

impact report



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

2018

About this Impact Report

This report covers our activities and performance for the period 1 January 2018 to 31 December 2018. It's one of the many ways we are demonstrating our commitment to the principles and practice of good governance. It provides an opportunity to reflect on the impact of our work in the community. It also holds us accountable to our 2018-2020 Strategy.

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 a registered charity under the Australian Charities and Not-for-profits Commission (ACNC). A full copy of our financial statement is available at www.acnc.gov.au. Our charity ABN is 84 001 738 370.

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 also 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.



St John Ambulance Australia (NSW)
ABN 84 001 738 370
9 Deane Street
Burwood NSW 2134

vision

Our Mission, Vision and Values 4

Message from our Chair and CEO 6

strategy

Our 2018-2020 Strategy 10

impact

Numbers that Matter 12

Profit for Purpose 14

Awareness and Action 20

Fundraising 24

Greens On Scene 26

people

Our Volunteers 30

Future Leaders 32

leadership

Our Board and Executive Team 34

Governance 36

performance

Financial Position and Performance 38

Thank you 42

our mission, vision and values

Our mission is to save lives through first aid.

Our vision inspires us, every day. One person educated, equipped and prepared to provide first aid in every home, workplace and public gathering.



We've been working with and making a difference in communities across NSW for over 130 years.

We raise money through fundraising and commercial activities, which include the provision of first aid courses and the sale of first aid equipment. This profit-for-purpose approach allows us to reinvest back into community programs to help build a resilient and safer NSW.

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



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.

Message from our Chair

Reflection

In 2018 we reinvested in our people and our systems.

Key to this was engaging with volunteers and staff at all levels across the organisation to produce our 2018-2020 Strategy; focussed around our four pillars of Engage, Enable, Reimagine and Future Proof. We have a purpose, and with this strategy in place now – a guided purpose.

We have increased the capacity of our Executive Team through strategic recruitment and the appointment of volunteer representatives. By creating executive volunteer roles, we've given breadth to volunteer leadership and assigned clear portfolios and accountabilities. We are expanding opportunities for individuals to volunteer with us. How do we make volunteering a life-long journey? How do we play more to people's skills? Are there other and better ways to still connect to our organisation? How can we better balance workloads? We've started addressing these and many other questions as we make improvements to our overall volunteer experience.

Horizon

We recognise the importance of the 'life journey of first aid' and what this looks like in terms of our diversified revenue streams. There are many touch points along the way, from new parents registering for our Caring for Kids course, aspiring paramedics gaining experience by volunteering at events, to donations made by individuals wanting to give back to their community.

We will continue to explore how we can have a greater impact on our local communities and enhance our service delivery. This includes making our organisation, services and products easier to access by our volunteers, staff and the wider community.

Cooperation with local, state and federal leaders will continue to ensure that we can directly influence policy that will expand both our presence and our reach. We continue to focus on new campaigns such as our First on Scene and ShockingAUS initiatives, which both locally and nationally are enabling more Australians to understand how they can make a difference

We will actively pursue our proposal to make first aid training mandatory for learner drivers in NSW and support its adoption nationally, whilst focussing on new commercial and community initiatives.

New digital platforms and systems will continue to be rolled out as we enable and reimagine our work and the way we operate. These platforms and systems are breaking down silos in our organisation through better sharing of information and creating more opportunities to collaborate.

Thank you

Thank you to our volunteers, staff and supporters for making sure we deliver on our mission of saving lives through first aid.

I would particularly like to thank and congratulate His Excellency General The Honourable David Hurley AC DSC (Ret'd) the Governor of NSW and Mrs Hurley for the significant support that they have given to St John NSW and offer sincere congratulations for his well-deserved appointment as the next Governor General of Australia, a post which he will take up in 2019.

I would also like to acknowledge the St John Australian Chancellor (and NSW member) Professor Mark Compton AM GCStJ who has been announced as the next Lord Prior of the Order of the Most Venerable Order of St John. On behalf of the Board and members of St John NSW, we congratulate Mark on an incredibly well-deserved appointment.

Finally, I would like to thank my fellow Board Members and our CEO, Sarah Lance, for their tremendous commitment, dedication and effort throughout the year.



Sean McGuinness
Chair



Message from our CEO



Sarah Lance
CEO

In 2018 we continued to build on our position as the leaders in first aid.

Our newly developed three-year strategy provides a clear path to help us realise our mission of saving lives through first aid. We want to ensure that whoever is there at the scene of an incident is not just trained and equipped to provide first aid, but feels that their St John training has enabled them to make a difference.

- **When our 3,368 volunteers are present at events across the state, we're able to respond and treat incidents. In many cases, we reduce the need for an ambulance to be called.**
- **When our volunteers can't be there we make sure people from the general public know how to respond to an incident before help arrives. In 2018 we trained 52,178 people in first aid, and equipped the community with over 2,000 defibrillators, 18,000 defibrillator accessories and over 83,500 first aid kits.**

Through two very innovative campaigns we are educating the public on how critical first aid is.

First on Scene highlights how basic yet vital steps could save a life when first on the scene of a car accident. This launched in 2018 with a television advertising campaign focused particularly in regional areas. A proposal to make first aid training mandatory for learner drivers in NSW has been earmarked by the NSW Parliamentary Joint Standing Committee on Road Safety (Staysafe) for further investigation as a viable way of reducing road deaths through first aid.

The **ShockingAUS** campaign aims to reduce the number of sudden cardiac deaths in NSW through placing defibrillators in more communities, workplaces, and public areas. A number of partners joined us in this mission – most notably Ausgrid, who equipped their sites and work vehicles with more than 800 potentially lifesaving defibrillators.

