let me show you our year in review...
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It is with great pleasure that we present the St John Ambulance Australia SA Inc (St John) Annual Report for 2011/12. It’s been a year of amazing achievement!

Community services go from strength to strength – with first aid and healthcare services caring for the public at more events than ever before, a thriving youth development program, and community care services growing exponentially.

We’ve worked incredibly hard to better ourselves at every opportunity, and this includes our Annual Report. We’ve taken a good look at how we might better demonstrate our value to the community through greater transparency and supplementary evidence.

This has seen the development of four distinct documents:

- **Our story** to highlight our range of services and achievements, supported by personal stories and statistics
- **Governance** providing details on structure and financial performance targeting transparency requirements
- **Strategy** presenting the 5 year plan, mission and vision to steer us going forward
- **Year in review** takes a look at our services through the eyes of our Commissioner, Chair of Community Care and Chair of Training, together with our business plan achievements.

These are bold steps to better reflect our great worth to the community. The documents can be used individually or in unison to suit different audiences.

Our thanks go to the wonderful people of St John, all of whom have contributed to each and every one of the achievements and inspirational stories featured throughout our Annual Report.

We look forward to seeing where the St John story takes us next!

Glen Brewer  
Chairman  

Sharyn Mitten  
Chief Executive Officer
I have great pleasure in presenting the Operations Branch report and highlights of the activities during the 2011/12 financial year.

Operations in South Australia

Firstly, unlike the circumstance in the past couple of years, I am pleased to report that no major disaster / emergencies occurred in Australia which required our disaster relief efforts. However, I know we were adequately prepared should we have been needed and likewise was the readiness of our counterparts in the other States and Territories should South Australia been in any crisis. A very comforting and important aspect emanating from the work of senior national volunteers who participated in the development of the Cross-Border Assistance Guidelines.

Of course, our First Response Units and leaders were prepared to respond (and did so under separate MOUs) to any emergencies initiated by the State Disaster organisation as our part of the Ambulance and First Aid Functional Service Group. Throughout the year senior officers regularly attended meetings of the State Response Advisory Group, Recovery Committee, State Search & Rescue Committee and the Emergency Services Major Event Planning Committee.

Once again our focus in SA was on the major public event commitments like the Tour Down Under, International Cricket, Big Day Out, Schutzenfest, Carnevale, Royal Adelaide Show, Christmas Pageant, Anzac March, Fun Run, The Fringe Festival, WOMADelaide, Schoolies and Clipsal Adelaide 500, to name but a few.

At these events our member’s skills, including that of our healthcare professionals (ie Doctors, Nurses and Paramedics) enabled many patients to be cared for without the need to attend a hospital. Conversely, those low acuity patients who required further care and assessment in a healthcare facility were transported by our selected Patient Transport crews.

This capacity by St John is of great assistance to the State Government enabling hospital avoidance / overcrowding and the need for emergency ambulances to be diverted for ‘minor’ patient carries.

Collectively, the aim of St John at major events is to:

- Promote event safety and community resilience through established planning, risk mitigation and public emergency management processes
- Reduce emergency impact on local health and emergency services
- Provide a structured command, communications and logistics capacity including a defined escalation strategy
- Provide public health surveillance through trend monitoring and initial response capacity in accordance with established protocols
- Provide services within the confines and context of the event in accordance with the expectations of event organisers, venue management and other health and emergency services
The extraordinary effort and dedication by Operations Branch members from across the state enabled all of our major commitments to be fulfilled in the customary professional and efficient manner. In country areas, members excelled in their fulfilment of the many public events which took place in country locations.

Of special note, our volunteers in their work have been supported by very dedicated ‘behind the scenes’ members who make up the Welfare Group. Led by the steadfast State Staff Officer Gloria Curtis the Welfare Group gives support to all members of the ‘One St John’ family, both volunteer and paid staff, including their family members. It is important that if someone is unwell, in hospital, has passed away or just needs a bit of support in their lives that the Welfare Group is notified as soon as possible.

