




THE DEFIB STORE



Go
PUBLIC
TABLED DOCUMENT

Tabled at BCC

12 June 2018

Your step-by-step guide to **GOING PUBLIC**


How to Share your Defib
with your community


FOR KIWI BUSINESSES

The choice to share your businesses' Defib gives your whole community access to a life-saving device in an emergency situation

But there's a lot to consider including; how to Go Public, where to put your Defib and how to communicate to your community that a Defib is now accessible 24/7

This practical guide makes moving your Defib out easy with step-by-step instructions on how to;

 Choose the right cabinet and find the right location

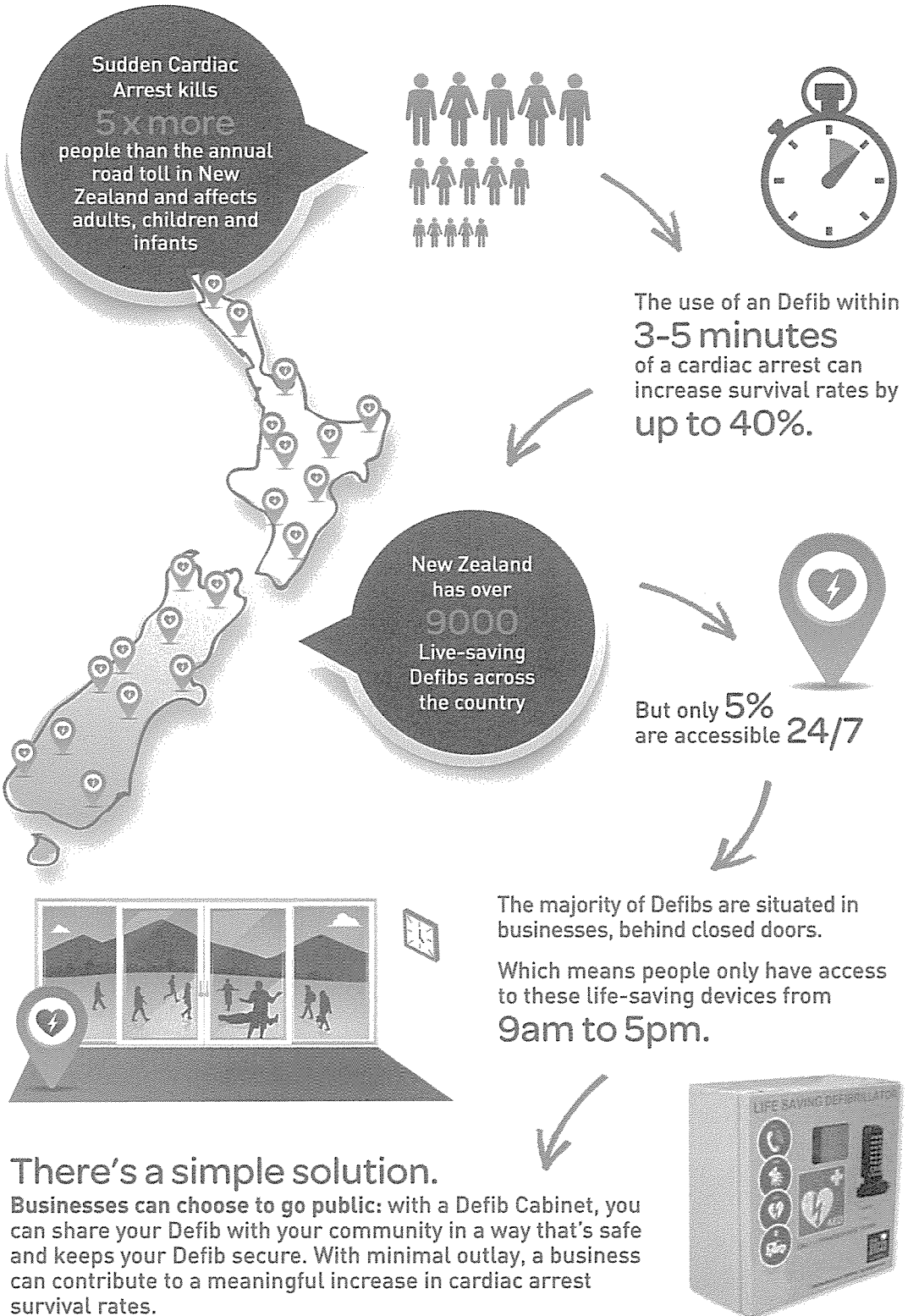
 Tell people you've gone public and raise awareness of your public-access Defib



Contents

Why Go Public?	3
Why your business should Go Public with their Defib	4
How do you Go Public?	5
How do you choose the right cabinet?	6
How do you choose the best location?	7
How do you install your cabinet to the wall?	8
How do you inform your community	9
How one business worked with other businesses and the body corporate to Go Public	10
Don't have a Defib?	11
Need some help?	12





Why Go Public?

