

2014

ANNUAL REPORT

ST JOHN AMBULANCE AUSTRALIA (VIC) INC



St John 'first on scene' members reunited with Mr Jack Murphy who collapsed whilst marching on ANZAC Day

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Our Goals

We will:

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

Our Values

St John 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

We aim for at least one person educated, equipped and prepared to provide First Aid in every home, workplace and gathering.





In 2014, St John provided First Aid to many commercial events like this one at Sandown Racecourse

CHAIRMAN'S REPORT



Cameron Oxley, Chairman
Chairman's Report

I am delighted to present the 2014 St John Ambulance Australia (Victoria) Annual Report.

The focus of the Board and management in 2014 remained on maintaining and growing a sound and sustainable business which can fund our ever-increasing community programs and drive us towards our key aspiration – to have at least one person educated, equipped, and prepared to provide First Aid in every household, workplace and gathering in Victoria.

Our training business continues to perform strongly and has provided innovative training to our community both through its traditional training programs and the development of an e-Learning platform. To promote this sort of innovation, and to support our businesses and community activities, the Board has approved a significant investment in upgrading St John's technology platform which we expect will provide a new range of tools for our volunteers and staff and enhance our overall capability.

Our Non-Emergency Patient Transport business continued to consolidate and the Board took the decision

to seek to expand this business to achieve greater efficiencies and a broader revenue base.

Discussions have taken place with senior members of the State Government, both before and since the election. St John has always enjoyed a good working relationship with Government and we expect that will continue. The Board believes that St John can and should play a key role in assisting the Government to develop sound policy around First Aid services and St John will continue to look for opportunities to provide advocacy and thought leadership.

St John's community programs went from strength to strength in 2014. The flagship First Aid in Schools Program exceeded our target to train 100,000 Victorian school children at no cost to students, their families, or their schools. We have set another robust target for 2015 which we expect to meet.

Our existing Community First (First Aid for at risk communities) and Heart Start (defibrillators) programs continued to build resilience in Victorian communities. The introduction of the WaterFirst program in 2014 is a worthy addition to our portfolio of programs and will undoubtedly save lives around water.

There has also been some interest in a program of First Aid training for learner drivers and we are eager to promote such a program to the Government as we believe that it has significant potential to save lives in the Victorian community.

The Board reviewed the strategic plan in 2014 and confirmed its commitment to saving lives through First Aid and our key aspirational goal of achieving at least one person educated, equipped and prepared to provide First Aid in every home, workplace and public gathering.

The Board is confident that the current portfolio of community programs supported by our commercial businesses is progressing us towards achieving that goal.

In 2014, Dr Iain Nicolson retired from the Board. Dr Nicolson has served on the Board (and its predecessor State Council) since 2005 and has been a loyal and dedicated servant of St John. His wise counsel has been instrumental in transforming St John into a modern governance-based organisation and he will be sorely missed on the Board. I would like to formally record my profound gratitude to Dr Nicolson for his enormous contribution to St John over many years, but especially during his period on the Board.

It also gives me great pleasure to welcome our newest Board member, Mr Mark Engel, who joined the Board in 2014. Mark brings to the Board an impressive set of skills from his distinguished career in the insurance and health industry and has already made a significant contribution to Board discussions.

I extend my sincere thanks to our outstanding and tireless executive, staff and Board for your superb contributions in 2014. As always, a very special thanks to our volunteer members of St John in Victoria for your continuing example of service to the Victorian community.

Cameron Oxley
Chairman



Part of the 110 St John Members attending Ironman.



His Excellency the Hon. Alex Chernov AC QC KStJ, Governor of Victoria and Mrs Chernov discusses the workings of St John Fleet 186 with St John member Kate Dennis

CEO'S REPORT



Stephen Horton, CEO CEO's Report

2014 was another standout year for St John in a community context. Despite soft business conditions in the first half, it was also ultimately a satisfactory year for our business activities of First Aid training, First Aid kits and consumables that underpin our capacity to deliver on our key goal of making First Aid part of everyone's life.

Undoubtedly one of the major highlights of the year was the evolution of our signature First Aid in Schools Program that provided free First Aid training to more than 103,000 Victorian school children. Interest in the program remains strong throughout the State with advanced bookings indicating that we are well on track to meet our 2015 goal of training 150,000 school children, en route to our ambitious objective of training 200,000 school children per annum by 2017.

Another highlight of the year was the introduction of "WaterFirst" a free online course designed to educate Victorians on how First Aid can save lives around water. The launch of the program was supported by a thought provoking television commercial that attracted significant national media interest.

A business highlight was the significant development of our e-Learning

platform as part of our expanding suite of products and services that adds to our capability to support our community programs. In keeping with our commitment to innovate around technology, our Board approved investment in a new ERP project designed to provide our volunteers and staff with the right tools to maximise efficiencies and enhance our overall capability. We expect to implement the new technology throughout 2015.

After commencing in 2013, our Non-Emergency Patient Transport business activity achieved significant milestones during the year including ISO 9001 quality reaccreditation, scored market leading quality and efficiency ratings from the regulator and the transportation of 23,278 patients. We remain optimistic in expanding this activity during 2015.

