Australian Red Cross

Australian Red Cross is part of the world’s largest humanitarian organisation, with millions of volunteers worldwide. Our work in Australia and internationally is focused on improving lives and reducing vulnerability. We are independent of government and have no political, religious or cultural affiliation. The International Red Cross and Red Crescent Movement includes the International Federation of Red Cross and Red Crescent Societies (IFRC), the International Committee of the Red Cross (ICRC), and National Red Cross and Red Crescent Societies, such as Australian Red Cross, in 186 countries.

Our vision

To improve the lives of vulnerable people in Australia and internationally by mobilising the power of humanity.

Our mission

To be a leading humanitarian organisation in Australia, improving the lives of vulnerable people through programs delivered and promotion of humanitarian laws and values.

Australian Red Cross Blood Service

The Blood Service plays a central role in the health system of Australia, and is funded entirely by the governments of Australia. The Blood Service is a division of Australian Red Cross.

Fundamental principles

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The power of humanity

Red Cross mobilises the power of humanity – a simple, yet powerful notion of people helping people that can make a real difference to those in need. The power of humanity invites everyone to join together and play a part in making the world we live in a better place.
Winifred Vasu is a Red Cross health volunteer on the Weather Coast of Solomon Islands. Photo: Australian Red Cross / Joe Cropp.

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This year, Red Cross has worked to assist vulnerable people following major emergencies and in facing smaller challenges every day. No matter the crisis, together we showed compassion and resilience in the face of adversity, and witnessed the power of humanity in action.

From the floods in Pakistan, the earthquakes in New Zealand and the Japanese tsunami, the past year brought incredible destruction and devastating loss of life. For communities affected by these disasters, recovery efforts will continue for a long time to come.

In Australia, we faced an unprecedented emergency situation during the summer when six disasters struck in 40 days. Floods, destructive storms, bushfires and cyclones caused immense damage around the country; tragically, lives were lost and many people were left with nothing.

Throughout these disasters Red Cross people ensured that our everyday work continued without interruption. We served 800,000 breakfasts to kids who would otherwise go to school hungry, we worked towards preventing the four million deaths a year caused by poor sanitation, and we made 30,000 calls a week to elderly Australians living alone.

We are especially pleased to have rapidly expanded our work with asylum seekers following a Federal Government announcement concerning community detention options. This critical humanitarian work helps some of the most vulnerable people in the community, and we look forward to our ongoing role as lead agency in this program.

Our partnership with AusAID has grown further this year with the launch of a new international volunteering program in which Red Cross is a core partner. Through the program, Australians have the opportunity to volunteer and contribute to the work of Red Cross in overseas communities.

In the following pages you will find stories of our work with people and communities and the successes we have achieved over the past year. This report also provides us with the opportunity to demonstrate accountability for the quality, cost effectiveness and impact of our activities, a key commitment in our new strategic plan, Strategy 2015. None of our work would be possible without the commitment of our many wonderful members, volunteers, staff and supporters.

Throughout the year, we have received support from government at all levels, as well as from our corporate partners and our many generous donors. We would again like to thank the Australian Government, Prime Minister Julia Gillard, and Minister for Health Nicola Roxon for our (indexed) Annual General Purpose Grant of $5.1 million. This grant makes a critical contribution to our humanitarian work in communities across Australia.

The Australian Red Cross Blood Service also continues to rely on the generosity of more than half a million Australian blood donors to provide the lifesaving gift of blood.

Thank you to all of our supporters for your valuable contributions and ongoing dedication to humanitarian work.

Looking ahead, it is an exciting time to be involved with Red Cross, as we prepare to host the General Assembly and Council of Delegates of the International Red Cross Red Crescent Movement in November 2013. The Assembly has never before been held in Australia and this is an important recognition of the standing of Australian Red Cross in the International Movement.

As we prepare for this exciting event, we will continue to look for new ways to grow our capacity and fulfil our mission.

Together, our staff, volunteers, members and supporters will continue to demonstrate what can be done when people care enough to come together for the benefit of others.
Highlights for the year

Asisted more than 27,000 people impacted by floods in Victoria and Queensland, Cyclone Yasi and West Australian bushfires during the 2010/11 summer. Over 3000 volunteers, members and staff participated in the response.

Signed historic partnership agreement with AusAID to strengthen our effectiveness in overseas aid and development, international humanitarian law, aid worker deployment, International Disaster Relief Fund, and emergencies and capacity building.

As the lead agency in the Australian Government’s expansion of community care arrangements for refugees and asylum seekers, Red Cross assisted 615 adults and 588 children to move from immigration detention centres into the community.

Developed a new Membership Strategy and Members’ Action Kit that recognises the rich and diverse role of Red Cross members, and seeks to ensure that members are an integral part of our work into the future.

Launched Australian Volunteers for International Development, a new AusAID program providing opportunities for Australian volunteers to work with our partners in Asia, the Pacific and Africa.

Opened new offices in Kalgoorlie and Derby in WA, and Port Augusta in SA, reinforcing our commitment to creating genuine and long-term partnerships with Aboriginal and Torres Strait Islander peoples.

200 staff participated in two day cultural awareness workshops to increase our capacity to work with Aboriginal and Torres Strait Islander peoples.

Assisted more than 100,000 people to access training, employment and job preparation through Red Cross College ‘skills for life’ programs.

FoodCents Program, Western Australia.
Photo: Australian Red Cross / Tim Lofthouse.
Strategy 2015 provides a clear plan for the humanitarian work of Australian Red Cross in making a significant and long lasting positive impact on disadvantage. It describes who we are, how we work and how we help.

Seven priority areas
Our work with the most vulnerable people and communities in Australia and internationally is focused around seven priority areas.

Cross cutting themes
Four significant global issues underpinning our work in the seven priority areas.

Ways of Working
Guidelines that apply to all our programs and services and inform our work at all times.

Enabling Goals
Four goals defining how Australian Red Cross will organise itself to successfully deliver on our priority areas and remain strong and sustainable as an organisation.
**Fundamental principles**

In all activities our volunteers, members and staff are guided by the fundamental principles of the Red Cross and Red Crescent Movement.

**Humanity**
The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavours, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and ensure respect for the human being. It promotes mutual understanding, friendship, co-operation and lasting peace amongst all people.

**Impartiality**
It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavours to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

**Universality**
The International Red Cross and Red Crescent Movement, in which all Societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.

**Neutrality**
In order to continue to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

**Unity**
There can be only one Red Cross or Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

**Independence**
The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

**Voluntary service**
It is a voluntary relief movement not prompted in any manner by desire for gain.
How we helped
Seven priority areas

1. Strengthening disaster and emergency services
2. Increasing international aid and development
3. Championing international humanitarian law
4. Addressing the impact of migration
5. Working with Aboriginal and Torres Strait Islander peoples
6. Overcoming social exclusion by providing bridges back into the community
7. Tackling entrenched locational disadvantage
40 Days of disasters, six emergencies

During the summer of 2010/2011 several huge emergencies struck around the country, including major floods in Victoria and Queensland, cyclones and bushfires.

