

impact report



St John Ambulance Australia (NSW)
Saving lives through first aid

2020

About this Impact Report

This report covers our activities and performance for the period 1 January 2020 to 31 December 2020. It's one of the ways we demonstrate our commitment to the principles and practice of good governance and transparency. It also gives us an opportunity to reflect on the impact of the work we do in our community, and holds us accountable to what we set out to achieve.

This Impact Report can be read in conjunction with our Year in Review Report for the same reporting period. Our Year in Review Report celebrates the achievements of our people, both volunteers and staff, and acknowledges their contribution to meeting our mission of saving lives through first aid.

Status

St John Ambulance Australia (NSW) is an Australian Public Company.

We are a registered charity under the Australian Charities and Not-for-profits Commission (ACNC). Our charity ABN is 84 001 738 370.

In 2019, we became a registered Social Trader.

We are a registered Public Benevolent Institution (PBI) and are endorsed by the Australian Taxation Office as:

- a Deductible Gift Recipient (DGR); and
- an income tax exempt charity (holding tax concessions and exemptions relating to income, goods and services, and fringe benefits taxes).

We are authorised to appeal to the public for funds, subject to fundraising legislation.

Feedback

Feedback on this report can be e-mailed to marketing@stjohnnsw.com.au, posted to us or provided over the phone by dialling **1300 785 646**.

Feedback will be acknowledged and a response will be given.

Pictured on front cover: **Arjay Raca**

Arjay has been a St John Ambulance (NSW) volunteer for 3 years. While St John initially allowed Arjay to explore his passion of healthcare, it quickly became so much more to him as he fell in love with giving back and helping communities in times of strife. Today, he is in his second year of a Bachelor of Nursing degree, where his knowledge has been put into action in his work as a Health Service Representative for St John. During the COVID-19 pandemic, Arjay was on the frontline helping communities through a range of COVID support measures.

"I decided to work during COVID as it gave me a chance to learn, as well as give back to the community. It's the same motivation as to why I volunteered for the organisation, as I do believe that service is its own reward!"



St John Ambulance Australia (NSW)
ABN 84 001 738 370
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our mission and vision

Every day, Australians are at risk of illness, injuries and potentially life-threatening situations at home, in the workplace and the community.

We believe that every Australian should have access to responsive healthcare and wellbeing support when and where they need it.

In 1883, St John Ambulance (NSW) (St John NSW) was established in Australia, providing essential medical and first aid services. Today, we are a profit-for-purpose organisation focused on building community resilience and saving lives.



We educate, equip and prepare people across the state to provide first aid in every home, workplace and public gathering.

We are one of the leading providers of first aid and mental health training in Australia. We distribute first aid supplies and equipment, including defibrillators, and provide personalised onsite first aid services to workplaces.

We provide high-level medical services at workplaces and public areas including Sydney train stations, as well as a range of public health safety services at events across the states.

Profit for Purpose

As a registered charity and profit-for-purpose organisation, every dollar of profit made from our commercial activities goes toward:

- **Medical volunteer training and supplies to build safer communities**
- **Bushfire and major disaster medical crisis relief**
- **Free first aid in schools programs**
- **Leading educational campaigns such as ShockingAUS (defibrillator awareness) and First on Scene (first aid training for learner drivers)**
- **St John Youth Programs**
- **Free community first aid information and training**

Positive Social Change

We are also a certified Social Trader, which means that every time supplies, equipment and services are bought from us, positive social change is created.

Our commercial partnerships provide organisations and their people with the opportunity to achieve tangible social and community outcomes through every dollar spent with us.

Our History

The origins of St John NSW go back to 11th Century Jerusalem where the first Knights of St John set up a hospital to provide free shelter and medical care to sick pilgrims and crusaders. Known as the Knights Hospitallers, hundreds of men and women cared for anyone in need - without distinction of race or faith. The work of the Knights Hospitallers continued over many years and in many countries.

In 1883, St John NSW was established in Australia to assist with providing essential medical services to communities in all states and territories. Responding to the lack of medical services at the time, first aid classes were set up across the country, teaching workplaces, particularly in heavy industry, how to treat injuries and illnesses.

Today, St John Ambulance internationally is accredited to the United Nations and operates in more than 40 countries worldwide with a rich, long history built on a foundation of humanitarianism. Our members continue to be devoted to providing first aid and life-saving medical care in communities everywhere.

DID YOU KNOW?



St John NSW provided critical first aid support throughout the Spanish Influenza. Pictured here are ladies of the Marrickville Nursing Division, dressed for duty at the local emergency hospital during the influenza epidemic (1919).

L-R: A. Jones, W. Steele, I. Reynolds, E. Malcolm, L. Whitfield.
Source: Photographs: 1919-1920, Box 4: St John Ambulance Australia (NSW) Archives.



Message from our Chair

Sean McGuinness, OStJ

“We are all faced with a series of great opportunities brilliantly disguised as impossible situations.”

Charles R. Swindell

It is an understatement to say that 2020 was a year we could never expect. We endured natural disasters which ravaged communities, and a global pandemic that impacted many areas of our lives. 2020 tested our resolve, our willingness to change, and reshaped how we live and work.

Despite the devastating consequences that occurred as a result of these unexpected events, we were presented with many opportunities for St John NSW to deliver on our mission of saving lives through first aid in the service of humanity - ‘pro utilitate hominum.’

As an organisation, we learnt that our strength truly lies within our people and their ongoing commitment to our organisation and to supporting their communities. As we faced such uncertainties, our values mattered more than ever as we explored how to best adapt and support the communities that have come to rely on us. Through all this, we learnt our own agility and ability to transform to meet the needs of all stakeholders, no matter what the circumstance.

As bushfires bore down on our communities, displacing people in towns across the state, our volunteers were deployed to assist at evacuation centres, RFS base camps, and Emergency Operation Centres. More than 400 volunteers dedicated over 23,000 hours of first aid and mental health support in some of the most hard-hit regions. The NSW Premier’s Bushfire Emergency Citations were presented to hundreds of St John NSW volunteers and staff who showed dedication and commitment during this devastating disaster.

Throughout the COVID-19 pandemic, St John NSW was a constant and reassuring presence after being deployed across the state to assist with COVID-19 testing clinics and quarantine hotels. Our volunteers and staff worked relentlessly to ensure we were able to support NSW Health in keeping communities safe and infection-free; doing our part to help our country on the road to recovery.

As a result of COVID-19, St John NSW - like virtually every organisation - has had to make changes, adjust and evolve in order to adapt and grow in this challenging environment. One thing COVID-19 has highlighted, is that we need to be both agile and consistent in our service offering, in order to meet the changing needs of our partners, clients and communities.

Part of this evolution for St John NSW is rethinking the way we operate. To do this, we established the Volunteer Service Model Project (VSM) so that we can work towards achieving a sustainable and streamlined delivery model to support volunteering initiatives that will maximise our community impact with a more robust program to support our members.