Demand for our range of Event Health Services continued to increase with 1,994 volunteers committing 264,893 volunteer hours protecting Victorians attending events and at emergencies. Our volunteers managed 40,142 patient presentations, including 2,740 patients with major health problems, 538 of whom were treated and transferred to hospital. These interventions save the Victorian State health care system a significant financial impost, however the costs of providing such an extensive service continued to test our limited resources. The subsidy to support our event health services unit once again exceeded \$1M excluding fixed overheads.

I am delighted to report that volunteer inquiry levels remain at historical highs and engagement levels continue to grow further improving our ability to service the community. Our capital investment program in support of our volunteers and business units continued in earnest, with our \$4M volunteer fleet replacement program well on track to have replaced our entire fleet of event services vehicles by 2017. The new vehicles have been

well received by our volunteer members and are a significant improvement in member safety as we ultimately realign our fleet of more than 120 vehicles around fewer brands and models.

Our Board conducted the annual strategic plan review to measure progress against the 5 KRAs enshrined within our 2018 strategic plan, as we continue to realign our energies and resources around our aspirational goal for at least one person educated, equipped and prepared to provide First Aid in every home, workplace and gathering. We are delighted with progress so far and remain well ahead of plan.

Looking ahead to 2015, we continue to focus on increasing our contribution to the community through existing signature programs and a pipeline of new initiatives such as compulsory First Aid training for learner drivers and an expansion of our Heart Start public access defibrillator program that will help us build community resilience and cement our place as the go-to brand for pre-hospital care in Victoria.

Whilst the Victorian economy continues to experience strong headwinds we continue to invest heavily to ensure our business model is resilient. Most importantly, we are blessed with outstanding people and are well placed to look forward to 2015 with great optimism.

Thank you once again to our extraordinary volunteers and their families who are an ongoing inspiration to us all and to our outstanding executive, staff and Board for their contribution to another successful year of building stronger communities.





St John Members respond to a casualty during the 2014 Grand Final morning

HEALTH SERVICES

In 2014, we combined our First Aid Services (rebranded as Event Health Services) and Patient Transport business into the new Health Services business unit.

EVENT HEALTH SERVICES (FORMERLY FIRST AID SERVICES)

The meaning of community is joint participation and working towards and contributing in unity to achieving a common goal. This is a fitting description of the men and women, both volunteer and salaried, who are Event Health Services. Our people make an enormous contribution each year toward saving lives through First Aid and 2014 was no exception. Their contribution is attending to the sick or injured at sporting events, music festivals, shows or even community gatherings where they provide the best care possible and often avoid unnecessary and costly transportation to public health services. Through the year we treated 40,142 casualties and more than 6% of these cases were for major health problems but only 538 needed to be transported to hospital. The message that event organisers

have a duty of care to their participants and to the members of the public who attend is gaining traction. In 2014, we saw an increase in the demand for our First Aid services from community event organisers. This resulted in us attending 4,294 events, nearly 450 more than in 2013. This of course would not be possible without our valuable volunteers giving their time, energy and skills ably supported by the salaried staff that schedule the events, fill rosters, coordinate fleet, food and keep the volunteers informed of what events are coming up.

The investment in our capability continued this year with another 9 new stretcher-capable Hiace vehicles delivered to divisions across the State. We also upgraded the BERT (Bicycle Emergency Response Team) fleet which provides additional capability for events which have a large footprint. It is not possible to deliver a professional service if our volunteers are not trained, placed in uniforms, and provided the necessary equipment and medical supplies, or if they do not have access to radios and IT infrastructure to keep everyone informed and in contact as responder teams move out to treat patients. Each year this all costs considerable amounts of money and is part of our contribution to the Victorian community.

To keep pace with the demand for Event Health Services, one of the key initiatives set for the year was to grow the volunteer base by improving the process and time taken to recruit volunteers. To achieve this, a new recruitment process was introduced

which simplified the recruitment path and at the end of the year our adult volunteer numbers were at their highest levels in 2 years.

PATIENT TRANSPORT

2014 saw the first full calendar year of operation for our Patient Transport business providing Non-Emergency Patient Transport (NEPT) services. In August 2013, we commenced services and our highly motivated and professional team has been an example to the industry. As a new entrant we have maintained the highest possible ratings for service delivery throughout the year, consistently operating in the 90th percentile. We delivered 23,278 patients across 4,283 shifts.

In October we submitted our response to the Ambulance Victoria and Health Purchasing Victoria combined tender for NEPT services. We believe that we have put forward a compelling bid based on our proven capability and expect to hear the result of our submission in the first half of 2015.

COMMUNITY PROGRAMS

2014 was another successful year for St John community programs which saw above target achievement for First Aid in Schools and the launch of another new program in WaterFirst, teaching people how to save lives around water.

“Our community programs area remains a vital link to our community to deliver sustained First Aid messages in achieving our goal of at least one person, educated, equipped and prepared to provide First Aid in every home, workplace and public gathering.”
Stephen Horton - CEO

These programs build links between our structured activities such as accredited training courses and our members at events, to deliver contextualised First Aid to at-risk community groups.

In 2015, this area will continue to identify at-risk segments and empower them with essential First Aid skills to build their resilience to enable a better response in the event of an emergency.

FIRST AID IN SCHOOLS

Since our program launch in 2012, interest in our flagship community program continues to grow with both schools participating for the first time, but also many return bookings from schools who have participated in previous years. Some schools are now in their third year of participation as First Aid in Schools becomes a regular inclusion in their curriculums.