Nationally, Red Cross assisted more than 27,000 people in more than 68 evacuation and relief centres affected by the floods in Victoria and Queensland, Cyclone Yasi and the Western Australian bushfires.

Red Cross supported people through more than 50,000 visits to Recovery Centres or homes visited in outreach.

Across all emergencies in Australia from December 2010 to February 2011, there have been more than 3,000 Red Cross people, volunteers and staff working on the disasters.

Close to 50,000 people were assisted in getting in touch with their loved ones after they registered with the National Registration and Inquiry System (NRIS).
Floods and Red Cross people

Floods in Queensland

Starting in late December 2010 and continuing into January 2011, rains associated with cyclone Tasha and a series of monsoon lows caused one of the most devastating floods in Queensland’s history.

The floods affected more than 200,000 people, 35 people died and more than 14,200 homes were damaged or destroyed.

Red Cross responded by providing evacuation centres, recovery centres and personal assistance through outreach and reconnecting families. We were on the ground supporting people and communities with the long journey of recovery and providing personal support services to individuals and families through door-to-door outreach as well as more in depth assistance. Red Cross also worked with local governments and communities to be prepared ahead of the next storm and cyclone season.

Queensland floods

More than 1,300 Australian Red Cross volunteers and staff supported affected communities in relief centres across the state through the provision of family registration, personal support and catering.

Kerang resident and Red Cross volunteer Gail Hogg was part of the team at evacuation centres in Kerang, Cohuna and across the border into NSW in Barham.

'I believe people have handled it extremely well, and I think it’s because they have felt supported. The Red Cross teams I have worked with have been phenomenal,

and I think people have felt comfortable because they have seen local faces and that’s why I have stayed on board, to support my community,’ says Gail proudly.

During the Victorian floods 5,350 people registered or inquired through the National Registration and Inquiry System, which was managed by Red Cross staff and volunteers.

We worked to help communities in the recovery process, providing personal support and practical resources in recovery centres across affected areas.

Red Cross, in partnership with the Victorian Government, launched the Victorian Floods Appeal 2011 on January 18 and raised more than $17.9 million. Funds have been distributed by the Department of Human Services under the oversight of an independent advisory panel, chaired by Ron Walker AC CBE. The funds have been used to support individuals, families and communities in areas affected by the January and February Victorian floods.

Cyclone Yasi

Braving the storm

Volunteers play a vital role in Red Cross work assisting people in times of disasters. Quick thinking by volunteer Noeline Byrne may have saved a number of lives during Cyclone Yasi.

'I just felt that it was safer up there at the Red Cross Centre,’ says Noeline, after she moved evacuees to a safer place where they survived the gusts of up to 290 kilometres an hour. I love working and volunteering with Red Cross, I love helping people, working with people and doing services.’ Noeline says.

‘When you see that people appreciate what you’ve done, it really warms your heart’.

Noeline Byrne, Red Cross volunteer.\n
Trail of destruction left by Cyclone Yasi in Tully. Photo: Australian Red Cross / Jack Tran.
Strengthening disaster and emergency services

Australian communities deal with natural disasters

Red Cross continued to respond to community needs in three key areas: preparing for, responding to and recovering from emergencies.

Red Cross works with individuals and communities to support them to be better prepared, better connected to each other and more able to cope following emergencies.

Red Cross partners with government, emergency management agencies and other organisations to adopt and promote Emergency REDiPlan to build community resilience.

Emergency REDiPlan’s four steps to prepare our households are:
1. be informed
2. make a plan
3. obtain an emergency kit
4. know your neighbours.

Red Cross focuses attention on people, households and communities particularly vulnerable to emergencies through tailored information packs, a community speaker program and other local engagement activities.

Experience has shown that recovery from major disasters takes a long time. It can take many people from two to five years to recover and re-establish their lives following major disasters. Recovery is a long, slow process and Red Cross will continue to work with communities for the long-term.

Sticking together: families in good and tough times

Australian Red Cross continued to reach out to thousands of families across the country.

We provided a range of programs to support families through tough times, whether relating to a natural disaster or a more personal crisis including; during times of crisis, on arrival as a refugee, when facing homelessness, having a family member in prison, or managing daily parenting challenges. In celebration of the important role of families in our society we took part in national Families Week from 15 – 21 May 2011. In recognition of the leadership role of Red Cross in supporting families Noel Clement, Head of Australian Services, was appointed as an official Ambassador for Families Week.

During the campaign, Red Cross launched the new resource ‘Helping children and young people cope with a crisis.’ The booklet is for parents whose children have experienced a traumatic event, such as the floods, fires and cyclones that occurred over summer. At the launch, Michael Raper, Director of Red Cross Services and International Operations, said that ‘most children need extra support after an emergency and help for kids is best delivered early and by people they trust, like family and friends.’

Lesley Bebbington, a survivor of the 2009 Black Saturday fires and coordinator of Kinglake’s Youth Group, shared her experiences and officially launched the booklet. She said, ‘There is no correct way to travel through trauma. It is an intimate, personal journey and the information given in this book is a means for understanding and sharing that journey’.
New Zealand earthquake

On 22 February 2011, 181 people were killed and hundreds injured when a shallow and destructive 6.3 magnitude earthquake struck Christchurch and surrounding areas. Many thousands of homes were damaged or destroyed. Red Cross responded by providing relief and recovery centres where vital supplies such as food and water were provided to thousands of people.

Australian Red Cross aid workers were sent to assist with psycho-social support in affected communities.

Pakistan monsoon floods

Starting in late July 2010 and continuing into September, heavy monsoon rains caused Pakistan’s worst ever flooding. The floods affected more than 20 million people, killed more than 1980 people and damaged or destroyed more than 1.9 million homes.

Funds raised by Australian Red Cross helped by providing food, safe drinking water, shelter, emergency healthcare, livelihood support and assistance to reconnect families.

Japan earthquake

On 11 March, one of the largest earthquakes and most powerful tsunami wiped out towns and villages in north east Japan. The largest wave reached about 38 metres. More than 27,000 were killed or remain unaccounted for following the devastation. Thousands more were injured.

Funds raised by Australian Red Cross for the Japan and Pacific Disaster Appeal 2011, have been used to supply emergency relief, equipment and recovery assistance to people and communities affected by the tsunami. Specialist Australian Red Cross aid workers with emergency communications, tracing and relief expertise were also sent to assist our partners in the recovery efforts.
In the past year close to 8,000 people directly benefited from our water and sanitation programs in northern Vietnam.

Like generations before her, Ngo Hong Mai, 20, made the steep, two-hour trek to collect water three times a day since she was a child.

‘Collecting water [was] very time consuming,’ says Mai, who now has two children of her own. ‘I [had] to collect enough water for family usage, like bathing the babies, washing, cooking and doing other things for the family.’

This changed last year when Vietnam Red Cross worked with Mai’s community in Coc Lai, northern Vietnam to build and install spring fed water tanks next to each house.