Looking ahead, we move forward into 2021 with a renewed sense of optimism but also, a sustained determination in the face of ongoing challenges. While the year to come may be equally unpredictable as 2020, we will strive to navigate St John NSW through our newly-established 2021-2025 strategic plan, focusing on our mission of building community resilience and saving lives.

We cannot, and have not, made it to where we are today without the incredible support of the St John NSW Board, Executive Team, staff, volunteers, partners, and supporters. It takes each of us to drive our organisation forward, working cohesively in the interest of our communities. Thank you for your resilience, your unwavering dedication, and your inherent optimism.

I look forward to working together in 2021.

Message from our CEO

Sarah Lance, OStJ

“Success today requires the agility and drive to constantly rethink, reinvigorate, react, and reinvent.”

Bill Gates

For over 135 years, St John NSW has been a visible and reassuring presence throughout our communities. Through fires, floods, and a pandemic, we have stepped forward to provide safety and aid to people who need it most.

While 2020 was fraught with uncertainty and instability, St John NSW continued to prove that we could – and would – rise to meet the challenge.

Just as we were throughout the Spanish Influenza in 1919, St John NSW members were on the frontline of the COVID 2019 pandemic. Our work alongside NSW Health saw St John NSW provide thousands of hours of frontline COVID support, playing a significant role in our state’s path to recovery.

We were there at quarantine hotels, international and local airports and train stations, at COVID hot spots and swabbing stations. St John NSW showed its ability to take on any task to support our community.

Over 400 new roles were created enabling St John NSW to onboard new members, many of whom had lost their jobs during the pandemic. We were also so fortunate to recruit many former QANTAS staff to assist with temperature screening deployments, utilising their customer service skills, training them in first aid and giving them access to purposeful employment where they could make a difference.

We demonstrated our agility as an organisation as we continued to provide first aid training throughout COVID. Our training operations were rapidly adapted to allow for first aid courses to continue throughout the pandemic.

Online learning options were introduced to ensure we could provide training to frontline workers including hospital staff, nurses, teachers, and workplace safety officers. Free online programs were developed for the community to assist them with hand hygiene and working from home. Free Facebook live online sessions, run by skilled trainers, allowed our isolated communities to reach out and get answers to all their first aid queries.

Personal Protection Equipment (PPE) was rapidly deployed to meet the needs of corporate and government organisations. The agility of our sales team in sourcing and supplying PPE and hygiene products resulted in an overall growth of 46% in product revenue – an incredible achievement in a time of absolute uncertainty.

The cancellation of community events had a significant impact on our event health services and the work of our volunteer base. Our teams diverted their energies to online training, taking to zoom and new technologies. Our volunteers embraced changes in our service delivery and focussed on how best we could support the NSW Health system within this crisis.

St John NSW continued to act in an agile manner and diversify our income streams through the provision of services including temperature screening at corporate sites such as Westpac and Woolworths and paramedics at Sydney train stations to ensure community safety.

2020 taught us many things - how to be resilient in times of difficulty, how to remain agile, how to look for new and innovative ways to support our community and how to ensure the sustainability of our organisation.

Moving into 2021 we will continue to focus on how to increase our impact for the benefit of our communities. We will continue to invest in our equipment, engagement, asset management and skills training to ensure we are ready, whenever and wherever we are needed.

Thank you to our steadfast Chair and Board. Thank you to our unwavering and committed Executive Team. Thank you to our passionate staff and volunteers who inspire us all. We would not be in the position we are today without your hard work. A final thank you to Minister Hazzard and all his teams across NSW Health – it has been an honour to work beside you during this crisis.

training and education

COVID-19 significantly impacted the way we delivered first aid training. We introduced rapid changes to ensure we could continue providing accredited training to frontline workers who required a current first aid certificate.

Our training operations team developed a range of strategies including smaller class sizes, strict social distancing, efficient assessment methods, and online training modules.

Our focus remained on educating our communities through accredited training, skilled courses, and free resources disseminated digitally to consumers.

Key highlights:

43,473

students trained

1,000+

Firefighters trained in mental health

2,500

free online courses provided

188,000

watched free virtual first aid lessons

“First aid training gives people the confidence and capability to step forward and assist when needed. If an emergency strikes, knowing how to deal with it can truly save someones life”

Martin Thomas

General Manager of Training and Development at St John NSW



Focus on Community Training

With more people working remotely and in isolation than ever before, online engagement rose dramatically as many tried to tackle the emotional burden of isolation. Social media became a daily routine for many; providing a sense of community, connection and education.

With an increase in social media engagement, we released a series of free online first aid resources. More than 2500 people received access to our 30 minute online modules – Infection Control and Mental Health & Working from Home. We also launched a series of weekly first aid conversations via Facebook live. These sessions were hosted by a first aid trainer or topic expert and covered defibrillators, asthma, CPR, first aid for children and babies, and how to choose the right first aid kit. More than 188,000 people watched, shared, or engaged with the series which ran over 6 months.

Mental Health

We continued developing our mental health offering with a virtual option introduced in 2021, ensuring our training could be accessed throughout COVID-19. It has proven to be a long-term solution allowing us to provide mental health training to remote or rural communities, organisations who operate across multiple sites, and people who prefer to learn in an online setting.

Vocational Training

In collaboration with St John Ambulance Victoria, we **launched the certificate IV in Training and Assessment** - a pathway into teaching vocational education. Students were able to complete the course online over 30 weeks and via 20 workshop sessions before qualifying as an Accredited Trainer in their area of expertise.

CASE STUDY



Mental Health Training for NSW Firefighters

In June 2020, St John NSW partnered with the NSW Rural Fire Service Association (RFSA) to offer mental health first aid to over 1,000 volunteer firefighters.

Our mental health course taught volunteers how to provide support to their colleagues and friends experiencing depression or anxiety, and how to assist them in a mental health crisis.

Student feedback submitted after the course indicated the success and learning taken away by students.

“I found that after I completed the course, I was really interested in learning more about mental health.”

“I really enjoyed it and feel better equipped for the inevitable phone call from a member in distress.”

health services



Corporate Health Services

In 2020, we expanded our corporate health service offerings to meet the needs of NSW workplaces during COVID-19. We introduced a range of specialised programs in workplace health and medical needs including:

Onsite Health Care Professionals

We deployed teams of Responders, Nurses, Emergency Medical Technicians and Paramedics to critical locations, with a focus on providing rapid support in the event of illness or trauma.

Workplace Infection Control

We deployed volunteers and staff to workplaces right across NSW, providing a range of services aimed at keeping employees and visitors safe and infection-free. Our teams undertook workplace assessments and recommendations, temperature screening programs at large organisations - with a particular focus on banking and retail.

CASE STUDY



Sydney Trains

In 2020, St John Ambulance successfully won a tender to provide paramedic services at several stations across the Sydney Trains network during peak commute times. This ensures that any customers who fall ill or sustain an injury are provided with high quality primary care when it is needed.



