

OUR GOALS

We will:

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

OUR VALUES

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

OUR MISSION

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

OUR VISION

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







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St John Patient Transport Operators Cindy Nicholl & Sally Gwyther, stand amongst the fleet



CHAIRMAN'S MESSAGE

Cameron Oxley Chairman



It is my pleasure to present the 2013 St John Ambulance Victoria annual report. 2013 was the year in which St John Victoria began to seriously deliver on our key aspiration – to have at least one person educated, equipped and prepared to provide First Aid in every household, workplace and public gathering in Victoria.

I am delighted to report that, following the successful pilot of our First Aid in Schools Program in 2012, St John provided basic First Aid training to over 70,000 Victorian school children, comfortably exceeding our target of 67,000 students. We will train 100,000 students in 2014 and our longer term target to teach 200,000 children per year is well within our reach. This program is funded entirely from St John's own resources and is available to every school in Victoria. This is an exciting investment in the Victorian community by St John Ambulance of which we can all be proud.

Our new CommunityFirst program, which provides introductory First Aid training for at-risk communities (particularly those prone to fire) was piloted in collaboration with the CFA. The program has been approved by the CFA for integration into the Victorian Government's 'Fire Ready Plan' 2014.

The defibrillators which St John Victoria donated to sporting clubs in 2012 continue to save lives and we have therefore continued to subsidise the purchase of defibrillators by other sporting clubs and community organisations. 300 defibrillators have now been put into the community at reduced or no cost.

The commercial business performed strongly in a difficult economic climate. The non-emergency patient transport business commenced within five months of completion of the tender process. This service is state of the art and has received consistently positive feedback from Ambulance Victoria. It is a great achievement by our commercial business to have developed such a significant enterprise off the ground in a short period of time with a minimum of fuss. This business will open up other commercial opportunities for us and will help fund St John's community activities well into the future.

St John Victoria also invested in our volunteers in 2013 by completing the first tranche of our \$4million, three year FAS fleet renewal plan. A total of 27 new Toyota stretcher capable and other divisional vehicles were commissioned. The five year 'Towards 2013' strategic plan was reviewed by the Board and a new five year strategic plan was agreed that reaffirmed St John's future direction around our compelling vision of 'Saving Lives Through First Aid' and our key aspirational goal of achieving at least one person educated, equipped and prepared to provide First Aid in every home, workplace and public gathering. I commend the Strategic Plan 2014-2018 to you as it provides an excellent blue print for St John's further success in Victoria.

St John Victoria continues to strive to show leadership nationally. We are looking for ways to work more closely and efficiently with our interstate colleagues for our mutual benefit and most importantly, for the ultimate benefit of our communities. It is not always easy coordinating activities across state boundaries, however there is enormous goodwill amongst the St John family in Australia and there is much that can be achieved by working together.

We welcomed our newest Board member, Mr Cratis Hippocrates in 2013. Cratis brings to the Board an impressive set of skills from his distinguished career as a journalist and educator. He has special interest in online education and has already made a significant contribution to Board discussions.

My sincere thanks to our outstanding and tireless executive, staff and Board for your superb contributions in 2013. As always, a very special thanks to our volunteer members of St John Victoria for your continuing example of service to our Victorian community.







ST J'JHN AMB' LANCE

St John members active at the Australian Open Tennis Championships

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ST JOHN MBULANCE



CEO'S REPORT

Stephen Horton Chief Executive Officer



2013 was a standout year for St John in a community context and despite a challenging Victorian economy was also a satisfactory year for our business activities of First Aid training, First Aid kits and consumables that underpin our capacity to deliver on our key goal of making First Aid part of everyone's life.

Undoubtedly one of the major highlights of the year was the take up of our ambitious First Aid in Schools Program that provided free First Aid training to more than 70,000 Victorian school children. Advanced bookings indicate that we are well on track to meet our 2014 goal of training 100,000 school children en route to our ultimate objective of training 200,000 school children per annum within five years.

Another highlight of the year was winning the Melbourne Award for the Best Contribution to Community by a Community Organisation. This prestigious award was presented to St John by the City of Melbourne at a gala awards ceremony in recognition of the outstanding work of St John volunteers supporting the City of Melbourne community. The award is wonderful recognition of our extraordinary volunteers as they strive to make Melbourne and Victoria more broadly a safer place.

A business highlight was the addition of our new non-emergency patient transport "NEPT" business to our expanding suite of products and services. Introducing this new business within a tight five month time window required an incredible effort from our specialist NEPT team who were well supported by our corporate services, marketing and HR teams. I would like to congratulate all of our staff involved in this achievement that adds to our capability to support our community programs.

Demand for our range of First Aid services continued to increase with 1,889 volunteers committing 252,351 volunteer hours protecting Victorians attending events and at emergencies. Our volunteers managed 33,153 patient presentations including 2,246 patients with major health problems 505 of whom were treated and transferred to hospital. These interventions save the State health care system a significant financial impost. However, the costs of providing such an extensive service continued to test our limited resources. The subsidy to support our First Aid services unit once again approached \$1M excluding fixed overheads.

