

St John Ambulance Australia (VIC) Inc

# 2016 Annual Report



OUR GOALS

We will:

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

OUR VALUES

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

OUR MISSION

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

OUR VISION

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

Contents

Chairman’s Report .....04

Chief Executive Officer’s Report.....06

Event Health Services .....08

Emergency Management ..... 12

Non-Emergency Patient Transport..... 13

Fleet Capabilities..... 14

Commercial Services ..... 18

Fundraising .....20

Media.....24

Community Programs .....26

People and Culture .....30

Volunteer Heroes .....34

Victorian Members of the Order.....38

Order Affairs.....39

The Most Venerable Order of the Hospital  
of St John Jerusalem.....40

Honours and Awards .....44

Thank you to all St John Volunteers.....46

Financial Overview .....48

Governance.....50

Towards 2018 Strategic Plan.....52

Acknowledgements .....54

WE AIM FOR

AT LEAST



1

PERSON  
EDUCATED,  
EQUIPPED



& PREPARED  
TO PROVIDE FIRST  
AID IN EVERY

HOME

+

WORKPLACE

+

GATHERING

WE'RE ABOUT SAVING LIVES  
THROUGH FIRST AID.

# Chairman's Report

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

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

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

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

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

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

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

consistent positive feedback about our interactions with grieving families.

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

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

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

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

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

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

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

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

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

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

website and common IT platforms which will foster closer cooperation.

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

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

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



Cameron Oxley CStJ

Chairman

# Chief Executive Officer's Report

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

*Our reason for being. Our heart and our passion.*

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



**Gordon Botwright**  
Chief Executive Officer

# Event Health Services

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

## Outstanding Volunteer Care

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

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

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



## Making Great Strides In Customer Focus

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

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

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



## Youth Programs

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

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

In summary, the new program will:

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



# Event Health Services

## Technological Innovation

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

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

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

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

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

## Other 2016 highlights

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



# Emergency Management


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

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

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

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



 **24,568**  
Non-Emergency  
Patients  
Transported

## Non-Emergency Patient Transport

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

### Coroner's Court Contract

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

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

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

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

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

### The Referral Reform

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

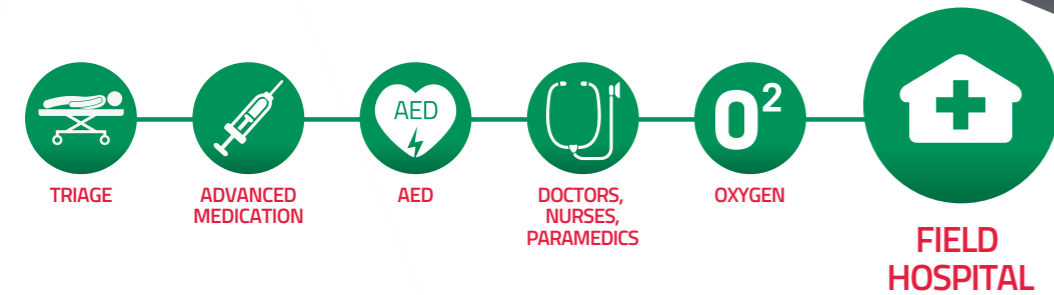
As a result of this initiative, our crews attended to a large volume of low and medium acuity patients in public places and at homes in response to Triple Zero (000) calls.



# Fleet Capabilities

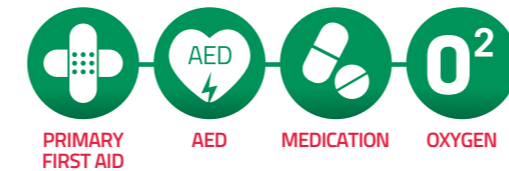
## Medical Assistance Team (MAT)

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



## Bicycle Emergency Response Team (BERT)

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



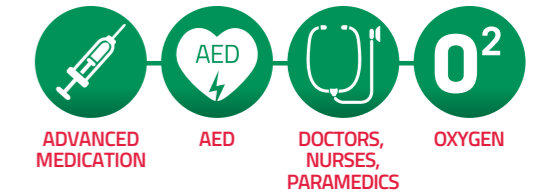
## Non-Emergency Patient Transport (NEPT)

