

CASE STUDY

Woolworths



Caring for the community.

With a presence across cities, regions and remote areas, Woolworths Supermarkets are a part of the fabric of Australian society. The organisation uses its resources and skills to partner with the communities that it is part of to improve the health and wellbeing of its customers. Historically this has included support for communities facing natural disasters with emergency relief and post-disaster recovery as well as the popular Free Fruit for Kids program and partnerships with food rescue organisations such as OzHarvest and Foodbank.

It was this strong commitment to community that led the Woolworths Group, a long-term customer of Winc Australia, to request help in sourcing 1,000 lifesaving defibrillators that could be used by anyone anywhere in the event of Sudden Cardiac Arrest to save lives of shoppers and team members alike.

An arresting truth.

According to the Heart Foundation, there are up to 15,000 cardiac arrests each year in Australia and around 10,000 people die from it. During a cardiac arrest, the heart stops. Symptoms include sudden collapse and loss of consciousness and no, or abnormal breathing. For every minute without CPR (cardio-pulmonary resuscitation) or treatment with an AED to restart the heart, the chances of surviving a cardiac arrest go down by 10 per cent. After 10 minutes without it, there is little chance of survival at all. For people who have a cardiac arrest outside of hospital, the survival rate is only 10 per cent.

These are very sobering statistics. What's more, according to community group Australian Hearts, global evidence suggests that in the workplace, the use of a shared AED within five minutes, or within three minutes if it is an onsite AED, helps to protect lives either twice or three times as effectively if an AED is not present. In Australia currently, while employers must provide a safe working environment so far is reasonably practical for their employees, AEDs are not compulsory.

For employers, the tragic loss of life in the workplace can have many secondary consequences from increases to insurance premiums through to loss of productivity as co-workers come to grips with the loss.

Anyone, anywhere, anytime.

While all Woolworths stores have a first aid responder trained in operating the AED, the units sourced by Winc are designed to be used by anyone. Clear step-by-step voice instructions can guide members of the public through the process. The unit also offers crucial CPR feedback through both visual and verbal prompts to the operator to deliver real-time assistance with the rate and depth of chest compressions being applied.

With the recommendation to Woolworths, care was also taken to ensure the supplied AED would be low maintenance and cause no interference with the existing IT infrastructure. With the selected unit, both the pad and the batteries can be replaced at the same time, reducing the amount of maintenance required over the AED's lifetime.

We have a good relationship with Winc and the ability to leverage the organisation's supply chain at a competitive cost for a high velocity roll out was critical to the success of the program.

Jezzel Aquino, Procurement Specialist, Woolworths Group

Challenge

To source, package and deliver the most user-friendly Automated External Defibrillators (AEDs) on the market to ensure anyone suffering from a Sudden Cardiac Arrest in or near any Woolworths Supermarket, BIG W or BWS store nationally could have access to be best and most immediate first aid available.

Solution

1,000 HeartSine Samaritan PAD 500P units sourced from Indigenous supplier Integrity Health & Safety were delivered to Woolworths stores around the country with custom cabinetry on time and within budget.

Results

Rural and regional stores, or areas where it may be hard to access a medical site, were the first to have the defibrillators installed. Already these units have helped save lives with several instances of the defibrillators being used in the event of Sudden Cardiac Arrest.

As a business with a presence in more than a thousand communities, we want to do our bit to save lives.

Claire Peters, Managing Director, Woolworths Supermarkets.



Logistics offering unparalleled reach and speed to market.

When Woolworths announced its investment in AEDs, it became the first major retailer in Australia to order and install defibrillators on a mass scale. With the complexity of delivering to 1,000 locations across Australia, Winc's effective logistics and supply chain was vital to getting half of these units to some of Australia's most remote communities within a three-week window. Over 350 of these were picked and packed in the same day.

Indigenous benefits.

The roll out of the AEDs also contributed to Woolworth's own 2019 Reconciliation Action Plan commitment which focuses on delivering multi-generational benefits to Indigenous Australia by building opportunities with Aboriginal and Torres Strait Islander businesses.

Winc's supplier, Integrity Health & Safety, is Australia's first Indigenous provider of work health and safety products. Co-founded by an Indigenous paramedic, Integrity Health & Safety supports the ongoing professional development of Indigenous nurses through a number of initiatives including pro bono first aid and CPR training. In addition, Integrity sponsors nurses for flu vaccinations, arranges for regional

nurses to attend relevant conferences and funds select clinical and personal development courses. The intention is to build healthcare capability in Indigenous communities in a culturally safe and appropriate way.

The priceless outcome.

Already the AEDs have saved several lives. Four months after its installation in the Woolworths store in Adelaide's Blakeview, one of the Winc supplied AEDs was used to resuscitate 60-year-old Ian Aldenhoven. He had been dead for 16 minutes after suffering from a Sudden Cardiac Arrest in the car park. The AED at the front of the store was retrieved by Woolworths assistant manager Annette Brook and used by an off-duty trauma nurse to deliver two shocks that helped save Ian's life.

With such a priceless outcome, the Heart Foundation has warmly welcomed this community minded initiative and strongly encourages the placement of AEDs in all places where people gather in numbers.

The roll out of these AEDs in our stores provides peace of mind that should there be an emergency, that the teams have the right equipment at hand to respond accordingly.

Jezzel Aquino, Procurement Specialist,
Woolworths Group