I am delighted to report that our volunteer engagement levels increased once again improving our ability to service the community. Our capital investment program in support of our volunteers and business units increased to \$3.5M including 27 new First Aid services vehicles that are a significant improvement in member safety as we ultimately realign our fleet of more than 120 vehicles around fewer brands and models.

After a significant review and planning process our Board introduced a new five year strategic plan that will provide guidance to the organisation until 2018. The plan is reviewed annually to ensure relevance as we continue to realign our energies and resources around our aspirational goal to aim for at least one person educated, equipped and prepared to provide First Aid in every home, workplace and public gathering.

Looking ahead to 2014 we continue to focus on increasing our contribution to the community through existing signature programs and a pipeline of new initiatives that will help us build community resilience more broadly.

Whilst headwinds are forecast for the manufacturing based Victorian economy in the short to medium term our business model is nimble and resilient and importantly we are blessed with outstanding people. We are well placed to look forward to 2014 with great optimism.

Stephen Horton Chief Executive Officer





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

FIRST AID SERVICES



"At the heart of our Vision: our people practising First Aid in their communities"

At the heart of the St John vision of saving lives through First Aid are the dedicated people of our First Aid Services group. Almost two thousand men, women and young people volunteer their time to help others at emergencies and public events.

St John people come from all walks of life, but when they are working as First Aiders, first responders, nurses, doctors or even as support staff, they become united in caring for the sick or injured and in providing the highest level of care possible with the best possible health outcomes.

With 33,153 casualties treated in 2013 alone, the help provided by St John people throughout the Victorian community resulted in many less casualties needing to be transported to public hospitals by ambulance, thereby reducing congestion and impact on the public health system. St John intervention also reduces the acuity of illness/injury helping improve recovery outcomes. In many instances, lives are saved as a direct result of St John treatment.

Behind the good work, dedication and professionalism of volunteers stands a necessary and constant support infrastructure. People need to be trained and constantly developed. Uniforms, medical consumables and safety equipment is required. Vehicles, radios and specialist medical equipment must be acquired and maintained. Warehouses and logistics equipment are a must. Support staff and information technology infrastructure are used to manage the administrative detail right across the state and to ensure people are kept up to date. All of this of course requires significant amounts of money to be spent each and every year that we operate. In this regard we rely on the continuing loyalty of our many event and government clients, grants from organisations who align with our Vision and Purpose as well as donations from Trusts, Foundations and generous individuals.

Continuous improvement and operational efficiency is also a major imperative for our organisation. Amongst a year of achievements in 2013, we were proud to introduce a more simple and contemporary event uniform, the St John 'greens', providing a fresh new look for our people as well as being more operationally efficient. The organisation also embarked on a major vehicle asset replacement program, and in 2013 replaced a significant tranche of older and less efficient operational vehicles with new, efficient and functional stretcher capable vehicles.

In 2014, St John will continue to develop our volunteering value proposition, edging closer to making St John Ambulance the organisation of choice for people wanting to invest time into helping their communities. The flip side of this being a growing demand for St John people by employers, a trend we see as highly desirable and one we encourage.

To our many dedicated and professional volunteers, and support staff (many of whom also volunteer their own time) we say thanks for your efforts in your communities throughout 2013.

FIRST AID SERVICES	
EVENTS & EMERGENCIES ATTENDED	3,846
CASUALTIES TREATED	33,153
TOTAL VOLUNTEER HOURS	252,351

Economic Value of Volunteer Hours

The economic value of total volunteer hours for St John Victoria in 2013 was \$7.02M*

*Source: Soupourmas and Ironmonger, 2002, Giving Time: The economic and social value of volunteering in Victoria, published by the Department of Human Services, Victoria. Adjusted for 2013 basic rates of pay.



St John Bicycle Emergency Response Team (BERT) members Bethany Surtees and John Golino at Formula 1 Grand Prix

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COMMUNITY PROGRAMS



2013 was another successful year for St John community programs, which saw above target achievement for First Aid in Schools and the launch of another new program in CommunityFirst, tailoring First Aid to communities at-risk of bushfire.

Community Programs are the next important connection with our community to deliver sustained First Aid messages in achieving our goal of at least one person, educated, equipped and prepared to provide First Aid in every home, workplace and public gathering.

These programs build links between our structured activities such as accredited training courses to deliver contextualised First Aid to new community groups. In 2014, this development will continue to identify at-risk community segments and empower them with essential First Aid skills to build their resilience.



Empowering students with First Aid knowledge

Since the program launch in 2012, St John continues to receive significant interest from teachers, parents and the broader school community lauding the organisation for this initiative that equips children with these skills for life.

In 2013, four full school terms delivered above target with a total of 70,542 children provided with age-specific First Aid training.

"I liked how they taught me that D is for Danger. Clear all danger before going in somewhere. R is for Response like if someone is lying down and not speaking you shake their shoulders and check for response."

St Mary's grade one student.





CommunityFirst

To add to the continued growth in Community Programs, St John developed and tested CommunityFirst, a tailored and interactive First Aid session for communities at-risk of bushfire.

