC Day ceremonies and the momentous 2015 ANZAC Centenary.

The Summer Fire Appeal focused on the need for our volunteers to be 'emergency ready'. It also raised awareness of the vital role St John volunteers play during the fire season through their support of fire-stricken communities and frontline emergency service organisations.

Thanks to the generous Victorian community, both appeals raised much needed funds to provide lifesaving First Aid when and where it's most needed.

Grant Funding

St John Fundraising identified and pursued many grant funding opportunities throughout 2015. We applied for over 80 grants from federal, state and local governments – and from various philanthropic trusts and foundations.

The generous support of these organisations enables us to equip our volunteers and to fund innovative community projects. Key grant successes for 2015 are outlined below.

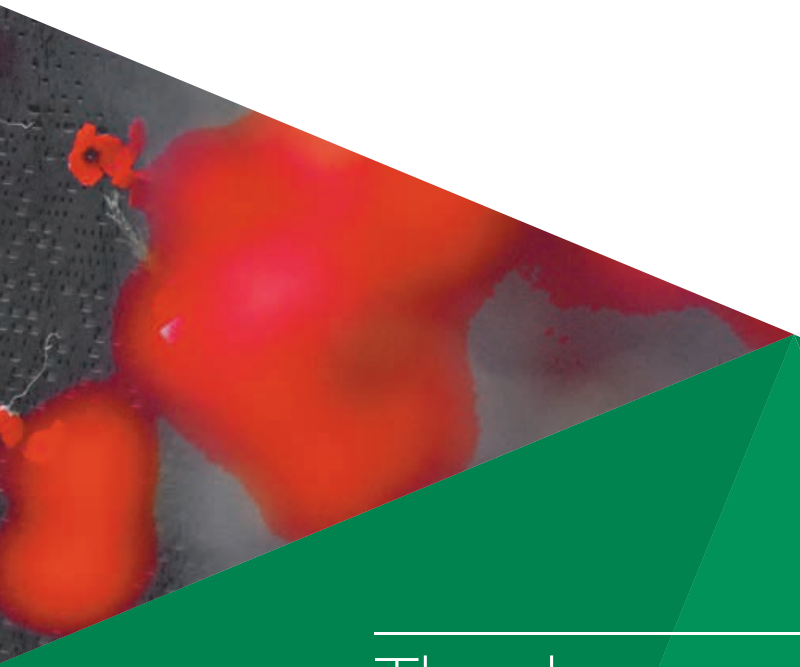
- Funding from The William Buckland Foundation enabled us to launch a program to attract culturally and linguistically diverse volunteers to our Dandenong division.
- A grant from The Helen McPherson Smith Trust enabled us to enhance the capabilities of our Medical Assistance Team (a sophisticated unit that specialises in highly acuity casualties).
- State Government funding assisted in the purchase of new First Aid vehicles.
- Funding from the ANZ Staff Foundation helped to extend our First Aid in Schools program.
- Ongoing support from the Bendigo Bank Community Enterprise Foundation enabled various divisions to update equipment and to provide a better service.

Looking Forward

To further develop fundraising channels, St John plans to launch a range of innovative programs in 2016. This includes a Workplace Giving Program that aims to build strong corporate relationships and encourage employers and staff to donate to St John.

In 2016 we will also be focusing on legacy and bequest giving, offering donors the opportunity to leave St John a lasting gift in their will.

Underpinning all this will be increased communication with donors and a proactive donor acquisition program.



Thanks to the generous Victorian community, both appeals raised much needed funds to provide lifesaving First Aid when and where it's most needed.

Media

This year saw an increased focus on attracting media coverage across all our activities. In many cases, St John responded within minutes to help fill stories and offer expert comment.

Our community programs resulted in many 'save stories', highlighting the value that learning First Aid provides our community.

Mainstream media remains a key driver of community awareness and motivator for learning and re-learning First Aid. This reinforcement is vital so that bystanders in an emergency know what to do after calling Triple Zero.

Although our message is consistent from story to story, the varying channels and media angles resonate with different audiences. Consistent media presence is vital to communicate and deliver on our aspirational goal.