This year our program received another public acknowledgement of being directly responsible for saving a life. Just one week after attending our session, 9yr old James was faced with an emergency at home where he called triple zero (000) and calmly responded to the operator until the ambulance arrived. His quick thinking led to a successful outcome for his mother.

This year, the First Aid in Schools program achieved two very significant 100,000 student milestones. Mid-year we surpassed 100,000 cumulative total students taught in our program since its inception; towards the end of the year we surpassed the 100,000 milestone for the total number of students taught in the 2014 calendar year. We have now delivered First Aid training to 180,542 primary school students in Victoria since 2012.

In 2015, our target is to teach 150,000 primary students within the year; we remain on track to reach our 2017 goal of 200,000 children in the calendar year.

WATERFIRST

To coincide with the start of summer 2014/15, St John launched a community program called WaterFirst. WaterFirst is designed to educate the public on how First Aid can save lives in water-specific emergencies, following a number of tragic drowning incidents in Victoria recently.

Our online WaterFirst program teaches users how to save a life in just five minutes – the vital five minutes that

could matter most in an emergency scenario. Whilst no substitute for instructor-led training, WaterFirst is the first step to becoming educated or skilled in First Aid.

Our program launch was supported by the release of our ‘Break the Barrier’ television advertisement which ran across all major TV networks. It also attracted significant national media interest, supported by local FM radio media personality, Jo Stanley.

WaterFirst is another step towards the St John vision of having at least one person educated, equipped and prepared to provide First Aid in every home, workplace and public gathering.

COMMUNITYFIRST

community **first** St John is partnering with the Country Fire Authority (CFA) to deliver tailored and interactive First Aid sessions for communities at-risk of bushfire. Delivered as part of a CFA Fire Ready Victoria community meeting or Community Fireguard group session, CommunityFirst has been particularly well supported by Brigades in CFA’s District 13 – an area which includes very high risk communities in the Yarra and Kinglake Ranges.

In 2015, we hope to further expand on this program in conjunction with the CFA, while we continue to optimise our method of delivery. We will also explore expansion of the program into communities at risk of flood.

FIRST AID IN SCHOOLS PROGRAM

In 2014, St John celebrated the milestone of having trained 100,000 Victorian school children in our First Aid in Schools Program. It is an outstanding achievement since the program started 18 months ago (just 7 school terms!).



“Fantastic delivery of life saving information [to the St Joseph’s Primary students from Prep to Grade 6] in an interactive, engaging and enjoyable manner.” (24 Nov 2014)

“St John gave our students an important life lesson – the most valuable lesson of saving a life!” (19 Sept 2014)

“What a wonderful course for students. First Aid in Schools was interesting, relevant and well presented. The students learnt a lot on the day and thoroughly enjoyed the session.” (13 May 2014)

“A fantastic opportunity for students to learn basic First Aid and they all love being part of the program. Thank you St John!” (4 April 2014)

To put this achievement in context, it is the equivalent of the capacity crowd at the MCG on Grand Final day, all those seats brimming with Preps, Grades 1 to Grade 6s, all knowing to: call triple zero (000) in an emergency, how to check the response of a possible unconscious person, manage cuts, burns and nosebleeds.

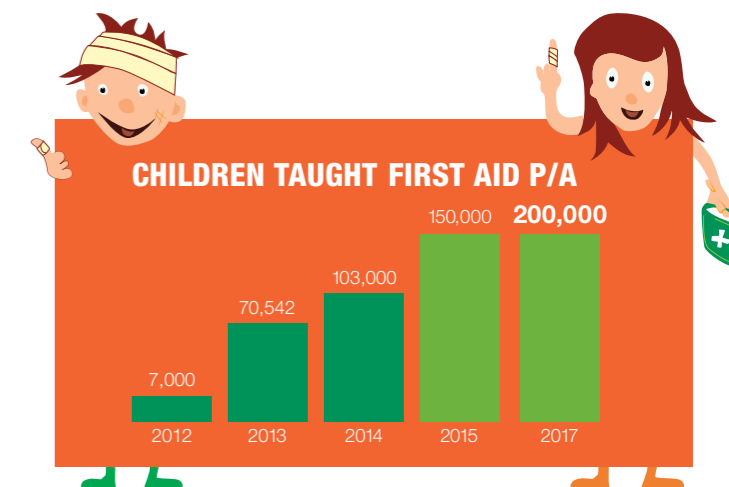
Armed with this First Aid knowledge, these children are able to assist their friends, families and members of the public when required.



James and his mum reunited with First Aid in Schools Program Presenter Bennett Stevenson

FIRST AID IN SCHOOLS IN ACTION.

Recent news media of a young 9 year old boy James saving his mother’s life by completing a call to triple zero after she lost consciousness during multiple heart attacks is a perfect example of the benefit First Aid knowledge can have. James had completed his St John First Aid in Schools training the week prior at his primary school. Without James’ calm actions paramedics believe that the situation could have ended tragically.





St John launches WaterFirst with media personality Jo Stanley, Rachel Hammett and First Aid Trainer Anthony Hasphall.



