Angela Wright
IDA Meetings

The opportunity to create change and improve processes is one of the best parts of the job for Angela Wright.

Read more about Angela’s story on page 30

Sean Chinnery
Performance and Planning

To say that the Performance and Planning Department experienced growth in 2012/13 would be somewhat of an understatement.

Read more about Sean’s story on page 17

Nic Chadbourne
Meekatharra Project

Being sent along to help film a hip hop video was an unusual introduction to his new role as Community Paramedic Midwest.

Read more about Nic’s story on page 24

Chris Gleisinger
Ambulance Surge Capacity Unit

The opportunity to address a worsening problem for patients was a strong lure to work in the Ambulance Surge Capacity Unit (ASCU).

Read more about Chris’ story on page 14

Kym Parry
The Fabric

Malta may well have been one of the last places Supply and Distribution Manager Kym Parry expected to be visiting in 2013.

Read more about Kym’s story on page 35

Ben Vale
Community Hero Award Winner

An everyday trip to the gym turned into a life changing moment for one young man in 2012.

Read more about Ben’s story on page 43
Our Corporate Plan:

Our purpose for being in Western Australia is for the unique contribution that we make in serving humanity and developing resilient communities in this State.

We achieve our purpose when we:

1. Make first aid a part of everyone’s life.

2. Deliver high quality, cost effective ambulance services to the people of Western Australia.

What We Do

St John Ambulance Western Australia (St John) is the preeminent provider of pre-hospital care in Western Australia.

We are a charitable, non-profit, humanitarian organisation teaching first aid to the community, delivering the State’s ambulance service while also shaping and leading the sector nationally. The organisation delivers its range of services across Ambulance, First Aid Services and Training, Event Health Services, Industrial Health Services, the Community First Responder System, the College of Pre-Hospital Care and the First Aid Focus program. We have a strong humanitarian focus, supported by a range of fundraising and charitable initiatives.

St John employs more than 1,500 paid staff including paramedics, communications officers, patient transport officers, administration staff and first aid trainers.

Our activities are also delivered with the support of more than 4,500 volunteers who donate more than three million hours to the community every year under the St John banner. From running the ambulance service to teaching first aid in hundreds of locations around regional Western Australia – each and every one of our volunteers gives an invaluable service to the community.

It is our amazing, dedicated and committed group of people that make what we do so successful.
For more than 120 years, community minded, committed Western Australians have been serving our community through the provision of first aid training and services – and for more than 90 years providing the State’s ambulance service. The organisation has grown from very humble beginnings in 1892, where a relatively small number of people were trained in first aid, to the large and complex organisation it is today. At St John Ambulance Western Australia, we take great pride in the way we focus on our real purpose, that is, serving humanity through the relief of illness and suffering. Our specific goals of making first aid a part of every Western Australian’s life and providing a world class ambulance service for the community of our great State ensures we are applying the resources and expertise of the organisation in a way that delivers the greatest possible positive impact to our community.

The new youth initiative launched will see us providing the opportunity for more comprehensive first aid training, as well as the opportunity to put those first aid skills into practice for thousands of young people over the next few years. Providing ambulance services across Western Australia’s 2.5 million square kilometres – which constitute the largest area in the world covered by a single ambulance service – presents challenges. Notwithstanding these challenges, the commitment and dedication of our 6,000 staff and volunteers has ensured St John was able to deliver world-class ambulance services involving more than 250,000 cases during the year. There are many ways and many areas in which we continue to innovate and develop our ambulance services. Some of these include the development of alternate health care pathways, innovation in our clinical practices for cardiac patients, greater integration with our health partners and continuing developments with our electronic patient care record system.

As you read through our annual report you can see the many other areas of operation that support our core first aid and ambulance functions, including Industrial Health Services, Event Health Services and the Community First Responder program. In addition, there are the successful business activities that provide vital revenue streams to support our core activities and of course there are all of the support functions necessary for a complex organisation like St John Western Australia to function.

As our organisation has grown and increased in complexity we have been very fortunate to have a rich history and strong heritage to help keep us firmly focused on our humanitarian ideals. Whether it be the Friends of St John, the Museum volunteers or members of the Fellowship, so many people who have provided the strong foundation on which the organisation grows and the way we deliver services evolves. To all of our staff and volunteers, thank you for another outstanding effort in 2012/13 where your combined efforts have ensured we have continued serving the Western Australian community through the relief of illness and suffering for thousands of people.
The 6,000 staff and volunteers who ‘are’ St John Ambulance Western Australia have made some outstanding achievements in 2012/13.

Those achievements see us fulfilling the purpose of our organisation’s operations, namely the march towards making first aid a part of every Western Australian’s life and delivering a world class ambulance service for the Western Australian community. The year has seen these achievements in conjunction with the right balance between delivering against our commercial or business objectives – while at the same time significantly contributing to our charitable and community service aspirations.

All of the activities of St John Ambulance Western Australia contribute to making first aid a part of every Western Australian’s life and providing a world class ambulance service across the State. While in some ways many think of these as two separate goals, they are in fact both intrinsically linked. It is only possible to have a world class ambulance service delivering the best possible patient outcomes if there is a high level of first aid capability in the community. To make the greatest contribution to relieving illness and suffering in the pre-hospital environment, St John needs to harness the community through volunteerism. During the year our volunteer numbers grew by six per cent. A significant component of the growth was in Event Health Services. Again, a significant factor in the success of continuing to grow our volunteer numbers has been the innovation of our team and their preparedness to modify the way we operate while maintaining an absolute focus on fulfilling the organisation’s purpose.

A challenging issue during the year was the decision to introduce a new youth initiative that would see us transition away from the traditional St John cadet program. The aim of this initiative is to see thousands of young people across the whole State given the opportunity to learn first aid to the standard taught in our traditional cadet program. In addition, the aim is to give as many of those students as possible the opportunity to practice those first aid skills through first aid ‘units’ in schools and other youth organisations. A key aspect of the new program is to provide a ‘traineeship/cadetship’ for 16 to 18-year-olds to be able to practice first aid through participation with either EHS divisions or country sub centres. This component specifically targets the provision of pathways for young people to transition to a health care career or continued involvement as an ambulance or first aid volunteer.

To continue to grow and meet the demands on our services, St John must deliver a sound financial performance. This was the case with the Organisation achieving the surplus required to ensure the full funding of our $42.1 million capital works program was completed during the year. Our cash and investments are sound, giving us great confidence in our ability to continue to make the investments necessary to meet the demands of this rapidly growing State.

The achievements in this annual report are a credit to our 6,000 staff and volunteers whose dedication, commitment and willingness to work together have ensured St John Ambulance Western Australia truly serves humanity through the relief of illness and suffering in the most effective way possible.