Temp screening services

As an organisation we offered tailored temperature screening services for workplaces right across NSW, to help identify and prevent those at-risk from entering facilities. These screening programs extended to Sydney Quarantine Hotels as well as in large corporations, including Woolworths and Westpac, to help people return to work safely.



Field Sales & Service

Our Field Sales and Service team work closely with customers across the state every day to help them meet their first aid requirements. During COVID-19 they worked relentlessly to ensure our customers had current first aid equipment available and were able to maintain their first aid compliance.

In 2020, our team:

- Visited 6,985 customers
- Replenished 20,721 first aid kits
- Sold 209 defibrillators
- Travelled approximately 300,000 kilometres
- Braved severe weather conditions, including extreme heat, torrential rain and snow

Throughout the uncertainty of the pandemic, our Field Sales and Service team were on the frontline providing vital first aid workplace services in metropolitan and regional areas of NSW.

Event Health Services

With events in 2020 predominately cancelled, we shifted our focus towards reinvesting in our organisation.

Our Volunteer Divisions responded quickly to the restraints COVID-19 placed on St John NSW by adapting to online training, deploying rapidly to support NSW Health and by supporting the community in new ways. We reinvested in our capabilities, fleet, and equipment. Our aim is to have every division trained and equipped to meet any emergency. The NSW fires in 2019 taught us that an emergency can happen at any time, anywhere and we as an organisation need to be ready to respond to support all our communities across NSW.

While our volunteers embraced the changes required, we were able to continue to truly make a positive contribution to the community.

Launch of Clinical Advice Line

During 2020, the Clinical Advisory Group piloted a Clinical Advice Line with the primary aim to help any member of St John NSW whilst on duty with complex, unusual or difficult decisions around clinical care. Staffed by St John NSW volunteer healthcare professionals including registered nurses, paramedics and doctors, the advice line helps members plan for a patient's care and support clinical decision making in the field.

The advice line runs across our busiest times during not across weekends and is deployed 24/7 throughout any emergency.




“Each and every day I reflect on the important contribution of volunteers to communities right across the State. Indeed, volunteerism is part of our national fabric. The volunteers of St John NSW in my view are one of the standard bearers of this distinguished service.”

The Hon. David Elliott MP
Minister for Police and Emergency Services

NSW Health Deployment

Our deployment to NSW Health saw our members provide more than 100,000 hours of frontline COVID support - working across a number of key sites including quarantine hotels, COVID testing clinics, hospitals, railway stations and airports.

Snapshot of support:

- 1  **Sydney Quarantine Hotels**
St John NSW assisted with temperature screening visitors, staff and frontline workers including police at quarantine hotels right across Sydney.
- 2  **COVID testing Clinics at local hotspots**
Our members provided logistical support at drive-through clinics including registering and recording patient information, informing people on what the next steps are after being tested and giving them information on how to register to receive their results.
- 3  **Regional Hubs**
In regional areas such as Wagga Wagga and Albury, local volunteers assisted with screening passengers boarding trains and landing at regional airports for over four months. During this time the team provided over 900 hours of service, completing 677 shifts across three locations.



Life saved at NRL Grand Final

More than 40,000 spectators filled the stadium at Sydney Olympic Park in October 2020 to watch the NRL Grand Final. There was a lot of action on the field – but nothing like the situation our BERT (Bicycle Emergency Response Team) team found themselves in.

At the end of the evening four St John NSW volunteers were called to a male who was in cardiac arrest. He had collapsed in the rain just before the BERT team had found him. The team moved the patient, started CPR and connected a defibrillator to administer a shock. He was unconscious until he was loaded into the ambulance.

The patient survived and in recovery said he looked forward to meeting the four St John NSW volunteers who helped save his life.



COVID-19 support

Providing
COVID-19
support to
NSW Health



“My role at the COVID-19 drive through clinics has been to ensure that our testers have access to patient information ahead of testing. Our Divisional leadership thought it was important that we’re here to support in any way that we can.”

Luke Allen
St John NSW Volunteer



St John NSW partnered with NSW Health throughout the COVID-19 pandemic, providing medical and logistical support at temperature screening clinics and quarantine hotels across the state.

Our members stepped forward when they were needed to help support the COVID-19 response. More than 416 members provided 107,929 hours of support at 64 sites:

- 69,632 hours of support at Quarantine Hotels
- 26,763 hours of support throughout local health districts
- 8,347 hours of swab testing
- 1,168 hours of temperature screening

We provided critical help at drive through clinics in Western Sydney, including Picton, Liverpool and Casula, providing additional resources for logistics and screening. In regional communities, members were responsible for screening temperatures of train passengers on the NSW/VIC border and at regional airports across the state.

Moving forward, we will continue do what we can to best assist our nation on the road to recovery out of this pandemic.

CASE STUDY



Supporting the aviation community

St John NSW served as a lifeline to many within the aviation industry, who suddenly found themselves out of work when the borders shut and all planes were grounded.

Anna said: “We were and still are so grateful that St John

NSW was able to recognise our varied skill sets and took so many of us on. Working the frontline, whether it be at the quarantine hotels, drive-thru testing sites, airport swabbing units and vaccination clinic has been both gratifying and rewarding on many levels.”

“St John NSW is a caring and supportive organisation and I’m very happy to play an important part in their COVID response operations.”

Supporting our community COVID-19

March 2020

The federal government has taken further measures to limit the spread of COVID-19 in order to reduce the impact on our health system.

The clear message is that limiting gatherings and movement as much as possible will help to manage the burden on the health care system by spreading out the demand, rather than allowing a peak. This idea of “flattening the curve” is how we can together try to slow down peak demand on our health services.

- **Strict infection control measures introduced**
- **Review of commercial training business**
- **Event Health Services suspended**

April 2020

St John NSW is supporting our community within a constantly changing environment including:

- **Sourcing PPE throughout Australia and the world**
- **Trialling mental health online content and webinars to ensure vital support reaches our communities**
- **Teams standby with fleet and operations plans in place for deployment**
- **Assisting local charities in non-medical roles such as food delivery and welfare calls**
- **Temperature monitoring services**

June 2020

Announcement made regarding St John NSW being chosen to provide health, medical and logistical services to NSW Health. Members are supporting NSW Health with temperature testing and community pop-up COVID-19 screening at clinics across the state. NSW Health have asked that St John supports them and helps protect our communities by temperature screening daily all staff (police, hotel staff, delivery staff and healthcare workers) at 17 hotels throughout the Sydney CBD.

