



2012 ANNUAL REPORT VICTORIA

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

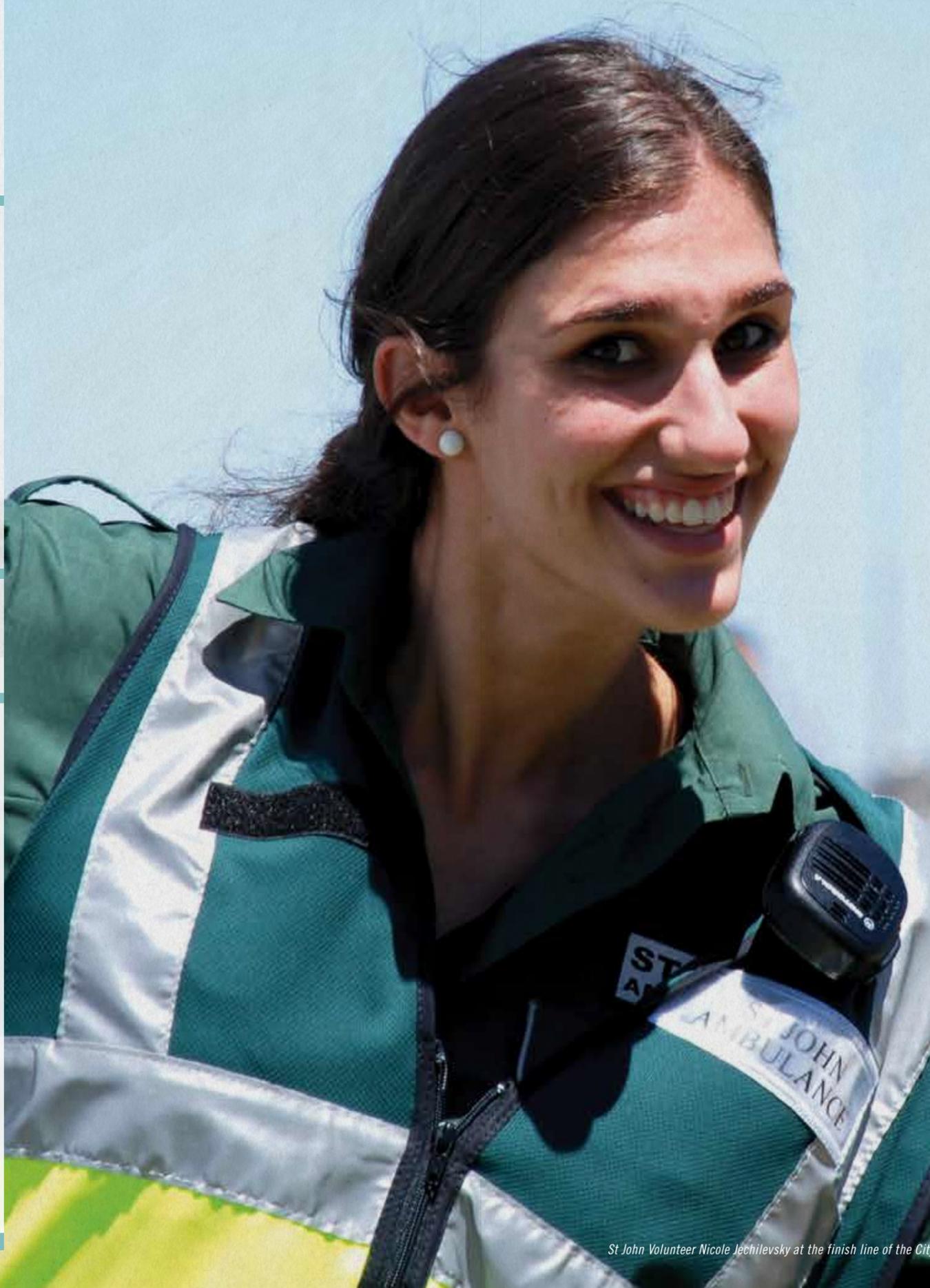
At St John, we're about saving lives through First Aid.

OUR VISION

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



Front page image: St John First Aid trainer Natalie Koster with students from Hampton Primary School at the launch of First Aid in Schools Program.



St John Volunteer Nicole Jechilevsky at the finish line of the City2Sea, St Kilda.

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CHAIRMAN'S MESSAGE

Cameron Oxley Chairman

“...the roll out of our defibrillator program was completed with the result that more than \$1million worth of defibrillators have now been provided to Victorian sporting clubs.”

It is my pleasure to present the 2012 St John Ambulance Victoria annual report. 2012 saw St John Victoria's continued success, both in terms of the business and the services St John provides to the community.

Although the economic environment in Victoria has been difficult, our commercial business has nevertheless continued its growth of the past several years. Once again the hard work and dedication of our staff and volunteers has resulted in a year-end surplus result which is well ahead of our forecast. Just as importantly, volunteer engagement has continued to increase and our volunteers have been supported by an increased capital investment program.

Last year I reported that the Board believed that St John Victoria was sufficiently financially stable to begin in earnest pursuing 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. We have made a very impressive start.

I am delighted to report that the roll out of our defibrillator program was completed with the result that more than \$1million worth of defibrillators have now been provided to Victorian sporting clubs.

Our First Aid in Schools Program was formally launched following a successful pilot program which involved 12,000 Victorian school children. 2013 will be our first full year of operation. The community's response has been overwhelming. Following a presentation by St John Victoria and St John WA to the national Board, every state and territory has committed to adopting and adapting the First Aid in Schools Program. This is one example of St John Victoria's leadership. Our First Aid in Schools Program is entirely self-funded and is an example of St John investing in the Victorian community of which we can all be proud.

The commercial business successfully tendered for a significant piece of the non-emergency patient transport work which will commence later in 2013. This is an enormous achievement by our business team and will provide significant and sustainable funding for our community initiatives. Congratulations to the business team. I believe that we have good reason to look ahead to 2013 with excitement and optimism.