### Chief Executive Officer’s Report

### St John Ambulance Western Australia | Annual Report 2013

### Chief Executive Officer

### Statewide Resources for 2012/13

<table>
<thead>
<tr>
<th>Category</th>
<th>Metropolitan</th>
<th>Country Career Sub Centres</th>
<th>Country Volunteer Sub Centres</th>
<th>Sub Total</th>
<th>Total</th>
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<tr>
<td>Event Health Services</td>
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<td>17</td>
<td>596</td>
<td>1,335</td>
<td>5,163</td>
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<tr>
<td>Sub T otal</td>
<td>466</td>
<td>121</td>
<td>1,286</td>
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<tr>
<td>Ambulance Service</td>
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<td>1,118</td>
<td>21</td>
<td>194,445</td>
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<tr>
<td>Other vehicles</td>
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<td>596</td>
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<tr>
<td>Paid staff (FTE)</td>
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<td>596</td>
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<td>Volunteers</td>
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<tr>
<td>Patients/Customers</td>
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<td>190,226</td>
<td>190,226</td>
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<td></td>
</tr>
<tr>
<td>Number of people trained in first aid</td>
<td>98</td>
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</tr>
</tbody>
</table>

### Chief Executive Officer

Tony Ahern

### St John Ambulance Western Australia | Annual Report 2013
St John Ambulance Western Australia’s Metropolitan Ambulance Service enjoyed a number of successes in 2012/13, with significantly improved response times, new initiatives, and strong inter-departmental support delivering an impressive year.

Response times for Priority One, Two and Three incidents were better than the target times for the entire year, building on the previous year’s trend. On average, 92.3 per cent of all Priority One incidents in the metropolitan area were responded to within the 15 minute target, compared to 88.9 per cent in 2011/12.

For Priority Two incidents, 92.1 per cent of those in metropolitan Perth were responded to within the 25 minute target, compared to 89.2 per cent in 2011/12.

Priority Three callouts were no different, with 95.9 per cent of metropolitan cases responded to within the 60 minute target, improving on the previous year’s average of 93.3 per cent.

The improvements across the board were recorded throughout a year when the Metropolitan Ambulance Service responded to 194,445 ambulance cases – a 5.2 per cent increase from the previous year.

The metropolitan area is serviced by 36 24-hour ambulance crews, 26 day ambulance crews, 27 weekday transport crews and 11 weekend transport crews.

Staff are strategically placed in 29 depot locations within the metropolitan area from Two Rocks in the north to Mandurah in the south and Mundaring in the east.

The number of area managers and clinical support paramedics grew this year in order to assist St John’s internal and external stakeholders achieve the best possible outcomes for our patients.

The department now has a complement of 24 area managers and 19 clinical support paramedics, with overall staff numbers growing in 2012/13 by an additional 25.

<table>
<thead>
<tr>
<th>Metropolitan Ambulance Cases</th>
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<tbody>
<tr>
<td>2011/2012</td>
</tr>
<tr>
<td>184,869</td>
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<tr>
<td>2012/2013</td>
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<td>194,445</td>
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<table>
<thead>
<tr>
<th>Complaints per 10,000 cases</th>
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</thead>
<tbody>
<tr>
<td>2011/2012</td>
</tr>
<tr>
<td>5.30</td>
</tr>
<tr>
<td>2012/2013</td>
</tr>
<tr>
<td>6.27</td>
</tr>
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</table>
RESPONSE TIMES

Our response time targets =

**Priority 1**
- Emergency
- Within 15 minutes

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<tr>
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<tbody>
<tr>
<td>Priority 1</td>
<td>86.4%</td>
<td>88.9%</td>
<td>92.3%</td>
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</table>

**Priority 2**
- Urgent
- Within 25 minutes

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<tbody>
<tr>
<td>Priority 2</td>
<td>82.4%</td>
<td>89.2%</td>
<td>92.1%</td>
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</table>

**Priority 3**
- Non-Urgent
- Within 60 minutes

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Priority 3</td>
<td>74.3%</td>
<td>83.3%</td>
<td>95.9%</td>
</tr>
</tbody>
</table>
Chris Gleisinger – Ambulance Surge Capacity Unit

The opportunity to address a worsening problem for patients was a strong lure to work in the Ambulance Surge Capacity Unit (ASCU) for Chris Gleisinger, a paramedic with 22 years of experience.

“One of the things I hate most is being ramped so when the opportunity to give the crews and patients an alternative clinical pathway came up I thought this job would be a good challenge,” said Chris, who was the initial ASCU coordinator.

“While it took us about a month to get a good working system in place it was very exciting to be involved with ASCU from day one, especially as this was all uncharted territory for us.”

The ASCU was launched in May 2013 as a partnership between St John, the Department of Health and Hollywood Private Hospital, designed to alleviate pressure on hospital emergency departments and return ambulances to the road.

A ward inside Hollywood Private Hospital was set up to cater for 15 low acuity patients to be assessed and cared for in a safe environment by a paramedic, doctor and registered nurse – and considered for an alternate pathway or transported to a tertiary hospital ED when appropriate.

The unit saw 221 patients between 7 May and 30 June, 2013, with about 30 per cent of these patients being diverted to alternate care and not having to be transported to a tertiary emergency department.

“A lot of the patients are elderly with pre-existing conditions and they have been ramped before and it has been good to hear them speak in positive terms about their experience in ASCU,” Chris said.

Chris said the overwhelming positive feedback from patients about ASCU was further proof that the trial had been a success.

“Another four community paramedics and five ambulance paramedics were employed in country WA in 2012/13, and functional leadership was put in place for finance and volunteer training. An additional four community paramedics and five ambulance paramedics were employed in country WA in 2012/13, and functional leadership was put in place for finance and volunteer training in all six regions.

Country Ambulance Service

The Country Ambulance Service entered its third year of the regionalisation program in 2012/13, with the focus on building a decentralised structure around finance and volunteer training.

These changes took place against the backdrop of a 5.9 per cent increase in country ambulance activity, with the total number of cases across career and volunteer sub centres rising to 57,272.

Regional first aid training numbers also increased by 13 per cent, bringing to 25,272 the number of students trained at both volunteer and career sub centres.

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Key achievements included:

- The start of a pilot program in the Mid-West Region aimed at delivering improvements in first aid training and kit servicing. The program involves pooling paid trainers, increasing regional office support and centralising bookings.

- Further progress in the Composite Crew Project at career sub centres, which aims to ensure maximum use of available resources and increased opportunity for volunteer skills development in the community. The initial success at the Geraldton Sub Centre resulted in the doubling of volunteer numbers and additional rostered crews becoming available.

- An increase in volunteer numbers and a decrease in hoax calls for the Meekatharra Sub Centre following a successful community engagement program. The program involved a St John-organised hip-hop workshop for local children in which a music video about appropriate use of the ambulance service was created.