Melbourne Zoo participating in First Aid Fridays with St John First Aid Trainer, Anthony Hasphall

WATERFIRST

In December 2014, St John launched WaterFirst, a FREE community program designed to educate people on how First Aid can save lives around the water.

Research shows that 47 people drowned in Victorian waterways in the year up to July 2014, an increase of 6 on the previous year, and the highest number of deaths in a decade.*

This statistic led to the development of WaterFirst, the online program that teaches people how to save a life in just five minutes. The WaterFirst program takes users through a number of water-based emergency scenarios and teaches them the First Aid steps needed to save a life.

The launch was held at St Kilda Sea Baths and received significant national media attention.

*Life Saving Victoria, 2014.

Since the launch **OVER 1,600 PEOPLE** have completed the course.

The WaterFirst program is the first step to becoming educated or skilled in First Aid.

FIRST AID FRIDAYS

In August 2014, St John launched First Aid Fridays in an effort to make all workplaces even safer.

This initiative is designed to remind all workplaces about the importance of First Aid. According to recent research*, 87% of workplaces are not First Aid READY. Our goal is to dramatically reduce this staggering statistic and increase awareness of First Aid across all workplaces.

In light of this initiative, St John launched a free online First Aid Fridays 5 minute quiz, which is specifically designed to educate Victorian workplaces on how First Aid can help save lives, reduce risk and

improve safety. It questions whether workplaces are really First Aid READY and if they are committed to ensuring they have in place best-practice First Aid solutions. By participating in this activity each month, St John can assist organisations to become 100% First Aid READY.

First Aid Fridays cover a range of topics throughout the year to demonstrate why being First Aid READY is not as simple as purchasing a First Aid kit and that having at least one person trained in the workplace in First Aid is vital. Every month, First Aid Fridays dedicates time to focus on First Aid responsibilities for all workplaces that participate. Workplaces can then evaluate how safe they are by taking the 5 minute quiz.

The average ambulance response time is 9 -14 minutes in metro areas and approximately 30 minutes in regional areas[^]. This further reinforces the need for appropriate First Aid safety to be implemented across all workplaces so appropriate care can be delivered before paramedics arrive. Formal First Aid training improves the patient's chance of survival.

This initiative aims to promote that being First Aid READY is absolutely critical for any workplace environment regardless of size or risk level. Through First Aid Fridays, St John continues to make progress towards the overarching goal of having at least one person educated, equipped and prepared to provide First Aid in every home, workplace and gathering.

*St John First Aid Readiness Report March 2013.

[^]Ambulance Victoria 2013 - 2014 Annual Report.





St John Member Karen Gouldson at Ironman

FUNDRAISING

This year, the St John fundraising team was again inspired by the unwavering commitment of our St John members; our inspirational group of trained and very active First Aid volunteers.

Throughout 2014, St John volunteers provided more than 264,000 hours of First Aid to our Victorian community at times of natural disaster and at over 4,000 events providing, First Aid coverage to 39.3 million patrons and directly treating over 40,000 patients.

Our "Emergency Ready" theme remained consistent in 2014 as the extended summer fire season created demands on our divisions to be equipped and ready to respond within an extremely short time frame.

Our appeals raised much needed funds to purchase First Aid equipment including firefighter treatment packs, fire ground safety and treatment training, patient stretchers, defibrillators and other fire specific medication modules.

In addition to our growing list of donors, St John continues to receive generous support from Trusts and Foundations, Local, State and Federal Government bodies to support our mission of saving lives through First Aid.



To all our supporters, we remain grateful for your assistance which directly enables our volunteers to serve our community as diligently as they do.





His Excellency the Hon. Alex Chernov AC QC KStJ, Governor of Victoria, and Mrs Chernov (centre), with proud new Members and Officers of the Order of St John

ORDER AFFAIRS

THE MOST VENERABLE ORDER OF THE HOSPITAL OF ST JOHN OF JERUSALEM

The 2014 Investiture was held at Government House, Melbourne on Saturday 29 March. His Excellency, the Honourable Alex Chernov AC QC KStJ, Governor of Victoria, presented insignia to members admitted and promoted in the Order.

The National Member Convention took on a new format this year and was held in Perth from 22-23 August. The conference was held at the Perth Convention Centre and was a spectacular event, with several outstanding speakers and a program designed to meet the needs of all St John members.

On Sunday 22, June the Annual Church Parade and service for members of the Order of St John was held at St Paul's Cathedral, Melbourne.

The Annual Dinner for Victorian members of the Order was held at Sir William Angliss College on Friday 24 October. The guest speaker was Christine Morrison, the recent recipient of the '2014 Historical Tour Scholarship', a once-in-a-lifetime opportunity that took her on the journey of the Knights Hospitaller, immersing herself in the organisation's rich history.