Ensuring there is enough water for bathing and basic hygiene is a priority of the Red Cross program which operates in Vietnam’s four most northerly provinces. Led by Vietnam Red Cross, and in partnership with Australian Red Cross and German Red Cross, the program focuses on working with local communities to provide enough clean water for daily needs and making sure everyone understands the importance of hygiene and sanitation.

Water-borne diseases are widespread in Vietnam, and more than 20,000 people die every year through lack of access to clean water, and poor sanitation and hygiene. Australian Red Cross Program Coordinator Tanya Cugura says that to prevent water-borne diseases it’s important to focus on both the quality and quantity of water available in these communities.

‘If people don’t have access to enough water they need to make cuts, and personal hygiene is often the first to go,’ says Tanya. ‘Working with communities to provide families with water tanks is a simple, affordable and effective way to ensure there is sufficient water for all their needs, even during the dry season.’

Red Cross is also helping to install filters alongside each water storage tank. The one-metre high concrete filters are built by Red Cross trained volunteers using local sand and shale to filter out the dangerous bacteria, viruses, parasites and other impurities that have caused sickness and death in the past.

‘In a relatively short amount of time we have seen these tanks and filters bring around important improvements in the hygiene and health of these communities,’ Tanya says.

For Mai, these simple water storage tanks and water filters will also go a long way towards realising her own dream: ‘To watch my children grow up to be happy and healthy.’
Australian Red Cross partners with Vanuatu Red Cross to deliver on a water, sanitation and hygiene promotion project in Ambrym.

We build latrines, boreholes and hand pumps for the local community, rainwater tanks for schools and health clinics, and community representatives are trained in hygiene promotion.

Vanuatu water, hygiene and sanitation programs

Like most of the population on the Vanuatuan island of Ambrym, Alice relies on a rain fed well for her fresh water needs. ‘Six more weeks,’ she says, measuring the water’s depth in the amount of time it will take for the well to run dry. ‘Eight if we are careful.’

But even with the strict discipline of only using fresh water for drinking and cooking, the family’s fresh water supply won’t last through the dry season. In a couple of months, coconuts will become the only source of safe drinking water.

Ambrym’s active volcano further compounds the water problems for the community. Ash from the active lava lakes drifts west and settles on the iron roofs that feed the water tanks, or falls into the open wells, polluting the water.

Higher in the atmosphere, sulfur dioxide rising from the volcano combines with precipitation to create acid rain, which destroys crops and further contaminates the water supply.

‘Even when we have enough water during the rainy season, it’s often polluted,’ says Alice.

Australian Red Cross now works alongside Vanuatu Red Cross and the people of west Ambrym to overcome these systemic water supply issues and to help tackle water-borne diseases such as diarrhea, hepatitis and typhoid.

Red Cross volunteers and staff teach the community about the importance of basic hygiene and sanitation and provide technical support and building materials for people wanting to construct new bathroom facilities, including ventilated pit toilets, in their community.

Most important for Alice and other people on the island, is constant access to sufficient fresh water for their basic needs. ‘If we had more water in the village it would make it easier to wash and keep clean – the community would be healthier, the children would be healthier.’

The answer to Alice’s plea is a series of bore wells and hand pumps that Red Cross is aiming to establish in 11 villages of west Ambrym. Free from the hazards of volcanic ash and acid rain, these bore wells would provide a sustainable solution to the water needs of more than 500 people.

‘Having access to fresh water all year would change our lives,’ says Alice. ‘We wouldn’t have to worry about getting enough water all the time, and could concentrate on other things in our homes and village’.

Alice Willy washes her family’s clothes by the ocean. By using sea water for washing, she’s able to make her family’s supply of fresh water last longer into the dry season. Photo: Australian Red Cross / Joe Cropp.
Increasing international aid and development

**Tonga transitional shelter program**

A transitional shelter has provided a home for 72-year-old weaver Uikelotu and her family since a massive earthquake and tsunami destroyed their home in 2009. Red Cross has worked with the local community to build 74 transitional shelters to accommodate the families who lost their homes. Constructed from wood with concrete foundations, each single room shelter includes two 1000-litre water tanks and an outdoor toilet. Funded by Red Cross and built by Tongans, they provide a bridge between emergency accommodation and the more permanent homes which will be built in the coming years.

‘If I hadn’t had the house, I would have continued to live in the small fale,’ says Uikelotu Langi, with visible emotion. The fale is a small traditional house, which Uikelotu now uses as a weaving hut to weave dried, strap-shaped pandanas leaves into mats and to make Ta’ovala (a traditional Tongan garment) to sell. Living on the small Pacific island of Niuatoputapu, Tonga, her entire life, Uikelotu has seen a lot of things but nothing as strange and destructive as the tsunami that ravaged the island in 2009.

‘I went to a concrete tank and climbed on, but when I was on top the waves arrived and swept me off, banging me against the wall of the church and then against a fence. I was submerged, and swallowed a lot of water. I thought that I would die. Then the water receded and I could breathe,’ she says.

The 1.7 metre tsunami caused severe damage in low lying areas like Uikelotu’s village of Falehau. Local Red Cross staff and volunteers from Tonga responded quickly, having participated in disaster preparedness work with Australian Red Cross. They provided food and other resources to people affected and assessed the shelter needs of the Falehau community. With a transitional shelter for Uikelotu and family constructed on their land, they were able to move out of the fale quickly and move on with their lives.

Red Cross had 50 aid workers in the field at June 2011. From health practitioners to financial experts, these skilled workers are sent to the world’s most vulnerable regions, often in the middle of conflict, or in the aftermath of disaster.

Almost 8000 lives benefited from our water programs in northern Vietnam.

74 transitional shelters have been built for families who lost their homes in Tonga.

8 volunteers departed overseas in May and June, our first under the new Australian Volunteers for International Development program.

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Uikelotu continues her family tradition of weaving in a traditional fale house. Photo: Australian Red Cross / Paul Davenport.
Australian Red Cross  
A year in review 2010–2011

Australian volunteers in Asia, Africa and the Pacific

The first international volunteers sent by Australian Red Cross departed on assignment to Kenya, Cambodia, Timor-Leste and Solomon Islands.

Eight volunteers departed on assignment in June 2011 through the Australian Volunteers for International Development program. Launched by Foreign Affairs Minister Kevin Rudd in May 2011, the program is managed by AusAID and delivered by Australian Red Cross, Australian Volunteers International and Austraining International. Volunteers use their skills to work with local partner organisations to add expertise in achieving their humanitarian goals.

Ms Melissa Bencik is an Australian volunteer with Solomon Islands Red Cross, she says, ‘Volunteering overseas makes you quickly discard any pre-conceived notions of what has to be done and what has to change. You need to take time to find out what’s already working well, and what could be done better.’