Developed in response to findings from the 2009 Bushfire Royal Commission, CommunityFirst seeks to move communities from reliance to resilience.

An integral component to the current CFA Fire Ready community meetings, CommunityFirst delivers preparatory advice and management techniques for situations that may arise in the lead up, during and following a bushfire. CommunityFirst echoes the advice recommended by the CFA to ensure that these at-risk communities are informed and ready to respond should the need arise.

CommunityFirst topics include: common injuries sustained in a fire, consequences of those injuries, First Aid management of burns and pre-planning: resources & prevention.

Piloted at 3 sites during 2013, with significant community appeal, CommunityFirst will be broadly deployed in 2014, taking First Aid to many more at-risk communities.

The profile of CommunityFirst was further bolstered by successfully winning the RACV Insurance Fire Innovation Grant, providing additional community awareness to this valuable program.







CommunityFirst at Snake Valley



St John and CFA join forces to deliver CommunityFirst at Snake Valley





Welcome to **CommunityFirst**

Equipping your community with First Aid

Topics include:

- 1: Introduction
- 2: Common injuries sustained in a fire
- 3: Consequences of those injuries
- 4: First Aid management of burns
- 5: Pre-planning: Resources & Prevention

SUPPLIES • TRAINING • EVENTS • DEFIBS • PATIENT TRANSPORT 1300 360 455 www.stjohnvic.com.au



Grade 5 students participating in St John First Aid in Schools Program at Marymede Catholic College

First Aid Schools Program

70,542 School Children taught First Aid in 2013

This is the second year that we have been involved in St John's First Aid in Schools. We think it a very worthwhile program for all students in our school to participate in. As a result, all students in our school have some understanding of First Aid, from what to do in an emergency situation, to bandaging, to the basics of CPR.

A valuable program that links with our Curriculum. It provides real life skills that our students may need to use in emergency situations.

Quotes from Schools:

It was a great course for the students – real life and engaging! Students walked out with the knowledge that they can make a difference!

The students thoroughly enjoyed the presentation delivered by St John. It was informative and age appropriate.



I wish to extend to St John our appreciation for their terrific First Aid in Schools Program. The presenters were professional and skilled, working with every grade including Preps. Our teachers were amazed at the knowledge all the students have retained and the skills they have learned and we will certainly be including First Aid in Schools in our program every year.

The First Aid program was brilliant, promoting and building awareness of First Aid to a wide range of students. The presenters were engaging and promoted lots of healthy dialogue with the students. Congratulations on such a generous program!

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The students loved the program. There was much discussion that followed the visit and seeing the older students fully engaged was wonderful. Thanks St John First Aid – fabulous job!

> First Aid In Schools is a fantastic initiative. Our students thoroughly enjoyed the experience and learnt lots about what to do in an emergency situation. I have no hesitation in recommending this program to other schools.



Our staff, students and parents have all agreed that this program provides students with a good understanding of basic First Aid. Positive feedback has come from all areas of our school community.



FUNDRAISING



In 2013 the St John fundraising team was again enthused by the on-going commitment of our St John volunteers, an inspirational group of trained First Aid volunteers. We acknowledge them as our on-going motivation to raise funds to recruit, train and equip our volunteers to save lives in the community through First Aid every year.

Throughout 2013, St John volunteers provided more than 252,000 hours of First Aid to our Victorian community, at times of natural disaster and at thousands of events they attend each year, delivering First Aid to a total of 33,153 patients.

Being "Emergency Ready" remained a consistent theme in 2013 as the extended summer fire season created significant demand on our divisions to be equipped and ready to respond within an extremely short timeframe. The appeals raised much-needed funds to purchase First Aid equipment including defibrillators, patient stretchers, spine boards and medication modules.

Guided by our renewed vision to see at least one person educated, equipped and prepared to provide First Aid in every home, workplace and public gathering, St John produced the second edition of "Aspire" to demonstrate this vision in action. It showed the progress in our Community Programs as testament of the support we have received from our donors and supporters.

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





Summer Fire Emergency Appeal

2013 State Fires Emergency Appeal









The Hon. Mark Dreyfus, Attorney General presenting First Aid equipment to St John volunteers, Erin Wallace, James Gilbert and Cara Peake



Competitors having fun in the Great Amazing Race fundraiser for the Royal Children's Hospital



Adrian Trengove, CBA Branch Manager presents a CBA grant for the St John First Aid in Schools Program



ORDER AFFAIRS



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

An Investiture was held at Government House, Melbourne, on Friday, February 1st, where His Excellency the Honourable Alex Chernov AC QC KStJ, Governor of Victoria, presented insignia to members admitted and promoted in the Order.

The 2013 National Member Convention was held in Darwin from May 31st to June 2nd. Chapter Meeting was held on Saturday, June 1st, Church Service June 2nd and Historical Society streams occurred during the period of the Convention. It was pleasing to see a large number of Victorians who attended the Convention.

On Sunday, June 23rd, the annual Church Parade and Service for Members of the Order of St John was held at St Paul's Cathedral, Melbourne.

