Strategic Plan through to June 2026

Purpose

The reason we exist

To serve humanity and build resilient communities through the relief of sickness, distress, suffering and danger.

Focus and Ambition

Connect and grow with our community

Build our brand to become a trusted health partner through lifetime relationships.

Goals

Connect with every household in WA

Horizon 1: Expand our reach, grow our services and enhance satisfaction.

How it's measured:

- Increasing number of connections with the community.
- Regular check-ins with those that we serve including monthly Net Promoter Score (NPS).

Focus and Ambition

Build a wellbeing and health ecosystem

Establish a platform which connects community to services for wellbeing and health.

Goals

Lift the wellbeing & health of the WA community

Horizon 1: Deliver more wellbeing and health support and training to every corner of WA.

How it's measured:

- Cross utilisation of services that people access.
- New wellbeing programs launched to align with feedback and insights gained from the community.
- # of Charitable investments that are impactful.

Focus and Ambition

Volunteering reimagined

Reset the volunteer value proposition to become the leading organisation.

Goals

WA's #1 volunteer organisation

Horizon 1: Enhance our volunteer experience to attract and retain team members.

How it's measured:

- Agree and action Volunteer Advisory Group priorities.
- Volunteer NPS.

Focus and Ambition

The best place to work in WA

Build a community-minded culture for the betterment of those we serve.

Goals

Rated as WA's premier workplace

Horizon 1: Increase our team members' connection and engagement with St John WA.

How it's measured:

- Undertaking key activities/ tasks from the culture action plans.
- Team member NPS.

Focus and Ambition

Become an excellent organisation

Put the 'enterprise' in social enterprise by giving people the tools needed to be successful in their work.

Goals

Deliver better connected care

Horizon 1: Deliver effective and efficient performance in all business operations.

How it's measured:

- Feedback from those we serve and trust in what we do.
- Service performance.

St John WA is committed to delivering a positive impact on the safety, wellbeing and health of everyone and the environment.