2015 Media Story Highlights

- Judd Greeham's save in The Age, Sydney Morning Herald, 7 News (Victoria and national bulletins), Sunrise, The Project and a feature story in all 33 Melbourne Leader community newspapers
- First Aid myths busted on Today Show (national)
- Learner Drivers story on 9 News Melbourne
- Snake bites feature on 9 Mornings program (national)
- Event Health Services story in The Age (print and online)
- Defibrillators on WIN News (statewide)
- Branded commentary in several awareness stories featured in the Herald Sun
- Importance of CPR on SBS World News

For full media coverage visit: www.stjohnvic.com.au/media

Mainstream media remains a key driver of community awareness and motivator for learning and re-learning First Aid.

ST JOHN
MBULANCE

Community Programs

St John Community Programs enjoyed another successful year in 2015. Most notably, we achieved our target for the First Aid in Schools program and continued to invest in our Water First Aid initiative. The year also saw more defibrillators gifted to our community.

These programs represent an important extension to our structured activities (such as accredited training courses) and build broader First Aid awareness. In 2016 St John will continue to support and empower at-risk community groups with essential First Aid skills.

First Aid in Schools

St John Ambulance Victoria set a national record in 2015 with more schoolchildren trained in First Aid than any other St John jurisdiction.

At the end of Term 3 2015, we trained our 300,000th child – and by the end of the school year we surpassed our annual target by teaching 151,987 students. In 2016, we aim to train 175,000 students, with the ultimate goal of training 200,000 children per year by 2017.

Since the First Aid in Schools program began in late 2012, St John has taught 332,529 Victorian primary school students. As a self-funded initiative, this is a considerable gift to our community and an achievement that we are immensely proud of.

This year our program received several public acknowledgements. The most publicised was the saving of 4-year old Matt by 8-year old Judd – an inspiring story that received extensive media coverage.

First Aid
Schools Program

Celebrating
332,529
Victorian
School Children
trained
in First Aid so far.

Community Programs

Defibs Save Lives

St John continued to promote the importance of defibrillators throughout 2015. Emphasising the devices' small size and ease of use, St John is educating the community about the difference they can make between life and death in a cardiac arrest scenario.

1,133
defibrillator
contributions since 2012,
valued at around
$3 Million.

Gifted and subsidised defibrillators were deployed throughout our community in 2015. Thanks to the Hilton White Bequest, 36 defibrillators were gifted to sporting clubs and community groups in the geographically disadvantaged regions of Geelong and Ballarat. Another 167 defib and training bundles were subsidised to interested clubs and organisations, bringing our total contribution since 2012 to 1,133 defibrillators (valued at around $3 million).

With a focus on market awareness, the Defibs Saves Lives website (**defibssaveslives.com.au**) was updated to highlight the importance of defibrillators in the workplace. The website also features a TV advertisement which screened as a Community Service Announcement to promote defibrillators across all St John jurisdictions.

Defibs Save Lives

Another lifesaving initiative of St John Ambulance Australia

WaterFirst

With so many drowning cases continuing to occur in our community, our free five-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 teaches participants the basics of the 'DRSABCD' action plan, and teaches how to save a life in just five minutes – the minutes that matter most in an emergency.

Another St John (VIC) initiative to build community resilience.

Commercial Services

With a long history of First Aid innovation, St John provides a range of contemporary products and services to industry, government and consumer markets.

Our core commercial activities include:

- Accredited First Aid training courses
- Manufacture and supply of First Aid kits
- Supply of consumables and equipment
- A workplace advisory service

The financial proceeds from our commercial activities help to fund a myriad of programs that benefit our community. Examples include free First Aid training for fire and floodprone communities, a free water-safe online course and free First Aid training to school children.

The commercial market continued to be extremely competitive throughout 2015. Despite these challenges, St John's businesses generated good traction, exceeding annual budget expectations.

Key to this success was our renewed focus on product quality, service excellence and innovation. During the year, St John launched a new e-commerce tool, developed its e-learning capability and introduced new kit lines.

We also retained a number of major contracts such as the Country Fire Authority (CFA) and gained the State Emergency Services (SES) through the successful tender for the Joint Victorian Emergency Services First Aid training. We were also successful in winning a tender to provide First Aid Kits and Consumables to the Department of Environment, Land, Water and Planning.