July 2020

St John NSW is currently deployed at:

- **Quarantine hotels, temperature checking police, healthcare workers and hotel staff;**
- **COVID 19 drive through testing centres at Casula, Picton and Liverpool**
- **Transport hubs, taking temperature checks at Wagga Wagga airport and Albury train station**
- **Hospital temperature checks for staff and visitors at Bega Hospital.**

We had two of our Executive Team on duty last week at screening clinics and both were blown away by the sheer volume of testing that was taking place at the drive-through clinics. NSW Health staff are under immense pressure and to have St John NSW there truly helps make all the difference.

August 2020

Between 25 and 45 of our members are out providing care in this pandemic every day. Whether its temperature screening, providing support at hot-spots or at a local event, they are all committed to making a difference. As of August, St John NSW has provided the following level of support:

- **58 testing sites**
- **20,648 hours of support**
- **240 members deployed**
- **2,076 testing shifts**

November 2020

St John NSW members continue to support COVID-19 testing with NSW Health working in quarantine hotels in Sydney, pop up COVID-19 testing clinics, hospitals, railway stations and airports.

December 2020

As at the end of December, NSW Health has requested support with community crisis services until June 2021. This is due to the exceptional quality of service that all our members have been providing. St John is also working closely with NSW Health to identify new ways we can assist during the pandemic.



We have provided more than 107,929 hours of support throughout the COVID-19 pandemic.

Supporting bushfire affected communities

During the 2019-20 bushfires, St John NSW was on the frontline with the RFS in our state's north ensuring firefighters could receive immediate medical attention and at evacuation centres down south, supporting local communities.

From mid-September 2019, more than 402 skilled volunteers were deployed, providing a total of 23,506 hours statewide of critical emergency support in 33 evacuation centres, four staging areas, three fire base stations and both the RFS Emergency Operations and Police Information centres in hard hit regions such as Batemans Bay, Bega, Wagga Wagga, Cooma, Kempsey, Grafton and Glen Innes. Many of these evacuation centres were visited by 40 to 4,000 evacuees at one time.

During this time, St John NSW provided:

- Much needed medical attention to 438 patient
- First aid and mental health support to thousands of evacuees; and
- Ensured patient transport was made available for 27 people located in hard to access areas

“Our volunteers step forward when they’re needed most. We know that our emergency service organisations are under pressure during these times, and we are proud to provide support in any way we can.”

Sarah Lance

St John Ambulance NSW CEO



CASE STUDY

The Story of a Local Farmer

Our St John NSW members were deployed right across the state to provide first aid services to a variety of posts including evacuation centres, operating centres, inquiry centres and base stations.

At one of the evacuation centres, a St John NSW member was able to connect with a distressed farmer in a way that no one else had managed. Clearly distressed over the state of his farm and cattle which had been devastated by the destruction of the bushfires, the farmer had been evacuated and needed to leave all he had known at home.

An on-duty St John member put the man in touch with a mental health nurse during his 5-day stay at the centre to ensure he was able to access help and support when he needed it most. St John NSW played a critical role in offering a sense of comfort during a devastating time for many.



community programs



Our community programs – offered free of charge – empower individuals to save lives and to help make our state safer. 100% of every dollar donated and all available profits are used to fund community activities.

Youth Programs

We provide fun, safe and supportive opportunities for young people to develop their skills, engage in the provision of community first aid services, and earn proficiency badges and awards. In 2020 our Youth Programs shifted online allowing our Cadets to continue their learning, friendships and skills development.

As part of our commitment to supporting young people and Divisions, the State Youth Team worked with leaders from across the organisation to facilitate an e-learning program for cadets and young people to adapt to the challenges of COVID-19.

In 2020, we recognised 21 recipients of the Grand Prior's Award and 6 Juniors who achieved the Commissioner's Badge. These represent two of the largest cohorts of recipients for these awards in some time.

We are proud that we were able to continue to work alongside our young members, despite the nature of the pandemic.

Ophthalmic Care

We continue to support St John Eye Hospital in Jerusalem by paying the salary of an ophthalmic nurse who provides eye care to the community.

First Aid in Schools

Our First Aid in Schools program equips children in primary school (7-12 years old) with vital lifesaving skills.

In 2020 we developed a series of first aid videos aimed at teaching children how to manage first aid situations including asthma, minor burns, an unconscious person, and an allergic reaction. The videos will be launched to NSW schools in 2021.

“Absolutely wonderful! The program was well presented with practical activities for students to reinforce their learning of First Aid. I would certainly recommend this program to any school.”

Assistant Principle
Heaton Public School





State Emergency Response

Our volunteers are readily mobilised to respond in times of disasters.

As a participating organisation in the NSW HEALTHPLAN (NSW Health's disaster management plan) we can be called upon to provide assistance to NSW Health and other emergency service agencies during events such as bushfires or extreme weather conditions.

Our service support in emergency management includes:

- **Supporting and providing response capabilities for the Ambulance Service of NSW.**
- **Mobilising our large contingent of volunteers trained in first aid to First Responder and Advanced Responder level as well as specialist teams trained in advanced casualty management in emergency situations.**

First Aid Awareness

To enhance first aid knowledge in the community, we regularly attend public events to provide free CPR/first aid demonstrations and create opportunities for people to ask questions and test their skills.

Throughout COVID, we released free online resources and a weekly Facebook live series that aimed at educating the public in common first aid situations.

These sessions were hosted by a first aid trainer or topic expert and covered defibrillators, asthma, CPR, first aid for children and babies, and how to choose the right first aid kit. More than 188,000 people watched, shared, or engaged with the series over a 6 month period.

St John NSW is committed to providing education campaigns and awareness initiatives with the aim of equipping our communities with potentially lifesaving skills.



In the media

In 2020, we relied heavily on media and PR activity to help communicate various initiatives, campaigns or first aid advice to the public. Over the 12 month period we reached a potential cumulative audience of 32,160,019.

Our spokespeople were featured on notable programs including the Today Show, Sunrise, SKY News, 2GB, SBS World News, ABC Radio and news.com.au.

Topics covered included bushfire deployment, COVID-19 support, defibrillator awareness, and our partnership with the Rural Firefighter Service Association.

We are grateful to those media outlets and journalists who covered our stories.



Our fundraising program is about supporting community initiatives that enable us to achieve our mission, namely saving lives through first aid.

We receive donations and bequests from individuals and their families, and funding from a number of organisations, for which we are incredibly thankful.

Our commercial activities cover our administrative costs, which means that every dollar donated to us directly supports our free community programs.

Appeals

In 2020 we ran two fundraising campaigns:

Tax Appeal

Running from April-August 2020, our tax appeal theme was 'Ready to Respond.'

The campaign highlighted our frontline work supporting COVID-19 efforts. It showcased a number of members who were part of the deployment, and focused on the role St John is playing in keeping communities safe.



Sally, who first joined St John Ambulance when she was just sixteen years of age, was recently deployed to the inland town of Beechwood during our state's worst bushfire season on record. Her primary role was to provide personal eye care to firefighters returning from the frontline and responsive care to young families distressed by shock and homelessness.