These types of initiatives are at the heart of the Board's strategic plan which was set in 2009 and is due to be reviewed later this year. That review will seek to build on and refine the existing strategy. It is clear that as an organisation we are on the right track:

- the quality of our people has never been higher;
- the quality and reliability of our products and services has never been higher;
- we have a financially sustainable business model with many opportunities for further growth;
- we are attracting new volunteers and engaging better with our existing volunteers; and
- the St John brand is strong in the Victorian community.

The strategic review will remain true to our simple vision of saving lives through First Aid.

Thank you to our outstanding and tireless executive, staff and Board for your superb contributions in 2012. As always, a very special thank you to our volunteer members of St John in Victoria for your continuing example of service to the Victorian community.

Cameron Oxley
Chairman

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AFL Grand Final Day 2012.
Volunteer Doctors James Xavier and Iain Nicolson





CEO'S REPORT

Stephen Horton Chief Executive Officer

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2012 was a breakout year for St John Victoria in a community context and despite a tightening Victorian economy was also a very satisfying 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.

The major highlight of the year was undoubtedly the September launch of our ambitious First Aid in schools program with an objective of teaching lifesaving First Aid skills free of cost to 5,000 Victorian schoolchildren in year one and 50,000 per annum within five years. After a successful pilot program through term three interest in the program exceeded our expectations to such a significant extent that we quickly amended our targets upwards to 67,000 students in year one and 200,000 per annum within five years.

After a number of tragic cardiac arrests during various sporting pursuits across the state, project Heart Start; our public access defibrillator program was expanded to include the deployment of defibrillators to needy sporting clubs. More than \$1 million worth of free or subsidised defibrillators was deployed to Victorian sporting clubs throughout the year supported by online training in their use. Already one life has been saved by these units. This was in addition to the 72 public access defibrillators already deployed to sites such as Melbourne Airport.

Another highlight of the year was the launch of our renewed vision to see "at least one person educated, equipped and prepared to provide First Aid in every household, workplace and public gathering". This aspirational goal around building community resilience is a bold initiative and one that we will increasingly align our resources and energies around as we strive towards being the "go-to brand" for pre-hospital care in Victoria.

Early in the year the Department of Health approved our non-emergency patient transport "NEPT" licence and we were subsequently fortunate to win a sizeable piece of NEPT work at tender commencing in 2013. This has been a long term development project five years in the making and represents the latest addition to our expanding portfolio of complimentary business activities designed to sustainably fund our community initiatives. I would like to congratulate our business team on this achievement.

Early in the year Her Excellency Quentin Bryce, AC, CVO, the Governor General of Australia awarded 76 members of St John Ambulance in Victoria the National Emergency Medal for their extraordinary contribution to the St John response to the tragic 2009 bushfires. The Hon Julia Gillard Prime Minister of Australia presented two members with their medals at an Australia Day ceremony in Canberra. Other members received their medals later in the year at a ceremony in Melbourne. Congratulations to all recipients for their outstanding community service, putting others before themselves.

Sadly one era did come to an end during 2012 when, after more than 20 years of service, we completed the exit from our remaining Community Care visiting programs to concentrate our energies around our renewed vision and First Aid. I was particularly pleased that the funding agencies were able to allocate new auspices to the programs enabling them to continue and I was delighted to know that the majority of our volunteers remained with the programs.

Demand for our range of First Aid services continued to increase with 2209 volunteers committing 259,180 volunteer hours protecting Victorians attending events and at emergencies such as the Victorian floods earlier in the year. Our volunteers managed 28,593 patient presentations including 2,791 patients with major health problems, 449 of whom were treated and transferred to hospital. Notwithstanding, these interventions save the State health care system a significant sum the costs of providing such an extensive service continues to test our limited resources. The subsidy to support our First Aid Services unit exceeded \$1million excluding fixed overheads.

Pleasingly we were able to grow volunteer engagement levels once again, improve volunteer resources and increase our significant capital investment program by 30% to \$1.262 million. The November announcement of a \$4 million First Aid services fleet upgrade program over three years will result in improved safety for volunteer members and ultimately realign our stretcher-capable fleet of more than 120 vehicles around fewer brands and models.

Looking ahead to 2013 we continue to focus on building community resilience and increasing our contribution to the community more broadly. Whilst our business model has been designed to be resilient to shocks in any one segment, we will need to be vigilant to ensure we can respond nimbly to any further tightening of conditions in our business markets and indeed equally to any opportunities that may present.

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

Stephen Horton
Chief Executive Officer



“This aspirational goal around building community resilience is a bold initiative and one that we will increasingly align our resources and energies around as we strive towards being the “go-to brand” for pre-hospital care in Victoria.”



FIRST AID SERVICES

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It's the St John First Aid Services people who personified our vision of saving lives through First Aid at more than 4,000 events, workplaces and mass gatherings over the last 12 months.

With an ever-increasing number of active and very committed volunteer and salaried First Aid Services personnel, St John treated many thousands of Victorians in 2012. And with the support of a cohesive team of salaried and volunteer senior managers, St John has continued to expand its services with new and innovative programs that ensure Victorians receive the best possible care while attending events or being impacted by emergencies throughout the state.

The investment made by St John personnel into the Victorian community is best demonstrated by our organisation's capacity to treat and manage casualties within the confines of an event, avoiding the unnecessary and often expensive transportation and treatment of low acuity casualties within the state health system.

At one of the largest events held in Victoria last year, a St John Medical Assistance Team comprising of more than 35 health professionals treated over 140 casualties requiring pre-hospital care. Without the expertise and skill of our St John personnel many of these casualties would have been transported to public hospitals within the metropolitan area, causing congestion and impacting on the public health system. Instead, only five casualties required transportation to hospital, with the remainder treated and discharged in good health.

It is this capacity, this capability and this level of skill and experience that is the St John difference.

First Aid Services focussed on a number of key strategies to deliver on the vision of saving lives through First Aid. Primary amongst these was building and maintaining a level of capacity and capability that enabled St John to deliver on its promise to the Victorian community through sustainable and consistent outputs. The best measure of our community output is the number of our dedicated volunteers who attended more than 10 events during the year. In 2012 the level of engagement increased by over 24%, a strong demonstration of the St John contribution to building a resilient community.