The Annual Dinner for Victorian members of the Order was held at the Sir William Angliss College on Friday, October 18th. The Guest speaker was the newly appointed Chairman and Chancellor for the Order of St John in Australia, Professor Mark Compton AM KStJ, who spoke about change within St John.

Correne Wassertheil CStJ

Deputy Director of Ceremonies (Order Affairs)

ADMISSION & PROMOTIONS

Promoted as Officer

Ms Kristy Austin Mrs Cherie Cheshire Dr Martin Dutch Mr Terrence King Ms Robyn Stone

Admission as Member

Mrs Sharon Boscacci Mrs Jennifer Fayers Mr Andrew Haywood Dr Lachlan Miles Mrs Jaimee Oxford-Nadin

Vale

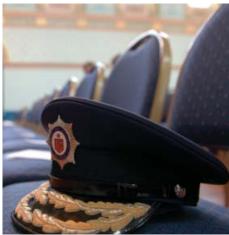
Mrs Phyllis Collery OStJ Dr Ralph Howard OStJ Mr Victor Joyce OStJ Mr Wallis Ross OStJ Mr William Smith OStJ Mrs Shirley Wakefield MStJ Mr Donald Wright MStJ



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















VICTORIAN MEMBERS OF THE ORDER



Knights of Justice

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

Knights & Dames of Grace

His Excellency Alex Chernov, AO QC Miss Dorothy Bache Mr John Blackstock Mr Richard Bluck, AM, RFD Dr Edward Brentnall, MBE, OAM Mr Alan Bromwich, OBE, RFD Mr David Buchanan, CBE Mr Peter Burke Mr Brian Carey Mrs Elizabeth Chernov Lady Anna Cowen Mr John F. Crennan Mr Frederick Davidson, AM Mrs Barbara Davis Mrs Janice de Kretser Professor David de Kretser, AC Mr Wayne Deakes Mr William Folev Mrs Lorraine Glover The Honourable Sir James Gobbo, AC, CVO Mr Mervyn Goodall OAM Mr Stewart Granger, BEM Mrs. Kathleen Hollingworth Mrs Lynne Landy Mr John Landy, AC, MBE Mr Edgar Mason Dr (James) Allan Mawdsley Mrs Joan Patterson Maj Gen Francis Poke, AO, RFD, ED Mrs Margaret Switzer

Chaplins

The Most Reverend Philip Freier Very Reverend David Richardson

Commanders

A/Professor Francis Archer, OAM Sister Yvonne Bird Mrs Gladys Blackstock Dr John Byrne Mrs Janet Calvert-Jones, AO Mr Brian Cantlon, MBE Mrs Merle Carev Mr David Cawte Ms Dawn Cochrane Mr Peter Cudlipp Mr Jerome Currie Mr Charles Curwen, CVO, OBE Dr Alan S. Davis Mr Neil Dine IP Mr Alexander Donald Mr Timothy Duncan Mr Justin Dunlop Mr Alan Fade ASM Mrs Gloria Flatt

Mrs Beryl Granger Mr Benjamin Gronow Mr James Humphrey Mr John Ireland Mr George Jackson Mr Gavan Keane Dr Peter Leffler Mr William Mackieson Mr Alan Marshall Mr John Marshall Mrs June McRae Mr Sinclair Miller, AO, LVO, QPM Mr Peter Neylon Dr Jain Nicolson Mr Anthony Oxford, ASM Mrs Julia Penaluna Mr Max Penaluna Mr Maxwell Phelan Mr Ian Rogers Professor Jeffrey Rosenfeld, AM, OBE Mr Michael Sellar Mrs Grace Shaw Mr Colin Smith Lady Valery Stephen Mrs Deborah Taylor Mrs Correne Wassertheil Mr Alan Williams Mr Cvril Williams

Officers

Mr Brett Aimers Dr Robyn Anker Miss Kristy Austin Mrs Judy Bacon Mr Anthony Baker Mr Carl Barnard Mrs Betty Barned Sister Joan Batson Mr Lindsay Bent Mrs Margaret Briggs Ms Kathleen Buick Mrs Lynne Burgess Dr Mark Burton Mrs Cherie Cheshire Mr James Cheshire, JP Mr (Murray) Neil Comrie, AO, APM Mr Michael Connelly Mr Robert Correa Mr Peter Dalton Mr Trevor Dalv Mr Richard Darling Mrs Margaret Dart Mr Norman Dart Mr William Davis Ms Diana De Silva Ms Dianne Dickson Frà Professor Richard Divall, AO, OBE Mr Wayne Donaldson Mr Alan Drayton

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Members

Mr Dean Adams Mr Neil Akers Dr Eric Allchin Mr Peter Altonhof Mrs Gladys Ampt Mrs Amy Anderson Mr Keith M. Anker Mr Edward Bahn Mr David Bannister Mrs Debra Bartlett Mr John Barton Mr Malcolm Beal Miss Heather Blackman Mr Paul Blaich Mrs Sharon Boscacci Dr Frederic Bouvier Mr Frederick Brown Mrs Judy Brown Mr William Buckle, BEM Mr Robert Budgen Sister Beverlev Bullen Mrs Joy Burnell Ms Frances Burns, OAM Mr George Burns, OAM Mrs Joyce Burt Mrs Peggy Byrd Mr Peter Cain Mr Alan Caldwell Ms Tania Canidisech Mrs Susan Carnes Mr Malcolm Carson Miss Margaret Carter Mr Leo Cartwright Mr Bruce Caslake Dr Charles Castle Mr Neil Caughey