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



## Health Emergency Response Team (HERT)

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



## Court Services Victoria

### Contract to provide transport of Deceased Persons Services

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

**1** Vehicle with 4 berth configuration

**2** Refrigerated Vehicles with 2 berth configuration

**4** Vehicles with 2 berth configuration



## Command + Communication Vehicles

**x1**

Toyota Camry



**x5**

Hyundai i40



**x5**

Hyundai i30



**x1**

Ford Ranger Dual Cab



**x1**

Hyundai Santa Fe



**x1**

Mercedes Sprinter Comms Vehicle



**x1**

Bus



## Intra-event Patient Transport Buggies

**x3**



## Mobile First Aid Posts

Mercedes-Benz Vito

**x8**



## 4WDs Fitted with 1 Stretcher

Toyota Landcruiser

**x7**



## Mobile Single Stretcher First Aid Posts

**x54**

Toyota HiAce SLWB



**x4**

Mercedes-Benz Sprinter



**x1**

Hyundai iLoad



## Personal Transportation Buses

**x2**

Toyota HiAce 12 Seater Commuter Bus



## CPR Lab

**x1**

Mercedes-Benz ELWB Sprinter



# Commercial Services

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

## Key Commercial Services

Our commercial services include:

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



## Performance

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

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

### Other key successes in 2016 included:

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

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





# Fundraising

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

## Appeals

### Mid-year appeal

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

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

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

### Summer appeal

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

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

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



# Fundraising

## Grants Program

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

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

**Three of our most significant successes are outlined below.**

### Julian Burton Burns Trust > BurnsFirst

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

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

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



### Marian & EH Flack Trust > CPR Lab

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

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



### Emergency Management Victoria > Mobile First Aid Post vehicles

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

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

#### Other 2016 fundraising highlights

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

## Outlook For 2017

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

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

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



# Media

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

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

This media coverage included:

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

## CPR Lab Launch

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

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

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

CPR Lab at Government House



## First Aid In Schools Milestone Celebration

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

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

## Our Volunteers

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

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

For full details on our media coverage in 2016, please visit [www.stjohnvic.com.au/media](http://www.stjohnvic.com.au/media)

# Social Media

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

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

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

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



482 Posts



5,273 Fans



513 Comments



6,095 Likes/Reactions

377,371 Impressions/Reach



1,303 Shares/Retweets



4,878 Website Traffic



18,535 Clicks



5,800+ Youtube Views



23 Website Conversions



## Community Programs

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

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

### CPR Lab

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

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

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



### First Aid In Schools

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

#### Other highlights in 2016 included:

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

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



## Community Programs



### WaterFirst

With so many drowning cases continuing to occur in our community, our free 5-minute online training program at [waterfirstaid.com.au](http://waterfirstaid.com.au) is a necessity.

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

### Defibs Save Lives

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



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



# People and Culture

## ENGAGE - EDUCATE - EMPOWER

### Gender Equality and Diversity

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

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

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

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

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

### Engagement

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

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

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

#### Other key engagement activities introduced in 2016 included:

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



# People and Culture

## Child Safety and Protection

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

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

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

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

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

## Recognition of trust

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

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

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



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

## Quality Certification ISO 9001:2015

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

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

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



## Work Health and Safety

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

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

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

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



# Our Volunteer Heroes

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

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

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

Volunteering was another.

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

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

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

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

Governor  
Linda Dessau and  
Dr Iain Nicolson



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

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

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

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

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



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

# Volunteer Heroes

## Customer Experience Award presented by Melbourne & Olympics Parks Trust

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

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

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

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

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

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



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



# Little Heroes

## Tevita Fifita

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

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

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



## Callum DiPietro

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

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

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

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

# Victorian Members of the Order

## For Admission as Member

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

## For Admission as Officer

Dr Scott Santinon OStJ

## For Promotion as Officer

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

## For Promotion as Commander

Mr Cameron Oxley CStJ

## VALE

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



# Order Affairs

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

### Investiture

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

### Annual Church Parade and Service

On Sunday 19 June 2016, the annual Church Parade and Service for members of the Order of St John was held at St Paul's Cathedral, Melbourne. This Service was conducted by the Dean of Melbourne, The Very Revd. Dr Andreas Lowe OStJ. It was pleasing to see a number of St John volunteer members attend this special event.

### Annual Dinner

The Annual Dinner for Victorian members of the Order was held at the William Angliss Institute in Melbourne on Friday 21 October 2016. The guest speaker was Mr Craig Lapsley PSM, Emergency Management Commissioner for Victoria, who spoke on trends in emergency management in the twenty-first century.