ADMISSION & PROMOTIONS

PROMOTED AS KNIGHT OF GRACE

Professor Jeffrey Rosenfeld, AM OBE

PROMOTED AS COMMANDER

Mr Robert Correa
Mr Gary Harris
Mr Bruce Kidney

ADMITTED AS OFFICER

Very Reverend Dr Andreas Loewe

PROMOTED AS OFFICER

Mrs Maureen Chesser
Miss Susan Fayers
Ms Gwen Neylon
Mrs Helen Sefton
Mr Leslie Vearing

ADMITTED AS MEMBER

Mr Paul Burton
Mrs Jessica Ciccossillo
Mr Brendan Corcoran
Mr Donald Fayers
Mr Michael Georgiou
Mr Craig Giles
Mr Daryl Hulls
Mr Troy Montgomery
Dr Emma Patterson
Mr Michael Ray
Ms Catherine Taylor
Ms Jessica Taylor
Mr Andrew Wassertheil
Dr James Xavier

VALE

Mr Richard Darling OStJ
Mr John Graham OStJ
Mr Alfred Layton OStJ
Mr Alexander Collard MStJ
Mr Peter Deighton Smith MStJ
Mr John Fawcett MStJ
Mr David McIndoe MStJ
Mr Harold Gray MStJ

VICTORIAN MEMBERS

KNIGHTS OF JUSTICE

The Right Reverend Dr. Peter Hollingworth AC OBE

The Right Honourable Sir Ninian Stephen KG AK GCMG

KINGHTS & DAMES OF GRACE

His Excellency Alex Chernov AC QC
Miss Dorothy Bache
Mr John Jack Blackstock
Mr Richard Bluck AM RFD
Dr Edward Brentnall MBE OAM
Mr Alan Bromwich OBE RFD
Mr David Buchanan CBE
Mr Peter Burke
Mr Brian Carey
Mrs Elizabeth Chernov
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
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Mr Mervyn Goodall OAM
Mr Stewart Granger BEM
Mrs. Kathleen Ann Hollingworth
Mrs Lynne Landy
Mr John Landy AC MBE
Mr Edgar Ashley 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 David Richardson

COMMANDERS

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Mrs Gladys Blackstock
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Mr Brian Cantlon MBE
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Mr Ian Johnson
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Mr Leslie Vearing
Mrs Evelyn Warner
Dr Sherrie Wentworth
Ms Mary Wilkinson
Mr Robert Wilson
Miss Daphne Womersley
Mrs Loris Zaal

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Dr Eric Allchin
Mr Peter Altonhof
Mrs Gladys Ampt
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Mr Keith M. Anker
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Mr David Bannister
Mrs Debra Bartlett
Mr John Barton
Mr Malcolm Beal
Miss Heather Blackman
Mr Paul Blaich
Mrs Sharon Boscacci
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Mr Frederick Brown
Mrs Judy Brown
Mr William Buckle BEM
Mr Robert Budgen
Sister Beverley Bullen
Mrs Joy Bunnell
Ms Frances Burns OAM
Mr George Burns OAM
Mrs Joyce Burt
Mr Paul Burton
Mrs Peggy Byrd
Mr Peter Cain
Mr Alan Caldwell

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Mrs Susan Carnes
Mr Malcolm Carson
Miss Margaret Carter
Mr Leo Cartwright
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Mrs Megan Holmes
Mrs Shirley Holt
Mrs Marianne Hoogwerf
Mr Stephen Horton
Mr Daryl Hulls
Mr Brett Hume
Mr Jarrod Hunter
Mr Robert Hutchings
Mrs Dorothy Hutchings
Mr Ernest John l'Anson
Mrs Lynette Iliffe
Mr Ronald Jacobs
Mrs Norma James
Dr Nicholas Jansen
Mr Donald Jarrett
Mrs Lynette Johnson
Mrs Ruth Kain
Mr Kevin Kain
Mr Reginald Kemp
Mrs Constance Kennedy
Dr Elizabeth Killoh
Mr James Knopp
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Ms Fay Langstaff
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Mrs Margaret Ledley
Mr Han-Wei Lee
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Mrs Jennifer Luke
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Mr Kenneth Marshall
Mr Gavin Martin
Mr Francis John Mason
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Mr Domenico Misale
Mr Peter Mitchell
Mrs Heather Mitchell
Mr Wayne Moloney
Mr Kevin Moloney
Mr Troy Montgomery
Mrs Leah Moore
Dr Ronald Moore
Mrs Lesley Moore
Mr Martin Moran
Mrs Shirley Moxon
Mr Gordon Muir
Mrs Virginia Murphy
Mrs Jill Murray
Mr Warren Nankervis OAM
Mrs Elizabeth Nissen
Mr Peter Oakley
Mr Gordon Ortmann
Mrs Clare O'Sullivan
Mr Joseph O'Sullivan
Mrs Jaimee Oxford-Nadin
Mr Symeon Panayiotou
Ms Marie Parker
Mr Nigel Patience
Dr Emma Patterson
Ms Ann Payne
Miss Simone Pearce
Mr Daniel Petrotta
Mrs Beverley Phillips
Mr Rodney Phillips
Mr Donald Pickens
Mrs Catherine Polinelli
Mr David Priestley
Mr Darron Pritchett
Mrs Maree Pritchett
Dr David Quin
Mr Dale Quinn
Mrs Yvonne Radcliffe
Mr Ian Ramsdale
Miss Edith Rawson
Mr Michael Ray
Mr Graeme Robinson
Dr Charles Roseby
Mrs Julie Rubira
Mrs Michelle Ruemmler
Mr Graham Ryan
Mr Peter Ryan
Mr Peter Sambell
Mr Cary Sandell
Mr David Sedgwick