Ms Jacqueline Christini Mr Daniel Ciccosillo Mr Terence Clark Sister Beryl Clarke Mr Nicholas Clarke Mr Ian Cleator Mr Alexander Collard Mrs Patricia Cook Mr Anthony Courtney Mrs Michell Crawford Mr Peter Crawshaw Mr John S. Crennan Ms Sophia Cull Mr Gordon Curtis Mr Malcolm Curtis Mr Timothy Danaher Mr Lloyd Davies Mr John Davis Mr (Harold) Alan Day Mr Peter Deighton Smith Ms Elizabeth Deveny Sister Jennifer Deverson Mr Eric Donald Mrs Helen Donaldson Mr Stuart Donaldson Mr William Duncan Mr Alistair Dunn Mrs Lynette Edwards Miss Helen Elso Mr Adrian Etherton Mr David Evans Mr Leslie Everett Mr Graham Farv Mr John Fawcett Dr Rodney Fawcett Mrs Patricia Fay Miss Susan Fayers Mrs Jennifer Fayers Miss Elizabeth Field Mr Michael Fletcher Mrs Barbara Foord Mrs Ian Fraser Sister Pamela Fry Mr Chris Gahan, OAM Mr Daryn Gardner Mr Frederick Gill Mrs Miranda Gipps Mr Bernard Goss Mr Harold Grav Mr Graham Green Ms Jo-Anne Grenenger Mrs Tracy Grigg Mrs Gale Gronow Ms Katherine Gronow Ms Samantha Gronow Sister Inez Growse Dr Peter Hadlev Mr Alan Harvey

Mrs Maureen Chesser

Mr Jay Hateley Mr Anthony Hayes Mr Andrew Haywood Mrs Marjorie Henry Ms Elizabeth Herzog Ms Helen Hoffmann Ms Beverley Holder Mrs Megan Holmes Mrs Shirley Holt Mrs Marianne Hoogwerf Mr Stephen Horton Mr Brett Hume Mr Jarrod Hunter Mr Robert Hutchings Mrs Dorothy Hutchings Mr (Ernest) John l'Anson Mrs Lynette Iliffe Mr Ronald Jacobs Mrs Norma James Dr Nicholas Jansen Mr Donald Jarrett Mrs Lynette Johnson Mr Kevin Kain Mrs Ruth Kain Mr Reginald Kemp Mrs Constance Kennedy Dr Elizabeth Killoh Mr James Knopp Ms Amy Kwik Ms Fay Langstaff Mr Ian Lawrence Ms Barbara Lean Mrs Margaret Ledley Mr Han-Wei Lee Mr Trevor Lemke Arch Dec. Frank Lowe Miss Georgina Luckman Mr Frederick Luke Mrs Jennifer Luke Dr Howard Marks Mr Andrew Marshall Mr Kenneth Marshall Mr Gavin Martin Mr Francis John Mason Mrs Gwendoline Mathieson Ms Bridget Maxwell Dr James McCusker Mrs Lily McDonald Mr Andrew McDonell Mr George McEwan Ms Nicole McEwan Mr David McIndoe Mrs Brenda McIntosh Mr Michael McKeown Mr Peter McKinnon Ms Melanie McMurtrie Mr Ian McPherson Mrs Dorothy McPherson Mrs Jean McQuade

Mr Ronald McTaggart Dr Hugh Melville Dr Lachlan Miles Miss Helen Miller Mr Robert Miller Mr Robert Milliken Miss Gladys Mills Mr Domenico Misale Mrs Heather Mitchell Mr Peter Mitchell Mr Kevin Molonev Mr Wayne Moloney Mrs Leah Moore Mrs Lesley Moore Dr Ronald Moore Mr Martin Moran Mrs Shirley Moxon Mr Gordon Muir Mrs Virginia Murphy Mrs Jill Murray Mr Warren Nankervis Ms Gwen Neylon Mrs Elizabeth Nissen Mr Peter Oakley Mr Gordon Ortmann Mrs Clare O'Sullivan Mr Joseph O'Sullivan Mrs Jaimee Oxford-Nadin Mr Symeon Panayiotou Ms Marie Parker Mr Nigel Patience Ms Ann Pavne Miss Simone Pearce Mr Daniel Petrotta Mrs Beverley Phillips Mr Rodney Phillips Mr Donald Pickens Mrs Catherine Polinelli Mr David Priestley Mr Darron Pritchett Mrs Maree Pritchett Dr David Quin Mr Dale Quinn Mrs Yvonne Radcliffe Mr Ian Ramsdale Miss Edith Rawson Mr Graeme Robinson Dr Charles Roseby Mrs Julie Rubira Mrs Michelle Ruemmler Mr Graham Ryan Mr Peter Rvan Mr Peter Sambell Mr Carv Sandell Mr David Sedgwick Mr Daniel Sefton Mr Kenneth Shields Mrs Margaret Shine Mr Harold Simberg