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



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

## Knights of Justice

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

## Knights & Dames of Grace

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

## Chaplins

The Most Reverend Philip Freier ChStJ  
Very Reverend David Richardson ChStJ

## Commanders

A/Professor Francis Archer, OAM CStJ  
Mrs Gladys Blackstock CStJ  
Dr John Byrne CStJ  
Mrs Janet Calvert-Jones, AO CStJ  
Mr Brian Cantlon, MBE CStJ  
Mrs Merle Carey CStJ  
Ms Dawn Cochrane CStJ  
Mr Robert Correa CStJ  
Mr Peter Cudlipp CStJ  
Mr Jerome Currie CStJ  
Mr Charles Curwen, CVO, OBE CStJ  
Dr Alan S. Davis CStJ  
Mr Neil Dine, JP CStJ  
Mr Timothy Duncan CStJ  
Mr Justin Dunlop ASM CStJ  
Mr Alan Eade ASM CStJ  
Mrs Gloria Flatt CStJ  
Mrs Beryl Granger CStJ  
Mr Benjamin Gronow CStJ  
Mr James Humphrey CStJ  
Mr John Ireland CStJ  
Mr George Jackson CStJ  
Mr Gavan Keane CStJ  
Mr Bruce Kidney CStJ  
Dr Peter Leffler CStJ  
Mr William Mackieson CStJ  
Mr Alan Marshall CStJ  
Mr John Marshall CStJ  
Mrs June McRae CStJ  
Mr Sinclair Miller, AO, LVO, QPM CStJ  
Mr Peter Neylon CStJ  
Mr Anthony Oxford, ASM,OAM CStJ  
Mr Cameron Oxley CStJ  
Mrs Julia Penaluna CStJ

Mr Max Penaluna CStJ  
Mr Maxwell Phelan CStJ  
Mr Ian Rogers ASM CStJ  
Mr Michael Sellar CStJ  
Mrs Grace Shaw CStJ  
Lady Valery Stephen CStJ  
Mrs Deborah Taylor CStJ  
Mrs Correne Wassertheil CStJ  
Mr Alan Williams CStJ  
Mr Cyril Williams CStJ

## Officers

Mr Brett Aimers OSTJ  
Dr Robyn Anker OSTJ  
Miss Kristy Austin OSTJ  
Mrs Judy Bacon OSTJ  
Mr Anthony Baker OSTJ  
Mr Carl Barnard OSTJ  
Mrs Betty Barned OSTJ  
Sister Joan Batson OSTJ  
Mr Lindsay Bent OSTJ  
Mrs Margaret Briggs OSTJ  
Ms Kathleen Buick OSTJ  
Mrs Lynne Burgess OSTJ  
Dr Mark Burton OSTJ  
Ms Tania Canidisech OSTJ  
Mr Bruce Caslake OSTJ  
Mr Alan Caust OSTJ  
Mrs Cherie Cheshire OSTJ  
Mr James Cheshire JP OSTJ  
Mrs Maureen Chesser OSTJ  
Mr Daniel Ciccossillo OSTJ  
Mr Murray Neil Comrie, AO, APM OSTJ  
Mr Michael Connelly OSTJ  
Mr Peter Dalton OSTJ  
Mr Trevor Daly OSTJ  
Mrs Margaret Dart OSTJ  
Mr Norman Dart OSTJ  
Mr William Davis OSTJ  
Ms Diana De Silva OSTJ

Ms. Dianne Dickson OSTJ  
Professor Richard Divali AO,OBE OSTJ  
Mr Wayne Donaldson OSTJ  
Mr Alan Drayton OSTJ  
Mr Lucas Drew OSTJ  
Dr Martin Dutch OSTJ  
Mr Gary Edwards OSTJ  
Mr Ian Ewart OAM OSTJ  
Miss Susan Fayers OSTJ  
Dr Nadine Fisher OSTJ  
Miss Anne Fogarty OSTJ  
Mrs Nancy Foley OSTJ  
Major John Frewen OSTJ  
Mr Alan Fry OSTJ  
Miss Thelma Gibson OSTJ  
Mr Kelvin Glare, AO, APM OSTJ  
Mr Paul Gsodam OSTJ  
Mr Pierra Guillemin OSTJ  
Mrs Cynthia Gurner, OAM OSTJ  
Dr Francis Harder, OAM OSTJ  
Mr Ross Harlock OSTJ  
Sister Ailsa Howe OSTJ  
Mr Christopher Huggins OSTJ  
Mr Victor Ivory OSTJ  
Mr Norman Jackson OSTJ  
Mr Ian Johnson OSTJ  
Mr Walter Kelly OSTJ  
Mr Francis Kuffer, OAM OSTJ  
Mr Geoff Lacey OSTJ  
Miss Jeanette Lacy OSTJ  
Miss Alva Lamprell OSTJ  
Mr Harry Larchin OSTJ  
The Very Revd Dr Andreas Loewe OSTJ  
Mr Kevin Lomas OSTJ  
Dr Colin N Luth OSTJ  
Mrs Judith Mackieson OSTJ  
Mr James Mays OSTJ  
Mrs Lily McDonald OSTJ  
Mr Kenneth McDougall OSTJ  
Mr Stuart McEwan OSTJ