We have invested in our fundraising capability as outlined in our three-year strategic plan. While our commercial activities fund our current community programs, there is the potential for these initiatives to drive stronger outcomes. By increasing our fundraising streams over the coming years we can invest in, and deliver, more community programs including First Aid in Schools.

We have enhanced our commercial offering to underpin our sustainability and meet market needs. The launch of our **Mental Health First Aid** course was in response to the growing demand for training people to support friends and colleagues with mental health issues.

Critical to all that we do is our people. We invested in people at all levels of the organisation through a newly developed leadership program. We also created a leadership team that includes both staff and volunteer representatives. Three volunteer roles now sit within the Executive Team, allowing for a shared voice across the organisation.

Our position in the community as a trusted and respected organisation remains as strong now as it was over 130 years ago. In 2018, we were once again recognised as one of the top 10 most reputable not-for-profits within Australia.

We continue to grow and evolve, all the while remaining committed to our mission of saving lives through first aid. This wouldn't be possible without the members of the Board, Executive team, State Council, staff, volunteers and partners.

Thank you for your dedication to our cause.



OUR 2018-2020 strategy

Our strategy reflects our mission.

We have a guided purpose, with strategic goals and initiatives that direct our efforts and hold us accountable to what we set out to achieve.

Our 2018-2020 Strategy is focussed around the four pillars of Engage, Enable, Reimagine and Future Proof.

2018 was a year to reinvest in our people and our systems as we continue to develop a values-based organisation that is built on trust and respect for and amongst our volunteers and staff.

Our approach in 2018 has been to defend, extend and increase the reach of our current business offering, namely training, products and events.

We've worked hard to identify opportunities to grow our product range and tailor our programs to better meet market needs whilst simultaneously protecting our current market with key partnerships and leading technology to engage our customers.

Our four strategic goals are supported by strategic initiatives...

Engage

We are thought leaders and influencers. We build strong partnerships and develop key relationships. We create opportunities.

Enable

We have a common vision that drives us and shared values and behaviours that support us. We have all the tools we need to succeed. We are agile.

Reimagine

We understand who we are and the impact of the work that we do. We view the world through our customer and communities eyes. We are innovative.

Future Proof

We are the custodians of St John NSW. We have the responsibility to ensure its sustainability. We are relevant.

In 2019 and 2020, our strategic focus will shift to building capacity for growth, and cementing our leadership position.



numbers that matter


\$8.9M

Over \$8.9 million of products and equipment were sold into workplaces, homes and vehicles, helping to keep workers and families safe in 2018.


Total number of volunteers
3,368

748
In our youth programs


Total of number patients treated
14,133

13,000
First Aid in Schools students trained


Number of first aid certificates issued to students
52,178

25,000
people engaged in free community first aid


Total of number of events and emergencies attended
5,377

228
Trainers


Total hours at events
153,939

205
Staff

profit for purpose

We are committed to using all available surplus from equipment and training sales to fund our community programs.

Focus On Community CPR training

More people in the community are equipped with first aid skills through our free community training.

Community CPR training is one of our social impact priorities.



Our community programs empower individuals to save lives and to help make our state safer. 100% of every dollar donated and all available surplus is used to fund community activities such as:

- Providing free first aid training to school children
- Increasing CPR skills so that people can help in the event of a sudden cardiac arrest
- Educating people on how to save a life after a road accident
- Launching a free register of publicly accessible defibrillators.

These are provided free of charge in communities across NSW to support and extend our mission of saving lives through first aid.

Focus on community

Every weekend in suburbs, cities and towns across the state our volunteers in their distinctive green uniforms, can be seen on the sidelines at local events. They provide first aid support wherever they are needed, helping to make their communities safe.

Investing in the future

Our free youth education program - **First Aid in Schools** - is designed to equip children as young as five with life-saving first aid knowledge, skills, and the confidence to respond in an emergency. The classes are engaging, fun and activity-based, providing age appropriate information and skills.

First Aid Force is a mobile community education program designed to engage with youth through community events, such as **bstreetsmart** which is one of Australia's largest road safety education events. In 2018, this event was attended by more than 20,000 NSW secondary school students.

The First Aid Force also entertained crowds at **The Invictus Games** in Sydney with a CPR challenge. The activity drew large crowds and prompted challenges between competitors, schools, emergency service and defence force personnel, health care professionals and Invictus Games volunteers. Over 2,000 people had the chance to participate in learning CPR. We also partnered with icare to provide complete medical and first aid support to spectators.

Teaching people first aid is our passion, not just our business.

Empowering and enabling people

Over \$8.9 million of products and equipment were sold into workplaces, homes and cars, helping to keep workers and families safe in 2018.

In 2018 we sold over 18,500 first aid kits, over 2,000 defibrillators and over 18,000 defibrillator accessories.

Sales highlights

In 2018:

- 23% increase in sales
- \$1.9m increase in product sales compared to 2017
- Sales through website visits have grown by over 10%.

Training highlights

In 2018:

- 52,178 first aid certificates issued to students
- Our staff and volunteers also completed 10,919 accreditation and e-learning training courses.



Increasing the chance of survival

Did you know?

- Over 30,000 people experience a sudden cardiac arrest out of hospital in Australia every year, but only 10 per cent of these people will survive.
- Using a defibrillator within the first 3-5 minutes of a sudden cardiac arrest can increase the chance of survival by up to 70 per cent (Heart Foundation).

We're making defibrillators more accessible to people across NSW.

Last year, over 800 defibrillators were installed across the Ausgrid network in NSW. Every Ausgrid vehicle and building has now been equipped with a potentially life-saving device.

Profit from the sale of defibrillators will be used to fund the free First Responder app, which we're launching in early 2019. In a first for NSW, consolidated and current data around the location of publicly accessible defibrillators will soon be available. The app also contains easy-to-use and understand first aid guides.