Mrs Kathleen Simpson Mr Russell Sincock Mrs Martha Smith Mr Peter Smith Ms Wendy Smith Dr Eugene Spangaro Ms Bernadette Sparkes Mr William Spinks Mrs Margaret Spinks Mr Charles Spiteri Mr Lyle Spokes Mrs Edith Spoors Mrs Theresa Sprekos Mrs Lillian Stephens Miss Nellie Stephenson Dr William Straffon Mr Kenneth Swanson Mrs Sharon Taucher Mr John Teague Mrs Patricia Thompson Mr Bruce Trappett Mrs Barbara Trimnell Mr Harry Turner Mr Arthur IIren The Very Reverend Dennis Arnold Van Derwolf Mr Leslie Vearing Mrs Heather Waldron Mr Robert Wallace Mrs Eveline Walters Mr Kevin Wanstall Sister Winifred Watts Mrs Ida Webster Mr Neil West Dr Robert West Dr Leslie Wheeler Mr Donald White Mr Mark White Mr Greg Williamson Mr George Wilson Mr Keith Wilson Mr Greg Wilton Mr Claus Winckler Mr John A. Wiseman Dr John F. Wiseman Ms Michelle Wos Mrs Kathleen Wright Mr Gary Wyatt Mrs Sheila Wylie Mr Rodney Young



HONOURS & AWARDS



Certificate of Service Representing 57 Years Service Dorothy Bache Joan Patterson

Guilt Laurel Leaf Representing 52 Years Service Brian Cantlon Wayne Donaldson

6th Bar

Representing 42 Years Service Anthony Baker Colin Smith

5th Bar

Representing 37 Years Service Gary Harris Bridget Maxwell Deborah Taylor

4th Bar

Representing 32 Years Service

Anthony Oxford Jeanette Lacy Laurie McQuade Lindsay Tremethick Maree Pritchett

3rd Bar

Representing 27 Years Service

Correne Wassertheil Helen Hoffmann Marilyn Rafferty Robyn Stone Shirley Moon Edward Brentnall

1st Bar Representing 17 Years Service

Bruce Caslake Daniel Dycer David McGrath David Smith Domenic Misale Fillip Pritchett Gary Edwards Helen Sefton Janene McCahon Jay Hateley John Golino Joseph Lambourn Ke Li Mervyn Fox Michelle Wos Monica O'Reilly Peter Rafferty Susan Fayers Theresa Sprekos

12 Year Long Service Medal

Collin Pumpa Emma Patterson James Xavier Jessica Ciccosillo Johnny Piscopo Linda Thompson (dec) Lindsey Smith Lorraine Cayzer Peter Costa Robi Hines Ruth Coleman Samantha Adikari Tania Canidisech Timothy Joseph Vicki Rainford Commissioner's Badge Michelle Nguyen

Finn Rennie

Bronze Citations Daniel Ciccosillo Jenny Luke

Jeff Wassertheil Award John Gartland

Margaret Kentler Award Ashleigh Jurrjens

Southern Cross Award Nadine Banna

Peter Falkland Award

Patrick Tibballs

Grand Prior's Award Certificates

Dillion Hall Neville Hayes Sarah Miner Charlotte Pritchett Ella Punton Regina Punton Hayden Salter Patrick Tibballs

Priory Votes of Thanks

Peter Chaplin Gavin Ridout



Proud award recipients Lachlan Miles, James Xavier and Emma Patterson at Government House

BUILDING COMMUNITY RESILIENCE





COMMERCIAL SERVICES



"A focus on driving quality, innovation and Vision-relevant outputs"

St John Victoria's business activities are a powerful contributor to the achievement of our vision of saving lives through First Aid, and our inspirational objective to see at least one person educated, equipped & prepared to provide First Aid in every home, workplace & public gathering.

Our commercial trading activities of providing First Aid training, First Aid kits, consumables & equipment, labour hire services and more recently non-emergency patient transport services draw on St John's long history of First Aid expertise, our substantial organisational stability and capacity and a very talented team of staff.

These activities directly generate community outputs in their own right by way of the sheer number of people trained each year, an increasing number of First Aid kits provided to workplaces and homes and a growing volume of patients transported. Largely operated in fully commercialised markets, we operate these activities in a manner that is competitive and without subsidy with the net financial contribution supporting St John community programs such as the provision of free First Aid training to 70,542 school students.

St John was not immune to the difficult trading conditions experienced by many businesses in 2013. Despite this, our businesses continued to perform well, largely maintaining their markets, and maintaining respective focus on quality and compliance, one of the cornerstones of St John's operation. During the year, a sizeable and impressive non-emergency patient transport capacity was also built to service a growing clientele.

Despite the tight economic forecast for 2014, St John Victoria will continue to invest in quality, capacity and innovation and in new ways to deliver value to our clients. We extend our gratitude to our clients and business partners for their ongoing support, and acknowledge the dedicated work of our committed and talented commercial staff.