Mr Scott McMurtrie OSTJ  
Mr Laurence McQuade OSTJ  
Mr Alexander Medancic OSTJ  
Mr Andrew Mentiplay OSTJ  
Mr Anthony Mesman OSTJ  
Mrs Shirley Moon OSTJ  
Ms Gwen Neylon OSTJ  
Mrs Lynne Panayiotis OSTJ  
Mr Grant Parker OSTJ  
Mr Leslie Parkinson OSTJ  
Mr John Perry OSTJ  
Mr Noel Pianto OSTJ  
Mr Gordon Robins OSTJ  
Dr Scott Santinon OSTJ  
Miss Helen Sefton OSTJ  
Ms Lisa Senini OSTJ  
Mrs Patricia Shields OSTJ  
Mr Anthony Smith OSTJ  
Mr Vaughan Smith OSTJ  
Ms Robyn Stone OSTJ  
Mrs Lesley Swallow OSTJ  
Mr Robin Syme, AM OSTJ  
Mrs Jane Teasdale OSTJ  
Mr Brian Twomey OSTJ  
Mr Arie Van Der Stoep OSTJ  
Mr Leo Van Der Toorren PSM OSTJ  
Mr Henry Van Ginkel OSTJ  
Dr Geoffrey Vaughan OSTJ  
Mr Leslie Vearing OSTJ  
Mrs Evelyn Warner OSTJ  
Dr Sherrie Wentworth OSTJ  
Ms Mary Wilkinson OSTJ  
Mr Robert Wilson OSTJ  
Miss Daphne Womersley OSTJ  
Mrs Loris Zaal OSTJ

## Members

Mr Dean Adams MStJ  
Mr Stephen Aitken MStJ  
Mr Neil Akers MStJ

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

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

## Members – continued

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

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

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

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

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

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

# Honours and Awards

**Certificate**  
Representing 62 Years Service

Mrs Barbara Davis

**Laurel Leaf**  
Representing 52 Years Service

Mrs Margaret Switzer

**7th Bar**  
Representing 47 Years Service

Mr Peter Dalton  
Mr Kenneth McDougall  
Mr Henry Van Ginkel

**5th Bar**  
Representing 37 Years Service

Ms Anne Fogarty  
Mr Ross Walker

**4th Bar**  
Representing 32 Years Service

Mr Jerome Currie  
Mrs Diana De Silva  
Mr Adrian Etherton  
Mrs Lily McDonald  
Mr Anthony Smith  
Mrs Mary Wilkinson  
Mr Robert Wilson

**3rd Bar**  
Representing 27 Years Service

Mr Timothy Danahar  
Mrs Diane Dickson  
Mrs Ann Payne

**2nd Bar**  
Representing 22 Years Service

Mr Angelo Gheno  
Mr Bernard Guerin  
Mr James Kennedy  
Mr Cary Sandell  
Mrs Sherrie Wentworth  
Mr Craig Zaal

**1st Bar**  
Representing 17 Years Service

Mr Michael Henzell  
Mr Michael Smith  
Dr Matthew Waixel  
Mr Mark White

**12 Year Long  
Service Medal**

Mr Aaron Altenhof  
Ms Rashelle Bicknell  
Mrs Brenda Clayton  
Dr Daniel Compton  
Dr Allie Ford  
Mr Michael Henzell  
Mr James Kelly  
Mrs Sharon Monson  
Mrs Heather Morrison  
Mr Richard Ogley  
Mr Brendan Pearl  
Mr Michael Ray  
Ms Catherine Taylor  
Ms Jessica Taylor

**Commissioners Badge**

Mr Alexi Foran  
Mr Tyler Gutsche  
Mr Jinhyon Lee  
Miss Thuy Nguyen  
Mr Aaron Raftopoulos  
Mr Jesse Wade  
Miss Charity White