We expect 2016 to be an exciting year for our commercial businesses and clients as we continue to improve our ability to deliver scale, efficiency and geographic scope.

St John First Aid trainers demonstrating basic wound care

Victorian Members of the Order

Knights of Justice

The Right Reverend
Dr. Peter Hollingworth, AC, OBE
Dr Iain Nicolson
The Right Honourable
Sir Ninian Stephen, KG, AK, GCMG

Knights & Dames of Grace

Her Excellency Linda Dessau AM
Miss Dorothy Bache
Mr John Jack Blackstock
Mr Richard Bluck AM,RFD.
Dr Edward Brentnall, OAM, MBE
Mr Peter Burke
Mr Brian Carey
Mrs Elizabeth Chernov
The Hon Alex Chernov, AC QC
Lady Anna Cowen
Mr John F. Crennan
Mr Frederick Davidson AM
Mrs Barbara Davis
Mrs Janice de Kretser
Professor David de Kretser, AC
Mr Wayne Deakes
Mr William Foley
Mrs Lorraine Glover
The Honourable Sir James Gobbo,
KG AK GCMG GCVO KBE PC QC
Mr Mervyn Goodall, OAM
Mr Stewart Granger, BEM
Mrs. Kathleen Ann Hollingworth
Mrs Lynne Landy
Mr John Landy, AC, MBE
Mr Ashley (Edgar) Mason
Dr Allan (James) Allan Mawdsley OAM
Mrs Joan Patterson
Maj Gen Francis Poke, AO, RFD, ED
Professor Jeffrey Rosenfeld, AM,OBE
Mrs Margaret Switzer

Chaplins

The Most Reverend Philip Freier
Very Reverend D David Richardson

Commanders

Adj. Professor Francis Archer, OAM
Mrs Gladys Blackstock
Dr John Byrne
Mrs Janet Calvert-Jones, AO
Mr Brian Cantlon, MBE
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Miss Nellie Stephenson
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Mr Bruce Trappett
Mrs Barbara Trimnell
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Mr Arthur Uren
The Very Reverend
Dennis Arnold Van Derwolf
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Mrs Eveline Walters
Mr Kevin Wanstall
Mr Andrew Wassertheil
Sister Winifred Watts
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Dr Robert West
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Mr John A. Wiseman
Dr John F. Wiseman
Ms Michelle Wos
Mr Donald Wright
Mrs Kathleen Wright
Mr Gary Wyatt
Mrs Sheila Wylie
Dr James Xavier
Mr Rodney Young

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

The Investiture was held at Government House, Melbourne, on Friday, Saturday 28th March 2015, where His Excellency the Honourable Alex Chernov AC QC KStJ, Governor of Victoria, presented insignia to 22 members who were admitted or promoted in the Order.

On Sunday, June 21st 2015, the annual Church Parade and Service for Members of the Order of St John was held at St Paul's Cathedral, Melbourne. It was pleasing to see a number of Volunteer members attend.

The Annual Dinner for Victorian members of the Order was held at the St Kilda Novotel on Friday, October 9th. The Guest speaker was Mr Robert Wilson OStJ, who spoke to meningococcal and how it impacted on him as a survivor of the illness.

The roll out of the new Order Portal was launched in April and now provides a regular means of communication and news on Order and St John activities in Victoria.

For Admission as Member

Mr Stephen Aitken MStJ
Mr Ben Allan MStJ
Mrs Kay Bell MStJ
Mrs Lindsey Booth MStJ
Ms Jayne Dicketts MStJ
Mr Daniel Dycer MStJ
Mr Brenton Key MStJ
Mrs Heather Morrison MStJ
Mrs Brenda Oxford MStJ
Mr Jeffrey Priest MStJ
Dr Matthew Waixel MStJ
Mr Rodney Collins APM MStJ
Mr Jeffery Priest MStJ

Promotion to Knight of Justice

Dr Iain Nicolson KStJ

Promotion to Officer

Mr Bruce Caslake OStJ

Vale

Mr Alan Bromwich OBE RFD KStJ
Mr David Buchanan CBE KStJ
Sister Yvonne Bird CStJ
Mr Alexander Donald CStJ
Mr Colin Smith CStJ
Mr Lancelot Heard OStJ
Dr Stewart Johnston OStJ
Mr Leslie Everett MStJ
Dr Eugene Spangaro MStJ