Planning for and the delivery of sound change management strategies was one of First Aid Services' key focuses, with new initiatives in volunteer recruitment and retention and new initiatives to ensure the Victorian community is increasingly resilient in times of emergency and at mass gatherings.

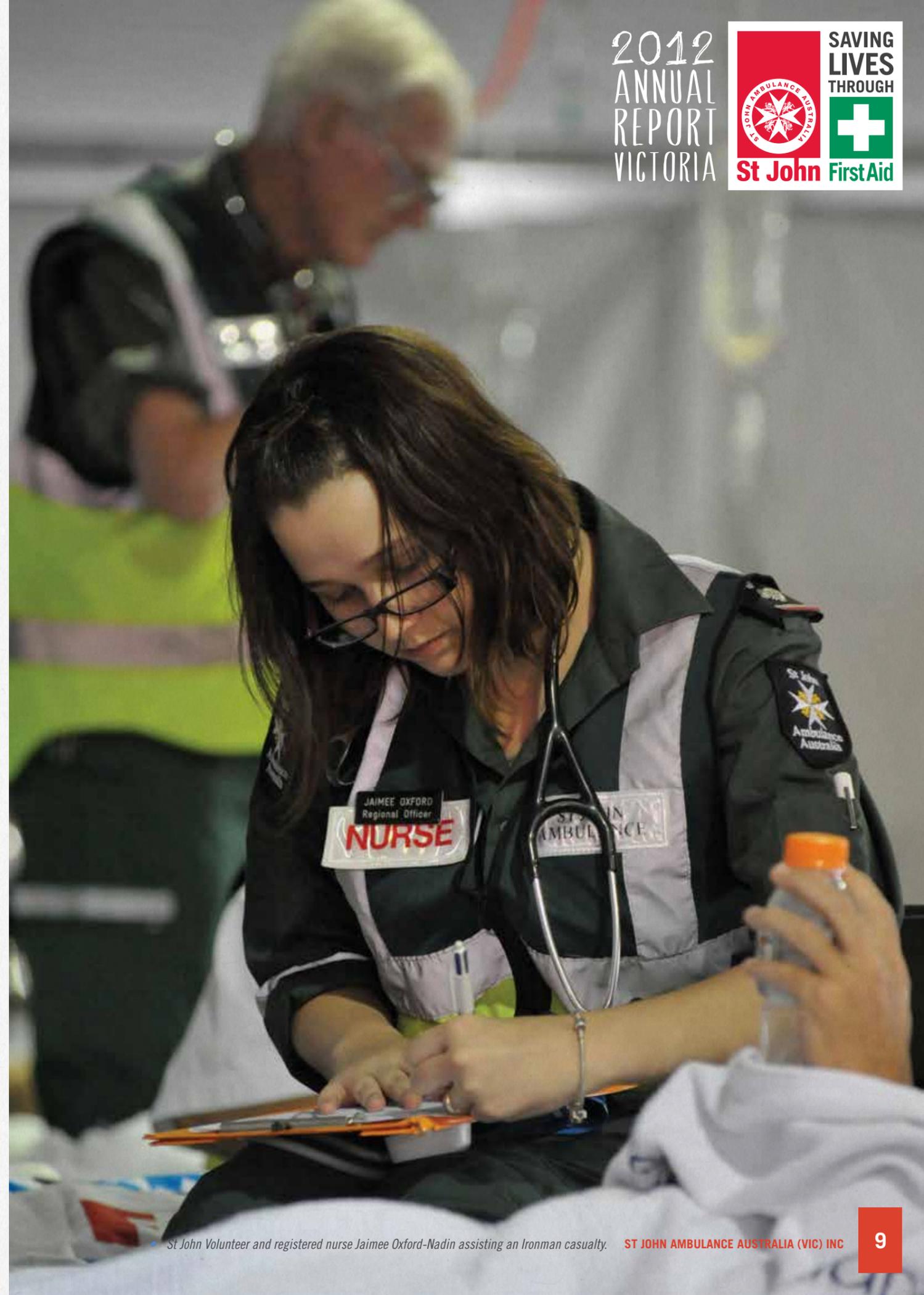
All programs within the First Aid Services group are and continue to be under review to ensure continuous improvement and efficiency is achieved. With the renewed focus on our vision of saving lives through First Aid, all programs are being examined to ensure they enable First Aid Services to meet the organisation's vision and mission.

This will continue as we move into 2013. The Cadet and Youth Development programs that have been actively seeking to grow and develop our younger personnel will continue to evolve as we seek to ensure that these programs are focussed on our mission.

A special congratulations to our Peter Falkland recipient for 2012, Christine Morrison of Maroondah Division and our two cadets of the year, Marcus Langhoff and Zoey Godfrey, also of Maroondah Division.

ST JOHN DIVISIONS		MEMBERSHIP	
ADULTS	39	ADULTS	1,430
CADETS	10	CADETS	710
COMBINED	26	JUNIORS	68
TOTAL	75	TOTAL	2,208

FIRST AID SERVICES	
EVENTS & EMERGENCIES ATTENDED	3,949
CASUALTIES TREATED	28,593
TOTAL VOLUNTEER HOURS	259,180



COMMUNITY PROGRAMS



Project Heart Start

In February 2012 Project Heart Start was expanded to include a community defibrillator-gifting program aimed at providing defibrillators and associated training to grass-roots Victorian sporting clubs. The program was inspired by the spate of cardiac arrests that occurred at community sporting clubs in 2011.

St John has a long association with community sport in Victoria, with volunteers providing lifesaving First Aid services at community sporting events across the state for more than 50 years.

Project Heart Start Ambassador Doug Hawkins, former Australian Rules footballer, together with St John Victoria's Chairman Cameron Oxley and CEO Stephen Horton, helped kick off the program. The launch, held at the MCG, attracted much media attention, and was followed by hundreds of Victorian clubs registering for a free defibrillator and training package.

The first phase of the campaign saw St John, in conjunction with its medical partner Laerdal, gift 100 defibrillators to the highest-priority Victorian community sporting clubs, which were assessed on sporting code, proximity to medical services, number of players and members using the facilities, as well as the Clubs' financial position.