Mr Daniel Sefton
Mr Kenneth Shields
Mrs Margaret Shine
Mr Harold Simberg
Mrs Kathleen Simpson
Mr Russell Sincok
Mrs Martha Smith
Ms Wendy Smith
Mr Peter Smith
Dr Eugene Spangaro
Ms Bernadette Sparks
Mr William Spinks
Mrs Margaret Spinks
Mr Charles Spiteri
Mr Lyle Spokes
Mrs Edith Spoons
Mrs Theresa Sprekos
Mrs Lillian Stephens
Dr Ronald Stephens
Miss Nellie Stephenson
Dr William Striffon
Mr Kenneth Swanson
Mrs Sharon Taucher
Ms Catherine Taylor
Ms Jessica Taylor
Mr John Teague
Mrs Patricia Thompson
Mr Bruce Trappett
Mrs Barbara Trimnell
Mr Arthur Uren
The Very Reverend Dennis Arnold Van Derwolf
Mr Shirley Wakefield
Mrs Heather Waldron
Mr Robert Wallace
Mrs Eveline Walters
Mr Kevin Wanstall
Mr Andrew Wassertheil
Sister Winifred Watts
Mrs Ida Webster
Mr Neil West
Dr Robert West
Dr Leslie Wheeler
Mr David White
Mr Mark White
Mr Greg Williamson
Mr Keith Wilson
Mr George Wilson
Mr Greg Wilton
Mr Claus Peter Winckler
Mr John A. Wiseman
Dr John F. Wiseman
Ms Michelle Wos
Dr Charles Wright
Mrs Kathleen Wright
Mr Gary Wyatt
Mrs Sheila Wylie
Dr James Xavier
Mr Rodney Young





HONOUR & AWARDS

GUILT LAUREL LEAF **REPRESENTING 52 YEARS SERVICE**

Yvonne Bird
Stewart Granger
Leslie Parkinson

7TH BAR **REPRESENTING 47 YEARS SERVICE**

Terrence King

6TH BAR **REPRESENTING 42 YEARS SERVICE**

Benjamin Gronow
James Mays
Daphne Womersley

5TH BAR **REPRESENTING 37 YEARS SERVICE**

Dawn Cochrane
Margaret Dart
Ian Johnson
Bruce Kidney
Ronald McTaggart
Gwen Neylon

4TH BAR **REPRESENTING 32 YEARS SERVICE**

George Burns
Robert Correa
Simone Pearce

3RD BAR **REPRESENTING 27 YEARS SERVICE**

Joyce Clark
Michell Crawford
Scott Humphrey
Loris Zaal

2ND BAR **REPRESENTING 22 YEARS SERVICE**

Stephen Aitken
Sharon Boscacci
Helen Donaldson
Samantha Gronow
Daniel Petrotta
Elizabeth Ravalli
Daniel Sefton

1ST BAR **REPRESENTING 17 YEARS SERVICE**

Martin Dutch
Maree Salter
Ronald Sculley
Kevin Wanstall

12 YEAR LONG SERVICE MEDAL

Glenn Barton
Shawn Cocu
Donald Fayers
Jennifer Fayers
Bernard Goss
William Hardy
Rosemary Loveridge
Allen Tam
Andrew Wassertheil

COMMISSIONER'S BADGE

Joyce Chen
Madison Cuthbertson
Charlotte Johanson
Mickayla Kee
Sabriah Peterson
Alain Vo

GOLD CITATIONS

Bruce Caslake
Anthony Oxford

GRAND PRIOR'S AWARD CERTIFICATES

Anant Butala
Harrison Cooper
Chantelle Dawes
Jemma Dempsey
Sabrina Erdossy
Kassandra Gillespie
Emma Kong
Jessie Short
Alex Spanos
Nicholas Stone-Moore
Mercedes Troy

NATIONAL EMERGENCY MEDAL

Janis Castell
Peter Dalton
Jayne Dicketts
Adrian Etherton
Jennifer Fayers
Peter Fryer
Mervyn Goodall
Guy Hexter
Bruce Kidney
Norman McWilliam
Claire Pascoe
Joan Patterson
Joan Sands
Helen Sefton
Rhonda Smith
Robyn Stone



Knox Division at Annual Parade
Top L to R: Terry King, Jackson McLean, Brandon Van Zeyl, David Cawte
Bottom L to R: Victoria Barlow, Breeanne Shannon, Nikita Dannefaerd, Catherine Taylor, Gwen Neylon



THANK YOU

St John thanks all our extraordinary volunteers for their dedication and support in saving lives through First Aid.





First Aid Trainer Dayan Teaching First Aid



St John Patient Transport Officers Samantha Shores and Wendy Keam

COMMERCIAL SERVICES

St John Ambulance Australia (Victoria) operates commercial trading businesses that utilise our organisation's rich 130 year expertise in First Aid to provide services across a broad spectrum of industry, government and consumer markets. Core activities include First Aid training, First Aid kits, consumables and equipment, Non-Emergency Patient Transport services and our iconic Event Health Services.