**Grand Prior's Award**

Miss Eliza Geraghty  
Mr Lachlan Gutsche  
Miss Tanishea Holmquest  
Miss Gabby Iocco  
Miss Nicola Irvine  
Miss Veroza Kim  
Miss Phoebe McGrath  
Mr Adam Palamara  
Miss Claire Treadwell  
Mr Connor Troy  
Miss Zara Ruzic

**Peter Falkland Award**

Mr Brandon Van Zeyl  
Miss Renee Toscas

**Prior Vote of Thanks**

Mr Craig Reid  
Helloworld Portland



# Thank you to all St John Volunteers

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

– Dandenong & District Aborigines  
Cooperative Ltd

*Staff were friendly to work with and  
extremely professional*

– MS Walk and Fun Run

*Keep up the great work!*

– City of Whittlesea

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

– Moira Shire Council

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

– St Patrick's School Lilydale

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

– St Francis Xavier PS

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

– RSL Nhill SUB-Branch

*I love working with our local St John group*

– Narrawong District Association





# Financial Overview

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

Event Health Services revenues for 2016 were lower than 2015 levels due to the loss of a major contract in late 2015. With the exclusion of the major contract loss, we saw revenue growth in Event Health due to hard work during the year to win new business and retain existing contracts. Increased competitor price pressure and the arrival of a number of new entrants to the sector continued during 2016. Despite the reduced revenue we maintained our commitment to servicing community programs and events such as Anzac Day parades and our preparedness to respond to emergencies and disasters such as bush fires.

Fundraising revenues did not meet our expectations although a number of very generous bequests and successful direct mail campaigns resulted in a satisfactory result. We also received a number of Commonwealth and State Government grants throughout the year.

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

## Income

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

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

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

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

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

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

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

## Capital Expenditure

We made another significant capital investment of \$1.3 88M during the year with a priority on volunteer member health & safety related projects, the implementation of our ERP project and new business development.

### Highlights include:

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

## Outlook 2017

The outlook for the Victorian economy remains cautious for 2017. However, we are well placed to continue to invest in our outstanding people and an expanding development pipeline that will sustainably support our expanding community programs.

### Our priorities for 2017 include:

- Continue to increase our investment in sustainable community projects consistent with or 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 by diversifying our revenue streams so we are less dependent on First Aid training as the primary source of revenue
- Increase financial support from philanthropic organisations
- Achieve appropriate scale in our non-emergency patient transport operations
- Continue to replace the volunteer fleet vehicles as required
- To remain disciplined around expenditures, costs and opportunities
- To continue to invest in our people and other assets in line with our strategic plan to enable us to conduct all our activities in a professional and safe manner

# Governance

## Board of Directors Victoria

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

## Meeting of Members

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

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



Cameron Oxley CSTJ  
Chairman



Rod Collins  
APM OAM MStJ  
Director



Prof. George Braitberg  
Director



Cratis Hippocrates  
Director



Virginia Bourke  
Director



Mark Engel  
Director



Gordon Botwright  
Ex Officio

# Towards 2018 Strategic Plan

## KEY RESULT AREA 1 Maximise our People Potential

### OBJECTIVE

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

### STRATEGIES

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

## KEY RESULT AREA 2 Maintain Quality

### OBJECTIVE

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

### STRATEGIES

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

## KEY RESULT AREA 3 Maximise Community Outputs

### OBJECTIVE

- Maximise sustainable and measurable community outputs relevant to our Vision

### STRATEGIES

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

## KEY RESULT AREA 4 Consolidate Business Activity

### OBJECTIVE

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

### STRATEGIES

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

## KEY RESULT AREA 5 Enhance Relationships and Partnerships

### OBJECTIVE

- Build and enhance partnerships to advance our goals

### STRATEGIES

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



# Acknowledgements

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

### Private

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

### Trust, Foundations, Prescribed

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

### Community Groups

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

### Government

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

### Corporations

Cray Australia Pty Ltd  
Middendorp Electric Company Pty Ltd

### Bequests

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

### Corporate Partners

Lander & Rogers  
Lawyers





## St John Ambulance Australia (VIC) Inc

170 Forster Road, Mt Waverley, Victoria 3149

PO Box 573, Mt Waverley, Victoria 3149

[info@stjohnvic.com.au](mailto:info@stjohnvic.com.au)

[www.stjohnvic.com.au](http://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 Events: 03 8588 8360

To Volunteer: 1300 ST JOHN



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Ambulance (Vic)



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St John Victoria