This gift to the community was just the first step towards achieving the St John objective of equipping every Victorian sporting club with lifesaving defibrillator equipment and training.

With a desire to help avoid preventable deaths, St John Victoria is committed to its long-term vision, that by 2014 all of Victoria's highest risk community sporting clubs involved in vigorous sports will have a defibrillator on site.



St John CEO Stephen Horton (left) and AFL legend Doug Hawkins



The Monash Gryphons Amateur Football Club were involved in the Project Heart Start campaign

First Aid in Schools Program

Empowering students with First Aid knowledge

In line with our renewed vision and on the back of a successful pilot trialled in June, The First Aid in Schools Program was officially launched in September at Hampton Primary School. The First Aid in Schools Program is an initiative designed to deliver basic First Aid training to students at no cost. Ambassador Matt Tilley, a popular Australian radio presenter at Melbourne's Fox FM, launched the program which gained considerable media attention.



The response to the program has been overwhelming, with school facilitators realising the importance of equipping children with basic First Aid knowledge. The program enables Victorian schools access to free First Aid training. From its September launch up until the end of December, the program has already inducted over 7,000 students with forward registrations providing us with great optimism in achieving our ambitious targets for 2013.



A 9 year old student having fun while learning life-saving skills.



Children and staff of Hampton Primary School launch.



A student learning CPR.

St John Volunteers Our inspiration

In 2012 the St John fundraising team was once again enthused by the on-going commitment of our St John volunteers, an inspirational group of trained First Aid volunteers. We acknowledge them as our on-going motivation to raise funds to recruit, train and equip our volunteers to save lives in the community through First Aid every year.

St John volunteers provide thousands of hours of First Aid knowledge and expertise to their local communities, at times of natural disaster and at various large and small community events each year. St John provided First Aid to a total of 23,000 patients in 2012.

It is through our direct mail appeals that we provide heroic stories of some of our St John volunteers, and the lifesaving work they do for their communities. A highlight of one of our 2012 appeals was the **Fires to Floods Emergency Appeal**. This appeal emphasised the need to raise funds to be "Emergency Ready" at times of natural disaster. As part of the appeal we incorporated two of our well-known St John volunteer heroes, namely Tracy Grigg and Rob Correa who both assisted at the Black Saturday bushfires. The appeal raised much-needed funds to purchase First Aid equipment, patient stretchers and medications.

With a renewed vision to see at least one person educated, equipped and prepared to provide First Aid in every home, workplace and public gathering, St John launched the **First Aid in Schools Program**, which was established to educate Victorian school children in First Aid. The fundraising team used this program to motivate donors to support this innovative program that takes children through four First Aid modules throughout their school lives up to and including how to save lives. The appeal was very successful and is still receiving funding.

Thank you to our supporters.

St John Volunteers Assisting at times of medical emergency

Ex WWII serviceman Victor Beitzel and his wife Lyn attended ANZAC Day this past year. Victor and Lyn have been attending the event for more than 60 years and in 2012 decided to stand at the 'Simpson and his Donkey' Memorial, where Victor met with his Myer Allan Collins comrades. Victor and Lyn were two of a total of 35,000 people who attended the event. Both Lyn and Victor collapsed at separate times during the ceremony, and were lucky to have been spotted by St John volunteers on duty at the ANZAC Day event. They were promptly moved undercover to a First Aid post where they were treated with appropriate First Aid and then reunited. As well as assisting Victor and Lyn, our volunteers administered life-saving First Aid to two people suffering cardiac arrests on that day, such is the capability and responsiveness of our volunteers in the field.

Once again St John received generous support from Trusts and Foundations, Local, State and Federal Government bodies to assist St John achieve our mission of saving lives through First Aid. We are grateful for that assistance.

“
**Help us
help you**
”



Tax Appeal 2012 Victor and Lyn Beitzel



First Aid in Schools Program
Children learning First Aid



Fires to Floods Emergency Appeal
St John Volunteer Tracy Grigg with Prime Minister Julia Gillard



First Aid in Schools Program
Children with their First Aid certificates



First Aid in Schools Program
Children with their First Aid certificates



Fires to Floods Appeal
St John First Aid Volunteer Rob Correa

**Fires to Floods
Emergency Appeal**

**St John
Community
Appeal 2012**





ORDER AFFAIRS

An Investiture was held at Government House, Melbourne, on Friday, February 1st, where His Excellency the Honourable Alex Chernov AC QC KStJ, Governor of Victoria, presented insignia to members admitted and promoted in the Order as notified in the Commonwealth of Australia Gazette published on October 11th, 2011.

Over the weekend of May 19th and 20th, a large contingent of Victorian members attended the St John Ambulance National Member Convention at the SMC Conference and Convention Centre in Sydney. Chapter Meeting was held on Saturday, May 19th, as were a number of other meetings. Historical Society streams occurred on both the Saturday and Sunday, with the Historical Society AGM being held on the 20th. Of note was the Church Service, which incorporated an Investiture and Presentation of Grand Prior Awards by the Lord Prior, held in The Great Hall, University of Sydney.

On Sunday, June 24th, the annual Church Parade and Service for Members of the Order of St John was held at St Paul's Cathedral, Melbourne. The service was led by Dr Ruth Redpath.

The Annual Dinner for Victorian members of the Order was held at the Sir William Angliss College on Friday, October 19th. The speaker was a previous Commissioner of Victoria, Professor Jeffrey V. Rosenfeld AM CSTJ, who spoke on two topics: 'Developing a Bionic Vision Device to help the Blind See' and 'The Life of Sir John Monash: one of our greatest Australians'.

Correne Wassertheil CSTJ

Deputy Director of Ceremonies (Order Affairs)

Admission & Promotions

Promoted to Commander

Mr Gavin Keane

Admission as Officer

Mr Cameron Oxley

Admission as Member

Mr Dean Adams

Mr Paul Blaich

Mr Jay Hateley

Ms Amy Kwik

Mr Michael McKeown

Mr Darron Pritchett

Mr Daniel Sefton

Mr Greg Williamson

Mr Greg Witon

Ms Michelle Wos

Vale

Mr Ian Cheesewright KStJ

Mrs Jean McCaughey CStJ

Mrs Lennis Burke OSTJ

Rev Harlin Butterley OSTJ

Mrs Christina Hems OSTJ

Dr William Hardy MSTJ



Mervyn Goodall OAM KStJ received his 67 Years Service Certificate at Government House.