Over the last 12 months, Red Cross has been working to build a solid foundation to deliver this program, including:

- forming a dedicated program team with specialist skills in international development, program management, human resources, training, health, security and communications
- placing Red Cross people in China, Thailand, Kenya, South Africa, Timor-Leste and the Pacific to manage the program and volunteers on assignment
- identifying ways for volunteers to support aid program priorities, Australian Red Cross programs and the needs of partner Red Cross and Red Crescent societies
- developing volunteer assignments through our bilateral programs and with other Movement partners
- establishing recruitment, mobilisation, health, security and risk management processes
- developing training programs to prepare volunteers for their assignments and maintain their health, safety and wellbeing

The calibre of our volunteers is remarkable, with expertise in general management, health analysis, journalism, social services and communications. Local Red Cross volunteers and staff were also represented in the first group to depart.

In the coming year we will send over 90 volunteers to work across five key areas: helping communities prepare for and recover from disasters; improving health services and reducing the impact of disease; supporting disadvantaged or marginalised groups; strengthening civil society; and ensuring a secure supply of blood products.
Promoting IHL in the Solomon Islands

Australian Red Cross has a range of tools designed to educate members of parliament across Australia about the importance of international humanitarian law (IHL) and our role in international law.

We are now adapting these tools for other countries, particularly in the Asia Pacific region. Following on from the successful Australian publication Handbook for Parliamentarians, we worked together with our counterparts from Solomon Island Red Cross to develop a similar handbook for their own members of parliament. During this time our IHL team learnt about the Solomon Islands legal system, and we exchanged ideas about how to educate the community on international humanitarian law and make it appropriate to local audiences.

As part of the skill sharing and collaboration, staff from Solomon Islands Red Cross visited Australia to attend our IHL training sessions, supported by AusAID and ICRC. Recently Australian Red Cross staff visited the Solomon Islands and provided training in how to effectively use this tool.

‘Freeze for Humanity’

In October 2010 the South Australian international humanitarian law (IHL) collective and Red Cross youth leadership network organised a flash-mob, ‘Freeze for Humanity’.

The aim was to raise public awareness about the IHL fundamental principle of distinction and the need to protect non-combatants; in particular the collective drew attention to the importance of protecting aid workers and the vital humanitarian services they deliver to civilians caught up in armed conflict.

The ‘Freeze for Humanity’ flash mob raised interest, awareness and discussion. The key humanitarian message heralded by the flash mob to keep aid workers safe allowing them to help civilians during times of conflict, reached more than 3,000 people in Adelaide.

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Cluster munitions’ deadly impact

Over the past year, Australian Red Cross worked with the government in an effort to address the problem of cluster munitions. Often called the ‘landmines of the sky’ these weapons injure and kill civilians across the globe during armed conflict and continue to destroy lives long after wars are finished.

Cluster munitions are bombs that can have up to 600 bomblets (or sub-munitions) inside, spreading far and wide once released. They can lie unexploded, posing threats to civilians who may stumble upon them.

Australian Red Cross worked this year to highlight the dangers of using cluster munitions. We hosted events including seminars to raise community awareness about the suffering these weapons can cause.

In early December 2008, a Convention on Cluster Munitions was created and Australian Red Cross was proud to have Ms Rebecca Dodd, National International Humanitarian Law Manager, attend the negotiations. Australia signed the Convention in 2008, and has been reviewing how to incorporate these international laws into our domestic system.

To provide support and advice to the Government, we submitted a written paper in late 2010 to the Joint Standing Committee on Treaties, congratulating the Government on its decision to sign the Convention, and urging for strong domestic laws to ensure these weapons become a weapon of the past.

In March 2011, we provided a Senate Committee with another paper and Dr Helen Durham, Head International Law and Principles at Red Cross, appeared before the Committee to explain the importance of banning weapons which cannot distinguish between civilians and combatants. She also provided suggestions on strengthening the proposed Criminal Code Amendment (Cluster Munitions Prohibition) Bill 2010.

Working with government on issues relating to international humanitarian law is a key role for Australian Red Cross and is part of our worldwide humanitarian diplomacy.
Responsibility to protect

A crucial role of our international humanitarian law (IHL) department is to develop high-level research on cutting edge topics.

This year, Australian Red Cross was funded by the University of Queensland to research the topic ‘Responsibility to Protect’, now known as R2P.

The project involved developing a handbook to explain the relationship between IHL and R2P. Put simply, IHL is a body of law which regulates conduct during times of armed conflict, while R2P is a concept developed by the international community to strengthen protections during times when civilian lives are at risk.

We hosted seminars with academics and students on this topic and also provided the handbook to the Australian Defence Force, the Department of Foreign Affairs and Trade, including AusAID and the Attorney-General’s Department. A number of detailed legal articles were written and published as chapters in books and journals.

Exploring new and effective ways to ensure the protection of civilians is an important focus for Australian Red Cross.

A key focus of our IHL program is working with young volunteers and six states have established groups that include more than 400 young people.
Australia leads the push to end the use of nuclear weapons

Australian Red Cross, together with our counterparts from Japan and Norway, led a global Red Cross meeting in Norway in May 2011, which we hope will reshape the debate on nuclear weapons.

The Australian team made up of President Greg Vickery, CEO Robert Tickner, and Dr Helen Durham, Head International Law and Principles, attended the meeting in Oslo to work on proposals which we hope will strengthen laws banning the use of nuclear weapons.

‘All over the world, everyday, Red Cross deals with the brutal fallout from armed conflict. We want to put an end to the ever-present threat of nuclear warfare,’ said Robert Tickner.

Australian Red Cross has written to all members of the Australian Parliament seeking support for a convention to prohibit the use of nuclear weapons, and implemented a national innovative campaign to highlight the unacceptable humanitarian consequences of these weapons.

IHL in action

In January 2011, Pete Giugni and Eve Massingham from the international humanitarian law (IHL) team battled the humidity and mosquitoes of northern Queensland to join the Australian 1st Military Police Battalion on a practical training exercise simulating the conflict in Afghanistan.

Military Police (MPs) are responsible for the internment and detention of captured persons in today’s conflicts. While the International Committee of the Red Cross (ICRC) usually participates in these exercises, in this instance Pete and Eve stood in, role-playing the detention visits that the ICRC conducts across the world.

Together, the ‘ICRC’ and the MPs examined the size of cells and exercise yards, reviewed requirements for family visits, and discussed balancing the comfort of detainees against concerns for security.

It was a great experience to see the MPs in action, observing the international humanitarian law they had been taught by the Army’s own Command and Legal Officers, and supported by Red Cross.

In a typical year, ICRC staff visit as many as 500,000 detainees in more than 60 countries. An ICRC office was re-opened in Uruzgan, Afghanistan in 2009 and it is from that base that the ICRC now maintains regular contact with the Australian Defence Force base and detention facility. When ‘our’ north Queensland MPs arrive at their Afghanistan posts, they will see the ICRC practices on which they were trained replicated exactly. Familiarity and consistency of approach can only lead to greater IHL adherence.
Improving the lives of children and families in community detention

The primary purpose of the Community Detention program is to provide safe, humane and appropriate care for families and unaccompanied minors to ensure improved health and wellbeing during the visa status resolution process. The program enables vulnerable asylum seekers to live in the community, instead of in secured detention facilities and arrangements.