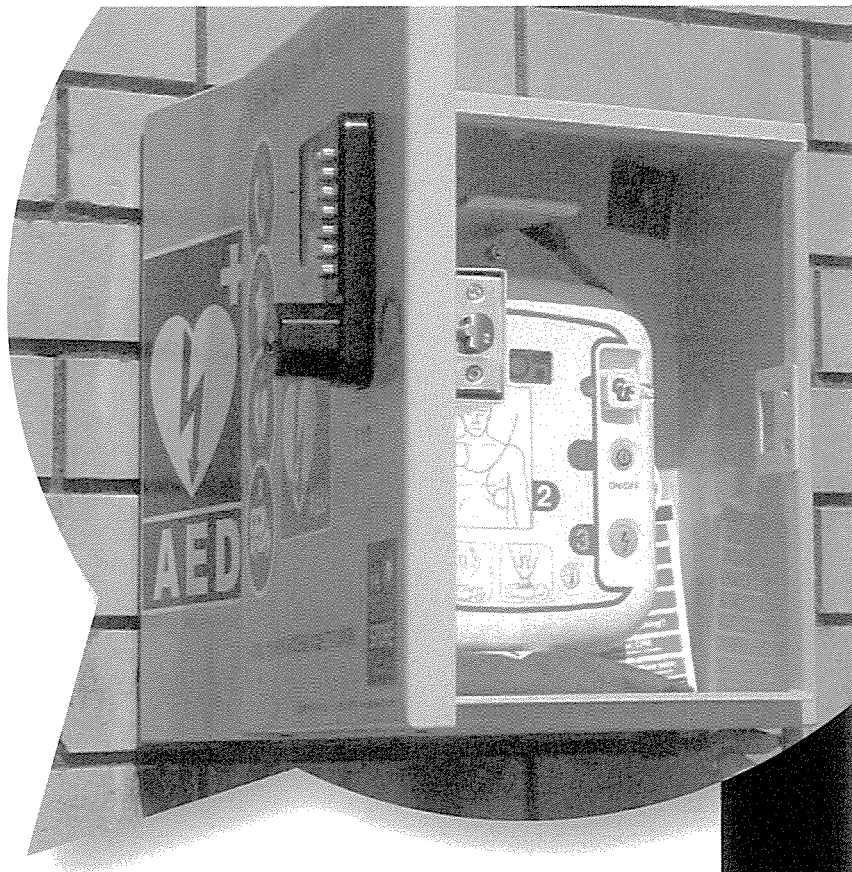




Why your business should **Go Public** with their Defib

The choice to share your businesses' Defib with your community gives everyone access to a life-saving device that's already there, when they may need it.

-  Maximise your life-saving asset: You've invested in a Defib. But if the Defib is only accessible 9am-5pm, it's only accessible 40% of the time. With a minimal additional outlay, your asset can be accessible 100% of the time.
-  Doing good is good business: social responsibility goes hand-in-hand with sustained growth and profitability. Customers are willing to spend more to reward a company that give back to society.
-  Get people talking about your business for all the right reasons: raise brand awareness and create brand-positive associations.
-  Your decision to Go Public underlines your position as a responsible, people-focused employer to your staff: employees can take ownership of this feel-good initiative, too.

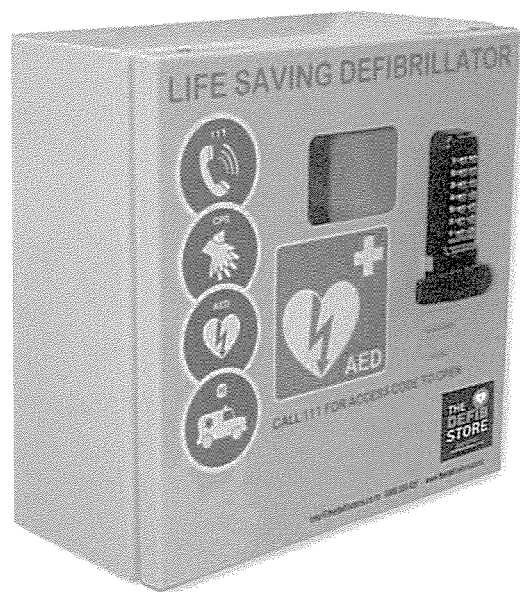


How do you Go Public?