Emergency Rescue Helicopter

St John’s critical care paramedics treated 297 patients and expedited their transportation to definitive medical care via the RAC Emergency Rescue Helicopter Service.

The number of helicopter missions increased 36 per cent to 473 from the previous financial year:

During 2012/13, 76 per cent of helicopter callouts were for primary (emergency) response, 15 per cent for transfer of patients from a medical facility and nine per cent for search and rescue missions.

The helicopter was airborne within 15 minutes of activation for 79 per cent of these missions throughout the year.

We thoroughly appreciate the support and working relationships we have with the Department of Fire and Emergency Services, RAC, the Royal Flying Doctor Service and CHC Helicopters in the use of this valuable resource for the community of Western Australia.

St John Ambulance Western Australia | Annual Report 2013

It was very exciting to be involved with ASCU from day one.
One thing that was really evident when I came onboard was how good the culture of the team was.

To say that the Performance and Planning Department experienced growth in 2012/13 would be somewhat of an understatement.

The team is hardly recognisable from the three staff members Sean Chinnery inherited when he started as the department’s general manager in October 2012.

The analysts in the department have grown from two to four, while the project management area now has four staff members.

A number of staff members from international consultancy group Lightfoot have also been working alongside Sean’s team during the initial stages of the New Horizons program.

“In a nutshell our remit is to ensure that St John does what it does best. We’re really ramping up our capacity at the moment to ensure St John delivers the best outcomes for patients.”

The Performance and Planning team has been involved in a number of key initiatives during 2012/13, including the Workload Summary Reports and extensive data analysis on the Ambulance Surge Capacity Unit trial.

The Metro Operations Dashboard was also put together by Performance and Planning, giving area managers a real time overview of response time performance, crew availability and emergency department capacity.

“The dashboard went live on 24 June – the heaviest day of ramping in our existence – so the area managers had that tool to be able to look at crew activity, who was on shift extensions, how many crews were ramped and at what hospitals,” Sean said.

“One thing that was really evident when I came onboard was how good the culture of the team was – they’re a really happy group,” he said.

“My big challenge for the coming year is ensuring that we can continue to provide the tools that our organisation needs to make good decisions.”
The State Operations Centre (SOC) received more than half a million calls in 2012/13. Operating 24 hours a day, seven days a week, it received all emergency triple zero calls requiring ambulance attendance throughout 2012/13. The SOC was also responsible for directing responses to all ambulance incidents throughout WA. In total, the SOC received 507,200 calls, compared to 446,000 in 2011/12. Of these calls, 172,000 were emergency triple zero calls.

Key achievements included:
- Significant updates to the computer-aided dispatch and mapping systems were put in place. The implementation of the auto-arrival function and mapping tool for dynamic deployment had a very positive impact on the SOC’s performance.
- Robust performance auditing of compliance with call-taking system ProQA continued, with further improvements in staff performance. Performance has been excellent overall, with more than 300 cases per month audited – resulting in 99.22 per cent compliance.
- The introduction of the transport dispatch and planning desk. In order to provide best practice utilisation of the patient transfer fleet while maintaining a customer service focus, a patient transfer desk was established in the SOC during April 2013.
- Indigenous awareness training. All SOC staff attended indigenous awareness training to promote better engagement with the indigenous population during the structured call taking process.

The Event Health Services (EHS) team went from strength to strength in 2012/13, reaching more than 1,000 adult members and moving volunteer training in line with Country Ambulance Service. Over the course of the year 487 new adult members joined, bringing the total to 1,011 – up 33 per cent on 2011/12 numbers. These volunteers contributed 50,976 duty hours during 2012/13, up 22 per cent from the previous year’s total of 41,740. A total of 5,163 patients were treated at 1,691 different events across WA.

2012/13 also marked the start of the transition of the cadet programs to a youth engagement program based in schools. The program, scheduled to begin in 2014, will see St John develop first aid training modules to be taught in schools with a view to making first aid a part of every child’s life in WA.
Clinical Governance

The Clinical Governance Department introduced a number of new initiatives over the course of 2012/13 that resulted in significantly improved outcomes for patients.

The department put in place a number of alternate care pathways in the metropolitan area to divert appropriate patients away from emergency departments.

In April, St John worked with both the Salvation Army and Silver Chain to put in place initiatives aimed at providing more effective care to certain cohorts of patients.

Under the Silver Chain pathway, patients presenting with minor symptoms and who fit certain criteria can be referred to the Silver Chain’s Priority Response Assessment service. A Silver Chain nurse would visit patients in their own homes within four hours, avoiding attendance at an emergency department.

By the end of 2012/13, 153 patients had been referred to Silver Chain and 48 to Bridge House.

In 2012/13, the Clinical Governance Department also pioneered the Ambulance Surge Capacity Unit, a trial strategy in which low acuity patients were taken to a Hollywood Private Hospital ward during times of high ramping at emergency departments. The strategy provided much needed surge capacity, allowing ambulance crews back on the road during times of high demand. It also created new opportunities for alternate care pathways away from emergency departments, with up to one third of all ASCU patients either being sent home or admitted to the private health system.

By the end of the year, 221 patients had been admitted to ASCU.

Over the course of the year, the Clinical Governance team carried out:
- 41 clinical event investigations, with one sentinel adverse event recommendation implemented
- 30 clinical practice guideline updates
- 21 forums and seminars
- 2,065 clinical audits

Key achievements for 2012/13 included:
- The appointment of the first full time operations manager in November 2012, providing increased efficiency in handling complaints and clinical incidents;
- The successful introduction of Ondansetron wafers across metropolitan and regional areas for the treatment of nausea and vomiting;
- The rollout of the HeartStart MRx 12-lead ECG defibrillators in ambulances across the State, allowing for direct entry to cardiac catheterisation labs where suitable in the metropolitan area;
- The introduction of the Baby Pod II in the South West region, thanks to a Telethon grant, for improved neonatal transport; and
- The introduction of new ambulance equipment bags across WA.

Increased efficiency in handling complaints and clinical incidents.

Patient Transfers

In early 2013, a decision was made to separate secondary patient transfers from the Metropolitan Ambulance Service to create a stronger customer focused and commercially oriented business unit.

The Patient Transfers Department was created as a result of the need to both manage the transport fleet and improve the way St John interacted with its customers.

Dedicated resources were applied to develop stronger relationships with customers and transport crews, while bookings were separated within the SOC and are now taken via a dedicated transport desk.

Over the course of the next year, the department will continue to work closely with its customers to increase service levels and productivity, while delivering high quality and cost effective transfer services across the State.
St John Ambulance Western Australia trained the people of the State in record numbers during 2012/13, with more than 190,000 students learning vital first aid over the course of the year.

