



Manaaki Ora

Our strategy 2022-2027



**Hato Hone
St John**





Mihi mō te *Manaaki Ora*

Looking to the future with *Manaaki Ora* as our roadmap

Nau mai ki te Rautakai Manaaki Ora E mahi tahi ana tātou me ō tātou hapori ki te whakarei ake i te hauora mō te katoa.

Ko te manaaki, ko te whakapiki ake i te mana me te mōhiotanga ki te tangata, ki te whānau, ki te hapori hoki, te mana mō tō rātou oranga i roto i ōna ahu katoa, ā, ko tā tātou mahi, ko te tiritiri i tō tātou mōhiotanga me ngā rauemi i roto i tētahi huarahi kia āhei ai te tangata ki te whakahaere i tōna hauora me te whakapainga ake i ngā hua ora.

Kia mau tonu tā tātou mahi i roto i te whakaōritetanga o te Mana Ora i te hauora mō te katoa.

To offer manaaki to a person is to lift up their mana. It is done through respect, care, and support. Most of all, manaaki requires us to cherish and comprehend the many layers and parts that make up a person and a community. Each of us are shaped by our sense of belonging, identity, place and whānau.

By understanding these better, we build deeper and more profound connections. Ora encapsulates health and wellbeing. This is more than the absence of pain, sickness, and injury. Ora is the path that we are all on, working to ensure mind, body and wairua are the best they can be.

Working together to enhance the health and wellbeing for all.

Tēnā koutou Ngā mihi maioha

Our place in

Aotearoa New Zealand

What the future
will look like

Moemoeā – Our vision

Ko te Mana Ora ōrite

Enhanced health and wellbeing for all

Why we exist

Kaupapa – Our purpose

Ka whai tātou i te pikinga o te ora

To make life-changing differences
with our communities

How we will act on our purpose

Ka mahi mātou – Our mission

Ka anga whakamua mātou

Ina hiahiatia ana he āwhina

Hei painga. Hei oranga.

We step forward.

When help is needed.

For better. For life.

How we behave

Whanonga pono – Our values

WE HAVE
OPEN
WHAKAARO NUI
MINDS

DO THE
RIGHT
MAHI TIKA
THING

WE MAKE
WHAKAPAI AKE
IT BETTER

WE STAND
SIDE
PIRITAHA
BY SIDE

WE ARE
STRAIGHT
MAHI PONO
UP



Our strategic *aims*

We are extending our work with all communities in Aotearoa New Zealand, focusing on equity to help everyone live healthier, happier and longer.



PARTNERING to meet
community needs to
achieve **HEALTH EQUITY**
for all

Committing to
EQUITY for
MĀORI

Empowering our
people to deliver
INNOVATIVE
LOCAL SOLUTIONS

Creating a place
where **EVERYONE**
BELONGS

Building
SUSTAINABILITY for
FUTURE GENERATIONS



Keeping our heartbeat *strong*

Every single day and every tick of the clock, the people of Hato Hone St John are working with our communities across Aotearoa New Zealand.

Our people can be found across the motu, in every corner. What draws us together is our common purpose: to make life-changing differences with our communities.

Hato Hone St John has been part of the fabric of Aotearoa New Zealand for more than 137 years. Our reach, skills and passion are unique, our impact significant.

Our ambulance staff respond to 600,000 emergency calls a year. When disaster strikes, whether large or small, we step forward. Throughout the country we offer care, comfort, support, and help for those facing everyday challenges to their health and wellbeing.

We are the people who put their hand up to have a chat with someone who feels lonely and isolated. Equally, we are the comfort offered by a cuppa from a volunteer for a patient and their whānau in a hospital ward, or the feeling of knowing they're in safe hands as we transfer that patient to another hospital or home. We create the reassurance that comes with the event service teams who spend their weekends at festivals, community, and sports events; ready with clinical expertise and reassuring words to help anyone whose day has taken a turn for the worse. It is the nod of recognition from the health shuttle driver to one of their regulars, from the 85,000 trips they make to get people to their essential medical appointments.

Each year 140,000 children become 'clever little lifesavers', learning resilience and confidence through our programmes in schools. Every week all around the motu, 4,000 young people attend Hato Hone St John Youth, developing their potential through leadership, hauora and engaging in their communities. They are the next generation of leaders, with many inspired to choose a career in paramedicine or health. For decades we have helped teach millions of Kiwis first aid, so they stay safe, know the right thing to do when emergencies strike and can care for themselves and others in their community. For our medical alarm customers, it's the comfort of knowing that when things go wrong, help is just a push of a button away.