It's simple.

All you need is a Defib Cabinet

- ♥ A Defib Cabinet will fit any model of Defib you have - no need to worry about sizing or measurements: it's universal.
- ♥ Investing in a Defib Cabinet is a one-off cost. High-quality Defib cabinets have an average lifespan of 15-years.
- ♥ Concerned about safety? To protect your Defib from theft and vandalism, we recommend theft and tamper-resistant outdoor Defib cabinets with combination locks. A code to the combination lock is provided when a first responder calls '111'.





How do you choose the right cabinet?

New Zealand's harsh marine climate and salty sea air means all Defib Cabinets must have a Stainless-Steel Marine-Grade Cabinet Lock.

Other materials corrode in salt air which could cause the lock to seize up: you might not be able to access the Defib when it's most needed.

Businesses within 1KM of the coastline also require a marine-grade stainless steel **cabinet** as well as a lock. This is to ensure the cabinet and all its parts do not corrode and rust over.



Is your site located more than 1KM away from the coastline?

Your business will require a Marine-Grade Stainless Steel Lock

Manufactured from high grade materials, the Non-Stainless Steel cabinet has a Marine-grade Stainless Steel lock to ensure it doesn't corrode.

YOU CAN OPT FOR A NON-COASTAL CABINET:
\$1,195 EX GST



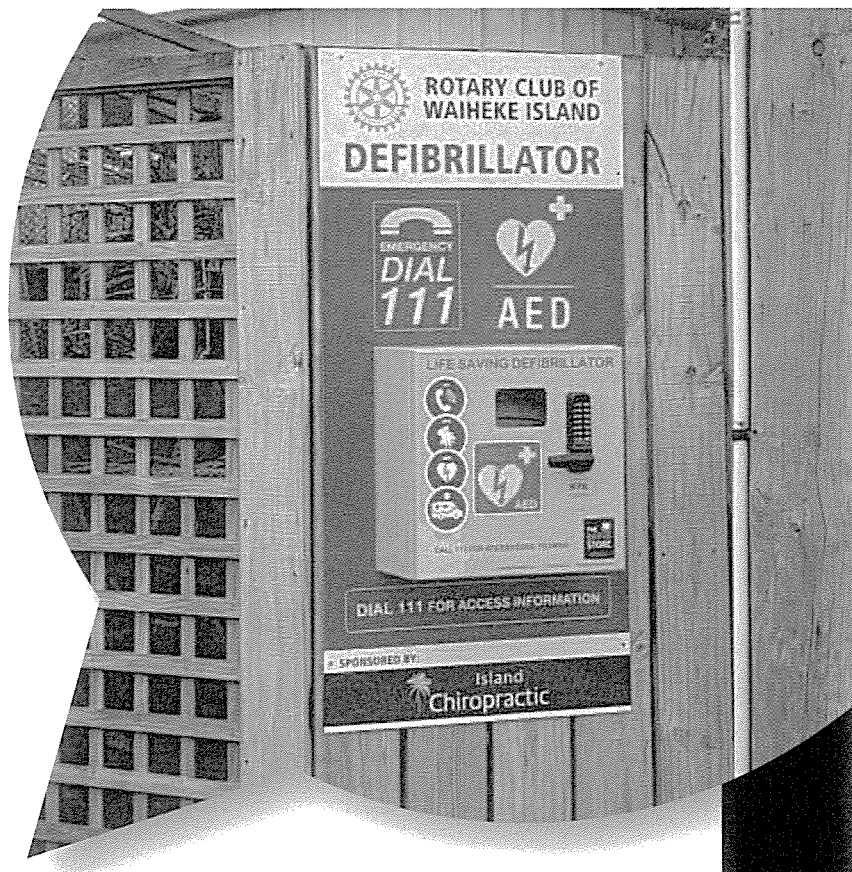
Is your site located within 1KM of the coastline?