Hanna Koppel is a Red Cross caseworker in Victoria, working for the Community Detention program. Hanna looks after more than 15 clients, all of whom come from diverse backgrounds. ‘There are people who have experienced torture and trauma, and that’s the basis of their refugee application and why they’ve come to Australia,’ Hanna says. ‘Then there are clients whose needs are quite low, but they are really savvy and want to learn everything overnight. They’re eager to learn English, how to get around on public transport, how to get to the beach and become familiar with their environment.’

While the people placed in community detention are waiting for the outcome of their visa application, Red Cross volunteers and caseworkers like Hanna are there to help. We support people with an unresolved visa status in Australia with orientation to the local community and services such as language classes, health emergency services, public transport, education, housing and linking in with community networks.

Hanna’s clients face day-to-day challenges, too. ‘People often find the first few days overwhelming,’ she says. ‘The families and children in our program are incredibly resilient, but it is difficult for them to start the recovery process while they are still in limbo.’

Red Cross is also working to build positive views of asylum seekers in Australia. ‘There is this misconception that the people in our program have done something wrong. They have done nothing wrong,’ she says. ‘They are entitled to have their basic human rights addressed.’

Red Cross will continue to support asylum seekers in this critical humanitarian response.

‘I admire that Red Cross took on this huge task, and I’m proud to be a part of this work which is making a real difference in people’s lives’.

Hanna Koppel, Red Cross Caseworker.
Moving more asylum seeker children and families into community detention

Community-based detention for asylum seekers is a humane and sustainable alternative to the use of secured detention facilities and arrangements.

In October 2010, Red Cross welcomed the announcement by the Minister for Immigration, the Hon. Chris Bowen, to move the majority of asylum seeker children and families from secured detention facilities into community-based arrangements while they await the outcome of their visa application. Eight months later, the goal was achieved as more than 1200 people were moved into community care including more than 62% of asylum seeker children.

The Department of Immigration and Citizenship (DIAC) asked Australian Red Cross to lead the implementation of the community detention program, with the support, resources and expertise of 23 partner not-for-profit and community organisations across Australia.

The program is funded by DIAC, which is responsible for the implementation and expansion of community detention.

“This is a great achievement and I thank all organisations who have committed to the successful implementation of this program, including Australian Red Cross and its partners, my Ministerial Council of Immigration Services and Status Resolution (CISSR), and my department,” Mr Bowen said.

In 2011, the number of Red Cross Community Detention caseworkers went from five to 77 and volunteers from none to 150. ‘Ramping up resources to take on new clients in a short amount of time was a difficult task. The capacity, flexibility and professionalism that Red Cross staff, volunteers and partner organisations have displayed are commendable.’ remarked Robert Tickner, Australian Red Cross CEO.

The success of the new community-based arrangements support the findings of an Australian Red Cross survey conducted last year. The survey found most Australians were sympathetic to the plight of refugees with eight out of 10 people saying they would help a refugee settle into their community, and 83% of people agreeing that people fleeing persecution should be able to take refuge in another country.

More than 1200 asylum seekers were placed in community detention between October 2010 and June 2011.

8,250, applications for asylum were made in Australia last year, making up just 2% of applications received across 44 industrialised nations.

62% of asylum seeker children were moved from secured detention to community detention.
How an educated woman went from a city apartment to being homeless

Anna* was living a comfortable life with her partner in an apartment in Melbourne when an issue with her visa and the loss of her work rights saw her descend into homelessness and severe depression.

Originally from Bangladesh, Anna was living in Australia on a student visa. Having completed her degree, she was working as a sales executive with a publisher. Anna decided to apply for permanent residency in Australia through a migration agent, as it was not safe for her to return to Bangladesh. Anna is openly gay and it is illegal to be openly gay in Bangladesh. ‘My dad and my brother they threatened me to my face… they’re going to kill me,’ says Anna.

Anna’s final permanent residency application was denied and her student visa had expired. Without the right to work she had no income and no way to support herself. The extra pressure on Anna’s partner Cathy, a PhD student on a fellowship, saw Cathy’s marks drop and her fellowship funding withdrawn. Cathy was forced to return to the United States. Thankfully, friends were able to offer Anna a bed on a short-term basis and she sold all her possessions to survive. With seemingly no options, Anna became extremely depressed and was close to suicide.

It was when she began applying for her protection visa that the Department of Immigration and Citizenship (DIAC) referred Anna to Red Cross. Red Cross assists people made vulnerable by the process of migration and whose physical or mental health is under threat, irrespective of their legal status. People assisted included migrants, asylum seekers, refugees, immigration detainees, and people who are trafficked.

Anna began receiving living allowance payments, and health and welfare support via the Community Assistance Support program. She has since been granted her visa and has immediately begun looking for work. ‘Whatever help I got, it just saved my life,’ says Anna.

* Anna’s name has been changed to protect her identity.

Red Cross manages the Community Assistance Support program. Those who are particularly vulnerable people are referred to us directly by DIAC Case Management while they await resolution of their visa status. Red Cross provides help by addressing their basic health and welfare needs.
Helping families separated by war, conflict or disaster re-establish contact

Jean was separated from his family when he fled war-torn Burundi at the age of 16. Fifteen years later, through Red Cross International Tracing service, he has located some of the surviving members of his family, bringing hope and a sense of peace.

When Jean Bosco Niyongere moved from a refugee camp in Tanzania to Australia in 2007, he left with the certainty that his father and mother had been killed years earlier and that his little brother was missing. Jean’s mother also lived with the same certainty: that Jean had been killed during the Burundi civil war. Jean and his mum had no way of knowing that the other was alive, let alone Jean’s youngest brother too.

Red Cross International Tracing service helps families like Jean’s separated by war, conflict or disaster to re-establish contact by finding lost loved ones and exchanging family news, re-uniting people and clarifying the fate of the missing. Through the free service, Jean began the process of searching for his family members. Jean miraculously received a letter sent by Red Cross in Uganda from his youngest brother, who he had not heard from in 15 years.

‘When I received his letter I was very, very excited. I even cried to see his photo,’ Jean says of his now sixteen-year-old brother, who was a one-year-old baby when Jean had last seen him. Then Jean received some more astonishing news: that his mother was also alive and had sent him a letter... ‘I cried and cried,’ says Jean, who is now able to keep in touch with her. ‘My hope one day is to see my brother and my mother again,’ says Jean.

Australian Red Cross worked with 1,980 families and was able to assist 377 to re-establish contact.

58% of the 725 tracing cases that were managed this year resulted in a positive outcome.

‘I think that through my story other people who have members of their family missing can read it and be encouraged to try and find them’.