VICTORIAN MEMBERS OF THE ORDER

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Knights of Justice

The Right Reverend Dr Peter Hollingworth, AC, OBE
The Right Honourable Sir Ninian Stephen, KG AK GCMG GCMG KBE PC QC

Kinghs & Dames of Grace

His Excellency Alex Chernov, AO QC
Miss Dorothy Bache
Mr John Blackstock
Mr Richard Bluck
Dr Edward Brentnall MBE, OAM
Mr David Buchanan
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 Davidde Kretser AC
Mr Wayne Deakes
Mr William Foley
Mrs Lorraine Glover
The Honourable Sir James Gobbo AC, CVO
Mr Mervyn Goodall OAM
Mr Stewart Granger BEM
Mrs. Kathleen Hollingworth
Mrs Lynne Landy
Mr John Landy AC, MBE
Mr (Edgar) Mason
Dr (James) Allan Mawdsley
Mrs Joan Patterson
Maj Gen Francis Poke AO, RFD, ED
Mrs Margaret Switzer

Chaplins

The Most Reverend Philip Freier
Very Reverend David Richardson

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Sister Yvonne Bird
Mrs Gladys Blackstock
Dr John Byrne
Mrs Janet Calvert-Jones AO
Mr Brian Cantlon MBE
Mrs Merle Carey
Mr David Cawte
Ms Dawn Cochrane
Mr Peter Cudlipp
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Mr Timothy Duncan
Mr Justin Dunlop
Mr Alan Eade ASM

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Dr Francis Harder OAM
Mr Ross Harlock
Mr Gary Harris
Mr Lancelot Heard
Mrs Nina Horton
Dr Ralph Howard
Sister Ailsa Howe
Mr Christopher Huggins
Mr Victor Ivory
Mr Norman Jackson
Mr David Johnson
Mr Ian Johnson
Dr Stewart Johnstn
Mr Victor Joyce
Mr Walter Kelly
Mr Bruce Kidney
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Mr Andrew Mentiplay
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Mr Leo Van Der Toorren
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Dr Sherrie Wentworth
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Mr Robert Wilson
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Mrs Loris Zaal

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Mr Jarrod Hunter
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Mrs Ruth Kain
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Mr Han-Wei Lee
Mr Trevor Lemke
Arch Dec. Frank Lowe
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Mrs Heather Mitchell
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Mr Wayne Moloney
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Dr Ronald Moore
Mrs Lesley Moore
Dr Ronald Moore
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Mrs Shirley Moxon
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Mrs Virginia Murphy
Mrs Jill Murray
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Ms Gwen Neylon
Mrs Elizabeth Nissen
Mr Peter Oakley
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Mr Lyle Spokes
Mrs Edith Spoons
Mr Theres Sprekos
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Mr Kenneth Swanson
Mrs Sharon Taucher
Mr John Teague
Mrs Patricia Thompson
Mr Bruce Trappett
Mrs Barbara Trimnell
Mr Harry Turner
The Very Reverend
Dennis Arnold Van Derwolf
Mr Leslie Vearing
Mrs Shirley Wakefield
Mrs Heather Waldron
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Dr Leslie Wheeler
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Mr Mark White
Mr Greg Williamson
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Mr Keith Wilson
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Dr John A. Wiseman
Ms Michelle Wos
Mr Donald Wright
Mrs Kathleen Wright
Mr Gary Wyatt
Mrs Sheila Wylie
Mr Rodney Young





HONOURS & AWARDS

Certificate of Service
Representing 67 Years Service

Mervyn Goodall

Certificate of Service
Representing 57 Years Service

Alexander Donald
James (Alan) Mawdsley

Gilt Laurel Leaf
Representing 52 Years Service

John Crennan
Alexander Donald

7th Bar
Representing 47 Years Service

Brian Cantlon
Leslie Parkinson

6th Bar
Representing 42 Years Service

Michael Connelly
Peter Dalton
Lorraine Glover

5th Bar
Representing 37 Years Service

Shirley Holt
Lyle Spokes

4th Bar
Representing 32 Years Service

Elizabeth Field
Ross Harlock
Victor Ivory
Kevin Moloney
David Moore
Michael Prager

3rd Bar
Representing 27 Years Service

Scott McMurtrie
Donald Pickens
Michael Prager
David Rose
Charles Spiteri
Douglas Ware

1st Bar
Representing 17 Years Service

Kristy Austin
Kay Bell
Philippa Betros
Frances Burns
Pamela Ellem
Vicky Evans
Graham Fary
Jo-Anne Grenenger
James Kennedy
(Late) Scott Mason
Jill Murray
Marie Parker
Bernadette Sparkes
John Tully
Arthur Worrall

12 Year Long Service Medal

Belinda Corcoran
Ross Ferguson
Pamela Henderson
Daryl Hulls
Vicki Hunt
Caroline Long
Jenny Luke
Lachlan Miles
Claire Moore
Anthony Richards
Owen Shoesmith

Luke Smith
Paul Symmons
Mark Tyrell
Matthew Waixel
Gregory Wilton

Commissioner's Badge

Mackayla Doyle - East Gippsland
Alix Short - Djerriwarrh

Jeff Wassertheil Award

Marcus Langhoff - Maroondah

Margaret Kentler Award

Zoey Thorsen - Maroondah

Peter Falkland Award

Christine Morrison - Maroondah

Grand Prior's Award Certificates

Brooke Hunt - Barwon
Zoe Thorsen - Djerriwarrh
Siobhan Webb - Djerriwarrh

Priory Vote of Thanks

Arthur Loughridge
Urban Camp Melbourne
Robert Winther



His Excellency the Honourable Alex Chernov AC QC, Governor of Victoria, with Peter Falkland Award recipient Christine Morrison.



HONOURS & AWARDS

National Emergency Medal

The National Emergency Medal is awarded to members of identified organisations who rendered service during nationally significant emergencies within Australia.