Hato Hone St John brings together the urgent and lifesaving, alongside the work we do every day together with communities to support everyone to live healthier, happier, and longer.





Today the world feels like it's spinning faster than ever before. The pandemic has brought the health inequities experienced by many people living in New Zealand into stark relief, especially for Māori. Fear and anxiety about Covid-19 continues to spark an upsurge in mental health needs.

The future, however, is more than Covid. Our population is ageing and with those further years, come more complex health needs. We have a clear role to play in closing the inequity gaps and keeping people well, and we are as committed as ever to working together with others to address these challenges.

The Government has responded with a once in a generation reshaping of health services. The aim is to create a health system that is more equitable, accessible, cohesive, and centred on the people it serves. Hato Hone St John applauds these goals and has a vital part to play in each of them.

Our strategy provides a roadmap for the journey our organisation and people are taking. The *how* is as important as the *what*. For *Manaaki Ora*, it has been a time to listen deeper and broader.

We asked people about their thoughts and hopes, their goals and ambitions. When we looked at the insights one idea shone through. This has been expressed through the name *Manaaki Ora*. By cherishing

and understanding the many layers and parts of a person, our connections become profound. Deeper connections ensure we support all on their path to health and wellbeing.

Looking to the future with *Manaaki Ora* as our map, we want the people of Hato Hone St John to continue to be trusted partners in our communities. Deepening our connections means we'll work together with others to keep the heartbeat of our communities strong and healthy.

As we introduce our new strategy, guided by our vision to enhance the health and wellbeing of all, the words of Tā Himi Hēnare, Ngāti Hine elder and leader, are close to our heart:

**Kua tawhiti kē tō haerenga mai,
kia kore e haere tonu. He nui rawa
ō mahi, kia kore e mahi tonu.**

We have come too far not to go further; we have done too much not to do more.

Our part in a changing *world*

The pace of change grows ever faster. Our plans and work require insight and innovation to meet the evolving health needs of people in Aotearoa New Zealand.



A new *health system*

The Government has recognised that there are opportunities to improve Aotearoa New Zealand's health system. The drivers of change are pressing. A major shift is to proactive and preventative health care. People want to stay healthy and well in their own homes and communities. Yet, access to appropriate and trusted primary health care remains a challenge for many.

Our population is ageing and living longer, leading to more complex health needs. Mental health needs are growing, and an increasing number of young people need support to build resilience. In Aotearoa New Zealand, too many tamariki continue to suffer from preventable disease.

The shape of our future health system will need to achieve better health outcomes for Māori, Pasifika, and other groups who have not always been well served. Health and wellbeing are affected by social, economic, and environmental factors. They include housing, employment, inflation, financial disadvantage, education, access, and discrimination. These issues require Hato Hone St John to partner and work with others.

Covid-19 – *rebuilding* stronger

The pandemic has impacted all our lives since early 2020. People's resilience has been challenged and our mental wellbeing has suffered. At the same time Covid-19 opened our eyes to opportunities to improve. Our support for vulnerable and isolated communities during the pandemic highlighted how national issues can often be sorted with local solutions.

New health technologies arrive quicker than ever from big data to telehealth and virtual volunteers. These developments create more opportunities than ever before for Hato Hone St John to use technology to improve what we do. It also means we have a responsibility to ensure that when we use technology, it is inclusive and equitable for all communities.

Hato Hone St John has always worked to build resilience and to step forward in times of need. We will continue to be there to meet the health needs of whānau and hapori | communities as our people and country build back stronger.





Evolution of *volunteering*

Many of our services rely on our 8,000 volunteers across ambulance, events, community health and governance. We all would be much the poorer without their time, expertise, and wisdom. But there are growing demands on people's time, more training requirements, new regulations and increased compliance and complexity. On top of that is the lingering impact of Covid-19.

We must continue to build a positive volunteer experience at Hato Hone St John. By ensuring our volunteers are well supported, we can strengthen the positive impact they make. By acknowledgement of the value and contribution volunteers make, we encourage future generations to put up their hand to help.



Caring for our *environment*

In all we do there is the responsibility to transition toward more sustainable practices and reduce our environmental impact. Kaitiakitanga is about guardianship and protection of the environment and natural resources for future generations and sustainable health. Over the next five years our environmental strategy will guide understanding of our carbon footprint and reduce the environmental burden in transport, property, waste, procurement, and supply chains. Our short-term goal is to be carbon reduced certified and progress towards becoming net carbon zero in the future.