Defibrillators can be the difference between life and death.

We continue to upgrade and replace old defibrillators across the state that were purchased from us.



“The sale of 800 defibrillators to Ausgrid represents the largest ever single corporate sale of devices by St John NSW.”

Fiona Ellis

St John NSW GM Sales, Marketing and Services

“In 2018 St John NSW were a standout performer across our defibrillator distribution network. The team applied a focused industry vertical approach, which when coupled with strategic and commercial support from the team contributed to the unprecedented growth of our partnership. St John NSW was responsible for closing some major defibrillator contracts including one of the largest defibrillator deals in the Australian market in 2018.”

Benjamin Ffrench

Stryker Medical ANZ

Responding to all emergencies

We introduced a Mental Health First Aid course last year. We recognise the wide-reaching effects that mental health illness can have on individuals, their families, friends, peers and their community.

As the mental health equivalent of physical first aid training, we're committed to providing people with the skills and confidence to recognise common mental health issues.

We're also training our own volunteers and staff to identify and support those who may be experiencing mental health issues, because our people are important members in their communities.

Together, we're strengthening mental health and building resilience in communities across the state.

Did you know?

- Statistics show that 1 in 8 Australians experience mental illness at some point in their lives.
- In Australia, mental health conditions are the third most common direct cause of Total and Permanent Disablement (TPD) and second most common cause of Income Protection (IP) claims (Zurich Financial Services Australia).

Meeting specific needs

In 2018, we developed and delivered specialised training courses to the Australian Army and other emergency service partners.

Our Education and Care course has been revised to meet teaching and child care demands, and we've launched a shorter Caring for Kids course for time-poor parents and carers.

Identifying and expanding key relationships with these Emergency Service partners was one of our strategic initiatives for 2018.

NSW Rural Fire Service (NSW RFS), NSW State Emergency Service (NSW SES) and NSW Police Force (NSW Police) purchased specialised first aid equipment and training from us last year.

We also signed a partnership agreement with the NSW Volunteer Rescue Association (VRA).

We developed a WHS Automotive kit, and a fully-portable trauma first aid kit designed to fit in a backpack. The trauma first aid kit is proving particularly useful in the construction industry, where accidents can occur far from dedicated safety and first aid posts.

We'll continue to work on other product innovations in 2019 and beyond, to meet industry and customer specific needs.

“The mental health training space is a natural fit for St John NSW. We're equipping the community with the skills they need to be able to assist in the event of any emergency.”

Martin Thomas

St John NSW GM Training



Enhancing the learning experience

2018 was a year for investing in our trainers to ensure they continue to deliver training of the highest quality.

We opened a new training venue in Sydney's CBD in August, 2018. This flagship facility is an innovative and interactive space, complete with two training rooms and a CPR lab for practical scenario-based learning. This facility is the first of its kind for St John NSW.

In a product first, we introduced a new technology into our teaching environment that allows us to measure the effectiveness of CPR compressions through a CPR app. This provides an opportunity for our trainers and students to validate their learning. The app only requires WIFI, which means teaching environments are now mobile and flexible.

Last year we also upgraded existing equipment and purchased new equipment across our training venues to enhance the overall learning experience for students.

Customer Service

Our Web Chat service, which was implemented in November 2018, has led to significant increases in customer satisfaction and sales. Online conversations have also improved the booking process for first aid training by customers.

Our successful outbound telemarketing campaign to existing defibrillator customers for batteries and pads has generated excellent sales and is helping to keep our customers safe.

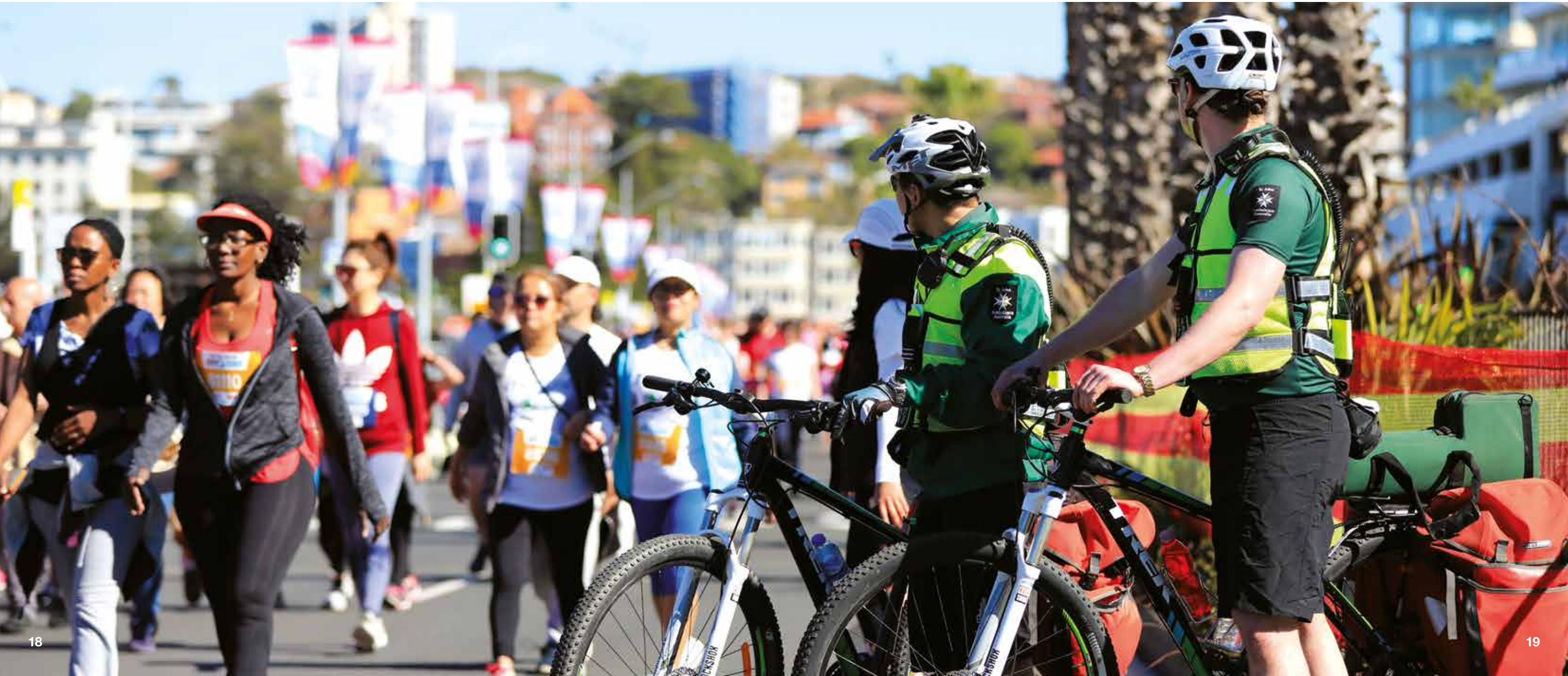
Did you know?