Gloria has also been responsible as Group Leader of the Operations Quality Development Group for many new initiatives such as courses in mentoring, casualty simulation, developing grant applications, and innovative recruiting programs. Well done to Gloria and her hard working team members.

A priority for the State Superintendent this year has been to finalise the new State Staff Group structure, developing the leadership skills and ensuring all are actively engaged in providing support to Regions and Divisions.

The State Superintendent has been responsible for achieving an important milestone for Operations Branch through the development of three year plans for each of the State Groups and aligning them with the organisation’s Strategic Plan. This has been professionally managed resulting in contemporary documents which will focus the State Groups work in coming years to the benefit of all members of Operations Branch.

Effective operational equipment plays a critical part in the provision of St John first aid and healthcare services, and importance is placed on ensuring all resources are fit for purpose. A priority this year has been a comprehensive audit of all assets including Mobile First Aid Units, medical goods/apparatus and training equipment. A comprehensive plan to ensure compliance with standards and OHS&W across all of these lines is being developed for implementation progressively across the state.

The identification of a successor to current Ford Transit vehicles continues together with a vehicle renewal and management plan. The coming year will see the implementation of the plan in areas where vehicle age warrants a replacement.

Another exciting project has just commenced implementation – the standardisation across the state of all medical equipment packs for public duty, events, vehicles and onsite First Aid Rooms – this will result in uniformity across all locations in look and content Resuscitation/First Aid Kit (RFA Kit).

The RFA Kit is a combination of some six existing packs into just two, consisting of:

- Pack A - airway/resuscitation equipment
- Pack B - bleeding/trauma and medication pack

This will be the standard “response” kit for a team at most events. All mobile fleets will have 1 RFA Kit; First Aid Posts 1 RFA Kit; and Regions and Divisions 2 RFA Kits.
The Mobile First Aid Units will have all internal storage areas and equipment identically labelled and equipped, and this configuration will be repeated within all onsite First Aid Rooms. Divisions will also be provided with a ‘Training’ RFA Kit which will allow members to train with the same type of kits they will be using operationally.

500 exclusive RFA Kits have been manufactured and equipped at a cost of $55,000. A huge investment in Operations Branch future.

In last year’s Annual Report I restated that it was essential for Operations Branch to effectively do its future ‘business’ with modern technology aimed at reducing the administrative time expended by many of our members. The proposed Divisional Management System (originating from St John in Queensland) after tedious testing by an Operations Branch representative user group together with the IT Manager has proven to be unsuitable. However, the effort has not been in vain as a total new approach to the whole of the organisation’s IT requirements has been undertaken which will incorporate our needs. Unfortunately, the outcome will take longer than initially hoped but we remain patient and positive towards what will be a significant milestone for Operations Branch.

The future

The year ahead sees much opportunity to review and improve, as well as some challenges to overcome which I have no doubt will result in a stronger Operations Branch, such as:

- Adapting to the Board’s property portfolio review – evaluating property condition, structure and general maintenance, energy efficiency, location, level of occupancy – to ensure we are appropriately located for long term member and community needs
- Reviewing centre locations, vehicle fleet numbers and placement
- Risk, governance and financial management to comply with the national not-for-profit/charities Act
- Centralisation to State Office of administrative processes

I am confident that we can meet these challenges and extend our services for the benefit of the SA community.
Thank you

In conclusion, I extend a sincere thank you to our State Superintendent Peter Jackson for his excellent work in ensuring our business processes and the skills of senior officers are commensurate with contemporary practice, to every adult and cadet member for all your dedicated work and in contributing to the ongoing success of Operations Branch, and to all the dedicated staff at State Office.

Appreciation also to our now retired President Mal Hyde for his invaluable guidance and support to Operations Branch - all in Operations Branch wish Mal and Marcia all the very best in their retirement from working life.

Finally thanks to our Deputy Prior, the Governor of South Australia His Excellency Rear Admiral Kevin Scarce for his active involvement in our formal activities and for his encouragement of our youth members.

I look forward to the coming year and the challenges it brings, I assure all that I will continue to champion the work of the Operations Branch, the needs of our members and the voluntary work that we provide to the South Australian community.

