



MEDIA RELEASE
20 September 2011
For immediate release

Sporting clubs urged to gear up and save lives
- St John is here to help local sporting clubs

St John Ambulance Victoria, the state's leading provider of First Aid services, is urging Victorian football clubs to act now to save lives, following the recent spate of cardiac arrests at local sporting matches.

St John Deputy CEO, Theron Vassiliou said St John is here to help as the summer sports season rolls around, and has the interim solution for clubs while they raise funds for life saving defibrillators.

"Sudden cardiac arrest can happen to anyone, no matter what their age or gender. In Victoria in the last three months alone there have been three deaths from cardiac arrests during sporting events," Mr Vassiliou said.

"For every passing minute without a defibrillator shock the chance of survival reduces by ten percent – and with the average response time from an ambulance being 9-14 minutes, defibrillators really do have the ability to save lives.

"Without a defibrillator close by, the survival rate for cardiac arrest is somewhere between two and five per cent."

Mr Vassiliou said that while the ultimate solution is for all clubs to be equipped with defibrillators with staff or parents trained in their operation, St John can provide clubs with first aid trained professionals equipped with defibrillators at every match.

"We understand there is a cost implication to clubs in purchasing a defibrillator and training parents and staff, and funds need to be raised to cover these costs.



“In the meantime, having a St John First Aid Services team onsite gives the club the immediate peace of mind that their players and supporters have the best possible chance of survival in the event of a cardiac arrest,” Mr Vassiliou said.

“Regardless of how big or small, I encourage all clubs to contact St John to discuss their situation and we will work together with them to find their best option for immediate and longer term First Aid coverage for their players and supporters,” Mr Vassiliou said.

To find out more about the First Aid services St John can offer, or to arrange for St John to attend your local sporting match or event, contact St John on 1300 360 455 or visit www.stjohnvic.com.au

-ends-

Contact:

Caroline Siler or Tabitha Mathew
Keep Left PR on behalf of St John
T: 03 9268 7800 or
0402 046 826 (Caroline) / 0400 621 323 (Tabitha)
E: caroline@keepleftpr.com.au / tabitha@keepleftpr.com.au

Martin Wells
Marketing Manager
St John Ambulance (VIC)
T: (03) 8588 8377/0409 267 861
E: martin.wells@stjohnvic.com.au

About St John

St John saves lives through First Aid.

St John has been providing valuable services to Victorians for over 125 years, through First Aid at events, First Aid training, First Aid kits, equipment and programmed kit restocking services.

St John provides First Aid services at events across the state from major events like AFL Grand Final, Formula One Grand Prix through to regional field days and local community fetes.



With a growing business focus around duty of care, St John delivers professional First Aid services using a mix of paid and volunteer first aid professionals, however, in keeping with St John heritage local and regional events are delivered direct to community by volunteers.

Each year St John provides training to over 70,000 Victorians in essential, life-saving, first aid skills. Our extensive training portfolio is based on the first aid experience gained from treating over 23,000 casualties each year at major and community events around the state.

Revenue from training courses and the sale of First Aid kits and components provide direct benefit to communities throughout Victoria by assisting our volunteer operations.

1300 360 455

www.stjohnvic.com.au