Our Customer Service Team handle over 4,000 inbound calls each month.

Follow Us



Strategic social media campaigns on Facebook, Instagram and LinkedIn continue to deliver messages about St John NSW to over 1 million people each month.



awareness and action

First aid training for learner drivers is one of our priority social impact projects.



Our First on Scene campaign was widely talked about amongst our volunteers.

“It improved our ability to talk to our own family, friends and colleagues about the impact that learning first aid has, especially in rural communities. Young drivers can have a positive impact on the road, by learning first aid. They can make a difference. They can do something.”

Trude Salat

St John NSW Deputy Commissioner Volunteering

First On Scene

There are currently a number of road safety initiatives that focus on crash prevention. None have focussed on preventing loss of life and serious injury between when an accident occurs and the arrival of emergency services.

Did you know?

- In NSW alone, a staggering 354 lives were lost on our roads in 2018 (Transport for NSW)
- An estimated 57% of deaths in motor vehicle accidents happen within the first 5-7 minutes.
- It can take up to 14 minutes for an ambulance to arrive at the scene of a motor vehicle accident.

Would you know what to do if you were first on scene?

Research has shown that if the first person on the scene of an accident has first aid training and provides support to injured persons within 5-7 minutes of the accident, they can mitigate the primary causes of death and overall fatalities could be reduced by up to 13%.

No other single measure has the potential to reduce the NSW annual road toll by such a significant amount.

Our First on Scene advertising campaign was launched in September 2018. It highlights the importance of being able to perform some basic yet vital first aid that could save a life when first on scene.

In those critical minutes before an ambulance arrives, knowing how to keep airways clear, stop bleeding and perform CPR can mean the difference between life and death.

As part of the campaign, a 30 second TV commercial was aired across regional NSW over four weeks. Consumer feedback was extremely positive.



Our proposal to make first aid training mandatory for all 295,000 NSW learner drivers in NSW was earmarked by the NSW Parliamentary Joint Standing Committee on Road Safety (Staysafe) for investigation as a viable way of reducing road deaths through positive action. Our proposal was one of two chosen from 34 submissions because of its potential to contribute to improving road safety outcomes and benefit the community.

We believe that First on Scene program offers the most significant and cost effective opportunity to reduce the state's road toll and save over 50 lives each year.

www.firstonscene.org.au



ShockingAUS

Early defibrillation combined with effective CPR means the best chance of survival in the event of a sudden cardiac arrest. Currently only 1 in 5 workplaces have a defibrillator installed, yet 82% of people in NSW think defibrillators should be mandatory in work places in Australia.

ShockingAUS was launched by St John NSW in 2017. The aim of the campaign is to raise awareness that learning CPR and using a defibrillator can save thousands of lives every year. In 2018 there was an increased focus on encouraging public intervention to improve the chance of survival after a sudden cardiac arrest by learning CPR and knowing where the nearest accessible defibrillator is.

ShockingAUS won an international PR award as the best social awareness campaign.

www.stjohnnsw.com.au/shockingaus



IF A DEFIBRILLATOR IS USED WITHIN THE FIRST 2-3 MINUTES, THE CHANCE OF SURVIVAL IS **70%** INSTEAD OF **10%**



We believe that first aid saves lives.

Our fundraising program is about supporting community initiatives that enable us to achieve our mission.

At the heart of our program are our donors – an amazing group of people who help us make a lasting impact in our community.

Our community programs include:

- **Free first aid training to primary school children**
- **Free community first aid training including CPR**
- **Providing first aid at local community events, helping to reduce the overload on local Emergency Departments.**
- **Youth programs that develop leadership skills in over 700 young Australians every year**
- **Working alongside emergency services organisations in times of flood and fire at all state emergencies**
- **Training over 3,000 volunteers living in our local communities, to provide first aid, advanced first aid, triage, resuscitation, pain management and mental health first aid throughout metropolitan and regional NSW.**

In 2018 we put in place a strategy that will see our fundraising program grow over the coming years. Key objectives include the establishment of a regular giving program, re-invigorating and growing our existing donor database and clearly defining the social impacts achieved across the organisation.

Our current program involves sourcing donations from individuals, philanthropic gifts, grants and corporate giving.

“Our fundraising program is focused on bringing about positive change in our communities. We achieve this by sourcing donations from individuals and philanthropic gifts through to grants and corporate giving. We couldn’t do what we do without their generous support.”

Shannon Gilmore

St John NSW Fundraising, Grants and Trusts Manager VIC & NSW

Did you know?

