

Strategic Plan

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





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 202
The number of people trained annually	300,000
The number of people we serve across Victoria	15M
Improve survival from Out of Hospital Sudden Cardiac arrest to 8%	500 lives saved annually



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 As	piration 202
Annual Community First Aid Preparedness Survey	53%



Exceptional Care

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

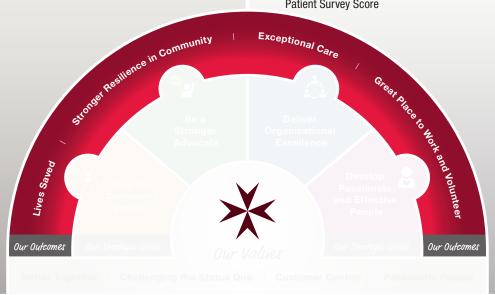
Impact	Aspiration 2026	
Instances of care in the home	114,000	
Safe, effective and person-centred care –	5 star	
Patient Curvey Score	o otai	



> Our people includes everyone who serves or works

in St John Victoria.

Impact	Aspiration 202
Participation in the Engagement Survey	87%
People Engagement Score	65%



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 deliveringSt 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





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
- **8** 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.
- ss Winderstands 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.
- **Solution** Follows through on commitments
- Owns decisions and outcomes
- **Solution** Focused on best practice



etter Together | Challenging the Status Quo

Customer Centric

Passionate People