The following members were awarded the National Emergency Medal for providing outstanding service during the devastating 2009 Victorian bushfires:

- | | | |
|-------------------------|--------------------------|------------------------------|
| Mr Dean Adams | Dr. Martin Dutch | Ms Olympia Papazoglou |
| Mr Brett Aimers | Mr Alan Eade | Ms Simone Pearce |
| Mr William Ben Allan | Dr. Alison Ford | Mr Noel Pianto |
| Mrs Judy Bacon | Mr Carl Foster | Mr Christopher Pickard-Clark |
| Mr Paul Blaich | Mr Phillip Gelling | Ms Jessie Potter |
| Mr Jack Boesler | Mr Michael Georgiou | Mrs Chennell Rupenovic |
| Mr Gary Bondfield | (Late) Mr Arthur Greaves | Ms Maree Salter |
| Mr Kieran Brown | Ms Tracy Grigg | Mr Cary Sandell |
| Ms Sarah Burgess | Mr Jay Hateley | Ms Joan Sands |
| Mr Robert Carlton | Mrs Margaret Hill | Mr Leo Shelamoff |
| Mr John Carter | Mr Stephen Horton | Mr Matthew Sim |
| Mr Stephen Carter | Ms Jeanette Lacy | Mr Simon Singer |
| Mr Christopher Chant | Mr Greg Lipschitz | Mrs Bernadette Sparkes |
| Mrs Maureen Chesser | Mrs Jennifer Luke | Mr Alan Stephens |
| Ms Jacqueline Christini | Dr Stephen Luke | Mr Paul Symmons |
| Mr Daniel Ciccossillo | Mr Alan Marshall | Mr Dino Tantarò |
| Mr Shawn Cocu | Mrs Melanie McMurtrie | Mrs Deborah Taylor |
| Mr Michael Connelly | Mr Scott McMurtrie | Mr Jonathan Taylorson |
| Mr Robert Correa | Mr Laurie McQuade | Mr Arthur Uren |
| Mr John Crennan | Mr Peter Mill | Ms Jennifer Vienna |
| Mrs Eileen Danger | Ms Heather Morrison | Mr Kevin Wanstall |
| Mr Alan Day | Mrs Gwen Neylon | Ms Hillary Warrington |
| Mr Wayne Deakes | Mr Peter Neylon | Mrs Sherrie Lyn Wentworth |
| Ms Lisa Decker | Dr Iain Nicolson | Ms Raelene Whitten |
| Mrs Diane Dickson | Mr Gary Oke | Mr Michael Wood |



St John Volunteer Dr Stephen Luke OSTJ with Prime Minister Julia Gillard at the National Emergency Medal presentation held in Flowerdale.

THANK

YOU!

WE THANK OUR VOLUNTEERS
FOR THEIR DEDICATION
AND SUPPORT



“Continued diversification, innovation and market leadership underpinning a strong result and adaptable capacity.”

St John Ambulance Victoria has grown a range of 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 & equipment, labour hire services and, commencing in 2013, non-emergency patient transport services.

St John business activities contribute directly to the achievement of our vision of saving lives through First Aid, and our ambition to see at least one person educated, equipped & prepared to provide First Aid in every home, workplace & public gathering. Where these businesses operate in fully commercial markets, St John adopts a policy of competitive neutrality, that is we operate in a manner that is wholly commercial and fully competitive without subsidy.

However, with the community as our key stakeholder, the net financial contribution from these activities goes directly towards supporting St John community activities.

As detailed elsewhere in this report, in 2012 our various commercial activities helped underpin the gifting or subsidising of almost \$1 million of defibrillator equipment and training to local grass-roots sporting clubs. And, in 2013, these activities will help facilitate free First Aid training for over 67,000 school children, valued at more than \$1 million. Our commercial clients and trading partners can feel confident in dealing with the industry leader, but also that their custom is helping provide positive and life-saving outputs across their own communities and networks.

Consistent with the broader Victorian community, St John commercial businesses experienced mixed conditions tightening towards the back half of the year. Positively however, our efforts of previous years in diversifying the portfolio as well as investing in capability and efficiency continued to pay dividends, mitigating the tough economic conditions to a large degree. Key highlights included the launch of a range of new compliance First Aid training products reducing worker time spent out of workplace, further growth within the tough retail channel market and the granting of a licence for St John to operate within the non-emergency patient transport industry.

In this regard St John has also been successful in winning a large body of contract work supporting a major ramping up of patient transport operations.

Whilst the forecast for 2013 appears tight and extremely competitive, we remain confident in the ability of St John to continue innovating, leading the market, and providing high quality services to all of our client markets.

On behalf of St John I offer our gratitude to business partners and clients for their ongoing custom. I also acknowledge the fabulous work of our committed, talented and dedicated commercial teams.



Theron Vassiliou
General Manager - Commercial / Deputy CEO

FINANCIAL OVERVIEW

First Aid Services revenues grew once again in line with our plan to realign our public duties fees with our real costs. Gains in this area support our increased commitment to community events and preparedness to respond to emergencies and disasters such as bushfires and floods. Commercial revenues increased by 10.6% in 2012 due primarily to significant development in retail First Aid products. Our ongoing proactive management of costs continues to have a positive impact on commercial margins. The overall performance for the year ended 31st December 2012 was another outstanding one and congratulations are extended to our entire team for that achievement.

Fundraising revenues were again well below our expectations in a difficult fundraising landscape. We received a number of Commonwealth and State Government grants although both levels of Government reduced their grant expenditures again this year.

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

Income

Business conditions were extremely challenging with our business customers training fewer staff as the tightening Victorian economy affects their own businesses. Once again overall business revenues exceeded our ambitious growth budget.

Demand for First Aid Services at events continued to increase although several competitors enhanced their product offering and reduced price points resulting in significant price pressure in the event area. Once again it was very pleasing to note the increased volunteer engagement that continues to improve our capability to service events. In a different era of volunteering our volunteer services team remains focused on further recruitment growth to further enhance that capability.

After a long period of transition it is pleasing to note that the realignment of our public duty fee matrix with our true costs has resulted in further improvements to cost recoveries. This is critical to ensure that we are well placed to channel all available funding into increased community outputs including the new initiatives announced during 2012.