- **Our commercial activities cover our administrative costs. 100% of every dollar donated and all available surplus supports our free community programs.**
- **Our programs were supported in 2018 by 3,368 volunteers donating 153,939 hours of their time at events in the local community, valued at over \$4.5 million.**
- **In 2018 we invested over \$3.7 million in our community programs. This meant we could treat over 14,000 patients and train over 13,000 children in schools.**

Ophthalmic Hospital

The St John Ophthalmic Branch is involved in supporting and funding Australian and international eye health initiatives, as well as providing eye health education for St John volunteers and the community.

Programs include:

- **St John Hospital in Jerusalem**
- **Pius X Eye Clinic Moree**

The St John Hospital in Jerusalem operates for under-privileged communities and refugees, treating patients regardless of ethnicity, religion or ability to pay. St John NSW continues to fund a full time nurse at the hospital in Jerusalem.

Pius X Eye Clinic is part of the Pius X Aboriginal Corporation introduced to meet the needs of the Aboriginal Community. St John NSW has supported the Pius X Eye Clinic with ophthalmic equipment and specialists.

Engagement

We launched an end of financial year appeal in May to acquire new donors and renew previous supporters. The appeal achieved its target and raised funds to support the First Aid in Schools Program.

The appeal featured Sam and Connor’s story, who saved their mum’s life (pictured below).

Our summer appeal was mailed in November and raised funds to support our 3,368 volunteers in providing first aid services to their communities. This appeal also exceeded its target.

“Thank you so much for helping me out at the Kingscliff Triathlon. Your kindness and care was just amazing. Always in your debt.”

Peter

Donor

Thank you

Last year, we were grateful to receive funding from a number of organisations, including:

- **ClubsNSW**
- **Office of Emergency Management**
- **Aurizon Community Giving Fund**
- **NSW Government - Community Building Partnership Program**
- **Local councils**

We also received donations from individuals, for which we are incredibly thankful.



Case Study

Every year, Sam and Connor’s primary school have St John deliver first aid training to its students. And lucky for mum Sarah, her sons completed the program shortly before her collapse.

As Sarah recalls: “The last thing I remember was feeling unwell while getting ready for work. I don’t know much else after that, but I do know my boys did exactly what they needed to do.”

After Sam called Triple Zero, he stayed with his mum to monitor her breathing. Meanwhile, 8-year-old Connor waited outside to direct the paramedics to the right house – just like he was taught to do during his training.

Sarah was taken to hospital in the ambulance where she collapsed again, this time needing resuscitation. However, she has since recovered and is doing well.

“I am incredibly grateful to St John for running this program. Emergencies are scary enough for adults, let alone children. But for my boys to have been so calm is amazing. I may not be here if it wasn’t for them.”

on scene greeners

Care and coverage

In an emergency, it can take approximately 14 minutes for an ambulance to arrive in NSW. Until then, St John NSW is there.

We are those 14 minutes.

In their unmistakable green uniform, our volunteers provide on-the-scene first aid and medical services at events and venues across NSW.

Our highly-skilled volunteers and professional responders promote public safety and ensure peace of mind. By responding to people in need before emergency services arrive, we are able to reduce demand on the broader health system.

An extensive fleet of vehicles and operational equipment helps us respond to critical emergencies.



Number of ambulances

22



Number of Medicabs

9



Number of 4WD support vehicles

21



Number of Bicycle Emergency Response Team members

55

Partner of choice

In April 2018, we were chosen as the preferred partner to provide event first aid and medical services, first aid training and the implementation of publicly accessible defibrillators at the Invictus Games in Sydney.

We were awarded a two-year contract for exclusive first aid, emergency care and fire warden services coverage for the Quaycentre Sydney Olympic Park in November. The contract also covers first aid training as well as the supply and restocking of first aid kits. We also provide medical and first aid services at all Qudos Bank Arena events. We were successful in our bid for these contract based on our alignment with the customer's needs, the professionalism of our volunteers and our ability to mitigate event risk.

Our ability to provide high quality and consistent first aid coverage was acknowledged by the Sydney International Convention Centre – last year we signed a two-year supplier agreement to cover their live entertainment events.

In July 2018, we signed a partnership agreement with the NSW Volunteer Rescue Association (VRA).

The partnership has seen us provide first aid training to the VRA, allowing them to have a consistent approach to first aid training throughout all of their services. Our training has included courses such as Advanced Resuscitation, Low Voltage Rescue and Provide Pain Management. We also supply the VRA with products and first aid kits.

Case Study

Good Life Music Festival

We provided event medical and first aid services to Good Life - an under 18s Music Festival held at Sydney Showground. This event attracted over 10,000 concert goers aged 13-17.

A total of 63 of our volunteers provided support, which included:

- High level onsite Communications and Liaison team (4 operators)
- 2 x Bicycle Emergency Response Teams
- 6 x Field Response first aid teams
- 2 x Medicab Emergency Response Teams, staffed by Paramedics
- 1 x Transport Team for transfers to hospital
- 1 x Mental Health Team, staffed by two Mental Health Nurses.

We created an on-site Medical Centre which contained:

- 15 x Sub-Acute treatment chairs for provision of first aid with access to Nurses and a Doctor
- 8 x Acute Bed Spaces, managed by our medical team, including five Doctors
- 1 x Resuscitation Bay, staffed by a St John Critical Care Team, led by a specialist anaesthetist, with capability to initiate procedures such as pre-hospital anaesthesia and invasive cooling.

Our equipment capabilities included: Oxygen, defibrillators, ventilators, blood analysis equipment, an ultrasound machine and much more.

The result: 160 patients were treated at the event with no adverse outcomes.

This event clearly demonstrated the high level of medical and first aid support that we can provide. The genuine care and professionalism of our volunteers mitigates risk for event organisers and provides a mantle of safety for those who attend.