Our commercial activities contribute both directly and indirectly towards achievement of our vision of saving lives through First Aid with our aspiration of seeing at least one person educated, equipped and prepared to provide First Aid in every home, workplace & gathering. These businesses mostly operate in fully commercial markets where St John applies a policy of competitive neutrality; we operate in a manner that is fully competitive without subsidy, however the net financial contribution from these activities goes directly towards supporting St John's community

activities. In 2014, our commercial activities helped facilitate First Aid training of over 100,000 Victorian school children at no charge or cost to school or parent. Our commercial success also underpinned development of a new water-based First Aid course, WaterFirst, delivered online and at no charge. With varied economic conditions and continuing soft levels of general business confidence, 2014 was a challenging year for many Victorian and Australian businesses. Whilst St John was not immune to these difficult conditions, trade in our businesses throughout the year was solid, with ground largely held over the previous year. Importantly, the business units continued to drive efficiency and innovate relevant to their sectors. Within commercial training, this took the shape of development of non-accredited training to better prepare people to practise First Aid in their workplaces and homes, continued development of St John's e-Learning capacity and preparations towards moving to a national e-commerce

capability. Across the Event Health area, it took the shape of technology innovation benefitting event clients, as well as substantially streamlined recruitment procedures. The ability to deliver services in large scale and geographic spread remains one of the organisation's key strengths; one example being the commercial training unit's delivery of training to more than 100,000 school children this year without any interruption to commercial activities.

The forecast for 2015 remains competitive, but we are confident in St John's ability to continue leading the market and reinventing First Aid.

We are blessed by the support of some very loyal partners and clients - on behalf of St John we extend our gratitude for their custom. We also make special mention of the St John staff; a dedicated team of individuals committed to making a difference through their achievement and excellence, each and every day.



The St John Caravan and Camping First Aid kit was launched to major retailers in 2014

FINANCIAL OVERVIEW

Event Health Services revenue fell slightly short of 2013 levels due to the cancellation of several larger music events, although revenue per event hour deployed increased in line with our ongoing plan to align our public duty fees with our real costs. Reductions in subsidies to this area help support our increased commitment to servicing community events such as Anzac Day parades and preparedness to respond to emergencies and disasters such as bushfires. Commercial revenue increased 10.3% over 2013 despite a particularly soft first half of the year and subdued trading conditions in Victoria more broadly. Proactive management of costs and improved procurement processes mitigated market conditions to a reasonable extent and the overall performance for the year ended 31 December 2014 was a very pleasing one.

Fundraising revenue met our expectations primarily due to a number of very generous bequests and successful direct mail campaigns although the fundraising landscape remains extremely challenging. We received a number of Commonwealth and State Government grants although disappointingly both levels of Government reduced their grant expenditures once again this year.

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

INCOME

Business conditions were extremely challenging although there were signs of a recovery in training numbers in the second half of the year with our business customers training more staff than they have for quite some time and retail First Aid product spend slightly ahead of 2013. Overall, business revenues exceeded the previous year by 6% including the first full year contribution from our Non-Emergency Patient Transport activities.

Demand for Event Health Services at events continued to increase particularly through mid-size event organisers, although increased competitor price pressure in the event sector continues to affect margins. It was very pleasing to note the increased volunteer engagement levels that continue to improve our capability to service events. Volunteer inquiry levels were at historical highs during the year and our volunteer services team remains focused on further recruitment growth to bolster that capability.

The alignment of our public duty fee matrix with our true costs to reduce subsidies and maximise margins from our growing suite of business activities is vital to sustainably fund our rapidly expanding range of community programs.

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

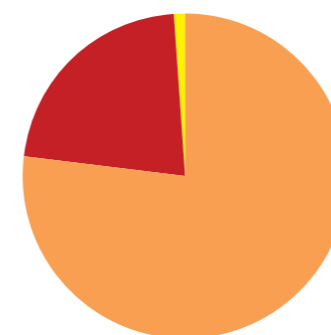
As an independent not-for-profit organisation and registered charity, St John is not part of any government agency or authority. As a result, we generate almost all of our revenue requirements through our business activities and fundraising initiatives. Without the generous support of the philanthropic community in Victoria we could not continue to provide our services to the Victorian community when they need us most, and we sincerely thank them along with all the individuals who made donations and families of those who made bequests to St John during the year.

EXPENSES

We have an outstanding management team that continues to do an excellent job in reducing costs, maximising efficiencies and developing an exciting pipeline of opportunities that to an extent has mitigated soft trading conditions.

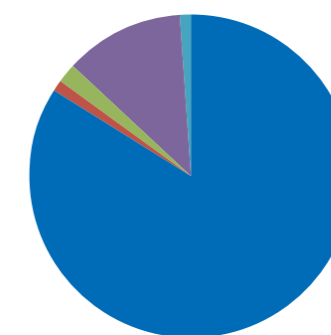
FINANCIAL SUMMARY	2014 \$'000s	2013 \$'000s	VARIANCE
Commercial Revenue	20,108	18,224	1,884
Government Grants	254	182	72
Fundraising Revenue	422	606	(184)
Event Health Services Revenue	2,834	3,042	(208)
Other Non-Commercial Revenue	146	302	(156)
Total Revenue	23,764	22,356	1,408
Surplus/Loss	1,749	1,713	36

EXPENSES



- Training and Product Expenses 77%
- First Aid Services Expenses 22%
- Other Non-Commercial Expenses 1%

REVENUE



- Commercial Revenues 84%
- Government Grants 1%
- Fundraising Revenues 2%
- First Aid Services Revenues 12%
- Other Non-Commercial Revenues 1%

CAPITAL EXPENDITURE

We made another significant capital investment of \$691K during the year with a priority on: volunteer member health and safety related projects, the commencement of our ERP project and further enhancing our communications infrastructure. Highlights include:

- Continuation of the Event Health fleet replacement plan with another 9 vehicles commissioned in 2014. This program was funded through internal resources and commercial financing.
- Upgrading of several mountain-top repeater stations in our State-wide radio network, funded by internal resources.

