



# Strategic Plan

2024–2026

## Our Purpose

For the service of humanity

## Our Vision

More lives saved, exceptional care and greater resilience in communities

## Our Mission

To lead Victoria in first aid and medical responses to community healthcare needs



# Our Outcomes



## Lives Saved

> More Victorian lives will be saved as an outcome of the first aid training we provide, our service in the community and improved public access to defibrillators.

| Impact  | Aspiration 2026                 |
|---|---------------------------------|
| The number of people trained annually                             | <b>300,000</b>                  |
| The number of people we serve across Victoria                     | <b>15M</b>                      |
| Improve survival from Out of Hospital Sudden Cardiac arrest to 8% | <b>500 lives saved annually</b> |



## Community Resilience

> Community resilience is the preparedness of people in a community to provide first aid to another person in need – the community helping itself.

| Impact   | Aspiration 2026 |
|--|-----------------|
| Annual Community First Aid Preparedness Survey | <b>53%</b>      |



## Exceptional Care

> Victorians deserve exceptional care wherever they need it. We will grow our delivery of St John Quality Care in the community.

| Impact   | Aspiration 2026 |
|--|-----------------|
| Instances of care in the home                                  | <b>114,000</b>  |
| Safe, effective and person-centred care – Patient Survey Score | <b>5 star</b>   |



## Our People

> Our people includes everyone who serves or works in St John Victoria.

| Impact                                 | Aspiration 2026 |
|--|-----------------|
| Participation in the Engagement Survey | <b>87%</b>      |
| People Engagement Score                | <b>65%</b>      |



# Our Strategic Goals



## We Will be a Stronger Advocate

- > We will strive to be the first choice for customers
- > We will advocate for Publicly Accessible Defibrillators and the importance of learning first aid
- > We will call on government, organisations and the public to financially support our vision

## Deliver Organisational Excellence



- > We will be a socially responsible organisation
- > We are committed to delivering St John Quality Care in every interaction
- > We will operate a financially sustainable business model



## Grow Our Community Impact

- > We will train more people in more places
- > Our presence in the community will be strengthened
- > We will focus on growing care in the home



## Develop Passionate and Effective People

- > Our people are skilled and energised by our purpose and connected to our values
- > Our community of volunteers will be highly activated, engaged and supported
- > We will provide a collaborative, inclusive and safe work environment



# Our Values



We are...



## Just Better Together

> We value and respect the contribution of all of our people, we provide constructive feedback to each other and promote collaboration and cooperation across all of our teams.

- \* Encourages feedback and learning
- \* Focuses on developing people
- \* Builds positive relationships



## Always Challenging the Status Quo

> We are encouraging and embracing of innovation to achieve continuous improvement, we are open to new ideas and we embrace the opportunity for change.

- \* Ongoing learning and open-mindedness
- \* Drives the change agenda
- \* Continuous improvement focus



## Shamelessly Customer Centric

> We set the highest standards in service and value for our clients, stakeholders and each other.

- \* Understands customer needs
- \* Customer first mindset
- \* Drives quality service outcomes



## Very Passionate People

> We are a team who love their work, who are interested and excited about it, and actively engage with the day-to-day difference we are making.

- \* Follows through on commitments
- \* Owns decisions and outcomes
- \* Focused on best practice