Breathing *life* into *Manaaki Ora*

Each of the strategic aims of *Manaaki Ora* is important. They keep us focused on what we want to achieve together with others over the next five years. This is our journey and what our destination looks like.



Partnering to meet community needs to achieve health equity for all

- › By working alongside communities and health partners, the people most at risk receive the support they need to take charge of their health and wellbeing.
- › By listening deeply, we understand more fully the needs of patients, customers, and communities to help us design solutions together.
- › Building strong and equitable partnerships supports the work to enhance health and wellbeing for people in innovative ways.
- › Every community in Aotearoa New Zealand should have equitable access to what we do.



Committing to equity for Māori

- › We are partners with iwi and Māori communities in the spirit of Mana Motuhake to help realise their vision for hauora | wellbeing.
- › Everything we do is accessible and equitable for Māori.
- › We take the time to learn about Te Ao Māori and tikanga to build valued and trusted partnerships with tangata whenua, as iwi, hapū and whānau across the motu.
- › The Te Whare Tapa Wha model of wellness guides us as best practice. This takes a holistic view of health and wellbeing – taha tinana (physical wellbeing), taha wairua (spiritual wellbeing), taha whanau (family and social wellbeing) and taha hinengaro (mental and emotional wellbeing), underpinned by the importance of whenua – land, identity and belonging.



Empowering our people to deliver innovative local solutions

- › Our work is national in scope but local in delivery. It comes to life through the work of our people who sit at the heart of their communities.
- › Our people have the tools, resources, and autonomy to adapt Hato Hone St John programmes and services to best meet the needs of their local communities.
- › Our work gets better because we listen to feedback and understand the needs of our communities.
- › We adapt and innovate to meet the needs of hapori in an ever-changing world.



Creating a place where everyone belongs

- › Our people's safety, health and wellbeing are our first priority.
- › Our shared purpose of making life-changing differences with our communities is the spark that energises our work.
- › We continue to build a great place to work where people grow and thrive.
- › Diversity is multi-layered and each layer should be celebrated. Hato Hone St John wants to be a place where everyone feels connected, included, and valued. By acknowledging and bringing together each of our strengths, we are a better organisation.



Building sustainability for future generations

- › Our ambulance operations are financially sustainable to meet the growing needs of our population.
- › Our customer products and services and fundraising support the charitable work we do in the community.
- › We acknowledge the close ties between hauora |health and whenua | land. We actively work towards achieving environmental sustainability and reducing our carbon footprint.
- › We keep our eye on the future, so our programmes and services remain relevant in the years to come.
- › Our people are our biggest strength, and we invest in our workforce.

Kia roa te ora o āku *mokopuna*

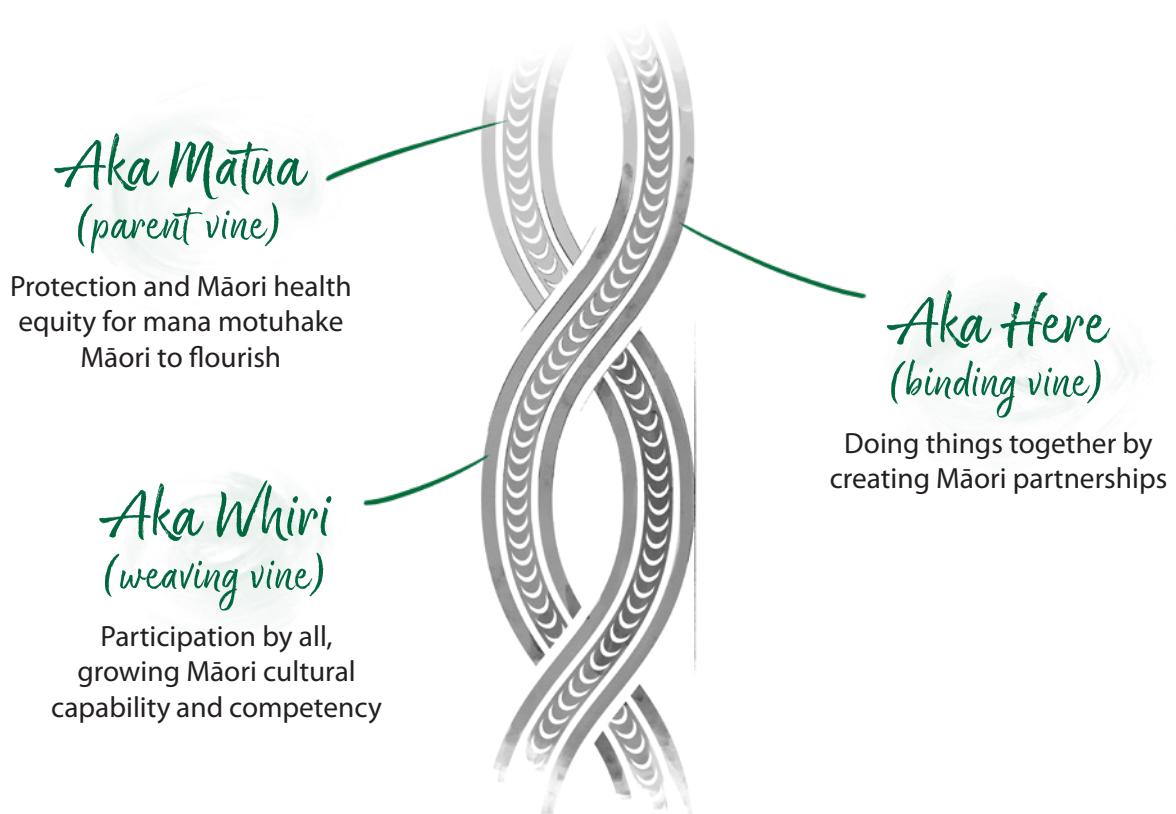
May the lives of our mokopuna, our descendants, be longer than ours.