Ray Greig
Commissioner
I have great pleasure in reporting another successful year of service to our community through St John Community Care social inclusion programs. Our volunteers continue to give so willingly and generously of their time and skills to enable our clients to enjoy a more enriched life.

Our services now embrace three programs, the newest being Project Survival which officially commenced in February 2012 and is expanding at a rapid rate. The Circle of Friends Program has grown in numbers and with the support of dedicated volunteers, client goals are being met in many diversified ways.

We are also immensely proud of our Community Care Program which celebrates its 21st operative year in 2012. The flexibility that Community Care offers brings many positive outcomes for our clients, and also attracts so many volunteers who appreciate an opportunity to assist in a way that is meaningful to them.

Our volunteers bring many life skills to the programs. Mature people, people who work full time, TAFE and university students, mothers with young children. Many of our older volunteers are very active in their volunteering, not just with St John but other organisations as well. Some are well aged, being in their mid-to-late 80’s. Community Care has also had wonderful successes with international students who want to volunteer.

**Community Care Program** provides a personalised service by the one-to-one matching of a volunteer and client and social support to older members of the community and younger people living with a disability who have little or no support.

**Circle of Friends Program** enables eligible older members of the community and younger people living with a disability to further create ways to continue to experience a sense of meaning, purpose and enjoyment in life.

**Project Survival Program** enhances community resilience through the provision of life saving skills to vulnerable members of the community. This is accomplished by Project Survival volunteers providing basic first aid skills to those members of our community who are deemed ‘at risk’ and vulnerable.

We continue to communicate with and seek feedback from our clients and our volunteers regularly and aim to provide the best possible service to meet their needs.

Our committee is representative of all participants in our programs with clients, volunteers and community members. We meet regularly to ensure that we continue to provide the best possible standard of support. Members of our committee bring diversified skills to our table and these skills are well utilised as we plan for future needs and expansion, while ensuring our existing high standards are maintained.

The key to the accomplishments achieved by Community Care is the passion shown by our Coordinators and their ability to support and nurture clients and volunteers. This allows natural friendships to develop – one of the secrets of our success.

Our program continues to be capably managed by our Program Manager Community Care, who contributes to our continued success with both passion and strong management skills, and importantly brings together all the wonderful people who make up our great team.
Management highlights during this year include completion of the HACC funding transition, renewal of service agreements, implementation of the Project Survival Program and introduction of the Community Care common standards.

Both the Circle of Friends and Community Care Programs in South Australia are part-funded by the State Government Home and Community Care (HACC), the Australian Government Commonwealth HACC Services and St John. Project Survival Program is fully funded by St John.

Summary

The St John Community Care philosophy has been one of inclusion and building on individual and community strengths since its inception. One of the strengths of Community Care is its flexibility and the focus on individual needs, which in turn builds resilience and empowerment.

Community Care is a preventative way of working. Programs under this umbrella are cost effective for society generally. Often, with a little bit of early help, keeping people connected and part of their community can prevent the isolation which can lead to loneliness, depression and other health issues.

During the past year our generous volunteers have given 33,005 hours of their time to our program. They are all highly valued by our clients, and we are truly grateful for all that they give.

It is a privilege to know our clients and volunteers and to be a part of their lives.

I am very proud to present this report on behalf of all the wonderful people who make up Community Care.

Bronte Weeks MStJ
Chair of Community Care
First aid training services

Education continues to be an important part of our mandate and central to our cause. The range of natural disasters experienced in recent years by our close neighbours really brings home just how important both individual and community resilience really is.

It is well recognised that a community recovers more quickly and completely if it is well structured and prepared to help itself in times of crisis or disaster, and this is a continuing theme of Federal and State Government policies.

St John is ideally placed to assist communities’ preparedness and roads to recovery through our diverse range of services, and in particular our commitment to training in first aid and allied topics.

We’ve worked tremendously hard over the past year to raise awareness, impart lifesaving skills to the public, and equip our more vulnerable community members with the skills and resources to bolster individual and community resilience.