Jean Bosco Niyongere, Tracing service client.
Working with Aboriginal and Torres Strait Islander peoples

Working with the community in Port Augusta

Red Cross believes that community-led, local solutions can bring about positive change where there are challenges for Aboriginal and Torres Strait Islander peoples.

We recognise the significant work of Aboriginal and Torres Strait Islander organisations and do not compete with community-led-and-controlled services. This means we are guided by and answerable to, the Aboriginal and Torres Strait Islander peoples, communities and organisations we work with.

In Port Augusta, South Australia, Red Cross is working with Males in Black, a one-on-one program helping young Aboriginal dads to become better fathers with workshops and programs that build leadership skills, promote community development, build stronger families, teach culture and foster better parenting for children.

Red Cross supports the work of Males in Black by providing premises and services such as phones for the group to be able to operate.

Through Males in Black, Red Cross has developed a partnership with the Port Augusta Early Years Parenting Centre, run by Pika Wiyi Health Service, Port Augusta Hospital and Regional Health Services.

The centre provides a range of services to support families with children 0 to 5 years, including playgroups, mums and dad’s workshops, ante-natal classes and nutrition programs. Red Cross works with Aboriginal and Torres Strait Islander parents and their children at the centre with programs like children’s first aid, FOODcents and SAM OUR WAY. Our programs are focussed on helping to break the cycle of disadvantage through prevention, early intervention and education.

SAM OUR WAY is a youth social and emotional wellbeing program in rural and remote communities providing the support and resources to challenge the cycle of intergenerational disadvantage and vulnerability.

The Port Augusta Early Years Parenting Centre provides services by Aboriginal staff who deliver programs that meet the needs of each child and their family.

Red Cross employs local people who know and understand the challenges and needs of their communities, and can help us work best together. We employ 16 staff in the Port Augusta region, including 14 Aboriginal staff who have created strong partnerships with Pika Wiyi Aboriginal Health Service, Davenport community, Males in Black, Lakeview Transitional Accommodation Centre and the Department of Education and Children’s Services.

‘If there wasn’t a program like Males in Black here in Port Augusta, we would be skating on thin ice with a lot of youth into drugs and alcohol, pregnancy, in and out of the courts and jails’.

Robert Taylor, Males in Black Vice-Chair.
Staff Profile

Name: Evelyn Barker
Position: Food Security Coordinator

I am originally from Brewarrina and have cultural ties to the Kunja, Murrawarri and Wiradjuri Language Group.
I come from a family of nine.
I have worked in private business and non-government organisations for over 30 years.

I have worked with Aboriginal communities across New South Wales in a range of capacities including Aboriginal community justice, circle sentencing, women and children services.
My role at Red Cross is the Food Security Coordinator and I have been employed for 12 months.

I look forward to continuing my work at Red Cross and believe the Seven Fundamental Principles of Red Cross are a great base from which we can work and live by. I look forward to working within this great organisation servicing Aboriginal communities across our area.

The Red Cross FOODcents program provides assistance to families wanting to make positive changes to their diet and lifestyle. They are given guidance on ways to shop for healthy food such as reading labels for ingredients, tips on healthy eating choices and ideas on how to prepare and cook easy and healthy meals.
Aboriginal and Torres Strait Islander program developments

• Work is continuing to increase Aboriginal and Torres Strait Islander representation and retention in key roles and consistently across regions at Red Cross.

• Almost 200 staff, including members of the National Management Team, Managers and Team Leaders, participated in the Aboriginal and Torres Strait Islander Cultural Awareness training. The two-day program took place in Melbourne, Sydney, Adelaide, Perth, Darwin, Brisbane and Townsville. Feedback was generally highly positive, with all participants receiving workbooks with contact details for local organisations, traditional custodian information and educational resources for ongoing development with their staff. Aboriginal staff were involved as ‘co-presenters’ at five of the sessions, adding immeasurable value for participants.

• The expanded Aboriginal and Torres Strait Islander Strategy unit is being formed to strengthen our ability to implement our strategy. The new positions include an Indigenous Workforce Development Officer, Stakeholder Engagement Manager and Program Support Officer, as well as a National Manager of Aboriginal and Torres Strait Islander Programs.
Supporting Aboriginal communities in addressing violence

Aboriginal and Torres Strait Islander peoples experience violence at much higher rates than non-Indigenous Australians. The 13th report by the Australian Institute of Health and Welfare on child protection highlighted the urgent need for greater investment in primary prevention and education.

Our research into the Canadian Red Cross RespectED violence prevention education for family and community safety program demonstrated that this program, with the necessary adaptation, could be developed for Aboriginal and Torres Strait Islander communities (urban, regional and remote) to effectively reduce violence and abuse.

Red Cross piloted RespectED with the aim of increasing the knowledge and skills of Aboriginal and Torres Strait Islander peoples, families and communities so that they can work to prevent violence and abuse. It works with the community to increase child safety and is strongly aligned with the Australian Government’s commitment to addressing violence and abuse in Indigenous communities. The program systematically addresses the inter-related spectrum of interpersonal violence and abuse to enhance individual protective mechanisms and community safety.

RespectED has run in Canada for more than 20 years and more recently, has been adapted for more than 12 countries in Asia and Africa. The suitability of this program for Australian Indigenous populations is compelling, given shared histories and experiences and cultural parallels among the Indigenous populations.

The long-term outcome of this primary prevention program is: to significantly reduce the incidence of abuse and maltreatment in Indigenous communities including all forms of violence (physical, psychological, emotional, neglect), abuse and violence-related trauma, injury, depression and suicide.

This is done through:

- Building increased awareness and understanding of proactive approaches to prevent the harm and injury caused by abuse, violence and harassment
- Creating a highly skilled, accredited workforce of Aboriginal and Torres Strait Islander RespectED Community Prevention Educators
- Establishing and strengthening Local Advisory Groups and Community Safety Teams
- Development of Community Safety Plans
- Increasing knowledge, skills and resilience among individuals, families and communities to tackle violence and abuse

RespectED in Australia has implemented:

- The National Advisory Committee; Local Advisory Groups in four Learning Sites and Community Safety Teams
- Stakeholder briefings and initial consultations conducted in Learning Sites in Western Australia
- The development of three key modules of the RespectED Program – The Cycles of Safety; Walking the Prevention Circle and Be Safe!
- Preparation and accredited training for Red Cross Prevention Educators

The most important outcome is for communities to take ownership of issues and be involved in solutions. The objective is not for Red Cross to “solve” issues or simply to deliver a series of education sessions but to engage children, families and communities to recognise their strengths in order to develop practical and positive strategies to prevent violence.

RespectED is a comprehensive response to violence and abuse and is one that not only protects and supports victims of violence, but also promotes non-violence, reduces the perpetration of violence and changes the circumstances and conditions that give rise to these problems in the first place.

Each Learning Site comes with its own challenges and progress has varied according to the extent of violence and other compounding factors affecting each community.

RespectED is currently being trialled in four learning sites: Ceduna (SA), Port Augusta (SA), Tennant Creek (NT) and Bagot (NT). Upon expansion RespectED will be offered in Western Australia, and Queensland.