Your business will require a Marine-grade Stainless Steel Lock AND Marine-grade 316 Stainless Steel Cabinet

Cabinet and all parts, including hinges, nuts, bolts and combination lock are Marine-Grade Stainless Steel and completely waterproof. This cabinet provides the best security, weather protection and longest life on the market.

YOU NEED A COASTAL CABINET:
\$1,395.00 EX GST

Please contact The Defib Store for price breaks on multiple Defib cabinet orders



How do you choose the best location?

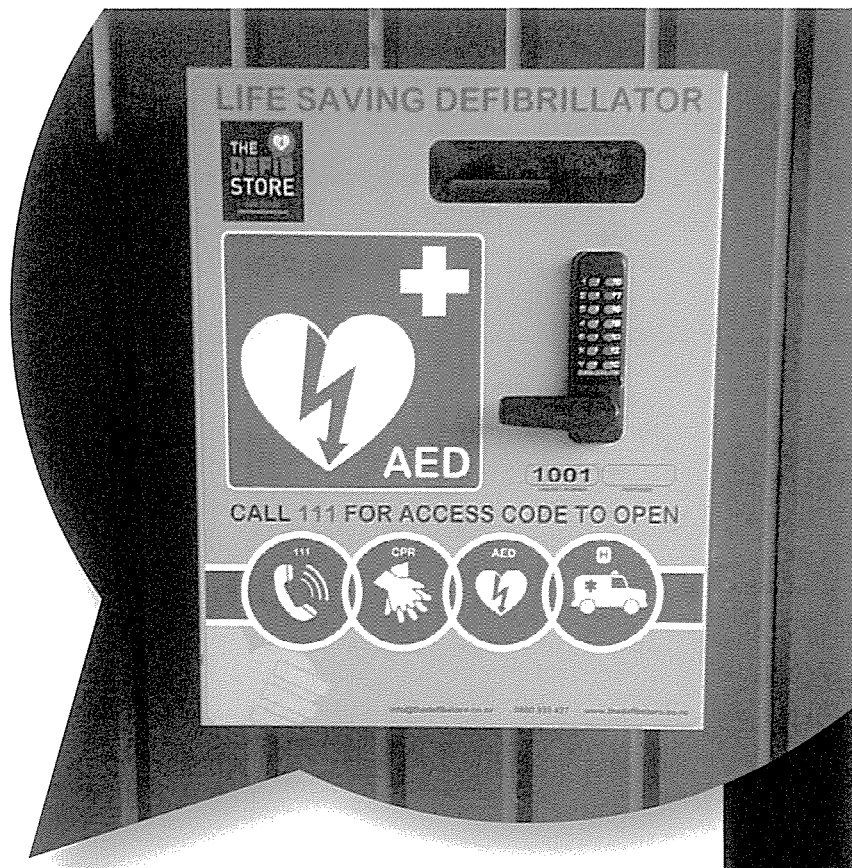
When you think about where your cabinet should be placed, you are aiming to identify a site that has; 'the fastest access to the most people with the best visibility'

Requirements;

- ⚡ Mount on an external wall in a clear & visible location
- ⚡ Should be installed 1-1.4 metres from ground to bottom of cabinet.
- ⚡ Find a clean, dry and sheltered location
- ⚡ Consider cabinet dimensions: Cabinet Dimensions: 400mm (H) x 400mm (W) x 200mm (D)

Consider;

- ⚡ What location has the highest foot traffic? Do not install in an alleyway, or rear access-way
- ⚡ Are there any obstructions? What may slow someone down when they need to access the Defib? Consider steps, ramps
- ⚡ Visibility can be limited by surrounding factors: consider bus stop shelters, poles that limit visibility etc.



How do you install your cabinet to the wall?

Your Defib Cabinet comes with everything you need to install it: no wall brackets are required.

Full instructions are supplied with delivery of every Defib Cabinet and a handyman should take no more than half an hour to complete installation (approx. \$30-60 for the work in total).

If you are located in an area that falls below freezing level regularly, an additional heating element needs to be installed. This will require a qualified electrician and may take 30-minutes to an hour to complete.

NEXT STEPS:

Now your Defib Cabinet has been fitted,

1. Complete the 111 Registration Form (provided with the delivery of each Defib Cabinet). Take photos of the Defib Cabinet which clearly show it's surroundings. Submit the form and photos to the email address provided on the Registration Form.
2. Send photos and location of the Defib Cabinet to AED Locations (gareth@aedlocations.co.nz) so your Defib's location can be added to the AED Locations App: a country-wide registration of all Defib location sites.
3. Ensure your Defib Cabinet has been added to the company's insurance policy.