Innovation in event coverage

Our Venue Management System, which is used at events, is a live tracking tool. It provides excellent visibility in the form of a dashboard, which shows what is happening where and when.

Highlights from 2018

In 2018 we covered a number of major events, including:

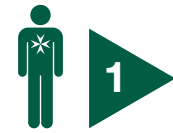
- Tamworth Country Music Festival
- Sydney Royal Easter Show
- ANZAC Day
- Sydney Half Marathon
- City2Surf
- Oxfam Trailwalker
- Sydney Invictus Games
- Bathurst motor events
- Junior AFL
- Big Bash Cricket
- NYE

We also supported a wide range of regional events, including agricultural fairs, field days and local sporting events to the huge annual Deni Ute Muster and lots more.



Number of St John NSW First Aiders

1,123



Number of St John NSW First Responders

660



Number of St John NSW Advanced Responders

223



Number of Doctors, Nurses and Paramedics

293



Number of events and emergencies attended

5,377



Number of patients treated

14,133

“St John NSW have provided medical services for the City of Sydney New Year’s Eve event from 2013 to 2018. Their first aid teams provide consistently high levels of service. They have always been prompt, audience interface friendly, proactive and at all times, professional.”

Margot Natoli

Director, Eventors Australia



Our volunteers are our heart and soul. They represent St John NSW at community events every day of the year - providing a mantle of safety to our cities, towns, events and children.

Our dedicated team of 3,368 volunteers save lives through first aid and empower others to gain first aid knowledge, skills and importantly - confidence - to be the difference.



Number of volunteers

3,368



Total hours at events

153,939

our volunteers

The St John NSW volunteer experience

In 74 locations across metropolitan and regional areas, teams of St John NSW volunteers meet and train together every week. They grow as professionals and as colleagues through advanced training and realistic triage scenarios. Decision making and service excellence is encouraged and fostered at every level of the volunteer structure.

In 2018, we reviewed existing pathways and identified opportunities for new volunteers to join our organisation. This work will continue into 2019 and beyond, as improvements are made to our website, online application process, induction and ongoing support.

Values and engagement

We're developing a values-based organisation that is built on respect and collaboration across all our volunteers and staff. We work together to live our mission of saving lives through first aid. We engage positively with one another, working as a team to provide the best possible outcomes for both our patients and our colleagues. Our volunteer culture is positive and engaging.

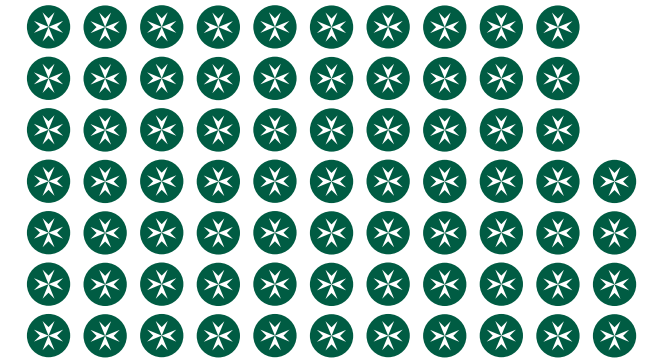
Planning for the future

Last year we launched our Leadership Program to strengthen leadership through training, mentoring and succession planning. One of the greatest impacts of the leadership course has been the ability to identify behaviours that lead to great members in the community.

“By strengthening leadership capability and consistency across our organisation, we’re empowering our volunteers and equipping them with the skills necessary to support their communities.”

Vanessa Lorford-Mills

St John NSW GM, People, Performance and Culture



74
Divisions



future leaders



Imagine you're at a shopping centre.

Scenario 1:

One of our volunteers is demonstrating CPR. The impact? You walk past, thinking about how CPR is a good life skill and how you really should book a training course...

Scenario 2:

One of our 10-year-old volunteers is demonstrating CPR. The impact? You stop, of course. You're not the only one to have noticed: a whole crowd has gathered to watch. You can't believe that a kid can do this! You wonder if your kids could do this in an emergency. And whether you'd be able to perform CPR. You discuss this with your family at the dinner table that night and agree there are opportunities for all of you to make a difference...

Our Youth Program does this and so much more!

Case Study

Everyday hero Jake Clark

Jake Clark from Orange performed CPR on a woman when she collapsed at Centrelink. The 18-year-old St John NSW volunteer administered chest compressions with another person while on the phone to paramedics, keeping the woman alive until the ambulance arrived.

"I stepped right in and did what I had to do. I had to stay calm – I've been doing cadets for two years and it all just clicked"

Jake's training taking over when he heard the panic.

Young people in action

Our Youth Program is a safe place for young people between 8-18 years to learn first aid skills. Teaching is activity-based and fun, which makes for effective learning. The focus is on personal and professional development.

Qualifications gained during the program are recognised nationally, which no other organisations offer. We have one of the only emergency service youth programs that encourages practical experience and peer-to-peer education.

The program offers opportunities to:

- **Improve communication skills**
- **Develop leadership potential**
- **Foster individual and teamwork capabilities**
- **Build resilience**
- **Determine volunteer pathways**

Highlights from 2018

- **State Youth Camp celebrated its 10th Anniversary this year, with 120 young volunteers from all around NSW in attendance. The camp offers a great opportunity to network and learn new skills.**
- **40 young volunteers from across Australia and 2,277 online participants took part in the Boundless Summit, which is hosted by the Australian Youth Advisory Network (AYAN).**
- **Our Youth Members got to meet their St John Youth counterparts from Malaysia during an exchange visit in August.**
- **Youth Members attended the ANZAC Day dawn service in Martin Place and ANZAC Day parades across the state.**

We're building a future generation of first aid volunteers and leaders.

our board and executive team

Strong leaders inspire others to do great things.