Almost 200 staff members attended Aboriginal and Torres Strait Islander Cultural Awareness training over the past year. Attendees reported that the content was interesting and valuable.
Bob’s story

When Bob Cunningham started volunteering with Red Cross Night Café service he wasn’t sure he was cut out for it.

Nine years on and a career change later, he now feels privileged to be a positive influence in the lives of many young people living on the streets of Brisbane.

The Night Café provides a safe space for young people who are homeless to relax in as well as access to showers, toiletries, blankets, hot food and referrals to other services. Bob was doubtful that he could have any impact until the smile of a 12-year-old girl at the café one night, made him feel like it might work out.

“When you start this kind of work you think, well if there’s one person who I can help through life it will be worth it and she is just one of many’.

Bob Cunningham is a dedicated long-term volunteer at Night Café in Brisbane. Photo: Australian Red Cross

Ian’s story

As a young teenager in Kowanyama, Ian was faced with racial taunts and discrimination, which finally made him ‘hit rock bottom’ and turn to alcohol and almost a lifetime of homelessness.

After living on the streets for more than 40 years, he made the decision and commitment to change his life. With support from Red Cross through the Heading Home program, he now has a place he can feel safe and call home.

‘Nobody will do it for you, you have to do it for yourself. Nobody will open the door unless you open it yourself’ Ian says.

The program reflects a commitment made by Red Cross in its Indigenous Policy Core Principles to support Aboriginal and Torres Strait Islander peoples and communities in their drive to build a prosperous, safe and healthy future.

Ian was able to find a way out of homelessness through our Heading Home program in Townsville. Photo: Australian Red Cross.

Homelessness

Having a safe home is a basic human right. Each night in Australia there are about 105,000 people who don’t have a safe, secure and affordable home.

People who are homeless tend to have poorer health, a significantly higher rate of substance abuse and a greater rate of mental illness than the general population; they are also more likely to experience violence and to be imprisoned.

Homelessness is not just about individuals’ poor choices – it is often a result of how society is structured, combined with particular life circumstances of individuals and families.

Red Cross works with people who are homeless or at risk of homelessness to support and assist them to address the underlying causes of their homelessness, enabling them to access and maintain housing and to enhance their lives.

To mark Homeless Persons’ Week in 2010, Red Cross offices around the country held events and activities to:

- **Raise public awareness** of homelessness and, through people’s stories, conveying the message that homelessness can happen to anyone.
- **Profile Red Cross** as a provider of services for homeless people.
- **Enhance** the understanding of Red Cross staff about homelessness.
Recovering from mental illness

Red Cross assists people on their journey of recovery from mental illness. We support people in developing skills, building confidence, accessing services and participating in their community. Through the Personal Helpers and Mentors (PHaMs) program, we focus on strengths – what people with a mental illness can do, rather than what they can't do.

PHaMs is for people aged 16 years or older whose ability to manage their daily activities and live independently is severely affected by mental illness.

A recovery approach is used which is driven by the participant, builds on their strengths and is guided by their goals.

During 2010-2011 we reached out to more than 400 people throughout six different sites.

Xavier’s story

Forty year old Xavier is part of a large family from the Tiwi Islands, 100 kilometres north of Darwin, in the Northern Territory.

With no wife or children, Xavier often moved from house to house, bored, socially isolated and depending on his family for basic needs. Xavier also lives with mental health worries.

Xavier's journey from one of isolation to taking an active role in the Personal Helpers and Mentors (PHaMs) program is the result of a strong community-driven program, developed by and for Tiwi Island residents.

With the support of the PHaMs program, Xavier is now rediscovering his proud connection to culture and regaining a sense of hope and meaning to his life.

When Xavier first joined PHaMs, weekly fishing trips were being organised in Xavier’s community by a team leader. Now, with regained confidence, Xavier organises these trips himself.

During 2010 - 2011 we supported 292 matches between MATES participants and volunteers.

Connecting people

MATES matches people experiencing significant social isolation with trained volunteers. Participants and volunteers interact socially and develop friendships through conversation and social activities. In addition to encouraging active participation in the broader community volunteers offer acceptance and support.

MATES is targeted at people aged over 18 years who are experiencing significant social isolation and are ready to expand their social networks.

Red Cross provided the MATES program in the ACT, South Australia and Tasmania in 2010/11.

A cornerstone of the MATES program is that relationships between participants and volunteers are as equal as possible.

Tania and Pat’s story

A year ago, Pat was experiencing depression and anxiety attacks on a regular basis and rarely left her house. With support from Red Cross, Pat has formed a fast friendship with her MATES volunteer, Tania, and now looks forward to their weekly outings.

Pat has struggled with mental illness for years but was only diagnosed recently. Lacking in confidence and support, Pat struggled in managing her day to day life.

Since joining the MATES program and forming a friendship with Tania, Pat’s overall health and wellbeing has improved. Still faced with the daily challenges of living with a mental illness, Pat is gaining confidence and is learning to manage things for herself.

Tanya and Pats' lives have both been enriched by the MATES program. Photo: Australian Red Cross / Tim Mullane.
More than 55 Red Cross staff and volunteers gathered from around the country to participate in the Red Cross forum on Addressing Offending and the Impacts of Imprisonment, held in Melbourne on 2 and 3 March.

The forum presented a melting pot of ideas from experts in the field, Red Cross staff and some of the volunteers that help make our work with offenders and their families possible.

Overcoming social exclusion by providing bridges back into the community

Visitors Resource Centre at Dame Phyllis Frost

On February 18 2011, the Visitors Resource Centre was opened at Dame Phyllis Frost women’s prison.

The centre offers information and support from specially trained Red Cross volunteers to people visiting offenders.

Dame Phyllis Frost Centre is the third prison in Victoria to have a Visitors Resource Centre.

Volunteers provide information and referrals to specialist support networks and also provide activities for children.

It is a joint partnership between Red Cross, the Victorian Association for the Care and Resettlement of Offenders and Dame Phyllis Frost Centre.

It has been made possible through the generous support of the William Buckland Foundation.

Peer mentoring in Tasmania’s Risdon prison

Red Cross has responded to an urgent need to address the levels of self harm and attempted suicide within the prison population by supporting prisoners, in consultation with correctional services staff.

This year Red Cross supported the peer mentors emotionally and practically to enable them to address and support other inmates with ongoing issues and anxieties that are often faced by offenders.

‘It was my first time in prison and I was really scared for my safety. I couldn’t contact my family and let them know that I was okay. The peer mentor helped me by letting me know how to access a phone account and organise what I needed to do. He also talked about what it was going to be like and reassured me (prison) wasn’t like (what I’d seen on TV);’ a Risdon Prison inmate said.

Another Risdon prisoner said, ‘I was due to be released in about six months and had a chat with the peer mentor because I wasn’t sure how I would go. I didn’t have any family or friends that I could stay with. The peer supporter was able to give me information about housing options, Centrelink and a couple of other services which could help me out. They also helped me to fill in the right request forms and discuss my needs with my case coordinator.’