St John is the first organisation in Australia to train 190,000 people in first aid in a year, and the numbers are a strong demonstration of the organisation’s long-term aim to make first aid a part of everyone’s life.

Throughout 2012/13, FAST focused on improving its activities and sales through a number of different strategies – including targeted marketing campaigns, business development activities, changes in internal processes, developing a sales oriented contact centre and developing alternative channels to market.

In total, 180,226 students were trained in first aid – a 12.3 per cent increase on last year’s figure of 169,314.

Regional training numbers showed a 13 per cent increase over the course of the year, bringing to 25,272 the number of students trained at both volunteer and career sub centres.

Metropolitan training numbers saw an 18 per cent increase, with 154,754 students trained.

Through our charitable First Aid Focus program, 81,549 school students across the State received first aid training at no cost to themselves or their schools. This is the equivalent of a $4 million contribution to the community throughout 2012/13. The number of students trained was a significant 26 per cent increase compared to 2011/12. Since 2006, First Aid Focus has trained a total of 316,336 WA school students.

The corporate first aid campaign ‘Work 2 4 1’ was launched in 2012/13, building on the previous year’s ‘Get Compliant’ campaign. The campaign was put in place to create awareness of corporate first aid obligations and resulted in 7,434 first aid enrolments with St John.

The External Trainers Program, in which independent trainers provide accredited St John first aid courses, saw 10,200 students trained during 12/13. This program continues to ensure greater coverage of first aid training across the State.

### Total Student Numbers

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<thead>
<tr>
<th>Year</th>
<th>Total Students</th>
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<tbody>
<tr>
<td>2011/2012</td>
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<tr>
<td>2012/2013</td>
<td>190,226</td>
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### Total Metro Students

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<th>Year</th>
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<tbody>
<tr>
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<tr>
<td>2012/2013</td>
<td>154,754</td>
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### Total Regional Students

<table>
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<tr>
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<td>22,312</td>
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<tr>
<td>2012/2013</td>
<td>25,272</td>
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### Total First Aid Focus Students

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Students</th>
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</thead>
<tbody>
<tr>
<td>2011/2012</td>
<td>64,666</td>
</tr>
<tr>
<td>2012/2013</td>
<td>81,549</td>
</tr>
</tbody>
</table>
The Community First Responder System (CFRS) achieved significant expansion in 2012/13, with a 79 per cent increase in registered locations. By the end of the year, there were 456 registered CFRS locations around WA, providing a vital link between local communities and St John. In 2011/12, that number was almost half at 254.

By registering as a first responder location, communities and workplaces are directly linked to St John’s SOC. In the event of a sudden cardiac arrest, the SOC activates the first responders near the location, who provide vital first aid with the use of an automated external defibrillator in the minutes before the ambulance crew arrives.

Key achievements included:
- Securing a Lotterywest sponsorship to provide 100 automated external defibrillators for 100 non-profit clubs around the State;
- Securing sponsorship from Woodside for 15 defibrillators to be placed around the Northwest of WA;
- Securing sponsorship from CBH to place five defibrillators in the Wheatbelt region;
- Filming of the First Responder Awareness presentation, to be made available for clients; and
- A number of successful CFRS defibrillations.

Nic Chadbourne - Meekatharra Project

Being sent along to help film a hip-hop video was an unusual introduction to his new role as Community Paramedic Midwest for Nic Chadbourne.

“It was actually my first week in this position and I was given instructions by my regional manager to go to Meekatharra and make a hip-hop video with the community about when it is appropriate to call an ambulance,” he said.

“I had no idea what to expect and was just hoping that we would get a couple of the local kids to participate and we could come up with some kind of end product.”

St John Ambulance utilised a Perth hip-hop musician and a film crew to work with more than 50 school aged children in Meekatharra over the course of a week to create a song and video that could be used as a teaching aid to address the issue of nuisance triple zero calls.

Aside from the nuisance factor, there was a high burn-out rate among volunteer ambulance officers at the sub centre due to the level of inappropriate ambulance call outs.

“Once the word got out we had loads of different kids coming along each day and engaging in a number of different ways,” Nic said. The project resulted in a reduction in nuisance calls and an increase in the number of ambulance volunteers in Meekatharra. Additionally, the workshop also prompted an interest in first aid among the community, inspiring the sub centre to organise a first aid course for local Aboriginal adults.

By the end of 2012/13, the Help! video had attracted more than 5,000 hits on YouTube and had garnered interest from ambulance services worldwide. “It gave me a great sense of pride and happiness to be involved with the community and we were all overjoyed with the end product,” Nic said.

You can view the video at www.youtube.com/stjohnwa
St John Ambulance Western Australia is a charitable, non-profit organisation, whose vision and purpose is ‘for the service of humanity’. For many years, St John in WA has prided itself on its humanitarian work, which has its foundations centuries ago in the early work of the Order of St John. St John fulfils its humanitarian objectives via a number of different charitable contributions.

In most states and territories through Australia, St John Ambulance has a local Ophthalmic Branch, the purpose of which is to raise funds for the St John of Jerusalem Eye Hospital. An annual donation to St John from the Perth Eye Surgery Foundation, together with specific fundraising activities, combines to fund two nursing positions at the Eye Hospital in Jerusalem. No funds from ambulance, first aid training or other St John activities are used to fund the Ophthalmic Branch.

St John has more than 4,500 volunteers across the State, who contribute 3,350,000 volunteer hours every year. These volunteers provide essential ambulance services in regional areas, first aid at events across the State and train other community members in vital first aid. Overall, St John volunteers contribute about $200 million worth of work through our volunteer network. This contribution only serves to strengthen our vision ‘for the service of humanity’.

St John has sent a number of staff and volunteers on humanitarian missions to developing countries in recent years. In 2012/13, Cunderdin volunteer Patricia Canning travelled to Same in East Timor as part of a trip organised by Dr Ross Littlewood and the Royal Australasian College of Surgeons. The team of health professionals looked after 43 patients over the course of a week in September 2012, the majority of which were cataract surgical procedures.

318,927
Students Trained

First Aid Focus
The First Aid Focus program is a charitable initiative in which St John provides first aid training, free of cost, to school students across WA. In 2012/13, the number of students trained rose by 26 per cent to 81,549 – compared with 64,666 students from the previous year. This equates to a charitable contribution to the community worth more than $4 million. Since 2006, our First Aid Focus program has trained a total of 318,927 WA school students. The program is an important aspect of our aim to make first aid a part of every Western Australian’s life.

Humanitarian Missions
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Ophthalmic Branch
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Volunteer

3.35 million
Volunteer hours

For the service of humanity.
‘Conservative in finance’ is one of the eight values that guide our organisation, and diligent application of this allowed St John to post an overall financial surplus of $16 million for 2012/13.