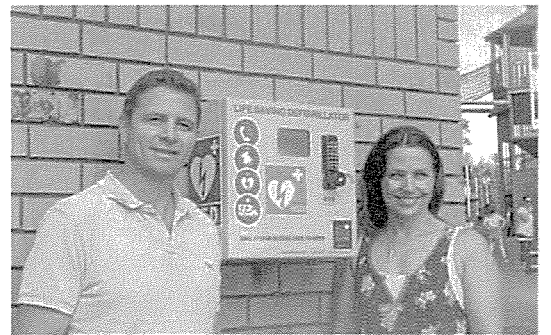
How to inform your community

Once your Defib cabinet has been fitted, you need to let your community know it's there.

Communication is key to ensuring the Defib is used in an emergency, and that people know how to access it.

Here's what to do next;

1. Get a high resolution photo taken of key staff members standing next to the Defib Cabinet (quality of the image is key: a better resolution image will significantly improve the outcome of your campaign. A digital camera is required.)
2. Write a short, factual, 400-word statement announcing your business has gone public. This should include;
 - 💡 Why your business is going public with their Defib: include a quote from a key staff member that explains this (include how this decision reflects your company's values, whether something happened that prompted the business to do this)
 - 💡 Where, specifically, the Defib cabinet is located and how it can be accessed (by dialling 111 and requesting a code from emergency services)
 - 💡 What a cardiac arrest is, why a Defib is important, and how it can be used
3. Designate one person in the business who will manage any enquiries from media and other local businesses and include their name, position and email address at the bottom of the statement.
4. Send the statement to everyone in your business and share this at a company-wide meeting. Share this on your blog, website and social media, as well as with your customers in your e-mail signatures.
5. Send your statement, along with your photo to;
 - The Defib Store (info@thedefibstore.co.nz) so we can share your story
 - Your local newspaper (Auckland and Northland businesses: <https://www.stuff.co.nz/auckland/local-news/83431143/contact-your-local-paper>)
 - Your local council
 - Your local MP
 - Your local library, swimming pool, sports club and school.



Public defibrillator and local business owner on a mission to increase cardiac arrest survival rates

Takapuna beach gets 24-hour defibrillator

LARNE ROGERS
A community member's decision to install the defibrillator in popular public areas on the North Shore is under way, with the first installation at Takapuna Beach.

The beach, just from sandstone carcase across to Park Avenue together with the beach, has not to have

in public areas that are available to use 24 hours a day.

"We want to work with the community to save lives," says Rogers, who says the chance of surviving a cardiac arrest are increased by 10 per cent, if a defibrillator is used within five minutes, she said.

"The installation of public access AEDs, open to the public

24/7, would see a significant increase in survival rates.

Takapuna Beach's location is significant because it's one of the most popular beach areas. It's located on the beachfront, the AED can be used in both public and private

Community AEDs 24/7 to be installed on AEDs will be your responsibility.

“I urge every business to work with their body corporate and neighbouring businesses to Go Public.”

How one business worked with other businesses and the body corporate to **Go Public**

