



Chancellor's Directional Statement 2006

Introduction

As the Chancellor, I have the privilege to deliver my second Directional Statement. Consistent with the recommendations of the Governance Task Force I am outlining my priorities for the second year of my mandate and beyond. The intent is to set a national direction for St. John repositioning St. John as a recognized, competent, credible and visible player on the Canadian scene. This statement will inform our Strategic Plan for 2007 – 2008.

This Directional Statement continues to focus on the four main themes I outlined in my original statement when I became Chancellor. Specifically: strong governance; a culture of excellence; collective pride; and a mission based on effective partnerships.

A. Strong Governance

To be recognized on the national scene, our credibility must be based on strong governance and respectful.

Our governance structure must ensure that best practices are shared amongst the regions. The leadership of Priory Council has demonstrated that stronger regions can assist weaker regions, in order to ensure the overall national strength of St. John. This year I am asking the National Management Team to provide greater shared leadership and accountability in seven mission critical areas:

1. St. John Worldwide
2. The Order of St. John
3. Community Services
4. First Aid Training
5. St. John Products
6. About Us - Corporate Services
7. St. John Foundation / Resource Development.



1. St. John Helping Worldwide

St. John Ambulance Saint-Jean Canada is the second largest Priory of the Order of St. John among 38 countries worldwide. Our leadership and support continues to be respected and required in 3 strategic areas:

- 1.1. Continued support in the \$1 million (worldwide) funding campaign for the St. John Eye Hospital in Jerusalem.
- 1.2. New initiatives to support the St. John campaign for South African Caregivers of AIDS victims.
- 1.3. Developmental assistance to St. John Associations in Caribbean countries.

We will continue to provide training to the Sri Lanka St. John organization following the 2005 Tsunami disaster.

2. Members of the Order

The "Order of St. John" is one of the 5 recognized Orders in Canada's official Honours and Awards system, in the same family as the "Order of Canada". There are currently 4500 Canadians who have been invested into the Order of St. John. The Governor General and Lieutenant Governors, on the recommendation of Her Majesty, annually recognize the work of Canadians who provide exceptional service in support of the mission of St. John.

As Chancellor, this year I will focus my attention to strengthen the Priory of St. John in Canada by:

- 2.1. Securing the Senate Chambers of the Parliament of Canada for the Governor General's 2007 National Investiture on June 23, 2007, and promoting that Provincial Investitures by Lieutenant Governors be housed where possible in Provincial Legislatures.
- 2.2. Establishing closer relations with the newly appointed Governor General of Canada and assisting the Government in its review of Canada's Honours and Awards.
- 2.3. Improving communications and relations with all Order of St. John members.



B. CULTURE OF EXCELLENCE

To support our vision to be the “Premier First Aid Training Organization in Canada” our training and products must be of the highest quality possible. Our clients expect nothing less than excellent service and products.

4. First Aid Training

I am asking our National Management Team to establish a national stretch target for the number of Training Certificates we will issue to trained clients next year, taking into account the need to strive for our culture of excellence and customer satisfaction.

4.1 Instructor Training and Recruitment

Our success rests on the quality and the number of qualified / certified St. John instructors. A review of the various business models of instructor recruitment and compensation should be undertaken across the country and best practices developed to be shared across all Councils.

4.2 E-Training

With the growing use of the internet, this year we should establish our priorities for electronic training. I am asking for a report to Priory Council to identify a business case and a business model for First Aid on-line licensing and training.

4.3 National Partners and Special Centres

While much progress is being made in attracting new national partner accounts, I remain concerned that we are not yet organized to establish meaningful relationships and presence within specific targeted industries and communities of interest. It is time to link our membership in St. John with our business strategies.



5. St. John Products

St. John has an excellent brand name and brand recognition, but we can do more to develop and to market new products, provided that our supplier chain is well established to support our initiatives.

5.1 Emergency Preparedness / Police Car Kits

With the assistance of the Government of Canada advertising campaign for the October 2006 phase of Emergency Awareness, St. John is ready to continue to expand retail 'Emergency Ready Kit' sales. At the same time, related products, such as 'Emergency Flu' kits provide opportunities to develop new products for some of our traditional customers – such as a Police Car First Aid & Emergency Kit which would be developed with the assistance of the RCMP, OPP and Sureté du Québec.

5.2 Flu Ready Kits

With our continuing relationships with the Public Health Agency of Canada, there will be numerous opportunities for St. John to develop and supply Flu Ready Kits to corporate and government organizations.

5.3 Retail First Aid Kits

With the introduction of Emergency Kits into retail stores, the opportunity exists for the re-introduction of St. John First Aid products into retail stores.



C) COMMUNICATING OUR COLLECTIVE PRIDE

The importance of communicating our charitable accomplishments by our 8,000 Medical First Responder volunteers, our 2,000 Therapy Dog trainers, and our 3,000 youth members is often underestimated and therefore understated.

3. Community Services

While every one of the many charitable programs we undertake in all 500 communities we serve are important, this year I will focus our collective leadership in 3 critical areas:

3.1 Youth Leadership Conference

At the June 2006 Priory Council, I had asked that St. John sponsor a youth leadership conference in 2007 which will bring together representatives of youth organizations, government and academia to review the role St. John can play in assisting aboriginal and immigrant youth in understanding child safety and first aid, while working with educators in the school system.

3.2 Media First Aid Training

I am inviting all Council and National Management Team to work together to promote a free First Aid training day for media in their provinces and chapters, just before our next National Investiture at the Senate on June 24, 2007. Coupled with a national week of St. John media relations, we could coordinate our communications of our Provincial and National Life Saving Awards across the country to focus attention on the reason why First Aid training remains so relevant in our society today – Saving Lives.