Highlights of the current financial result include:

- Increased Department of Health (DoH) funding for additional frontline staff;
- Increased ambulance revenue on the back of growing ambulance activity;
- Robust financial contributions from our first aid training and health services activities despite tougher trading conditions; and
- Continued support from Lotterywest and Regional Development Funding.

While revenue has increased, our continued focus on cost control ensures that the ambulance service in WA remains the most cost effective in Australia. The surplus allows our organisation to invest in an ambitious capital works plan that ensures that our staff and volunteers have the tools and equipment they require to deliver our vital services to the community.

During the past year, St John invested $42.1 million in its capital works program, split into the following categories:

- Property: $17.3 million
- Fleet: $10.5 million
- Plant and Equipment: $9.0 million
- Assets under Construction: $5.3 million

Income and Expenditure

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$0 $50 $100 $150 $200 $250

$0


Income Expenditure
The opportunity to create change and improve processes is one of the best parts of the job for Angela Wright.

It is fortunate then, that her involvement with New Horizons and her position of manager, metropolitan operations allows her to do just that.

Having been with St John Ambulance Western Australia for almost 10 years, Angela took up her most recent position at the start of 2013, at a time when the New Horizons program was in full swing.

One of the key achievements for New Horizons during 2012/13 was the launch of IDA (Information, Decisions, Actions) meetings in the Metropolitan Ambulance Service.

IDA meetings are held at a number of different levels – from Executive level to area managers – and are a continuous improvement process in which decisions are made and actions are taken based on data and evidence.

“The aim is to cover every aspect of that topic and see where we can improve and how we can make that particular idea achievable,” Angela said.

Under the IDA process, an idea can make it through various levels and then be implemented across the organisation if suitable.

“The aim is that everyone is working on improving the company and coming up with ideas that hopefully can work,” she said.

“I think personally that our crews will feel they have much more of a say via the Interact portal because they will have a bit more ownership over the whole process.”

One of the focus areas implemented via the IDA process in 2012/13 included chest pain protocols and the use of aspirin on the road.

“I think that it’s helping us improve our processes and pay attention to what needs to be looked at,” Angela said.

Angela Wright – IDA Meetings

Metropolitan Income Sources ($’000)

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount ($’000)</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Ambulance Services</td>
<td>86,141</td>
<td>48.0%</td>
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<tr>
<td>Department of Health</td>
<td>64,479</td>
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<tr>
<td>First Aid Training</td>
<td>9,587</td>
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</tr>
<tr>
<td>Industrial Paramedical Services</td>
<td>14,842</td>
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<tr>
<td>Other</td>
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<tr>
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<td>181,493</td>
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Country Income Sources ($’000)

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<tr>
<th>Source</th>
<th>Amount ($’000)</th>
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<tr>
<td>Ambulance Services</td>
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<td>Department of Health</td>
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Metropolitan Operating Expenditure ($’000)

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<th>Category</th>
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<td>Bad Debts</td>
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<tr>
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<td>173,478</td>
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Country Operating Expenditure ($’000)

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<th>Category</th>
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Key Financial Indicators ($’000)

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<tr>
<td>Income Metropolitan</td>
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<tr>
<td>Income Country</td>
<td>45,153</td>
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<tr>
<td>Total</td>
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<tr>
<td>Expenditure Metropolitan</td>
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<tr>
<td>Expenditure Country</td>
<td>37,162</td>
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<tr>
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<tr>
<td>Lotterywest Ambulances</td>
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<td>Lotterywest Buildings</td>
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<td>Lotterywest Equipment</td>
<td>374,050</td>
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<td>Total</td>
<td>1,421,970</td>
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New Horizons

During the year, St John Ambulance Western Australia embarked on an ambitious plan to deliver a new organisation-wide program designed to improve internal processes and work towards a collective vision for the future.

The New Horizons program involved putting in place a new system and continuous improvement structure to allow a greater use of data in decision making and for staff and volunteers to play a more active role in shaping St John for the future.

Consultancy group Lightfoot was contracted to help deliver the program alongside the Performance and Planning Department.

Key achievements for the New Horizons program included:

- Conducting Shaping Workshops across regional and metropolitan WA to gather feedback from staff and volunteers;
- Developing strategic themes based on feedback from Shaping Workshops;
- The development of Interact, an online suggestion tool for staff and volunteers;
- The rolling out of IDA (Information, Decisions and Actions) meetings and supporting tools across the Metropolitan Ambulance Service; and
- The formation of the People Engagement Team, to lead and improve the complete spectrum of engagement with staff and volunteers.

The initial improvements put in place by New Horizons will continue to be developed and incorporated over the coming years to help shape the future of St John.
Fleet and Radio Communications

The Fleet and Radio Communications team worked with a number of departments to develop some exciting new vehicle platforms to benefit both patients and the wider community. These include new emergency support vehicles capable of handling 100 people at the scene of a major incident, community paramedic vehicles for different rural settings and the upgrade of the country 4WD platform.

The Fleet team replaced eight ambulances and one patient transfer vehicle over the course of the year while adding a range of new vehicles to the metropolitan fleet. Country sub centres commissioned 20 new ambulances, while 30 second-hand ambulances were relocated to regional areas.

During 2012/13, work began on a fleet management system that enabled data to be collected and used to improve fleet utilisation while centralising all records electronically. A vehicle and asset management system was also trialled to allow tracking of medical equipment, improvement of service scheduling, and a range of additional benefits.

The Fleet and Radio Communications team also played a key role in the rollout of the HeartStart MRx 12-lead ECG defibrillators in ambulances, as well as the donation of ambulances and equipment to various parts of the world as part of St John’s charitable contributions.

Malta may well have been one of the last places Supply and Distribution Manager Kym Parry expected to be visiting in 2013. But that was exactly where she found herself in May, along with a small team of colleagues who travelled to the island nation and also the United Kingdom as part of The Fabric.

Launched in early 2013, the scholarship program was put in place in a bid to give all staff and volunteers an equal chance to attend professional development opportunities in Australia and overseas. The name for the program originated from the idea that such opportunities would enrich the “fabric” of St John, by allowing staff and volunteers to learn more about our organisation in the context of its history, its current direction and its place as a global leader in pre-hospital care.

Kym said the first leg of the trip was a unique experience, travelling to the country where the Knights of the Order of St John were based from 1530 AD onwards. “Malta being the true historical home of St John, we got a chance to see some of the real history of the organisation,” she said.

After three days, the group then flew to London to attend the Association of Ambulance Chief Executives-organised Ambulance Leadership Forum, as well as the International Roundtable on Community Paramedicine.

