

St John Ambulance Tasmania Strategic Plan 2024 –2027



OUR VISION To be the most trusted community brand in Tasmania

OUR PURPOSE For the service of humanity

OUR MISSION Making our Tasmanian community safer through (first) aid

OUR PILLARS

Our People

Our people are at the heart of everything we do. We invest in a supportive environment, empowering staff and volunteers to make a meaningful difference.

We achieve this through

- Provision of a safe work environment
- Attracting & retaining quality people
- Safeguarding and compliance adherence
- Diversity and inclusivity
- Reconciliation Action Plan

Our Impact

Our impact is seen in the lives we touch. Through programs, partnerships, and education, we strive to build a safer Tasmania for all.

We achieve this through

- Empowering our community
- Partnership development
- Youth development
- First Aid in Schools & holiday programs
- Learner Driver first aid
- Maintaining our relevance
- Quality accreditation & continual improvement
- Amplifying the consumer voice
- Thought leaders and story tellers

Our Future

Our future is grounded in innovation and resilience, so that we may continue as leaders in health and safety for generations to come.

We achieve this through:

- Financial and environmental sustainability
- Embracing and adopting existing and emerging technology
- Unified St John brand – consistent messaging across all States and Territories
- Ensuring the continuation of The Order of St John

OUR FOCUS

- Organisation values implementation
- Succession planning
- Reward & recognition
- Increase non-commercial funding sources
- Growth & development
- Child safeguarding
- Retail footprint
- Financial Stability & Governance
- Return on fixed assets
- The Order of St John
- Youth engagement
- Community engagement & impact
- Event Health Services
- Diversity & inclusion
- Reconciliation
- ICT