Honours and Awards

3rd Gilt Bar
Representing 42 Years Service

Mr Wayne Deakes

Mr Ian Ramsdale

1st Gilt Bar
Representing 32 Years Service

Miss Simone Pearce

3rd Bar
Representing 27 Years Service

Mrs Maureen Chesser

Mr Alan Eade

Mrs Beverley Holder

Mrs Michelle Ruemmler

Mrs Kathleen Simpson

2nd Bar
Representing 22 Years Service

Ms Lynette Clarke

Dr Stephen Luke

Mr Neil Watt

1st Bar
Representing 17 Years Service

Mr Alistair Dunn

Ms Wendy Hogben

Ms Amy Kwik

Mr Trevor Merrett

Mr Darron Pritchett

12 Year Long Service Medal

Mr Thomas Clark

Mr Brendan Corcoran

Ms Kerryn Gouldson

Ms Dale Leckie

Ms Rosemary Luke

Ms Jessica Renfrew

Mrs Petra Reynolds

Ms Olivia Smith

Ms Sharon Urquhart

Ms Hilary Warrington

Mr Mark White

Commissioner's Badge

Mr Liam Lynch

Mr Toan Nguyen

Mr William Bowen

Mr Daniel Jones

Miss Danielle Sweetten

Peter Falkland Award

Mr Ben Di Lisio

Miss Zoey Godfrey

Grand Prior's Award

Mr Brandon Van Zeyl

Mr Angus Dempsey

Miss Melissa Um

Miss Haylee Britcliffe

Mr Rhys Goodwin

Mr Sandun Jayasinghe

Mr Nathan Um

Mr Xavier Um

Miss Yvana Stankovska

Miss Breeanne Shannon

Miss Zoey Godfrey

Miss Skye Godfrey

Mr Torin Troy

Miss Paige Hiney

Mr Dillon Perera

Mr Anthony Dask

Mr Michael Anandan

Miss Claire McGary

Mr Ben Di Lisio

Southern Cross Gold Award

Miss Jessica Taylor

National Emergency Medal

Mrs Vicky Evans

Left to right:
Professor Mark Compton AM
Chancellor of St John Ambulance Australia,
The Honourable Linda Dessau AM Governor of Victoria,
Mr Cameron Oxley Chairman of
St John Ambulance Victoria with awarded recipients

"Exemplary care and professionalism"

"Very helpful, courteous and kind"

"Being there for my loved ones should they ever require assistance, provides immense peace of mind"

"Pass on my sincere thanks"

"They should be applauded for their effort"

"They were both my guardian angels"

"So thankful for their compassion and understanding"

"I would like to say a huge thank you"

"The work and support you provide is just amazing"

"Congratulations to all who gave their time & expertise so generously to help respond"

"I cannot express how grateful I was"

"We were helped in the most beautiful way possible"

"Your presence is very reassuring"

"The angels (St John) were in action"

"Thank you St John Ambulance and all your friendly volunteers"

Thank you St John Volunteers!

"Thank you once again to our extraordinary volunteers and their families who are an ongoing inspiration to us all for their contribution to another successful year of building stronger communities"

– Stephen Horton
Chief Executive Officer

"Our family is so grateful to you, for your care, compassion and professionalism"

"I am writing to express our sincere gratitude for the support provided to us on ANZAC Day"

Returned & Services League of Australia

Financial Overview

Event Health Services

Revenues for 2015 exceeded 2014 despite increasing competitor pressure and the arrival of new entrants. Lower subsidies to this area helps support our increased commitment to our community programs and events (such as the ANZAC Day parade), and our ability to respond to emergencies such as bushfires.

Commercial

Revenues increased marginally from 2014 despite challenging trading conditions. Due to excellent cost management and improved procurement processes – particularly in our First Aid kit and consumables business – we were able to mitigate these conditions and achieve a positive result overall.

Fundraising

Although revenues did not meet expectations, we received very generous bequests and implemented two successful direct mail campaigns. We also received a number of Commonwealth and State Government grants, although both levels of government reduced expenditure this year.

Income

Overall performance was mixed with a strong first half followed by a softer second half.