Theron Vassiliou General Manager – Commercial / Deputy CEO







St John Patient Transport Operators CCRN Evan Rundall PTO Nathaniel O 'Leary attend to a patient

RN

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FINANCIAL OVERVIEW



First Aid Services revenues increased by 15% over 2012 in line with our plan to realign our public duties fees with our real costs. Reductions in subsidies to this area support our increased commitment to community events and preparedness to respond to emergencies and disasters such as bushfires and floods. Commercial revenues increased 10.7% over 2012 due primarily to new business initiatives although trading conditions generally were soft in the manufacturing driven Victorian economy. Our ongoing proactive management of costs mitigated the reduced margins to a certain extent and the overall performance for the year ended 31st December 2013 was a satisfactory one. Our congratulations are extended to our entire team for that achievement particularly under the circumstances.

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

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

Revenue

Business conditions were extremely challenging with our business customers continuing to train fewer staff and retail product spend well down on the back of a lack of business confidence across the broader economy. Despite that business revenues exceeded the previous year by 10%.

Demand for First Aid Services at events continued to increase although increased competitor price pressure in the event area affected margins. Once again it was very pleasing to note the increased volunteer engagement that continues to improve our capability to service events. Our volunteer services team remains focused on enhancing volunteering options and further recruitment growth to bolster that capability.

It is pleasing to note that the realignment of our public duty fee matrix with our true costs appears to be at or close to completion. This is critical to ensure that any reduction in subsidies is able to be directed to increased community outputs including our First Aid in Schools Program.

Once again we acknowledge the Commonwealth Government Attorney General's Department, the Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) and the Victorian State Government who provided a number of equipment and project grants throughout the year.

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

Expenses

Our management team continues to do an excellent job in reducing costs where possible as well as maximising efficiencies which to an extent has mitigated soft trading conditions.

Capital Expenditure

Once again we made a significant capital investment of \$3.54M during the year with a priority on volunteer member health & safety related projects, equipping of new business streams including non-emergency patient transport operations, and communications infrastructure. This represented more than a 300% increase over 2012. Highlights include:

- Continuation of the First Aid services fleet replacement plan with 27 vehicles being delivered in 2013. This program is to be funded through internal resources;
- Commissioning of additional fixed and mobile non-emergency patient transport "NEPT" infrastructure funded by internal resources and leasing;
- Additional IT infrastructure development funded by internal resources;
- First Aid Services radio, computer and other operational equipment funded by Commonwealth & State Government grants and internal resources, and
- Commercial training infrastructure upgrades including building works to a new central training centre in the Melbourne CBD and improved IT business tools funded by internal resources.



FINANCIAL SUMMARY

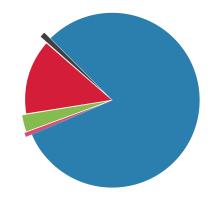
	2013 (\$000's)	2012 (\$000's)	Variance (\$000's)
COMMERCIAL REVENUE	18,224	16,458	1,766
GOVERNMENT GRANTS	182	671	(489)
FUNDRAISING REVENUE	608	304	304
FIRST AID SERVICES REVENUE	3,042	2,795	247
OTHER NON-COMMERCIAL REVENUE	302	122	180
TOTAL REVENUE	22,358	20,350	2,008
Surplus/Loss	1,713	2,803	(1,090)

REVENUE

- COMMERCIAL REVENUE 82%
- OTHER NON-COMMERCIAL REVENUE 1%
- FIRST AID SERVICES REVENUE 14%
- FUNDRAISING REVENUE 3%
- GOVERNMENT GRANTS 1%

EXPENSES

- FIRST AID SERVICES EXPENSES 24%
- OTHER NON-COMMERCIAL EXPENSES 1%
- TRAINING AND PRODUCT EXPENSES 74%

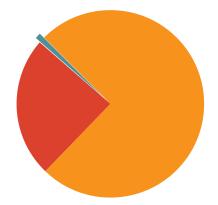


OUTLOOK 2014

The Victorian economy is facing headwinds in 2014 after significant manufacturing job losses and there are many challenges ahead. However, we continue to invest in our outstanding people and a strong development pipeline that will support increased sustainable community outputs.

Our priorities for 2014 include:

 Increase our investment in sustainable community projects consistent with our mission of saving lives through First Aid and our aspirational goal to have at least one person educated, equipped and prepared to provide First Aid in every home, work place and public gathering;



- Increase resourcing to our extensive volunteer recruitment and retention programs to improve volunteer numbers and engagement;
- 3. Increase our business revenues and margins in line with our ambitious growth budget;
- 4. Increase financial support from philanthropic organisations;
- 5. Remain disciplined around expenditures and costs;
- 6. Continue to invest in our people and other assets in line with our strategic plan to enable us to conduct all our activities in a professional and safe manner.