As the pre-eminent provider of public first aid training within Australia, our public and workplace accredited and non-certificate courses continue to be delivered right across the state. Venues range from our own training centres to industry and commercial work sites. An exciting development has been the utilisation of new external training locations, notably the Santos Centre at Adelaide Zoo and The Hilton Hotel Adelaide CBD, taking our courses to a new level of convenience for the public.

Partnerships continue to be formed with new alliances made with South Australian Chamber of Mines and Energy (SACOME) and Defence Teaming Centre (DTC). This gives members of these entities access to discounted training, and importantly takes St John’s influence and expertise into a large number of these sector workplaces.

Our courses will continue to evolve as we respond to customer requirements. New developments are already underway with the introduction of Manual Handling and our foray into eLearning with Workplace Infection Control. We will continue to explore new opportunities and work in conjunction with heavy industry to meet need.

As a respected authority on first aid, quality remains of the utmost importance. We continually audit course content and requirements of the RTO (Registered Training Organisation) governing body ASQA (Australian Skills Quality Authority). We have worked closely with St John Ambulance Australia office during the year to align products to take advantage of national research, reduction in costs, and comparable cross-state training standards.

Training officers (paid and volunteer) increased their skills and knowledge in regards to St John’s requirements as a RTO. This centred around auditing requirements, validation, rational behind working practices, and business rules.

We have also extended our reach into more rural communities. Most notably, at Roxby Downs we have provided audience specific training programs focussing on industry related training. Beyond the mining industry itself, we have delivered the more individual based skills training packages to support the vast network of families and business resident in Roxby Downs which support the mining sector.
Couple this training with the right kits and equipment and you have an increasingly resilient South Australia. We have nurtured our regional relationships and were delighted to announce a distributor and stockist contract with ODT Australis. Roxby Downs is now the beneficiary of a St John first aid kit restocking van staffed by trained ODT Australis personnel. This is a wonderful example of how we are working together with local businesses and organisations to meet the needs of the community.

St John continues to be a household name through our products, and this past year has seen big steps in innovation to fill need in the marketplace. A big win was the development of the Burns Kit – the only kit within Australia to carry a Burns Module polythene sheet which is now a mandatory requirement for some workplaces. Burns are a major cause of home and workplace injury and if not immediately and correctly treated can have long term repercussions on health. Pet Kits also proved an extremely popular development, with many households wanting to be prepared to respond to injury to these important family members.

As a charitable humanitarian organisation we were delighted during the year to also provide two free first aid training courses to HeartKids South Australia for the parents of children with a heart condition, and two to Save the Children for young mothers (under 15) and teenagers at risk. We look forward to providing assistance to these organisations again in the coming year.

Special mention must be made to the enormous effort that goes into the continual training and re-accreditation of St John’s committed volunteer workforce whose care for the public at events extends across the state. Additionally, Training Services present and assess nationally accredited leadership and management qualifications to prepare volunteers for leadership roles for both within St John and within the wider community.

The future

We will continue to strive towards more integrated services, where training, products, and social projects go hand-in-hand, and extend our reach within the state’s more rural locations. Mobile training centres may become a reality, as will the utilisation of more externally-based training locations. We will explore new courses in the areas of mining rescue, Emergency Services and Paramedics in order to retain relevance as a contemporary training organisation.

We will add new members to our family through the Community Support Partner initiative with a view to facilitating workplace social responsibility contribution through our humanitarian services – a cause close to our hearts.

We can see how St John training really does underpin St John’s contribution to individual and community resilience, and I look forward to an exciting year ahead.