Despite challenging conditions, revenues exceeded the previous year by 2.6%. An unexpected uplift in late Q4 training revenues was encouraging and we expect momentum to continue into 2016. Retail product sales including kits, consumables and equipment performed above expectations.

Our third year of Non-Emergency Patient Transport operations performed to expectations with a number of tender wins. The business continues to achieve best practice efficiency ratings from the regulator, although work still needs to be done to achieve scale.

Demand for Event Health Services continued to increase, although a number of new entrants and increasing price pressure affected margins. The impending national registration of paramedics will be a positive step towards improving quality and creating greater barriers to entry into this unregulated sector.

Increased volunteer engagement continues to improve our event service capability. We received the highest ever volume of volunteer enquiries during the year, with a record number of active adult volunteers by year-end.

Despite increased public duty cost recoveries, the 2015 subsidy to our health services unit exceeded $1 million. Minimising subsidies and maximising margins is vital for the ongoing funding of our emergency response capability and our growing number of community programs.

Once again we acknowledge the Commonwealth and Victorian State Governments who provided 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 revenues through our own commercial and fundraising activities. We could not do this without the support of the generous organisations and individuals who made donations or bequests during the year.

St John Holdings

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

Financial Summary	2015 $000s	2014 $000s	Variance $000s
Commercial Revenues	20,558	20,108	450
Government Grants	373	254	119
Fundraising Revenue	351	422	(71)
First Aid Services Revenues	2,993	2,834	159
Other Non-Commercial Revenues	109	146	(37)
Total Revenues	**24,384**	**23,764**	**620**
Surplus/Loss	**1,311**	**1,749**	**(438)**

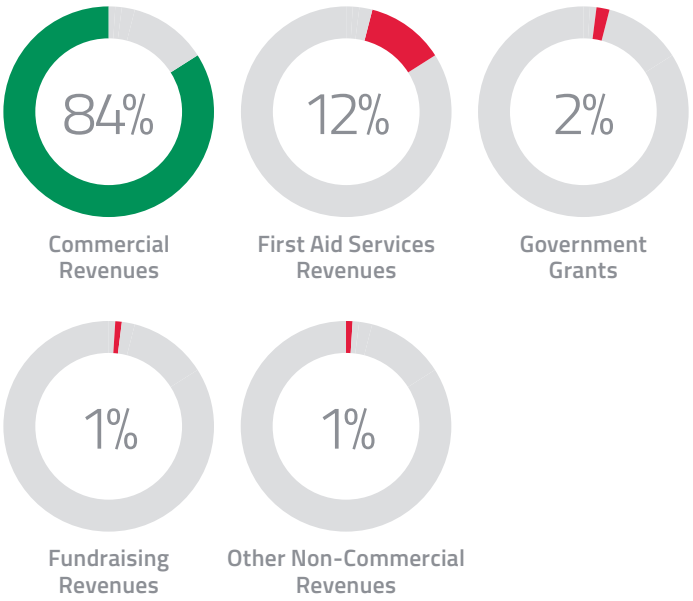
Expenses

Our management team has done an excellent job maximising efficiencies and minimising costs in response to the year's mixed trading conditions.

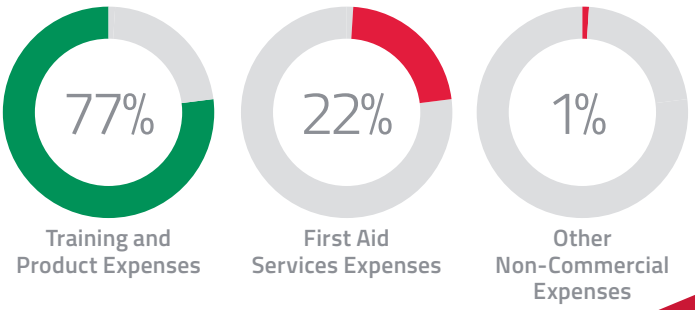
We made a significant capital investment of $1,782 million during the year with a priority on volunteer health and safety, the ERP project and new business development. Highlights include:

- The continuation of the event health fleet replacement program with another 17 vehicles being commissioned in 2015
- Phase one of the new SAP Business 1 based ERP implementation project that will deliver improved business tools for our volunteers and staff
- Development of tablet-based digital patient records for event and emergency management and improved online tools to enhance training opportunities
- Commissioning of six new Mercedes Sprinter Non-Emergency Patient Transport vehicles

Revenues



Expenses



Our Priorities for 2016

The outlook for the Victorian economy in 2016 remains cautious. However, we will continue to invest in our people and the development pipeline to ensure ongoing viability of our community programs.