Today, Sally is studying para-medicine and volunteers her time training St John NSW youth.

"I always want to be there for people when they are at their most vulnerable. If I can provide even just a little bit of relief, reassurance and assistance - then I feel like I have done my job,"

Christmas Appeal

Our Christmas Appeal ran from October-January 2021 and focused heavily on our youth program.

'Tomorrow's Health Leaders Today' highlighted our efforts to train the next generation of health leaders. It told the stories of a number of our youth members - some as young as 8 years old.



Elle, aged 10 years, has been a junior member for over a year. Her brother invited her to join as he thoroughly enjoys the program. Elle hopes to become a nurse and a teacher as she wants to help teach other children the importance of DRSABCD.

"My St John NSW Juniors uniform makes me feel special. All of the nurses that you see on TV since COVID started are wearing a uniform. It's what makes you feel a part of the team - that you belong."

Grants

Thank you to those organisations who provided grant funding to St John NSW in 2020, allowing us to increase our community impact and the work we do all across the state:

- Community Building Partnership Grant 2020
- South Eastern Sydney Local Health District
- Clubs NSW
- Ashfield RSL
- East Maitland Bowling Club
- Mounties
- IMB Foundation
- Ku-ring-gai Council
- Ryde Club
- Strathfield Council
- Centre for Volunteering NSW

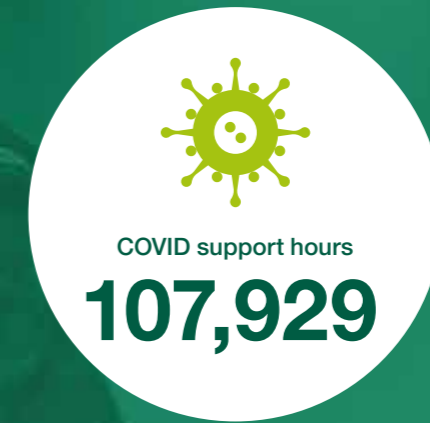


2020 snapshot

Numbers that matter...

“Despite all of the challenges in 2020, we succeeded in continuing to keep NSW communities safe and building community resilience. The progress we made has been a remarkable feat and is due to the hard work of all our members.”

Andrew Sitaramayya
General Manager,
Events & Community Health Services



capability to respond



Vehicles

120+ Vehicle Fleet

17 Single Stretcher vehicles **05** Single Stretcher 4WD vehicles **27** Utility vehicles **17** Sedans/SUVs

01 Community Engagement Vehicle **25** Bicycle - Emergency Response **56** Trailers



People

500+ Staff and 2500+ Volunteers

45 Doctors **87** Paramedics **23** Emergency Medical Technicians **167** Registered Nurses

208 Advanced Responders **739** First Responders **654** First Aiders



Qualifications and Training

More than just first aid qualifications

- ✓ Training for all Members:
 - Infection Control
 - Mental Health and Harm Minimisation
 - Drug and Alcohol Intoxication
 - Mass Casualty and Incident Management

Clinical Training Pathways available

- ✓ Online learning modules in:
 - Acute Coronary Syndrome
 - Allergies
 - Bites, Stings and Poisons
 - Eye and Facial Injuries
 - Pain Management
 - Resuscitation
 - Wounds



Equipment

Equipment

242 Defibrillators **50** Stretchers **92** Carry Chairs **22** Mass Casualty Incident Kits

Licences and Compliance

- ✓ Drugs, poisons and controlled substances Health Service Permits.
- ✓ All members have WWCC and Police Checks.
- ✓ St John NSW hold and maintain the required insurance cover.

Support Structure

- ✓ Clinical Advisory Group - St John NSW is supported by the Clinical Advisory Group comprising multiple Health Professionals from various disciplines.
- ✓ The National Medical Advisory Panel (MAP)
- ✓ National Clinical Practice Guidelines
- ✓ St John NSW Clinical Governance Committee
- ✓ Incident Management Team (IMT)

Our Teams

Responders: The largest, most qualified and skilled teams include First Responders (Certificate II in Emergency Medical Service First Response) and Advanced Responders (Certificate III in Basic Health Care).

Healthcare Professionals: Accredited, registered and skilled healthcare professionals include enrolled nurses, registered nurses, paramedics, extended care and intensive care paramedics, doctors and specialists from a range of specialities.

Bicycle Emergency Response Team (BERT): Rapid response crews deploy with two accredited responder - fully equipped with first aid kits, oxygen and a defibrillator.

Command & Communications: Specialised and experienced command and communications staff provide communications coverage to all our people.

Mental Health: Mental Health teams provide immediate and ongoing treatment as well as early intervention for identified vulnerable or at-risk patrons



Infrastructure

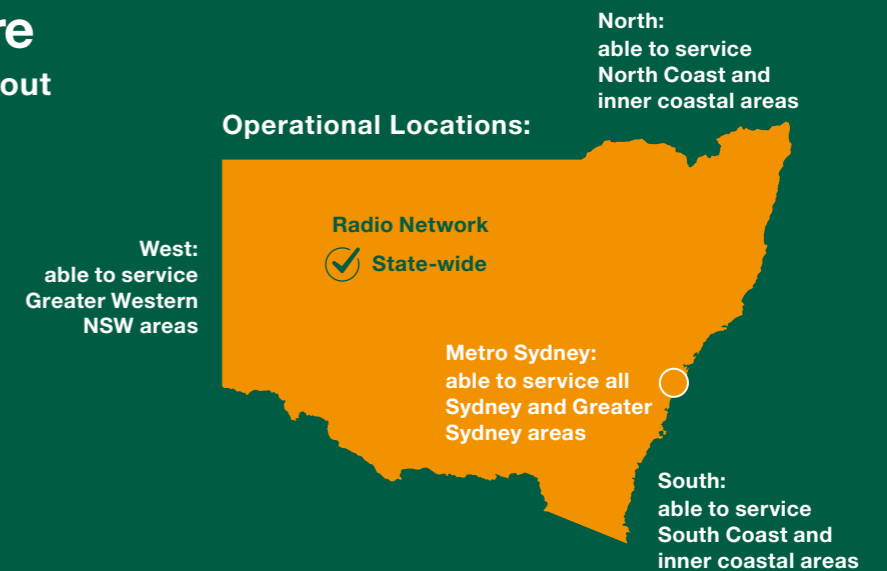
Branches throughout New South Wales

Locations
70+ Supported by over 70 Divisions across NSW

30+ Training Locations

07 Branches

Operational Locations:



looking ahead

The needs of our communities are changing at an ever-increasing rate. St John NSW is no longer merely a first aid organisation.

We combine the wisdom of the past, over 130 years of knowledge, with the energy of the future – continually searching for new programs that will make the difference, bridge the gap, and support our communities. We are passionate about empowering communities to save lives.



We will continue to invest in our people, building our core capabilities and capacity. We have developed a values-based organisation, built on trust and respect, for and between all members of St John NSW. Engagement is core to how we operate – within our own teams, across our organisation and with our stakeholders and communities.