We continue to strengthen our commitment to Te Tiriti o Waitangi and supporting healthy futures for Māori.

In Aotearoa New Zealand, health statistics report high Māori health deficits and poor health outcomes compared to non-Māori. People who identify as Māori have an average life expectancy that is approximately seven years less than non-Māori. Reducing inequities like this will require working with Māori to rebalance opportunities to proactively manage health.

Our Aka Strategy aims to achieve the vision of longevity for each generation for the benefit of our mokopuna. The development of the Aka Strategy links to this understanding. Aka | vine is used as the symbolic representation of the Māori belief that everything in life is connected, and that health cannot be separated from wider social, emotional, physical, spiritual, cultural, and environmental collective wellbeing.

The three interconnected vines within the strategy are based on the principles of Te Tiriti:





Together, the *life-changing* differences we'll make are...

We're already on the right track in many areas. Here are some of the initiatives that we will build on over the next five years.

Telehealth will bring monitoring and preventative healthcare into people's homes

Our mobile health hubs will be part of the community

People will have more **equitable access to health services**



We will connect with and care for people experiencing homelessness to address health and wellbeing gaps

New patient pathways will connect people with others in the health system early to get them the care they need

We'll improve mental wellbeing for more people by expanding our Therapy Pets programme and mental wellbeing education and support

We help people to **stay healthy and well before they become seriously ill**

More Health Shuttles will get people to their essential health appointments and help them to look after themselves and their whānau





Extended Care Paramedics will support Māori with care in their community

More of our staff and volunteers will be Māori and we'll better support their career development

We work together with Māori for better health and wellbeing

We will collaborate to tailor our products and services for Māori introducing Iwi Supporter Scheme, kaumatua medical alarms and iwi first aid training

Customers will access our training when, where and how they want and will have more choices of health and wellbeing courses

Through education, we build confidence and knowledge in resilience, response, and wellbeing

More than a million young people will improve their resilience, wellbeing, and leadership through the expansion of our youth programmes

Cardiac arrest outcomes will be improved when communities have greater access to learning CPR and using an AED through the 3 Steps for Life Programme



We will relaunch high-performance CPR training for Hato Hone St John and other emergency service responders

Together we do what we can so that more people survive a cardiac arrest

A new cardiac arrest pathway will mean more patients survive and continue to live well

Through new technologies and channels, we will make it easier for people to access lifesaving services, including getting more public AEDs into communities and businesses



Powered by our *people*

By standing together individuals gain the power to change their communities for the better. In Aotearoa New Zealand there are few better examples than the people of Hato Hone St John.

Without volunteers, who put up their hands to share time and expertise, communities throughout the country would be without services and support worth over \$130m a year. Though a dollar figure cannot calculate this aroha.

Without staff, whether emergency responders, the people who deliver our services in our communities, those raising the funds to support that essential work and those keeping the organisation running smoothly, Aotearoa New Zealand would not have a vital and trusted health service spanning from the far north to the deep south.