Our Board



Sean McGuinness
Chair



Scott McDonald
Deputy Chair



A/Prof Jason Bendall
Commissioner and Director



Coretta Bessi
Director



Sue Campbell-Lloyd AM
Director



Ajoy Ghosh
Director



Joanne Muller
Director

Our Executive Team



Sarah Lance
CEO



Damien Spence
Chief Financial Officer



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



Fiona Ellis
General Manager of Sales,
Marketing and Service



Martin Thomas
General Manager of Training



Trude Salat
Deputy Commissioner
Volunteering



Ilan Lowbeer
Deputy Commissioner
Advisory



Andrew Stevens
Deputy Commissioner
Youth



Organisational Governance

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

Our aim as the custodians of St John NSW is to ensure its viability and sustainability, both now and in the future.

What does our governance environment look like?

We are required to comply with all relevant laws, codes and directions and meet community expectations of probity, accountability and transparency.

Our Board sets the strategic direction of the organisation. It is future focussed, looking at emerging issues and trends that will affect our long term success and reputation.

Our Board recognises its role in overseeing the development, implementation and review of policies, processes and behaviours that reflect good governance and support the realisation of our mission, vision and values every day, always. We act with integrity and in a manner that will enhance the reputation and performance of our organisation.

Our Board is comprised of seven highly qualified individuals who each bring unique expertise and experience relevant to their governance role. Mr Sean McGuinness served as the Chair of our Board throughout 2018.

In 2018, our Board was supported by the following committees:

- **People and Governance Committee**, who assist the Board in fulfilling its responsibilities in the area of governing the behaviour of all volunteers and staff, and strengthening engagement by ensuring that appropriate governance mechanisms are in place to determine the effectiveness of achieving the organisations purpose, while enhancing its reputation and culture.
- **Audit Risk and Investment Committee**, who assist the Board in fulfilling its statutory and corporate governance responsibilities in the areas of financial reporting, internal financial controls and the review of our investment strategy/portfolio.
- **Honours and Awards Committee**, who recommend to the National Office for approval and subsequently the Queen, volunteers for admission to the Most Venerable Order of the Hospital of St John of Jerusalem. The committee also recommend to the Board the award of commendations, medals and prizes to members of our organisation, external organisations and members of the community. In addition, the committee responds to requests from the Order of Australia office and other awarding bodies in relation to volunteers and staff of St John NSW.

The State Council is representative of the members of St John NSW ranging from Members of the Order, Youth, Metro and country. The Council supports and fosters policies and regulations concerning our people and assists in maintaining traditions and supporting the ceremonial activities of St John NSW.



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' (NSW Health definition).

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

- **The National Medical Advisory Panel (MAP)**, who develop the content of the Australian First Aid manual and the St John National Clinical Practice Guidelines. MAP determines the scope of practise for volunteers providing first aid and medical services at events.
- **The St John NSW Clinical Governance Committee**, who approve clinical protocols, pharmacology procedures for use within NSW, and approve the scope of practise for St John NSW volunteers based on their training and qualifications.
- **The Clinical Advisory Group**, who function as a sub-committee to the Clinical Governance Committee in instances such as clinical protocol development. The State Clinical Group is made up of Doctors, Nurses, Paramedic and other NSW Health Care Professionals. Their role is to create clinical policy, administer the accreditation framework for health professionals, respond to clinical complaints and investigations and maintain a cycle of audit and review of the clinical practice of the organisation. The CAG also provides advice to the wider executive group on clinical practices that effect to organisation.

We have an obligation to ensure that all volunteers who provide clinical care, work within a clearly defined scope of practice based on their qualifications and training.

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 constantly being 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 NSW offers all accredited training in partnership with St John Ambulance Australia Inc.

St John Australia's medical and technical advisory committees 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. Through extensive experience in first aid training, both public and custom-designed courses are aimed to equip students to meet the evolving needs of industry.

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

Qualifications include:

- Provide First Aid
- Mental Health First Aid
- CPR (cardiopulmonary resuscitation)
- Education and Care First Aid
- Provide Advanced Resuscitation
- Occupational First Aid
- Remote Area First Aid
- Provide Pain Management
- Asthma and Anaphylaxis
- Low Voltage Rescue

St John Australia also offers specialised St John certified programs to meet specific workplace and community needs. Examples include: Workplace Infection Control, Caring for Kids, Defibrillation Awareness, Introduction to First Aid and First Aid in Schools.

financial position and performance

Financial Overview

2018 was a successful year for the organisation with significant growth in our first aid products and training businesses that provide vital funding for our community programs. The 2018 financial year ended with a net surplus of \$222,570, this compares favorably to the normalised 2017 operating deficit of \$204,452. The normalised 2017 results exclude the gain of \$6,468,500 on the sale of our Burwood property and \$817,952 received in a generous donation from Insurance Australia Group (IAG).

Overall revenue from commercial operations increased by 15% in 2018. First aid product sales achieved significant growth of 34% driven by an increase in first aid kit sales to our major retail partners and an increase in the volume of defibrillator sales. Revenue from first aid training increased by 5% in 2018 reversing the trend of relatively flat growth in this area over recent years, a pleasing result in a highly competitive market.

Total expenses increased by 14% in 2018, the majority of this increase was in cost of goods sold aligned to the growth in first aid product sales. During the year we continued to support and invest in community programs including community event services, the First Aid in Schools program, youth development and leadership programs and funding for various local and international programs as part of the wider international St John Ambulance network.

In 2018 we invested in establishing our fundraising capability, St John NSW has traditionally funded our community programs from the income generated from our first aid sales, service and training operations.

As a self-funded charitable organisation we see in the future fundraising to be an important avenue to help us continue the work we do in communities right across the state. We will continue to invest in developing and expanding our capabilities in this area in 2019.