GOVERNANCE



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



Board of Directors Victoria

BOARD OF DIRECTORS



Cameron Oxley Chairman



Cratis Hippocrates Director (from July 2013)



Director



Rod Collins Director



Justin Dunlop Director



Virginia Bourke Director



Stephen Horton Ex Officio



Towards 2018 Strategic Plan

KEY RESULT AREA

Maximise our People Potential

OBJECTIVE

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

STRATEGIES

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

KEY RESULT AREA

7 Maintain Quality

OBJECTIVE

• Set the standard in First Aid

• Our products and services exceed the expectations of our Customers and comply with relevant regulatory and scientific standards

STRATEGIES

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

educated

equipped

We're about

saving lives

through

First Aid

at least

person

& prepared

& gathering

KEY RESULT AREA

4 Consolidate Business Activity

OBJECTIVE

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

STRATEGIES

• Identify organic growth opportunities around the existing products and services and new brand based business that may include acquisition

• Position ourselves as a suitable business partner

• Communicate the plan and current realities of the world in which we operate to our people

We

for

to provide

First Aid

in every

home

- Leverage our brand and knowhow for market leadership and competitive advantage
- Understand and act on the markets and competitive frameworks we operate in

workplace

- Support national business opportunities
- Enhance capability to deliver First Aid

KEY RESULT AREA

3 Maximise Community Outputs

OBJECTIVE

• Maximise sustainable and measurable community outputs relevant to our Vision

STRATEGIES

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

KEY RESULT AREA

5Enhance Relationships and **5**Partnerships

OBJECTIVE

• Build and enhance partnerships to advance our goals

STRATEGIES

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

ACKNOWLEDGEMENTS



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

Bequests

The Estate of the late Robert Ackland Macdonald

Private

Mr Richard Kulesz Estate of Mr Alwyn Roberts Mr Cameron Oxley & Ms Bronwyn Ross Mrs Raymonde Webb Mr George Gilbertson Miss B M Smith Avi Rubinstein Mrs Phyllis Breen Ms Janet Whiting Miss Jean Stewart Mr James Syme Mr Robin Syme Mr A Grahame Taylor Mr R Lane Mrs Marie Warnock Miss M O'Sullevan Mrs R Andre Mr and Mrs David & Elizabeth Ebert Miss Norma Ward Miss Jennifer G Walker Mrs Alice M Vaughan Mr H P McKenzie Mrs Valerie Yule Mr John Faragher Ms Patricia Eade Mr Norman T Tannock Mr Chris Tucker Mr J Law Mr Alf Klink Mr Andrew Tosolini Mr K & Mrs R Day Mr Michael Bucknell Jacqueline Moth Miss E M Butt Ms Prue McColl Mr G Shalit & Ms M Faine Mrs Margaret S Ross Dr Hugh Melville

Mr Ross Barker Dr Vin Massaro Mrs Betty Hunt Mr J Van Herwerden Ms Elizabeth Brown Mrs Rosalie Heymanson Miss Elizabeth Watson Mr Adrian Cohen Miss V E Awburn Mr Martin Evans Ms Merilyn Mayr Miss Kaye Winstone Mrs Annette Byham Mrs Jo Manger Mrs Voi Williams Mr Stuart McEwan Mrs N McCallum Ms Joy Wellings Mrs Janet Trotter Mr Henry Foster Mrs Mardi Melick Mr Kieran Knowles

Community Groups

All Saints Anglican Church Op Shop Lions Club of Altona Lions Club of Greensborough Inc. Biccys Op Shop Supporters Inc. Rotary Club of Horsham Lions Club of Noble Park/Keysborough All Souls Opportunity Shop Warren Opportunity Shop Inc. Pakenham Opportunity Shop Inc. Club Astoria German Australia Lions Club of Portland Ballan Lioness Club Horsham Sports & Community Club Adelphian Craft & Hobby Shop Lions Club of Horsham Apex Club of Horsham Inc. Kyneton Uniting Church Opportunity Shop RSL - Kyneton Sub Branch

Corporations

Como Gardens Middendorp Electric Company Pty Ltd Commercial Property Corporation Pty Ltd Ritchies Expense Company Nutrimetics

Government

City of Greater Bendigo City of Monash Glen Eira City Council Whitehorse Community Chest Inc. Manningham City Council Latrobe City Council Horsham Rural City Council Wellington Shire Council Department of FAHCSIA Magistrates' Court of Victoria

Trusts, Foundations, Prescribed Private Funds

Price Family Foundation RobMeree Ltd The Russell Foundation Bell Charitable Fund Gringlas Family Charitable Fund Gras Foundation Trust Commonwealth Bank Staff Community Fund Perpetual Private Clients The William Angliss Charitable Fund Helen Macpherson Smith Trust **Bennelong Foundation** The E. C. White Trust Hilton White Estate The Honda Foundation The Danks Trust Community Enterprise Foundation

Lander & Rogers

Quality In Everything We Do





ST JOHN VOLUNTEERS ACTIVE THROUGHOUT 2013



SAVING LIVES THROUGH

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

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info@stjohnvic.com.au www.stjohnvic.com.au ABN 69 061 844 380 673

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General Enquiries: 03 8588 8588 First Aid Training, Bookings and Sales: 1300 360 455 Donations: 03 8588 8888 First Aid at Public Events: 03 8588 8360 To Volunteer: 1300 360 455