Garry Coombes AM KStJ
Chair of Training
## 2011/12 Business plan achievements

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| Improved financial positioning & customer experience from Commercial Education & Products | Increase 2011 CEAP sales by 17% on 2010 figures (retail & training)   | ‣ Target: 17% increase on 2011 figures  
‣ Actual: 7% increase in trying conditions  
‣ Training $307,476 under budget  
‣ Product $294,688 under budget  
‣ Highest sales figures achieved for First Aid Training                                                                                                                                                                                   |
| Improved overall financial performance for St John                              | Monitor & manage operating expenditure in line with planned budget    | ‣ Average class size 14.5, compared to target of 15  
‣ Trainer numbers continue to be rationalised, particularly in regional areas                                                                                                                                                                                                                                               |
| St John’s role as a service provider of health, training & community care in South Australia is defined | 1. Increase the size & number of grants to fund additional projects  
2. Increase cost recovery received from major events in line with cost recovery model  
3. Examination of diversification opportunities  
4. Increase in donations over 2010 rate | ‣ Regional Development Strategy underway – grant funded  
‣ Cost Recovery project commenced  
‣ Donations on par with last year  
‣ Kits in Cars project - donations and grant funded  
‣ Patient Transport Feasibility Assessment completed                                                                                                                                                                                                                                           |
|                                                                                | 1. Expand service delivery & programs to meet growing & changing needs  
2. Expand capability in effective/material management & logistics        | ‣ Application to HACC to expand Community Care Program completed (not successful)  
‣ New Circle of Friends program  
‣ New Project Survival program  
‣ Audit of assets completed  
‣ Operations Branch Business Plans in place                                                                                                                                                                                                                                 |
**2011/12 Business plan achievements**

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| Maximised brand awareness through collaborative promotion of service range & capabilities | 1. St John recognised as leading provider in first aid & community services                           | - Brand research completed  
- Increased media coverage over 2010/11  
- Active in the market (out and about Sales Force/Executive Management)  
- Partnership with McClusky & Co established  
- CSP launched  
- Strategic alliances with SACOME and DTC secured |
| Well managed & led organisation in which members thrive, performance & effectiveness improve, & informed risk taking moves services towards a transformed future & meets statutory requirements | 1. Strategy developed to define & enhance leadership capability at all levels by March 2012  
2. Improve member consultation & involvement  
3. Provide an environment supporting appropriate people management practice | - Leadership competency exercise completed  
- Development of leadership training commenced  
- Staff Representative Group established  
- Policy review ongoing  
- Member survey distributed |
| Ensure St John has appropriate measures to limit injury, damage or loss to people, physical property, intellectual property, environmental impact, information, reputation & brand | 1. Develop & implement strategies supporting legal requirements relating to health, safety & welfare by December 2011  
2. Review & implement enhanced strategies minimising organisational risk by June 2012 | - WHS implementation delayed  
- OH&S Committee formed  
- OH&S group to be established within Operations  
- Risk review underway |
| A financial service delivery model that meets the organisation’s needs & responds to technological & service environments | New financial services model implemented by 30 June 2012                                                                                                    | - Dashboard & reporting protocols being developed  
- CFO network established  
- Financial model being developed with focus on automation  
- Online expenses, credit cards and timesheets implemented |
### 2011/12 Business plan achievements

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| Improve critical aspects of the St John property portfolio in relation to economic & physical suitability | Review & develop property management strategy by June 2012 | ▶ Committee active (framework established)  
▶ Recently appointed Project Manager Property  
▶ Redundant properties sold  
▶ Master Plan development underway |
| Improved utilisation of St John assets | Improved utilisation of assets in line with agreed standards | ▶ Asset & Logistics Manager appointed  
▶ Asset audit completed  
▶ Standards being developed  
▶ Measurement of utilisation commenced |
| Organisational technology that improves the way services are provided & accessed by members | Develop IT Strategy plan to improve service delivery | ▶ IT Strategy developed  
▶ Streamline Booking and Certificate processing for Training website redevelopment  
▶ New website development commenced  
▶ New equipment rollout to staff completed |
Committee active (framework established)
Recently appointed Project Manager Property
Redundant properties sold
Master Plan development underway
Asset & Logistics Manager appointed
Asset audit completed
Standards being developed
Measurement of utilisation commenced
IT Strategy developed
Streamline Booking and Certificate processing for Training website redevelopment
New website development commenced
New equipment rollout to staff completed
St John Ambulance Australia SA Inc
Incorporated under the Associations Incorporation Act 1985
ABN 42 947 425 570

85 Edmund Avenue Unley South Australia 5061
T: (08) 8306 6999
F: (08) 8306 6995
W: www.stjohnsa.com.au