- The retention of a project manager to lead our ERP project that seeks to provide improved business tools for our volunteers and staff, to be funded by internal resources.
- Development of improved e-Learning options and online qualifications management technology to enhance commercial training opportunities, to be funded by internal resources.

OUTLOOK 2015

The outlook for the Victorian economy remains cautious for 2015 and many challenges remain. However, we continue to invest in our outstanding people and a strong development pipeline that will sustainably support our increasing community programs.

OUR PRIORITIES FOR 2015 INCLUDE:

- 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.
- Increase resourcing to our extensive volunteer recruitment and retention programs to increase volunteer numbers and engagement.
- Increase our business revenues and margins in line with our ambitious growth plans.
- Increase financial support from philanthropic organisations.
- Implement the new ERP project.
- Accelerate the volunteer fleet renewal plan.
- Remain disciplined around expenditures, costs and opportunities.
- Continue to invest in our people and other assets with our strategic plan to enable us to conduct all our activities in a professional and safe manner.

GOVERNANCE

TOWARDS 2018 STRATEGIC PLAN

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

Board of Directors Victoria

CHAIRMAN
Cameron Oxley

DIRECTOR
Justin Dunlop

DIRECTOR
Rod Collins

DIRECTOR
Virginia Bourke

DIRECTOR
Cratis Hippocrates

DIRECTOR
Mark Engel

EX OFFICIO
Stephen Horton

As at 31 December 2014

2014 BOARD MEETING ATTENDEE LIST	ELIGIBLE TO ATTEND	ATTENDED
Mr Cameron Oxley	11	11
Dr Iain Colin Nicolson	7	6
Mr Justin Dunlop	11	10
Mr Rod Collins	11	10
Ms Virginia Bourke	11	11
Mr Cratis Hippocrates	11	10
Mr Mark Engel	10	10
Mr Stephen Horton	11	11



1 KEY RESULT AREA 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 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 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

4 KEY RESULT AREA 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



5 KEY RESULT AREA 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 generous support enables us to continue to provide First Aid services to our Victorian community. We also acknowledge the donors who wish to remain anonymous and those not listed below.

BEQUESTS

The Estate of the late Mrs K M Howard
 The Estate of the late Mr A Barlow
 The Estate of the late Mrs J Williams

PRIVATE

Mr K & Mrs R Day
 Mrs I J Bowman
 Mr Anthony Smith
 Miss M O'Sullivan
 Mrs Alice M Vaughan
 Mr & Mrs D Koadlow
 Mr Cameron Oxley & Ms Bronwyn Ross
 Mr G Shalit & Ms M Faine
 Mr Colin Blain
 Mr Norman Lees
 Ms Jacqueline Moth
 Mr Henry Foster
 Mrs Margaret S Ross
 Mrs Phyllis Breen
 Mr Kieran Knowles
 Miss Elizabeth Watson
 Mrs B Heyward
 Miss B M Smith
 Miss R Andre
 Mrs Rosalie Heymanson
 Mrs Betty Hunt
 Mrs Jo Manger
 Lady Primrose Potter
 Miss Jean Stewart
 Mrs Jean Williamson

COMMUNITY GROUPS

The Commercial Travellers Association
 Returned & Services League of Australia
 North West Victorian Motorcycle Club Inc.
 All Souls Opportunity Shop Sandringham
 Biccys Op Shop Supporters Inc.
 Lions Club of Noble Park / Keysborough
 St John Fellowship Eastern Branch
 Warren Opportunity Shop Inc.

CORPORATIONS

Middendorp Electric Company Pty Ltd
 Ritchies Expense Company
 Speedway Victoria

GOVERNMENT

Department of Justice
 Glen Eira City Council
 Bayside City Council
 Whitehorse Community Chest Inc
 City of Greater Geelong
 Banyule City Council
 Maroondah City Council
 Manningham City Council
 City of Greater Dandenong
 City of Wodonga
 Wellington Shire Council
 Mount Alexander Shire

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 ANZ Trustees Limited
 Bendigo Community Bank
 San Remo Branch
 RACV Community Foundation
 FRRR & McEwan Foundation
 Partnership Grants
 Bell Charitable Fund
 The Russell Foundation
 The Freemasons Public Charitable
 Foundation
 Gras Foundation Trust
 The William Angliss Charitable Fund
 RobMeree Ltd



St John Members attend to an Ironman competitor



SAVING LIVES THROUGH FIRST AID



St John Ambulance Australia (VIC) Inc
170 Forster Road, Mt Waverley, Victoria 3149
PO Box 573, Mt Waverley, Victoria 3149

info@stjohnvic.com.au
www.stjohnvic.com.au
ABN 69 061 844 380

General Enquiries: 03 8588 8590
First Aid Training, Bookings and Sales: 1300 ST JOHN
Donations & Bequests: 03 8588 8888
First Aid at Public Events: 03 8588 8360
To Volunteer: 1300 ST JOHN