“Malta being the true historical home of St John, we got a chance to see some of the real history of the organisation,” she said. “It was a good chance to put into perspective the fact that St John Ambulance here in WA actually is quite a leader in the world of ambulance services,” she said.

Kym said one of the best aspects of her trip was the opportunity to spend time with some on-road staff and the resultant exchange of information that took place. “For me, that’s built a little bit more of a stronger network internally and given me an improved understanding of my department’s role as a service provider.”
Our People

Staff numbers at St John grew significantly during the year, with 411 new staff members hired. More than half of these new employees were hired for operational roles, including first aid trainers and community education officers.

St John received significant interest in all of its key operational roles in 2012/13, with 2,224 expressions of interest received via its Change Lives website for student ambulance officers, 408 for transport officers and 466 for communications officers.

The Workforce Planning team reviewed a number of St John’s attraction strategies, which led to a significant reduction in hiring time for operational roles and an increase in the number of applications received.

Key achievements for the Human Resources team included:

- The selection of a new Employee Assistance Program provider, moving towards a more dynamic service using both traditional and web-based facilities. Utilisation of the service in 2012/13 increased by 60 per cent while the cost to the organisation decreased by 30 per cent.
- New corporate uniform for administrative staff to align more closely with St John Ambulance’s corporate branding and reflect the contemporary philosophy of the organisation.
- More efficient utilisation of allocated funds for employee development. There was a 38 per cent increase in participation levels in learning and development, while St John also recorded a seven per cent decrease in cost per employee.

New staff

<table>
<thead>
<tr>
<th>Role</th>
<th>Number</th>
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<tbody>
<tr>
<td>Student ambulance officers</td>
<td>165</td>
</tr>
<tr>
<td>Direct entries – paramedics</td>
<td>34</td>
</tr>
<tr>
<td>Communications officers</td>
<td>19</td>
</tr>
<tr>
<td>Transport officers</td>
<td>14</td>
</tr>
<tr>
<td>First aid trainers</td>
<td>45</td>
</tr>
<tr>
<td>Community education officers</td>
<td>7</td>
</tr>
<tr>
<td>Admin and support staff</td>
<td>127</td>
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Volunteer Member Services

Volunteer Member Services (VMS) spent the year establishing its services, as well as recruiting and processing applications for all new volunteers that joined St John.

Over the course of the year, VMS processed 1,092 applications for Country Ambulance Service volunteers, as well as 517 applications for EHS volunteers.

A volunteer information and induction work book was launched for country volunteers, with plans underway for a similar product for EHS volunteers.

Significant planning and development also went into a new online resource called the Volunteer Information Portal (VIP). Scheduled for launch in 2013/14, the VIP will have a wide range of uses, from holding volunteer information for managers, to acting as an online forum for volunteers – allowing them to keep track of hours, rosters, personal records and training history.

Education and Accreditation

The 2012/13 financial year saw the largest cohort of career ambulance staff on record start with St John in WA.

This took place alongside a number of changes at the College of Pre-Hospital Care (CPHC), resulting in contemporary education programs designed to meet the standards of accreditation within the Australian Quality Training Framework, undergraduate and postgraduate university programs.

Extensive work also took place in collaboration with Curtin University on the development of the undergraduate degree program with the first cohort of student ambulance officers starting in February 2013.

Event Health Services (EHS) training moved under the CPHC in 2012/13, ensuring a streamlined approach to volunteer education for all volunteers that is both flexible and fulfilling. An agreement was made to train all EHS volunteers to Advanced Ambulance Care level to align them with country volunteers.

The CPHC also underwent a major four day audit for renewal of registration by the Training and Accreditation Council and was successfully reaccredited for a further five years. This was the result of concerted effort and preparation to ensure that CPHC was found compliant in all areas.

Volunteer training remains a key focus for the CPHC and during the year 2,175 volunteers were trained by the college.
Corporate Events and Celebrations

An exciting calendar of events took place during 2012/13 with a mixture of community based, heritage ceremonies and corporate events. There were many event highlights throughout the year, including the new Community Hero Awards, the two-day Country Conference and the Annual Investiture – providing the opportunity to recognise paid staff, volunteers and community members.

The Community Hero Awards, incorporated into the Annual Awards event, was held at Government House. His Excellency Malcolm McCusker AC, CVO, QC Governor of WA and the Commandery Lieutenant Gerard King presented national medals and clasps to 17 of our staff. The Community Hero Awards recognised eight worthy recipients across two categories, service and community.

Among these was Stan Davies who rescued and resuscitated a fellow surf club mate, and Alison Hill who performed CPR on a complete stranger who suffered a cardiac arrest while driving. The event was a great success in promoting first aid awareness as well as acknowledging those who had displayed acts of heroism.

Another exciting event on the St John calendar is the Annual Investiture, which was held at Government House Ballroom on Saturday, 6 April 2013. More than 32 members were recognised for their exceptional service to St John and the WA community, with 12 postulants admitted as members to the Order of St John, four members promoted to the grade of Officer, four Officers to Commanders and one Commander promoted to Dame of Grace.

Eight members were also presented with Commandery Commendations in recognition for their service to the organisation. Most of the members recognised at the Investiture were volunteers with St John, with three members this year celebrating their 50th milestone with the organisation.

The annual Country Conference also offered the opportunity to award Service Medals and Bars. During 2012/13, 27 volunteers received their 12-year Service Medals, 17 received their First Bar, six received their Second Bar, three received their Third Bar and one each received their Fifth and Seventh Bars.

St John was once again involved in bstreetsmart, a major multi-agency road safety event in April 2013 that included RAC, WA Police, DFES and Royal Perth Hospital. Ambulance crews and other operations staff were involved in a large scale re-enactment of a crash scene put on at Perth Arena in front of 5,500 year 10-12 students – double the number of students who saw it in 2012. The bstreetsmart event encourages novice drivers and their passengers to learn about risk and develop strategies that will help them stay safe on the roads.
2012/13 was a year of growth and consolidation for the Museum, with work undertaken on a number of projects to help celebrate and preserve the history of St John in WA.

Key achievements included:
- The digitising and binding of Council minutes;
- Digital copies of 80 photographs of St John office bearers and members of the Council were made;
- Significant research and pre-press work was completed on a book called ‘Ceremonial Swords of the Order of St John’; and
- Extensive research undertaken and assistance given to a number of internal St John departments to help with campaigns and collaterals.

History, Heritage and Museum

On 1 July, 2012, St John Ambulance Western Australia celebrated 90 years of running the State’s ambulance service.

Despite the St John Ambulance Association holding first aid classes as early as 1892, a range of ambulance corps – run by different authorities – ran ambulances during the first couple of decades of the 20th century. St John took over in 1922, and the service was expanded in 1929 when ambulance transport commenced at Fremantle, as well as the newly formed Bunbury and Geraldton Sub Centres. Progress in the 1930s however, was severely hampered by the Great Depression.

