



community way of life!



## **MEDIA RELEASE**

Tuesday, 8 May 2018 at 11am

### **Mass defibrillator roll-out to keep SA hearts beating**

South Australians are among the least likely to survive a cardiac arrest compared to our interstate and New Zealand counterparts—a statistic three proudly local organisations are intent on reversing.

The Australian Hotels Association (SA) and Clubs SA are uniting to fund the state-wide rollout of life-saving defibrillators at the very heart of regional communities – pubs and clubs – in a unique partnership with St John Ambulance SA.

Over the next two months, a rollout of more than 300 public access heart defibrillators will commence at hotels and clubs across the state, with the first to be installed at the Aldgate Pump Hotel in the Adelaide Hills today.

AHA (SA) General Manager Ian Horne says the role and location of hotels and clubs in regional settings was critical to the partnership decision.

“The central position of pubs and clubs in country towns made them the obvious home for these life-saving devices,” he says, “Particularly when you consider the role of these venues as a gathering place for residents and city visitors to our regions,” Mr Horne says.

“Investing \$750,000 in equipment with a real potential to save lives is a significant way for our industry to support local communities at a grassroots level,” he says.

“Pubs and clubs have long been at the heart of country towns, geographically and now literally.”

All defibrillators will be integrated with SA Ambulance Service’s Automated External Defibrillator (AED) Register, which means Triple Zero operators can immediately direct country callers to their nearest device in the event an ambulance is unable to arrive within the critical timeframe for cardiac arrests.

St John Ambulance SA Chief Executive Officer Michael Cornish said when it comes to cardiac arrest, every minute counts.

“For every minute defibrillation is delayed, the chance of survival decreases by 10 per cent. A delay of 10 minutes more often than not results in death,” Mr Cornish said.

“This means areas of critical need for these devices are those located more than five to ten minutes from their nearest hospital or ambulance station,” he said.

“Without an easy-to-access, user-friendly resuscitation alternative available 24/7, regional cardiac arrest victims have little chance of survival.”

Recent research from Monash University found South Australians suffering an out of hospital cardiac arrest had a 9.9 per cent chance of survival, compared to the more densely populated areas included in the study: Victoria (11.9%) and New Zealand (13%).

Similarly, the Heart Foundation last year reported a significant divide between South Australia's regional/rural areas compared to Adelaide metro regions when it came to heart disease mortality rates.

The defibrillators will be fitted externally on each of the target hotels and clubs and clearly labelled to provide for simple and immediate access.

"The devices are designed to be used by people with minimal or no training and will give clear voice instructions to guide a user through the resuscitation process," Mr Cornish said, adding, "the device will only administer a shock to a person that requires it."

St John Ambulance SA's rollout will commence today at the Aldgate Pump Hotel in the Adelaide Hills. A complete list of towns to receive a defibrillator this year is attached. The remaining regional areas of the state will be fitted with these cardiac devices over the next 12-24 months.

***For media enquiries, contact The Message Bureau  
Nicole Haack (0411 196 661) | Rebekah Quinn (0411 745 017)***