Once again we acknowledge the Commonwealth Government Attorney Generals Department, the Department of Families, Housing, Community Services and Indigenous Affairs

(FaHCSIA) and the Victorian State Government which provided a number of equipment and project grants throughout the year.

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

Expenses

Our management team continues to do an excellent job in maximising efficiencies and cost reduction in order to direct maximum investment to our ever-expanding suite of community programs and support to our volunteers with vital lifesaving equipment.

Capital Expenditure

We made a significant capital investment of \$1.262 million during the year with a priority on volunteer member health & safety-related projects, communications infrastructure and the equipping of new business streams. This represented a 30% increase over 2011. Highlights include:

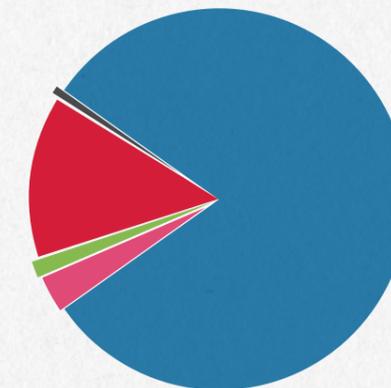
- A \$4 million First Aid Services fleet replacement plan over three years was approved with the first batch of five vehicles commissioned in the December quarter. This program is to be funded through internal resources;
- Commissioning of additional non-emergency patient transport "NEPT" infrastructure funded by internal resources;
- Additional IT infrastructure upgrades including server virtualisation funded by internal resources;
- First Aid Services radio, computer and other operational equipment funded by Commonwealth & State Government grants and internal resources; and
- Commercial training infrastructure upgrades including building works and IT tools funded by internal resources.

FINANCIAL SUMMARY

	2012 (\$000'S)	2011 (\$000'S)	VARIANCE
COMMERCIAL	16,458	15,686	772
GOVERNMENT GRANTS	671	594	77
FUNDRAISING	304	487	(183)
FIRST AID SERVICES	2,795	2,196	599
OTHER NON-COMMERCIAL	122	76	46
TOTAL	20,350	19,039	1,311
SURPLUS/LOSS	2,803	2,469	334

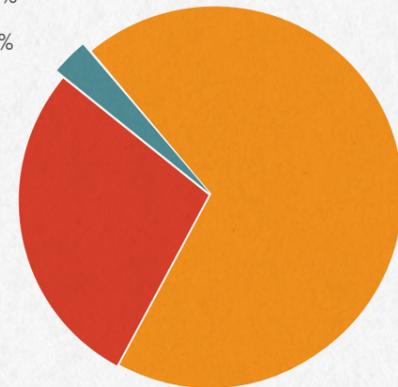
REVENUE

- COMMERCIAL 81%
- OTHER NON-COMMERCIAL 1%
- FIRST AID SERVICES 14%
- FUNDRAISING 1%
- GOVERNMENT GRANTS 3%



EXPENSES

- FIRST AID SERVICES 28%
- OTHER NON-COMMERCIAL 3%
- TRAINING AND PRODUCT 69%



Outlook 2013

The 2013 Victorian economic forecast is cautious at best and there are challenges ahead. However, we continue to invest in a strong development pipeline and continue to work towards the most efficient business and volunteer models possible. We remain committed to growth in our business activities that support increased sustainable community outputs.

Our priorities for 2013 include:

- To increase our investment in sustainable community projects consistent with our mission of saving lives through First Aid;
- Increase resourcing to our extensive volunteer recruitment and retention programs to improve volunteer numbers;
- Increase our business revenues and margins in line with our ambitious growth budget;
- Increase financial support from philanthropic organisations;
- To remain disciplined around operational expenditure and continue to explore mechanisms to reduce our cost base; and
- To continue to invest in our people and other assets in line with our strategic plan to enable us to conduct all our activities in a professional and safe manner.

GOVERNANCE

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

Board of Directors Victoria

Chairman

Cameron Oxley

Director

Dr Iain Nicolson

Director

Justin Dunlop

Director

Rod Collins

Director

Virginia Bourke

Ex Officio

Stephen Horton

AS AT 31ST DECEMBER 2012

2012 Attendee List	Eligible To Attend	Attended
Mr Cameron Oxley	8	8
Mr Robert Miller	5	5
Dr Iain Nicolson	8	8
Mr Rod Collins	8	6
Mr Justin Dunlop	8	7
Ms Virginia Bourke	4	4
Mr Stephen Horton	8	8

BOARD OF DIRECTORS



Cameron Oxley
Chairman



Robert Miller
Director (to July 2012)



Dr Iain Nicolson
Director



Rod Collins
Director



Justin Dunlop
Director



Virginia Bourke
Director (from July 2012)



Stephen Horton
Ex Officio



ACKNOWLEDGEMENTS

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

Bequests

The Estate of the late Patricia Joan Crowl
The Estate of the late William Shipperlee
The Estate of the late Dr L Gregory Tynan
The Joe White Bequest

Private

Mr K Adams
Mrs R Andre
Mrs P Breen
Miss E Butt
Mr N Cochrane
Mr A Cohen
Mr J Conroy
Mr R Croft
Ms P Eade
Miss B Farquharson
Mr H Foster
Mr M & Mrs P Hagel
Mrs B Hunt
Mr R Kulesz
Mrs J Manger
Mr I Manton
Mr B Mathers
Mr S McEwan OSTJ
Dr H Melville MStJ
Mr W Miller
J Moth
Mr & Mrs D Koadlow
Mrs B Neill
Miss M O'Sullivan
Mr C Oxley & Ms B Ross

L Rendell-Green

Mrs M Ross AM
Mr R Schultze
Mr G Shalit & Ms M Faine
Mrs A Smyth
Mr J Syme
Mr G Taylor
Mrs J Trotter
Mr C Tucker
Mr J Van Herwerden
Mrs A Vaughan
Miss J Walker
Mrs M Warnock & Estate of Mr J Warnock
Miss E Watson
Mrs R Webb
Ms J Wellings

Community Groups

All Saints Anglican Church Op Shop
All Souls Opportunity Shop
Echuca/Moama Ladies Oaks Day Fundraising Committee
Kyneton Uniting Church Opportunity Shop
Lions Club of Noble Park/Keysborough
Lions Club of Portland
North West Victorian Motorcycle Club Inc.
Pakenham Opportunity Shop Inc.
Rotary Club of Sale Inc.