Throughout the 1940s and despite the manpower shortages due to the war, the number of sub centres steadily increased, run for the most part by volunteers. The ambulance attendant need was also resolved by using St John Brigade volunteers from 1942. By 1952 the State had 56 sub centres and a fleet of 71 vehicles.

In the 1960s, the growth of the city and spread of outer suburbs resulted in a decision to decentralise the vans. An inner and outer ring of depots was strategically located five and 20 miles respectively from the city centre. A paid driver was to man the service in the day while volunteers would take over at night and weekends.

Friends of St John

The Friends of St John group allows retired staff and volunteers to meet and catch up on the progress of the organisation.

About 400 members have been registered with the Friends of St John group since it was formed in 2006, demonstrating the strong commitment and interest that extends beyond direct employment or volunteering activities with the organisation.

Two events were held for the Friends of St John, the first in September 2012 at the newly opened Chittering Gingin Sub Centre. The Friends enjoyed an insight into the four-year journey to building the new sub centre. In March 2013, the Friends met at Belmont Head Office for a demonstration from the St John Emergency Management team.

Fellowship

The St John Fellowship group is still going well, with its 14 members continuing to meet monthly to provide support and fellowship to past St John members.

The Fellowship held a number of fundraising events over 2012/13, including running stalls at the Hyde Park Fair, Belmont Fair and Kwinana Fair.

Donations were given by the group to cadet divisions, the St John of Jerusalem Eye Hospital and the St John Museum and Heritage Centre at Belmont.

Throughout 2012/13 Fellowship members helped out at the Annual Investiture and the Church Service, as well as assisting regularly at the Museum.

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After 90 years the current St John Ambulance Service bears no resemblance to that of 1922.

The Association’s golden jubilee in 1972 was not celebrated or even mentioned in the annual report, but the 1970s were to be a watershed in the organisation’s development. Major changes in community expectations had to be met by lifting standards in vehicles, equipment, training, pre-hospital care and structure. After much rapid expansion the decade closed with the ambulance service moving to larger premises in Belmont as the Wellington Street building could not accommodate increased staff numbers.

The 1980s was a period of consolidation and financial prudence, something that was required after the rapid growth of the 1970s. The importance of public scrutiny and the influence of the media became a significant issue in the 1990s. Bad press in St John’s centennial year was followed by a review. The organisation rose to the challenges and emerged slightly battered but stronger. To cope with new challenges, the organisation turned to greater flexibility and innovation at the start of the 21st century.

The year 2009-10 provided a very serious challenge with some adverse media criticism and a subsequent government review.

Although the review was largely supportive of the organisation some changes needed to be, and were, made. After 90 years the current St John Ambulance Service bears no resemblance to that of 1922. A medical charity with one depot, four men and four vehicles has become a modern, not for profit organisation with 29 depots, more than 150 sub centres, more than 1,500 paid staff and 4,500 volunteers across the State.

Experience has shown us that we can be sure of nothing – other than our enduring commitment to serve humanity by caring for the sick and injured in the community.

The new awards focus on everyday members of the community, emergency staff and volunteers that go above and beyond to deliver first aid, preventing death and serious injury to those around them.

Ben, who is studying to become a physical education teacher, said despite the paramedics taking over on the day, there was still some angst in the days to follow.

“Probably the hardest thing about the whole experience was afterwards and not knowing whether he was alive or not,” Ben said.

He caught up not long after though, and these days Ben sees Stewart regularly when at the gym, with the two often catching up for a chat.

Ben’s girlfriend Natasha, who nominated him for the award, said in her nomination that Ben always put others before himself.

At the award ceremony, Ben was acknowledged as a young man who had shown courage, persistence and calmness under pressure.
St John Ambulance Western Australia is an Incorporated Association with the governance and operation of the organisation subject to the provisions of the Western Australian Associations Incorporations Act 1987.

The organisation has a simple governance structure with a single board. The Board consists of nine people. The Chairman of the Board in Western Australia is also known as the Commandery Lieutenant. The organisation’s constitution provides for the selection of Board members based on skills and experience.

To facilitate this, it specifically states that Board members do not have to be Members of the Order of St John. This allows St John to recruit Board members with specific medical, legal, financial and other skills gained from experience in business and in the community.

The Board is responsible for all major policy decisions in Western Australia. In addition to the main incorporated body, St John Ambulance Western Australia also has a second incorporated body that acts as the organisation’s Property Trustee and holds all of the organisation’s real property.
Mr Gerard King  
Chairman  
Mr King joined the St John Council in 1972 and has held the position of Chairman of the WA Ambulance Service Board and Chairman of the State Executive Committee. In 2006 he became the Chairman of the newly formed State Council and is a Knight in The Order of St John. In 1995, Mr King retired from the law firm Phillips Fox after 30 years of employment, and currently undertakes consultancy work in the field of law.

Mr Shayne Leslie  
Board Member  
Graduating from UWA Law School in 1982, Mr Leslie has focused on commercial litigation/dispute resolution with law firms Phillips Fox, Wilson & Atkinson, Talbot Olivier and Metaxas & Hager. An Officer in the Order of St John, Mr Leslie joined the Ambulance & Hager. An Officer in the Order of St John, he became Chairman of the Ambulance Service Board in 2002 until it was replaced by the State Council in 2006.

Mrs Merle Isbister  
Board Member  
Mrs Isbister joined the WA Ambulance Service Board in 2001, and has been a St John member since 1977. As the Shire of Carnamah President, Mrs Isbister represents country volunteers on the Board. Awarded the inaugural Trainer of the Year Award in 1994, she was Volunteer of the Year in 2006. A Dame of Grace in the Order of St John, Mrs Isbister is a Volunteer Ambulance Officer and First Aid Training Co-ordinator at the North Midland Sub Centre.

Dr Richard Lugg  
Board Member  
Dr Lugg joined the WA Ambulance Service Board in 1995. Retired from the Medical Department of WA, he is a public health physician specialising in the links between water and human health. Dr Lugg was also a member of the Medic Alert Council of WA. An Officer in the Order of St John, he became Chairman of the Ambulance Service Board in 2002 until it was replaced by the State Council in 2006.

Mr Ian Kaye-Eddie  
Board Member  
Mr Kaye-Eddie has been contributing to ambulance services throughout Australia for more than 33 years. He was Chief Executive Officer of St John Ambulance Western Australia from 1978 to 2006. Mr Kaye-Eddie has degrees in commerce, finance and the arts and has studied at universities in South Africa, the USA and Australia. He is a non-executive director of the Eye Surgery Foundation in Perth and also an Examining Chaplain for the Anglican Diocese of Perth.

