

We are pleased to present this report of the key achievements and performance of the Australian Red Cross Blood Service in 2013-14, in accordance with our reporting obligations under the *2013-14 to 2015-16 Statement of Expectations* performance indicators.

### KEY ACHIEVEMENTS 2013-14

- **Delivered a year-end operating surplus of \$45.4 million, our fifth surplus in a row**, with \$40.4 million returned to governments and \$5 million retained for re-investment by the Blood Service. The surplus was achieved through a continued focus on financial efficiency and management.
- **An accumulated \$66.7 million has been returned to Federal and State Governments since 2010/11** demonstrating better value for money for governments.
- **Achieved 98 per cent customer order fulfilment (up from 82% in July 2010) and an improvement in our customer satisfaction rating to 8.8 out of 10.** This was achieved through a continued focus on delivering service excellence and ensuring that patients receive blood products when they need it.
- **Other key KPI's achieved during 2013-14 include 315 days or 86% of the year when red cell inventory was maintained within the inventory bands - i.e. periods when inventory matched demand (this is up from 55% in 2010-11).**
- **Blood Service successfully delivered 545 tonnes of plasma to CSL**, meeting target. This represents a 4% growth in plasma production from prior year.
- 2013/14 saw **98% of capital grants for the year spent** (an increase of 33% from prior year).
- **Increased staff productivity** (testing productivity improved by 16%, processing improved 9%, collections improved 7%)
- **Improving donor services has been a major focus in 2013-14** including major technological upgrades to our National Contact Centre to improve reliability and speed of communications with donors. This has included the introduction of new features such as caller ID and confirmation SMS. Our ability to determine a person's eligibility to make an appointment to donate has improved as a result and we have seen **a drop in our "donor did not attend" rates from 21.5% in July 2012 to 12.8% in June 2014**. Donors are also experiencing reduced waiting times with the average waiting time reduced by 18% since July 2012.
- **Over the last four years, there's been a 58 per cent increase in organ donation** rates and during 2013-14 we were proud to be involved in Australia's largest live kidney and donor transplant procedure, playing an integral role in ensuring matches were available for the six-way procedure.
- As part of our commitment to providing the safest blood supply possible, we've continued to reduce the risk of Transfusion-Related Acute Lung Injury (TRALI) **achieving 100% of all clinical plasma supplied to customers being sourced from male only donors for the second consecutive year.**
- **The Blood Service is committed to providing a supportive and inclusive workplace through our focus on a strong diversity strategy.** The launch of our gay, lesbian and other workmates (GLOW) network has contributed towards an improved understanding of the challenges faced by our lesbian, gay, bi-sexual, transsexual or intersex colleagues. This investment was recognised at Pride in Diversity's Australian Workplace Equality Index awards in May 2014, where we were placed in the top 20 LGBTI employers and **awarded the highest ranking not-for-profit organisation after a judging of Australian companies.**
- After years of research, we supplied a **process for preparing deep frozen blood components for the Australian Defence Force**. A significant achievement; the work extends the shelf-life of blood components to up to 10 years by adapting technologies in freezing and thawing blood components. Following approval by the Therapeutic Goods Administration and the National Blood Authority, the Blood Service will be able to provide the ADF with blood components when deployed in remote locations where fresh components are difficult to access.
- **We have actively been promoting a culture of continuous improvement** which has seen lean principles being adopted across the organisation. This focus on lean coupled with restructuring of our manufacturing and quality divisions has enhanced our productivity enabling the Blood Service to achieve greater national consistency and better services and outcomes for all of our stakeholders.
- **Our new five year strategic plan, *At the leading edge*, was developed and launched** setting the direction for the Blood Service until 2019, and aiming to position us among the best blood services in the world. *At the leading edge* clearly articulates the way the Blood Service will need to work in order to achieve our goals – we must develop closer partnerships with our customers and stakeholders in order to perform and deliver shared outcomes. Each area of the plan is backed by rigorous performance measures that have clear aspirational targets that will signal our success.