

26 August 2025

Grant funding to expand CPR education in Melton

Carolina by AVID Property Group (AVID) has announced St John Ambulance Victoria (St John) as the recipient of its annual community sponsorships and grants program, awarding \$5,000 to support the organisation to deliver linguistically diverse CPR and first aid education resources for Melton and the wider community.

The plan to widen St John's approach responds to local needs, with nearly 10 percent of the Melton population reporting having difficulty with English and more than 85 percent speaking languages other than English at home and with relatives¹.

St John Victoria Chief Executive Officer Gordon Botwright said that Carolina's support for the second consecutive year would help extend the organisation's vision of 'more lives saved' by ensuring communities have access to lifesaving knowledge, no matter what language they speak.

"After such a fantastic year of bringing our mobile training facility, CPR Lab program to Carolina, we're excited to receive this grant again and work towards implementing widespread knowledge and skills that could potentially save a life," Mr Botwright said.

"For every minute someone goes without CPR and defibrillation, their chances of survival go down by 10 percent², however with accurate technique and when delivered together, these vital first aid techniques can increase cardiac arrest survival rates up to 70 percent³.

"We believe that first aid should be a universally accessible skill, and this funding from AVID will help contribute to our ambitious goal of increasing cardiac arrest survival rates to eight percent by the end of 2026."

AVID first supported St John with a community grant in 2024 and, earlier this year, also collaborated with the organisation to deliver a first aid in the home educational video series as part of its [AVIDEngage](#) program.

With more than three quarters (78 percent) of cardiac arrests occurring within the home², AVID Acting General Manager Victoria Bruce Harper said the developer could not have selected a more deserving recipient for this year's grants program.

"We're proud to once again be offering meaningful and tangible support to St John, reflecting our commitment to supporting programs and organisations that deliver real, and in this case, potentially lifesaving benefits to our community," Mr Harper said.

"Carolina wouldn't be the warm and welcoming place it is without the strong sense of community and togetherness shown by our residents, which is why supporting organisations that share our commitment to their wellbeing – like St John – will always be a priority."

St John will use this round of grant funding will support the delivery of a new dedicated CPR series that will be produced in multiple languages in both audio and video formats, with production anticipated for late 2025.

We bring
people
together.

– ENDS –

Reference:

1. [Recent arrivals - Language spoken at home | City of Melton | Community profile](#)
2. [Victorian Ambulance Cardiac Arrest Registry | Annual Report 2023/24](#)
3. [Defibrillators | St John Ambulance Australia](#)

About Carolina

Carolina by AVID Property Group is a \$210 million master planned community that was launched in 2019 and is under development in Deanside, Victoria.

Carolina is set on over 43 hectares of land. With easy access to both the Western Highway and the Melton Highway and within close proximity to train stations and bus services, Carolina is perfectly placed in the heart of the 'New West'.

Being a natural extension of Caroline Springs, residents can enjoy the community's easy access to Caroline Spring's local amenities, with more than 12 primary and secondary schools, shopping, dining, and entertainment options. Upon completion, Carolina is destined to become a well-connected community for residents at all stages of life.

About AVID Property Group

AVID Property Group (AVID) is an award-winning Australian developer, responsible for a diversified selection of residential masterplanned communities, land lease communities, completed houses and apartments, with 69 projects located in key growth areas across Australia and New Zealand.

AVID has a proven track record with the delivery of \$4.9 billion worth of projects over the past 17 years. AVID's current portfolio includes approximately 16,000 residential land blocks with a gross revenue pipeline of \$7 billion.

With a strong record of delivering connected and vibrant communities, AVID and its subsidiaries have created great homes and places for more than 75,000 Australians to live out their dream lifestyle.

Led by highly experienced senior management, AVID brings people together to deliver exceptional communities, valuable shareholder returns and thriving environments for its customers.

For more information, visit www.avid.com.au.

For further information, please contact:

BBS Communications Group:

Alice Power
Consultant
apower@bbscommunications.com.au
0422 063 337 | 07 3221 6711

Victoria Cox
Group Client Manager
vcox@bbscommunications.com.au
0405 873 368 | 07 3221 6711