Our volunteer model re-built on our zones and hubs model to aid engagement and support communication, will evolve as we roll out an enhanced recruitment, induction and training program that utilises online delivery based on our clinical and education expertise. Leadership training and strengthening our safety framework to support our youth and cadet teams, our clinical governance and our emergency service response will continue to be core to our framework.

Members of St John NSW, both paid and volunteer, work side by side to serve our communities by providing essential health support services. We work with other health and emergency services to collectively deliver emergency and community health services that are right for NSW. A centralised program of asset enhancement is underway to ensure that all divisions across NSW are ready to respond when needed.

“We will continue to transform our organisation, diversify our programs, and show agility and innovation in developing our customer-centric approach.”

Sarah Lance
CEO of St John NSW

Our Community Impact is at the heart of every decision that we make. We will work to quantify and articulate the impact we have on the health care system and our community.

OUR 2021-2025 strategy

Every day, Australians are at risk of illness, injuries and potentially life-threatening situations at home, in the workplace and the community.

We believe that every Australian should have access to responsive healthcare and wellbeing support when and where they need it.

ADVANCED RESPONDER

St John



Ambulance Australia

Our Community Impact is at the heart of every decision that we make. In our 2021 to 2025 strategy our focus is to grow the positive impact we have on the NSW health care system and our communities.

The needs of our communities are changing at an ever-increasing rate. St John NSW is no longer merely a first aid organisation. St John NSW combines the wisdom of the past, 130 years of knowledge, with the energy of the future.

To ensure our sustainability and grow our community impact, we will:

Strengthen our CORE business.

We do this by meeting the needs of our customers, using leading technology and building strong partnerships.

Review and assess the market for EMERGING trends

We look at how we can pilot new programs, test the market and identify gaps where we can make a difference.

Realise NEW and future opportunities.

We explore how we can diversify by researching our markets, building businesses cases and investing in our future.

Our 2021 to 2025 strategy has four pillars:

IMPACT AREA 1

Knowledge: To empower our communities

Our programs and courses empower communities to take action when needed in a crisis. Individuals feel empowered by, and confident, in the skills they have learnt. Their growing knowledge builds community resilience.

IMPACT AREA 2

Safety: To inspire community confidence

St John NSW volunteers and staff work in our communities, workplaces and homes to ensure peoples safety. St John NSW is there when needed, when an accident occurs, we have the skills, training and equipment to save a life.

IMPACT AREA 3

Access: To respond to community needs

We help bridge the gap between the NSW Health system and our communities. We develop new programs to ensure we are where we are needed most, increasing the capacity and reach of our Health System and Emergency Services.

Foundation: To strengthen our capabilities

To build our capability and capacity we continually re-invest in our people, our assets and our technology to ensure that we are fit for purpose. We diversify our programs and income streams so that we are sustainable. As custodians of St John NSW we engage, enable, reimagine and future proof our organisation to ensure it is prepared for the future.

“Our strategic direction is guided always by our mission and considers the positive impact we want to make on the wider community. St John NSW will continue to evolve and grow, thanks to the dedication of our Board, Executive, members and partners.”

Sean McGuinness
Chair

Our Board



Sean McGuinness
Chair



Scott McDonald
Deputy Chair



A/Prof Dr Jason Bendall
Commissioner & Director



Coretta Bessi
Director



Sue Campbell-Lloyd AM
Director



Joanne Muller
Director



Mick Campbell
Director
Started as of December 2020



Stephen Woodhill
Director
Started as of December 2020

Our Executive Team



Sarah Lance
Chief Executive Officer



Damien Spence
Chief Financial Officer



Vanessa Lorford-Mills
General Manager of People,
Performance & Culture



Fiona Ellis
General Manager of Sales
& Service



Martin Thomas
General Manager of Training



Andrew Sitaramayya
General Manager Events &
Community Health Services



Trude Salat
Deputy Commissioner
Volunteering
Retired as of March 2020



Ilan Lowbeer
Deputy Commissioner
Advisory



Andrew Stevens
Deputy Commissioner
Youth

our heart and soul



Our Volunteers



Number of volunteers
2426

Our Staff



Number of staff
549

Our Youth



Number of youth members
814

“This organisation would not be what it is without the amazing people we have behind us. Our volunteers, our staff, our members and our supporters - backed by an undeniable amount of selflessness - work every single day to make the lives of others better. They truly encapsulate the meaning of St John NSW.”

Jason Bendall
Commissioner



Our values define who we are and guide our actions and behaviour. They influence the way we work with each other, our customers and communities.

Our values are:

Respect

We are ambassadors for St John NSW. We are respected for the work that we do and the way that we do it. We recognise our strength comes from our diversity. We have the courage to be authentic and true.

Integrity

We do the right thing. We are honest and trustworthy. We are accountable for our actions and take ownership of our shared goals. We are there when you need us. You can depend on us.

Leadership

We are the custodians of our future. We enable our teams to grow and succeed. We lead by example and learn from our mistakes. Our passion and commitment engage and inspire.

Communication

We are sincere in our voice and actions. We share ideas and listen to each other, our customers and community. We are open and transparent in all that we do.

Collaboration

We work best when we work together. We care for our colleagues and our community. We take initiative, generate new ideas and embrace change. We share success. Together we make a difference.



Organisational Governance

Our organisation is committed to the principles and practice of good governance.

The Board of St John NSW sets the strategic direction of the organisation. The Board's primary role is to ensure that all organisational activities are directed towards achieving its mission of saving lives through first aid. The Board must ensure that this mission is achieved in the most efficient and effective way possible.

Our Board comprises seven highly qualified individuals. Mr Sean McGuinness served as the Chair of our Board throughout 2020.

In 2020, our Board was supported by the following committees:

- **People and Governance Committee**
The purpose of the Committee is to assist the Board in fulfilling its responsibilities in the area of people based policy and procedures (both volunteer and paid), to enhance the culture of the organisation and deliver oversight of the people and clinical governance structures.
- **Audit Risk and Investment Committee**
The purpose of the Committee is to assist the Board in fulfilling its statutory and corporate governance responsibilities in the areas of the financial reporting, risk management and investment strategy.
- **Honours and Awards Committee**
The purpose of the Committee is to recommend to the Board, the award of commendations, medals and prizes to members of St John NSW, external organisations and to members of the community.
- **COVID-19 Committee**
The purpose of the Committee was to support the organisation in a time of crisis by providing oversight on policy development, risk assessment and organisation wide communication.

Our State Council works closely with our Board as a feedback mechanism on whole of organisation initiatives. The State Council is representative of the members of St John including Members of the Order, Youth, Metro and regional areas.

¹NSW Health definition.