3.3 Public Events and Volunteer Achievements

This year we will share as never before the successes of our volunteer medical first responders at the most significant and recognizable public events. This initiative will supplement our volunteer recognition of our other community service activities.



6. About Us

How we work together, as a Canada-wide team, is as important as the good deeds we do in society. We have made much progress, unparalleled in most not-for-profit organizations, in establishing a nation-wide customer relations management system. This year we must now reap the benefits of our information technology and management investments.

6.1 Shared Information Management & Technology Leadership

This year National Management Team will strengthen its governance of information technology with the engagement of a Chief Information Officer for St. John Ambulance, who will assist the Priority to continue to use technology to network our volunteers in the field, especially to prepare for the 2010 Olympics, to leverage the internet or telecommunications, and to improve the return on our IT investments.

6.2 Improved Performance Management

This year the organization will seek to capitalize on its investments in Unity and Great Plains Financial systems to develop and extract executive management enhancing performance reports. A balanced scorecard for NMT will assist in best practice sharing and helpful benchmarking.

6.3 125th Anniversary

In 2008 we will celebrate our 125th Anniversary. This coming year provides us an opportunity under the leadership of the Strategic Marketing and Advertising Committee to identify an approach to coordinate and promote coast to coast "public events" which share and celebrate our contributions to Canadian society since our beginnings in Quebec City in 1883.



D. A MISSION BASED ON PARTNERSHIPS

St. John has been a major partner in almost every segment of Canadian society – public, private, not-for-profit, and labour. We will reach out this year to formalize our partnering arrangements.

7. Foundation / Resource Development

The time has come to develop a national resource development strategy which takes into account the strengthening of the St. John Canada Foundation for the benefit of all Councils.

7.1 Corporate Sponsorships

We will invest in the development of fundraising strategies and opportunities from corporate sponsors at all levels in the organization – national, provincial and local.

7.2 Government Contributions

There are numerous federal and provincial programs which support the St. John mission and help save lives. We will share our collective experiences in identifying government programs and the preparation of submissions which support our community service objectives.

7.3 Membership Giving

As we strengthen our relationships with our St. John members, we will provide them opportunities to generously give to our humanitarian and charitable good deeds.

Conclusion

The above strategic direction builds upon our previous main themes but also recognizes that we will complete a number of 2005 initiatives.

Following the **Tsunami**, we will continue to assist the Sri Lanka St. John Association with respect to first aid training and emergency readiness.



St. John Ambulance Saint-Jean

Following major redrafting of our **First Aid Training protocols** to comply with the International (ILCOF), we will be rolling out our implement action plans.

We continue to assist in the **revitalization of Quebec Council**, specifically to implement the recommendations following from the Vice-Chancellor, Governance.

We will strengthen our St. John **archival and historic collections**.

I will follow up with the Minister of Public Safety and Emergency Preparedness to co-sign a Memorandum of Agreement with the Government of Canada.

Finally, we will launch our **www.sja.ca website** this fall.

This is an ambitious program. It will require teamwork and commitment. It will require our collective leadership.

The importance of our mission requires our strong resolve. Together, we can make a difference. I know I can count on your assistance to make this happen. Thank you.

Honourable René J. Marin
Chancellor

September 1, 2006



(Annex)

Chancellor's 2006 Summary Annual Directional Statement

A) STRONG GOVERNANCE	Priory Council & NMT focus on:	<ol style="list-style-type: none"> 1. St. John Worldwide 2. Order of St. John 3. Community Services 4. First Aid Training 5. St. John Product 6. About Us – Corporate Services 7. Foundation – Resource Development
	CEO Leadership	
	1. St. John Worldwide	<ol style="list-style-type: none"> 1.1 Jerusalem Eye Hospital 1.2 Caribbean Development Assistance 1.3 South Africa Appeal
	2. Order of St. John	<ol style="list-style-type: none"> 2.1 2007 Senate / Parliament Investiture 2.2 Governor General / Lieutenant Governor Relations 2.3 Member Relations Renewed
B) CULTURE OF EXCELLENCE	4. First Aid Training (target 700,000 trained)	<ol style="list-style-type: none"> 4.1 Instructor Training / Recruitment 4.2 E-Training 4.3 National Partners & Special Centres / Governments
	5. St. John Products (target \$7,000,000 sales)	<ol style="list-style-type: none"> 5.1 Emergency Readiness Kits / Police Car Kits 5.2 Corporate Flu Kits 5.3 Retail First Aid Kits
C) COMMUNICATE OUR COLLECTIVE PRIDE	3. Community Services	<ol style="list-style-type: none"> 3.1 Youth Conference (Aboriginal / Diversity) 3.2 Medial First Aid Training / Life Saving Awards 3.3 Public Events / Volunteer Successes (White Cross Brand)
	6. About Us	<ol style="list-style-type: none"> 6.1 Information and Technology Management 6.2 Annual Performance Achievements (Executive Reports) 6.3 125th Anniversary
D) PARTNERSHIPS	7. Foundation / Resource Development	<ol style="list-style-type: none"> 7.1 Corporate Sponsorships 7.2 Government Contributions 7.3 Membership Giving

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- 2006 On-going
- Tsunami Sri Lanka Project
 - New First Aid Training Protocols
 - Quebec Revitalization
 - Archival Preservation / History of St. John
 - Emergency Preparedness MOU – Government of Canada
 - www.sja.ca
 - Red Cross MOU