Priorities for 2016 include:

- Continue to increase investment in community projects consistent with our mission of saving more lives through First Aid and our aspirational goal
- Increase resources for volunteer recruitment and retention programs to drive acquisition and engagement
- Increase our business revenues and margins in line with growth plans
- Increase financial support from philanthropic organisations
- Achieve appropriate scale in our Non-Emergency Patient Transport operations
- Complete the ERP project
- Complete the volunteer fleet renewal plan
- Remain disciplined around expenditures, costs and opportunities
- Continue to invest in our people and other resources to ensure activities are conducted safely and professionally

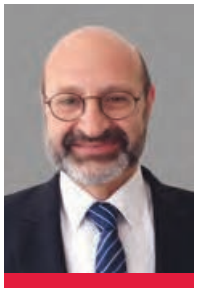
Governance

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
Chairman

Rod Collins APM OAM
Director



Prof. George Braitberg
Director

Cratis Hippocrates
Director

Virginia Bourke
Director

Mark Engel
Director

Stephen Horton
Ex Officio

2015 Board Meeting Members	Eligible to attend	Attended
Mr Cameron Oxley	11	10
Mr Justin Dunlop (Retired June 2015)	6	6
Mr Rod Collins	11	9
Ms Virginia Bourke	11	11
Mr Cratis Hippocrates	11	6
Mr Mark Engel	11	11
Professor George Braitberg	6	3

Towards 2018 Strategic Plan

1 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

2 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

3 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 (incuding 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

4 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 knowhow 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

5 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

Acknowledgements

We sincerely thank each donor who has supported the work of St John. Their generosity enables us to continue to provide First Aid services to our Victorian community.

We also thank the donors who wish to remain anonymous and those not listed below.

Private

Mrs Iris Bowman

Mr K & Mrs R Day

Mrs Alice M Vaughan

Mr Cameron Oxley & Ms Bronwyn Ross

Mrs Lillian Nicholes

Ms Merilyn Mayr

Mr G Shalit & Ms M Faine

Mr Colin Blain

Ms Jacqueline Moth

Miss R Andre

Miss M O'Sullevan

Miss Elizabeth Watson

Mrs Margaret S Ross

Mr Robert Croft

Dr George Lefroy

Ms Yeesang Chin

Mr Kieran Knowles

Mr Henry Foster

Mrs Joan Charge

Miss Jean Stewart

Mrs Jo Manger

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Estate of Esme Mae Haworth

Estate of Hugh Thomson Rogers

Estate of Dulcie Whittaker

Estate of Arthur B R Barlow

Estate of Roma Olive McIntyre

Community Groups

Northcote Lions Club

The Country Women's Association Lara

Carrum Downs Community Charitable Network

Biccys Op Shop Supporters Inc.

All Souls Opportunity Shop Sandringham

Mildura Show Society Ladies Committee

Team Harmony

Warren Opportunity Shop Inc

Government

Department of Justice

Mildura Rural City Council

City of Greater Bendigo

Melton Shire Council

Bayside City Council

Moorabool Shire Council

Glen Eira City Council

City of Ballarat

Manningham City Council

Hume City Council

Darebin City Council

Wellington Shire Council

City of Port Phillip

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The William Angliss Charitable

Gras Foundation Trust

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Sandringham Bendigo Community Bank Branch

Lord Mayor's Charitable Foundation

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Lander & Rogers Lawyers

Ernst & Young Quality In Everything We Do

nab

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AMBULANCE
St John
Ambulance
Australia

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ABN 69 061 844 380

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First Aid Training, Bookings and Sales: ..... 1300 ST JOHN
Donations & Bequests: 03 8588 8888
First Aid at Events: 03 8588 8360
To Volunteer: ..... 1300 ST JOHN

Saving Lives
through First Aid