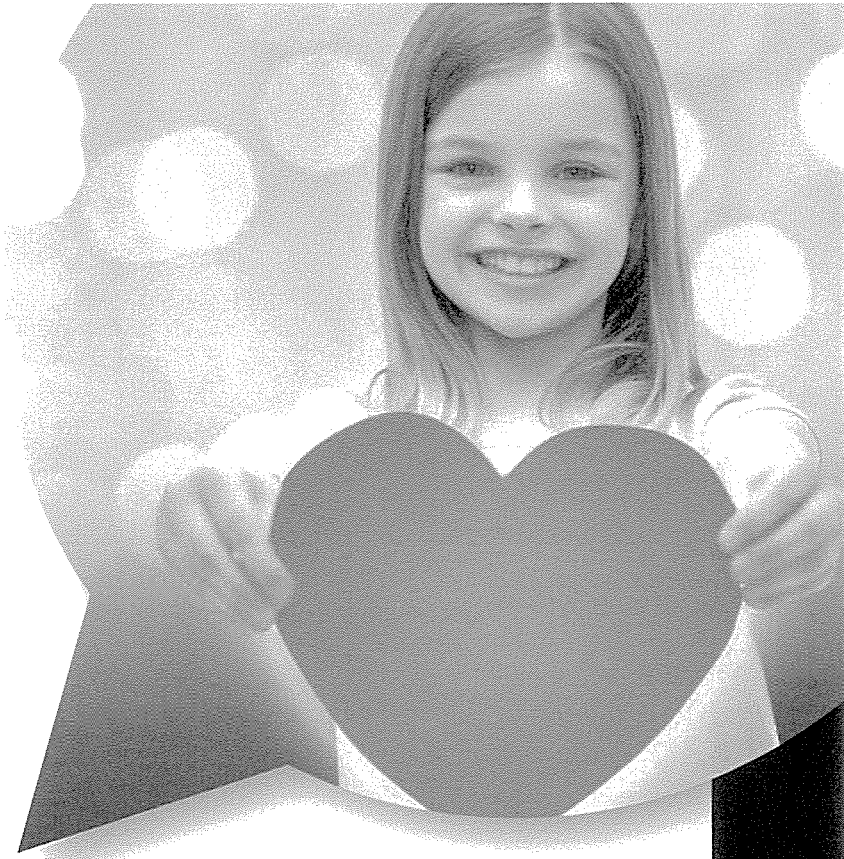
SUMMARY:

- ♥ 6-businesses spent \$200+GST each to make one Defib publicly-accessible to the whole community
- ♥ 60 first responders across the 6 businesses were trained in CPR and how to use a Defib

After purchasing a Defib, a business decided to make their Defib publicly accessible. The business put the idea to share the cost of a Defib Cabinet to their neighbouring businesses. The body corporate and 5-other businesses in their block agreed to share the cost of a Defib Cabinet.

The cost for training was also shared across the businesses with all staff attending workshops on how to identify cardiac arrest, conduct CPR and use a Defib.

Because it was a shared initiative, over 60 first responders have now been trained: had the initiative been owned by one business, only 3-staff would have been trained.



Don't have a Defib?

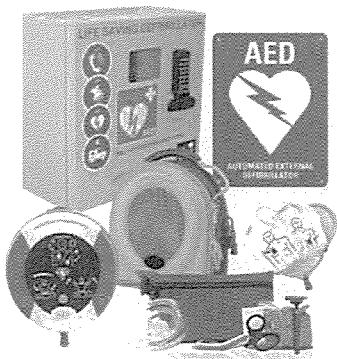
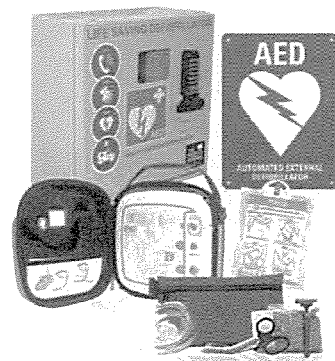
We recommend complete Defib kits. One package, everything you need, fit for purpose.

Corporate and Community Package

- ♥ All-inclusive package to enable any business or community group to Go Public
- ♥ Can be used on both adults and children

Designed for;

- Businesses
- Sports clubs, community centres



Industrial Package

- ♥ High shock-rating
- ♥ Water-resistant
- ♥ Most hard-wearing package

Designed for;

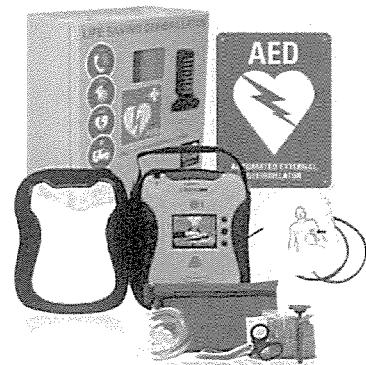
- Construction sites, work-sites, mines
- Industrial sites
- Boats / Yachts

Rural / Tourism Package

- ♥ Full-colour video screen demonstrating how to do CPR, and how to use the Defib
- ♥ Paediatric Pads (included) required for under 8-year-olds

Designed for;

- Remote locations more than 30-minutes from a hospital
- High-traffic tourism sites where English may be a second language





Need some help?

Highly experienced in supporting businesses to 'Go Public', contact our knowledgeable customer services team with any questions you have.

The Defib Store is New Zealand's only independent supplier of Defib Cabinets and Defibs with the country's largest selection of Defib-related products.

Contact us on;

info@thedefibstore.co.nz

0800 333 427 (0800 DEFIBS)