Clinical Governance

Clinical governance is “the framework through which health organisations are accountable for continuously improving the quality of their services and safeguarding high standards of care by creating an environment in which excellence in clinical care will flourish.”¹

We are governed by a number of clinical governance processes, including:

- **The National Medical Advisory Panel (MAP)**
- **St John NSW Clinical Governance Committee**
- **The Clinical Advisory Group.**

All St John NSW personnel operate under St John Australia's National Clinical Practice Guidelines which ensures that each patient receives the highest level of care to achieve the best possible medical outcome.

Our National Clinical Practice Guidelines are regularly audited and updated to ensure best practice and that we remain Australia's leader in the field of pre-hospital care.

Training Governance

St John Australia is a Recognised Training Organisation (RTO number: 88041) and issues nationally recognised qualifications and statements of attainment.

St John Australia's medical and technical advisory committee's authorise the content of courses, ensuring excellence in education outcomes using the latest teaching techniques and course content to meet both Australian and International standards.

Quality control processes cover all programs whether they are offered to the public, at client premises, online or customised to meet the needs of specific workplaces, groups or communities.

St John Australia also offers specialised certified programs to meet specific workplace and community needs.

Financial Overview

2020 was a year of challenges, change and growth – it reshaped many elements of our operations, providing new opportunities and partnerships while managing the challenges of an evolving pandemic and government public health responses.

COVID-19 significantly impacted the way we have traditionally delivered first aid training. We responded introducing rapid changes to ensure we could continue to provide accredited training to essential frontline workers who needed current first aid credentials to allow them to continue to provide vital services. Our training operations developed a range of strategies including smaller class sizes, strict social distancing, efficient assessment methods, and online training modules.

With events in 2020 being suspended due to the risk within the community, we shifted our focus towards reinvesting in our organisation. Our volunteers responded quickly to the numerous and changing COVID-19 measures put in place to safeguard them and the communities they support – embracing online training and continuing to engage virtually while being ready to deploy rapidly to support NSW Health.

We continue focusing on increasing diversification across our income streams and our fundraising channels. 2020 highlighted how unforeseen events such as the sudden emergence of COVID-19 can significantly disrupt the financial performance of our operations and the need for us to remain agile in our response.

During 2020 this approach to diversification has delivered new income streams. We expanded our corporate health service offering to meet the needs of NSW workplaces during COVID-19. We introduced a range of specialised programs in workplace health and medical needs including temperature screening programs, workplace assessment programs and COVID-19 incident response plans.

In early 2020, St John NSW successfully won a competitive tender process to provide paramedic services at key stations across the Sydney Trains network during peak commuter times. This program ensures that any commuters who fall ill or sustain an injury are provided with high quality immediate primary care, reducing response times in supporting those in need while assisting transport in reducing delays across the network.

St John NSW launched our first charitable art union “Cash that Counts” in October 2020 to raise much-needed funding for operational assets to support communities across NSW. We look forward to developing this additional fundraising channel in the future.

Given the significant challenges presented by natural disasters and COVID-19, it is very pleasing to report that we have been able to achieve a surplus of \$4.4 million for 2020, following on from the 2019 surplus of \$306 thousand. This performance is a validation of the effort that every member of our organisation makes through what has been one of the most challenging years in recent history. The surplus generated in 2020 will be reinvested into our organisation to deliver on our social purpose and mission.

We recognise that our people are our most important asset and investing in the training and development of them will be critical to our future success. We are also committed to investing in upgrading our operational fleet, equipment and systems to ensure St John NSW remains a capable and reliable partner supporting NSW communities in times of crisis.

Our programs have allowed us to manage the impact of COVID-19 on our organisation despite the many challenges. We will continue to look for further diversification opportunities in what will be another challenging year ahead. We are committed to ensuring the long-term sustainability of St John NSW and will explore ways that we can grow and diversify our income streams.

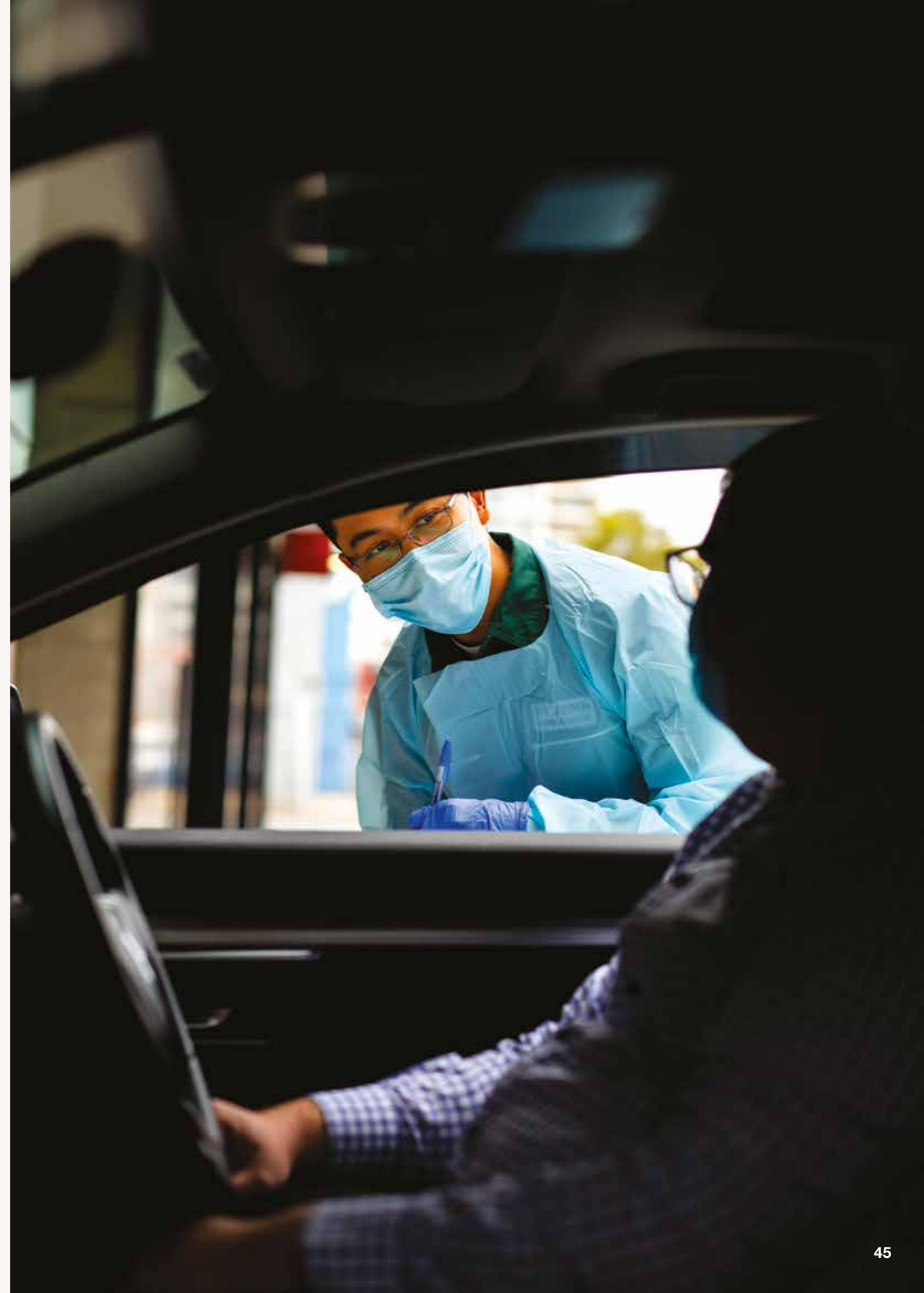
A full copy of our finance report can be downloaded at www.acnc.gov.au or www.stjohnnsw.com.au.