RSL - Kyneton Sub Branch
St Paul's Anglican Church
Vietnam Veterans Assoc (Vic)
Warren Opportunity Shop Inc
Werribee Football Club Inc

Corporations

Commercial Property Corporation Pty Ltd
Como Gardens
Middendorp Electric Company Pty Ltd
Powercor Australia Ltd
Ritchies Stores Pty Ltd
SP AusNet
Speedway Victoria
Tered Pty Ltd

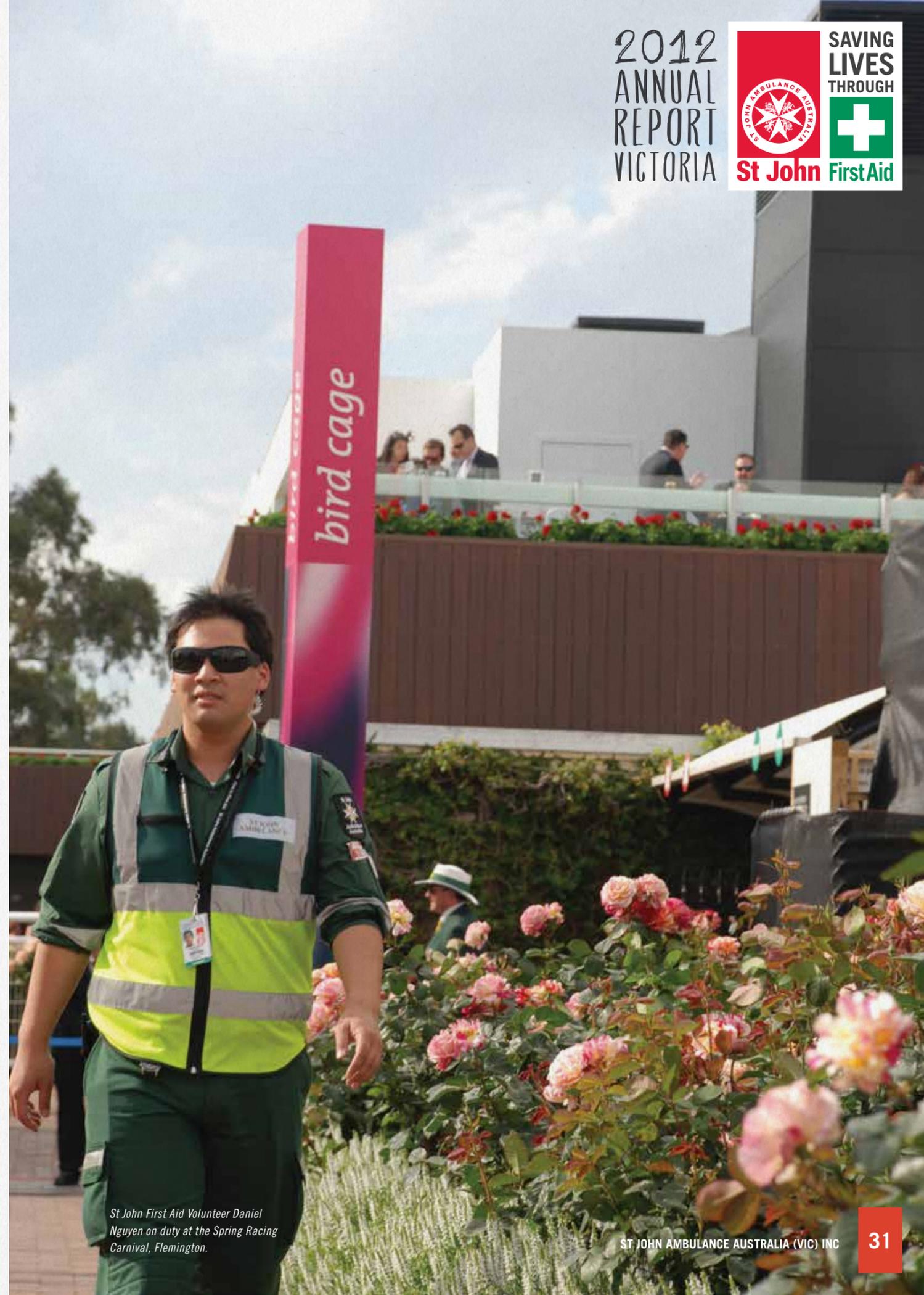
Government

Banyule City Council
Bayside City Council
City of Ballarat
City of Casey
City of Greater Bendigo
City of Kingston
City of Monash
City of Stonnington
City of Whitehorse
Department of FAHCSIA
Department of Justice
East Gippsland Shire Council
Glennelg Shire Council
Horsham Rural City Council

Hume City Council
Knox City Council
Melton Shire Council
Mildura Rural City Council
Moorabool Shire Council
Moreland City Council
Mount Alexander Shire

Trusts, Foundations, Prescribed Private Funds

The William Angliss Charitable Fund
ANZ Trustees Limited
Community Enterprise Foundation
The Marian & EH Flack Trust
The Isabel & John Gilbertson Charitable Trust
Gras Foundation Trust
Gringlas Family Charitable Fund
The A L Lane Foundation
Helen Macpherson Smith Trust
Heymanson Family Foundation
Lord Mayor's Charitable Foundation
RobMeree Foundation
The Russell Foundation
Ray & Joyce Uebergang Foundation



St John First Aid Volunteer Daniel Nguyen on duty at the Spring Racing Carnival, Flemington.

St John junior Finn, aged 9 at the St John State
Cadet Competitions 2012.

St John Ambulance Australia (Vic) Inc

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PO Box 573, Mt Waverley, Victoria 3149

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

General Enquiries: **03 8588 8588**

First Aid Training, Bookings and Sales: **1300 360 455**

Donations: **03 8588 8888**

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

To Volunteer: **1300 360 455**