Ms Sally Carbon  
Board Member  
Sally Carbon is an Olympic and World Cup gold medallist who represented Australia in hockey at two Olympic Games and two World Cups. Ms Carbon has managed a large WA-based communications agency in Perth, is now the Managing Director of her own marketing and communications business, called Green Eleven. Ms Carbon has a Bachelor of Arts with majors in Physical Education and Mathematics, is a qualified strategic marketer and qualified company director. She has served on the Board of the WA Sports Council and the Strategic Directions Board for the WA Education Department. Ms Carbon continues to be an active member of many boards including WAs High Performance Sport Committee, Vision for Committee for Perth, and Aquinas College. She is a current AICD ASX 200 Chairman’s Mentoring Program scholarship recipient.

Prof Ian Rogers  
Board Member  
Ian Rogers is a Professor of Emergency Medicine at St John of God Murdoch Hospital and the University of Notre Dame. Prof Rogers’ role at St John of God oversees the enhancement of clinical training capacity in underutilised private hospital sites. He graduated in 1984 from The University of Melbourne with honours in Medicine, Surgery, Community Medicine and Paediatrics. Prof Rogers has more than 60 refereed journal papers, 50 major conference presentations and 20 textbooks and textbook chapters. His roles included overseeing emergency medicine and training at hospitals such as Sir Charles Gairdner Hospital and Auckland Hospital. Prof Rogers is involved with a number of organisations at the board level such as the Wilderness Medical Society and the Australian Medical Council.
Our Executive Team

Tony Ahern
Chief Executive Officer

Tony joined St John Ambulance in 1973 as a cadet and in 1980 he became a career ambulance officer. In 1989, after completing a business degree Tony moved into accounting and computing services taking a lead role in modernising St John’s administrative and financial systems. He went on to complete a Masters of Information Systems researching the investment made by every Australian ambulance service in information technology. In 2000, he was made Deputy Chief Executive Officer and in 2006 Tony was appointed Chief Executive Officer. Tony has attended the London Business School to further develop his leadership skills and in 2004 he was awarded the prestigious Ambulance Service Medal.

Anthony Smith
Deputy CEO

Anthony joined St John Ambulance in 2007 as the Business Services Director, before moving into the Finance and Administration Director role in 2009. He was appointed Deputy CEO in 2012. Anthony holds a Bachelor of Commerce, Graduate Certificate in Public Sector Management, Diploma of Local Government and has completed the Advanced Management Program at Harvard Business School. Anthony is a Fellow of Leadership WA and a member of the Australian Institute of Company Directors with areas of expertise in financial management, corporate governance, business law and strategic planning.

Clinton Bright
Finance Director

Clinton joined St John Ambulance WA in 2010 as the Chief Financial Officer. Clinton holds a Bachelor of Commerce, a Higher Diploma in Accounting and is a Chartered Accountant. Clinton has held many senior leadership roles across a number of industries on three continents. Clinton’s areas of expertise include financial management, strategic planning, project management, process re-engineering and systems development. Clinton was appointed Finance Director in February 2012.

Iain Langridge
Ambulance Service Director

Iain joined St John Ambulance in the role of Ambulance Service Director in 2013 with more than 20 years of operations and executive management experience in the commercial sector in both privately owned and publicly listed companies. Iain holds a Bachelor of Science (Chemistry) from the University of Wollongong and brings with him extensive experience across a range of industry sectors including mining, transport and logistics, security services, and recruitment and HR outsourcing.

Len Fiori
Health Services Director

Len joined St John Ambulance in 1972 as a cadet and later pursued a professional career in nursing. He then moved into the commercial world where he worked in senior management positions. Len was appointed as Chief Executive Officer/Privy Secretary of the National Office in 2001, before leaving to accept a role with St John Ambulance Western Australia in February 2009. Len was appointed Ambulance Service Director in August 2009 and moved to the newly created Health Services Director role in 2013.

Debbie Jackson
Human Resources Director

Debbie joined St John Ambulance in 2003 as the Human Resources Manager, before becoming the Human Resources Director in 2005. Having previously managed the marketing and public relations departments in conjunction with the human resources portfolio, Debbie has an in-depth knowledge and understanding of the organisation. Debbie’s expertise is in the areas of human resources, industrial relations, occupational health and safety, and staff planning.

Ashley Morris
Technical Services Director

Ashley joined St John Ambulance in 1991 as a programmer and system administrator after graduating from Curtin University with a Bachelor of Applied Science. In 1996 Ashley was employed as the Information Technology Manager and in 2007 he stepped into the role of Technical Services Director. With expertise in Information Technology, Ashley’s work has specialised in ambulance related IT such as the Computer Aided Dispatch system, existing and new mobile data terminals and electronic patient care records.

From left to right: Debbie Jackson, Human Resources Director; Tony Ahern, Chief Executive Officer; Len Fiori, Health Services Director; Anthony Smith, Deputy CEO; Clinton Bright, Finance Director; Iain Langridge, Ambulance Service Director; Ashley Morris, Technical Services Director; Professor Ian Jacobs, Clinical Services Director.
HONOURS AND AWARDS FOR 2013

Promotion To Dame of Grace St John
Marie Isbister
Carnamah –Nth Midlands

Promotion to Commander
Maria Kay Goddell
Jillian Ann Neave
Kevin Wayne Staines
Andrea Marie Williams

Promotion to Officer
Barbara Anne Franklin
Michael James Robertson
David James Saunders
Irene Simpson

Admission as Member.
Aaron Del Pino Martin
Cornelis Anthonie (Kees) Faas
Eunice Ford
Bryntley Gladwin
Erica Gray
David Gulland
James Irvine
Jeremy Peterson
Kallin Scott
Ian Andrew Smith
Judith Ann Summers
Robyn Olivia Thompson

50 Year Certificate
Robert (Bob) Blizard
Leslie William Johnson
John Oliver Thompson

Commandery Commendations to be presented in 2013
Viki Blackmore
Charlotte Della Vedova
Julian Gardner
Melissa Lay
Cornelos Loe
Craig Pearce
Karen Reynolds
Darin Stacevich

The following confreres deceased 2012/2013
Thomas George Brown M STJ August 2012
William Fitzgerald F STJ August 2012
Kenneth Frank Rowe M STJ September 2012
Shirley Margaret Birch O STJ January 2013
Pauline Verhaar M STJ January 2013
William George Edwards M STJ February 2013
Rupert James Paine M STJ April 2013
Agnes Maud Metcalf M STJ June 2013

Great care has been taken in compiling the foregoing nominal roll of members of the order. It is possible, however, that mistakes have occurred.

Please notify St John Ambulance Western Australia immediately if any errors or omissions are detected.
St John Ambulance WA

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