In 2018 we made capital investments in excess of \$525,000 in our community event services infrastructure, information technology software and platforms and in the development of a state of the art first aid training facility in the Sydney CBD.

Investment Overview

During the financial year, the group realised positive returns on its portfolio of investments in the form of dividend and interest income totaling \$1,218,000. At 31 December 2018, investments in the portfolio were re-valued resulting in an unrealised change to the value of the investment portfolio of (\$825,000) being recognised in other comprehensive income.

With improvements in both domestic and international markets, it is expected that this unrealised revaluation will reverse and that the group will continue to benefit from positive returns from these assets.

A full copy of our financial statement is available at www.acnc.gov.au.

Statement of financial position as at 31 December 2018

	2018 \$'000	2017 \$'000
Assets		
Current Assets		
Cash And Cash Equivalents	4,833	4,996
Trade And Other Receivables	1,390	1,476
Inventories	571	756
Other Assets	993	479
Total Current Assets	7,787	7,707
Non-Current Assets		
Financial Assets	18,974	18,806
Property, Plant And Equipment	1,854	1,987
Intangible Assets	308	342
Other Assets	264	369
Total Non-Current Assets	21,400	21,504
Total Assets	29,187	29,211
Liabilities		
Current Liabilities		
Trade And Other Payables	2,534	1,970
Borrowings	21	21
Employee Entitlements	673	540
Other Liabilities	425	540
Total Current Liabilities	3,653	3,071
Non-Current Liabilities		
Employee Entitlements	174	156
Borrowings	84	106
Other Liabilities	10	10
Total Non-Current Liabilities	268	272
Total Liabilities	3,921	3,343
Net Assets	25,266	25,868
Equity		
Accumulated funds	25,801	25,578
Reserves	(535)	290
Total Equity	25,266	25,868

Statement of profit or loss and other comprehensive income for the year ended 31 December 2018

	2018	2017
	\$'000	\$'000
Revenue		
Product sales revenue	9,650	7,195
Training course fees revenue	8,248	7,847
Event fees revenue	2,465	2,664
Donations and grants	300	1,587
Other revenue	1,719	982
Total revenue	22,382	20,275
Income		
Other income	159	-
Gain on sale of property, plant & equipment	1	6,469
Total other income	160	6,469
Expenses		
Administration expenses	(2,032)	(1,893)
Contribution to St John Ambulance Australia (National Office)	(403)	(368)
Depreciation and amortisation	(687)	(1,107)
Distribution expenses	(4,987)	(3,189)
Employee expenses	(8,227)	(7,909)
Marketing expenses	(335)	(382)
Property expenditure	(2,256)	(1,700)
Training expenses	(583)	(570)
Transport expenses	(930)	(776)
Volunteer service expenses	(503)	(420)
Other expenses	(1,376)	(1,348)
Total expenses	(22,319)	(19,662)
Surplus (deficit) before income tax	223	7,082
Income tax	-	-
Surplus (deficit) for the year	223	7,082
Other comprehensive income (deficit):		
<i>Items that will not be reclassified to profit or loss:</i>		
Changes in the fair value of equity instruments	(825)	290
Total comprehensive income (deficit) for the year	(602)	7,372



thank you

Our community work was made possible in 2018 thanks to a number of amazing organisations, some of whom include:

Corporate Supporters

- Ageing, Disability and Services
- Aldi Stores
- ALH Group
- Apple Retail
- ARTC – Wagga Wagga
- Aurizon Operations
- Ausgrid
- Australian Border Force
- Boral
- Bourke Shire Council
- Caravan and Camping Industry Association
- Catholic Education Office Bathurst
- Catholic Metropolitan Cemeteries Trust
- Centennial Coal Group
- Citibank
- Coca Cola Amatil
- Coles Group
- Costco Wholesale Group
- CSIRO
- CSR
- Department of Defence
- Department of Environment and Heritage
- Department of Family and Community Services
- Department of Finance, Services & Innovation
- Department of Planning & Environment
- Dexus
- Dressed for Success
- Employers Mutual Management
- George Weston Foods
- Georgiou Group Pty Ltd
- Goulburn Mulwaree Council
- HealthShare NSW
- Lake Macquarie Council
- Legal Aid NSW
- Life without Barriers
- Liverpool City Council
- MIRVAC
- Nestle Purina Petcare
- Northcott Disability Services
- NSW Police Force
- NSW Rural Fire Brigade
- Office Brands
- Optus
- Port Stephens Council
- Prysmian Australia
- Richard Crookes Construction
- Roads and Maritime Services
- SELC Australia
- Serco Asia Pacific
- SG Fleet Australia
- SIMS Metal
- Sodexo Australia
- South 32 (Appin West Mine)
- St Vincent De Paul Society
- State Emergency Services (SES)
- Sydney Olympic Park Authority/Quay Centre
- Sydney Water
- TAFE NSW
- Target
- Transport for NSW
- Transport NSW
- Volunteer Rescue Association
- WETRAC
- Woolworths

Community Supporters

- Berowra Waters RFS
- Central Coast Junior Motorcycle Club
- Eurobodalla Shire
- Flashback Repairs of Forster
- Frank Dutton Mechanical Repairs
- Hornsby Shire Council
- J&S Engineering
- Kiama Caltex (Manning Street)
- Kiama SES
- Muirfield High School
- Mosman Council
- National Storage (Rutherford)
- North Sydney Council
- Northern Beaches PCYC
- NSW Teachers Federation
- The Lions Club of Sydney Chinese Inc.
- Transurban Community Grants
- Willoughby City Council
- Wyong Community Bank Branch of Bendigo Bank





1300 785 646

www.stjohnnsw.com.au