Statement of financial position as at 31 December 2020

	2020 \$'000	2019 \$'000
Assets		
Current Assets		
Cash And Cash Equivalents	12,118	2,930
Trade And Other Receivables	1,291	1,294
Inventories	2,219	771
Other Assets	409	613
Total Current Assets	16,037	5,608
Non-Current Assets		
Financial Assets	22,982	22,207
Property, Plant And Equipment	2,552	2,080
Intangible Assets	371	222
Right-of-use assets	3,143	4,243
Other Assets	722	215
Total Non-Current Assets	29,770	28,967
Total Assets	45,807	34,575
Liabilities		
Current Liabilities		
Trade And Other Payables	4,561	1,245
Employee Entitlements	687	611
Provisions	96	105
Lease Liabilities	1,209	1,090
Other Liabilities	5,174	618
Total Current Liabilities	11,727	3,669
Non-Current Liabilities		
Employee Entitlements	294	228
Lease Liabilities	2,301	3,556
Other Liabilities	10	10
Total Non-Current Liabilities	2,605	3,794
Total Liabilities	14,332	7,463
Net Assets	31,475	27,112
Equity		
Accumulated funds	30,581	26,169
Reserves	894	943
Total Equity	31,475	27,112

Statement of profit or loss and other comprehensive income for the year ended 31 December 2020

	2020 \$'000	2019 \$'000
Revenue		
Product sales revenue	14,174	9,866
Training course fees revenue	6,387	8,558
Medical support services	4,133	-
Event fees revenue	735	2,307
Donations and bequests	554	326
Government grants	6,932	743
Other grants	39	-
Other revenue	1,267	1,505
Total revenue	34,221	23,305
Income		
Other income	2,125	-
Gain on sale of property, plant & equipment	-	3
Total other income	2,125	3
Expenses		
Administration expenses	(1,906)	(1,785)
Contribution to St John Ambulance Australia (National Office)	(406)	(406)
Depreciation and amortisation	(2,006)	(2,065)
Distribution expenses	(7,964)	(4,742)
Employee expenses	(13,335)	(8,833)
Finance costs	(162)	(113)
Marketing expenses	(776)	(700)
Property expenditure	(689)	(878)
Training expenses	(439)	(674)
Transport expenses	(561)	(751)
Volunteer service expenses	(640)	(603)
Other expenses	(3,050)	(1,452)
Total expenses	(31,934)	(23,002)
Surplus (deficit) before income tax	4,412	306
Income tax	-	-
Surplus (deficit) for the year	4,412	306
Other comprehensive income (deficit):		
<i>Items that will not be reclassified to profit or loss:</i>		
Changes in the fair value of equity instruments	(49)	1,478
Total comprehensive income (deficit) for the year	4,363	1,784



thank you

Thank you to all those amazing organisations and individuals who used our first aid services and bought our first aid products in 2020, including:

Corporate

Ageing, Disability and Services	Department of Communities & Justice	NSW Police Force
Aldi Stores	Department of Customer Service	NSW Rural Fire Service
ALH Group	Department of Finance, Services & Innovation	Office Brands
Alto Group	Department of Veteran Affairs	Optus
Anglicare	Dexus	Port Kembla Coal Terminal
ARTC – Wagga Wagga	Downer EDI	Port Stephens Council
Aruma Disability Services	Dressed for Success	Port Waratah Coal
Aurizon Operations	Employers Mutual Management	Randwick City Council
Ausgrid	Enel Green Power	Reserve Bank of Australia
Austral Bricks	Estia Health	Richard Crookes Construction
Australian Border Force	FDC Construction and Fitout	Rural Fire Services Association (RFS)
Australian Federal Police	Fletcher Building Australia	Scots College
Boral	George Weston Foods	SELC Australia
Bourke Shire Council	Georgiou Group Pty Ltd	Serco Asia Pacific
Brookfield	Graincorp	SG Fleet Australia
Built	HCF	Sodexo Australia
BUPA	HealthShare NSW	South 32 (Appin West Mine)
Caravan and Camping Industry Association	Illawarra Metallurgical Coal	State Emergency Services (SES)
Catholic Education Office	Inghams Enterprises Pty Ltd	Sydney Catholic Schools
Bathurst	John Holland	Sydney Olympic Park Authority/Quay Centre
Catholic Metropolitan Cemeteries Trust	Jones Lang LaSelle (NSW)	Sydney Trains
CBRE	Lake Macquarie Council	Sydney Water
Centennial Coal Group	Lend Lease	TAFE NSW
CENTROC	Life without Barriers	Target
Children Services Education	Liverpool City Council	Transdev Sydney Ferries
Citibank	Marist Youth Care	Transport for NSW
City of Sydney	Mars Petcare	VetPartners
Civica	Ministry for Health	Volunteer Rescue Association
Coca Cola Amatil	MotorOne	Western Sydney University
Coles Group	MIRVAC	Westpac
Colliers International	Muswellbrook Shire Council	WESTRAC
Costco Wholesale Group	Nestle Purina Petcare	Woolworths
CSIRO	Northcott Disability Services	
CSR	NSW Department of Communities & Justice	
Department of Defence	NSW National Parks & Wildlife Service	
Department of Environment and Heritage		

Community

Canterbury Bankstown City Council	Kennards Hire	Ashfield RSL Club (rent)
Lions Club of Ingleburn	Mac's Hire – Riverstone	Canada Bay Club (stair chair)
Monaro Air Rifle Club	Austra Electrical Services	Canterbury-Hurlstone Park RSL Sub Branch
Kiama SES free rent	Hornsby Shire Council	Newcrest Mining – Cadia Mine
Club Parramatta	Hornsby/Ku-ring-gai RFS District	The Manildra Group – Manildra Flour Mill
Bunnings, Northmead	Julian Leaser MP, Federal Member for Berowra	Palerang Regional Council.
Parramatta Lions Club	NSW Teachers Federation	
Affordable Skip Bin Hire – Hills District	City of Ryde Council	

Together, you've helped us make a difference in communities across NSW.





1300 785 646

www.stjohnnsw.com.au