Without our people, we would not be able to breathe life into *Manaaki Ora*, to turn words and thinking into the work and common purpose to bring life-changing difference to our communities.





**Kia whai i te Mana orite
ora mo te katoa**

Together, we strive for
enhanced health and
wellbeing for all





Teaching and providing first aid in the community has been important since Hato Hone St John started in 1885.

The Order of St John: the *legacy* of centuries

The whakapapa of Hato Hone St John is the story of a 940-year continuous legacy of service to humanity. While our organisation is independently run and managed in Aotearoa New Zealand, we are proud of our history that leads us to who we are today.

In 1080 a group of monks established a hospital in Jerusalem, a region wracked by the conflict of the Crusades. The monks offered care and treatment and vowed to support the physical, mental, and spiritual health and wellbeing of everyone who needed their help. The hospital was open to all, regardless of race, gender, belief, or class.

The monks' mission evolved through time and today St John has grown into an international charitable organisation. Spanning more than 30 countries with 150,000 volunteers, St John delivers first aid, healthcare and support services around the world.

The services of the Order of St John in Aotearoa New Zealand are available to everyone, those of all faiths and those who choose none. Since 1999, the global Order has comprised eight national St John organisations known as Pories, including Aotearoa New Zealand. Her Excellency the Right Honourable Dame Cindy Kiro, GNZM QSO DStJ, Governor-General of New Zealand is the Prior of the Order, a role stemming from Queen Victoria's Royal Charter of 1888. The Order of St John is a Royal Order of Chivalry with the Queen as the head of the Order.

Manaaki Ora is a contemporary vision of the Hato Hone St John legacy and the vital role we play here in Aotearoa New Zealand. By valuing thoughtful listening and acknowledgment of health and wellbeing in individuals and our communities we lift up the mana of all.

ASSOCIATION • & BRIGAD



As Prior, the Governor-General Dame Cindy Kiro is the head of the Order of St John in Aotearoa New Zealand.



St John is an international charity that delivers first aid and health services in 30 countries around the world.



We've come a long way since the first motor ambulance in Timaru in 1915. Today's Waka Manaaki symbolises our collective histories, our pathway ahead, and an identity that brings to life the care, protection, respect, and equitable health outcomes that everyone deserves.

In a typical *year..*



450,000

patients receive care, advice and treatment from our emergency ambulance personnel

79,000

people receive scheduled health transport by ambulance between health facilities or in the community

100,000

more New Zealanders are trained on what to do in an emergency



630,000

111 calls are answered across the three Ambulance Communications Centres

50,000

people and their families feel reassured that help is the push of a button away with a medical alarm

1,700

Order Members support the Hato Hone St John mission to serve others in their communities

730

Hospital volunteers offer comfort and support for patients in hospital

150,000

tamariki learn how to stay safe and what to do in an emergency



We keep people safe at **4,000** events, concerts and festivals

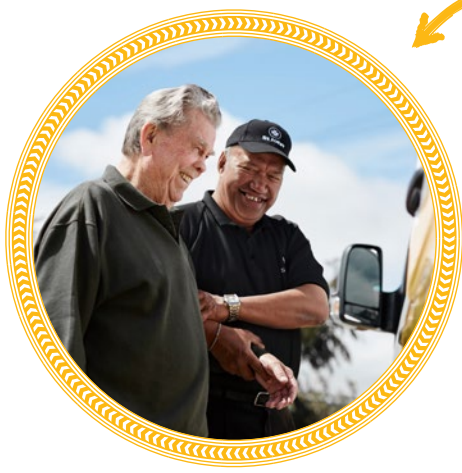


1.4 million + 

visitors make purchases, donations or find important information through our website

50,000

calls from Caring Callers support people to feel connected and a little less lonely



70,000

people use Waka Ora health shuttles to get to medical appointments they otherwise may not be able to attend



380,000+

product and service enquiries are supported through our Customer Service Centre

200 

Therapy Pets volunteers and their animal companions lift the spirits of the people they visit

14,000

young people learn first aid and build resilience and leadership through safety and wellbeing programmes in schools and Hato Hone St John Youth

 People donate, recycle, find pre-loved treasures and support local St John activities at

47

STORES

8,000

volunteers give their time and care to help enhance health and wellbeing for all



200 

Major Incident Support Team volunteers respond when major disasters and emergencies strike





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