

St John Ambulance Case Study

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MMPA 517 course on non-financial information and reporting

- Exploring alternatives to 'traditional' P&L reporting for service-oriented entities
- Reviewing SSP reporting by SPARC and WCC
- Interviewing senior managers of St John
- Recommendations to St John on enhanced reporting utilising the SSP

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Activity	2011	2010
Patients treated	396,000	371,000
Ambulance KMS	17,970,000	17,167,000
People trained in first aid	58,000	57,000
Safe kids participation	41,000	36,000
Area Committee volunteers	1,000	1,000
Total volunteers	8,000	8,000

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Activity	2011	2010
Revenue from grants, donations & bequests	20,000,000	20,000,000
Services revenue	196,000,000	184,000,000
Other revenue	7,000,000	5,000,000
TOTAL REVENUE	223,000,000	209,000,000
Employee costs	128,000,000	114,000,000
Admin costs	31,000,000	30,000,000
Depn./Amort./Impairment	24,000,000	19,000,000
Other costs	42,000,000	33,000,000
TOTAL COSTS	225,000,000	196,000,000
Surplus/(Deficit)	(2,000,000)	13,000,000

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NZICA (2007) SSP guidance

- What are the entity's products & services
- Who is the entity providing these to
- What is the entity trying to achieve
- What processes produce products & services
- What information do users want
- What are the key performance messages that the entity wants to communicate

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St John Stakeholders:

1. Ministry of Health
2. ACC
3. DHB's
4. NZ public as patients and donors
5. Volunteers in ambulance operations
6. Volunteers in local communities
7. Priory Trust Board, Management & Staff

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Findings

- We measure what we can measure, rather than what we should measure
- Commercial considerations impede disclosure of information on \$70m (out of \$220m revenue)
- We do not measure clinical outcomes because it is too difficult because of very basic non-electronic recording systems we utilise
- Patient processing inefficient because national health records are not readily accessible

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- We do not share all the information publicly that is provided to our major funders (ACC/MoH/DHB's) because it would not be understood
- Individual donors are wanting to know what their money is used for, some of which they seek through the Charities Commission
- Area Committees want to hear about what other Areas in the Region are doing well
- Reporting how patients treated by St John and how the NZ-public trained by St John in first aid, would be helpful, particularly to current and future donors

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- With a significant majority being volunteers of the 16,000 staff and volunteers, it is important that there is buy-in to the four St John Strategic Themes
- It is unclear whether the St John Core Values are incorporated into individual staff and volunteer performance assessments
 - Best possible patient care
 - Independent living with St John
 - Strong communities that care and share
 - One St John, healthy & vibrant
- Of the 91 goals and Core Values performance measures, only 15 were mentioned in the Annual Report