Peer mentor’s assistance extends to providing an induction to all new inmates and help in preparing inmates due to be released by familiarising them with links to the community.

Last year 13 Red Cross peer mentors provided almost 2,300 episodes of care and support to inmates in Risdon prison. That’s about 43 sessions each week in which inmates are helping their peers to deal with life in prison and assisting with planning for their return to the community.

Offenders forum

Our inaugural forum on Addressing Offending and the Impacts of Imprisonment connected experts from the field with Red Cross staff and volunteers. Photo: Australian Red Cross / Rodney Dekker.
A supporting call

Telecross is a network of services primarily carried out by volunteers who provide assurance and improve the social connectedness and wellbeing of people experiencing social isolation and vulnerability.

At 91, Gina enjoys the independence of living alone. But with no family living nearby, she is grateful for the daily phone call she receives from a Red Cross Telecross volunteer, happy to have a ‘safety net’ in case of an accident or illness.

Due to the success of Telecross, the service has expanded to include other similar services to help vulnerable and socially isolated people live safe and fulfilled lives independently.

- **Telecross (core)** - a phone service that checks on the health and wellbeing of people who are at risk of an accident or illness that may go unnoticed.
- **Tenant Connect** - a program that is provided to social housing tenants.
- **Telecross REDI** - assists vulnerable and isolated people to prepare for and cope with extreme weather events.
- **TeleCHAT** - a regular phone call providing social connection for people who are socially isolated and disadvantaged.

The next five years present a range of possibilities and opportunities to grow, develop and adapt the Telecross services. Using the resources and skills of staff and volunteers, and the capabilities of modern technology there is great potential for Telecross services to further expand their reach to better connect socially isolated and vulnerable people.

Once a Red Cross volunteer herself, Gina feels safer expecting her daily phone call.

Photo: Australian Red Cross / David Khan.

During 2010-2011, Telecross connected with approximately 5,500 clients and undertook 7963 emergency activations.

- **In 87%** of emergency activations the client was OK.
- **In 749** emergency activations, the client was found ill or injured and assistance was sought.
- **In 37** of the emergency activations, the client had passed away.

Sarina is the primary carer for both her mother, Maria (81), who lives with her, and her father, Giuseppe (84), who lives alone. Concerned about her father's wellbeing, Sarina contacted Red Cross for support. Now, Telecross volunteers provide a daily phone call to check that Giuseppe is okay.

Photo: Australian Red Cross / Frances Andrijich.
National Youth Leadership Forum

Humanity Place in Melbourne was abuzz during the inaugural Red Cross National Youth Leadership Forum, held from 27-30 January 2011.

Young humanitarian leaders and key youth engagement staff from around the country were brought together to strengthen Red Cross youth leadership networks both locally and nationally.

The forum equipped the new youth leaders with all the information, understanding and knowledge to work within the new youth engagement strategy. The Forum included professional development for youth engagement staff, a day long plenary session with presentations from key Red Cross staff and culminated with the National Youth Advisory Committee meeting chaired by National Youth Representative Matt Eyles.

‘It was mind-blowing to see 40 young people, both staff and volunteers, from around the country working together and discussing the ways we can all move forward,’ Matt says.

It was also a great opportunity for the leaders to meet new people, develop a support network both locally and nationally, and share their experiences and ideas.

National Coordinator for Youth Engagement Simon Rickard believes that ‘the simple act of getting so many inspiring young people in the same room has had an astounding effect. I think for those staff, members and volunteers who are at the coalface, knowing what we are on the brink of – in terms of youth engagement – gives them a renewed sense of commitment, excitement and energy.’

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<tr>
<th>SAM</th>
<th>More than 323 volunteers participated in the save-a-mate program.</th>
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<td>Step Out program costs $7,750 per person per year versus an estimated $150,000 in a juvenile justice centre.</td>
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<td>There are over 90 young leaders in the Australian youth leadership network.</td>
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Support for young offenders

Matt was 17 when he joined the Step Out program in May 2011. At the time he was living in supported accommodation, estranged from his family and had a restraining order in place against his parents because of their extensive abuse and threats.

Matt had been under the Guardianship of the Minister for some years and spent time in both of the Youth Justice Centres in South Australia. He was completing a community service obligation and going through the court system for armed robbery. Matt has a history of aggravitated assault, stemming from a need for money while sleeping rough.

Now with the Step Out program Matt is receiving weekly support from his Peer Mentors and has been able to achieve his goals of obtaining and maintaining independent accommodation, gaining short term employment, attending court and appointments. Matt has built a resume, attended three job interviews and hopes to be accepted into a training course that will lead to employment in the construction industry.

Since his involvement with the Step Out program Matt hasn’t re-offended. It’s a major achievement for Matt, his Peer Mentors and a testament to the power of the Step Out Project led by Stella Koukouvitakis.

This month Matt went to trial regarding his final outstanding matter. He was given a four month suspended sentence and an eight month good behaviour bond. The judge commented on his recent successes and attributed this to his involvement with the Step Out program.

Young People in Leadership

Over the next five years the engagement of young people will be one of the biggest growth areas for Red Cross, delivering a groundswell of youth action and volunteer opportunities, and welcoming a new generation of young humanitarians to Red Cross global network.

Youth leadership is central to the increasing involvement of young people in the organisation. There are currently youth leadership networks across the country, made up of the National Youth Advisory Committee (NYAC), and state and territory Youth Advisory Committees (YACs).

These dedicated young leaders are paving the way for the new generation of young humanitarians.

’tThe organisation’s youth leadership networks are an integral part of the broader youth engagement strategy,’ National Coordinator for Youth Engagement Simon Rickard explains. ‘Their passion and skills are invaluable.’
Food security was a major focus this year with an extensive review of the food security programs being conducted and a new strategic platform for our work being developed.

The International Three Pillar Framework for Food Security has been adopted by Red Cross and is guiding the development of new projects. As part of the review, the Food Security review team held a forum in Alice Springs for staff and volunteers from around the country to share information on their innovative projects, discuss the findings of the review and to learn about the new framework.

One of the new innovative projects showcased at the forum was the Healthy Living for Every Culture program which helps newly arrived migrants with limited English learn about accessing and preparing food in Australia. Food shopping can be a very daunting task for people who don’t speak the local language and have never set foot in a large supermarket before.

Safety in numbers

Through the summer months Red Cross save-a-mate (SAM) teams promoted safe partying at more than 50 music festivals across the country. Young Red Cross staff and volunteers helped ensure several thousand festival goers had a positive experience by providing education, service and support on health issues, particularly those related to alcohol and other drug use and mental health.

SAM teams rove through the crowds, helping out in lots of ways such as:

- Advising on how best to look after your mates, what to do if there is a health concern and the location of First Aid posts
- Spreading harm minimisation messages in the event that drugs are being consumed, such as the importance of telling friends the type of drugs which have been consumed
- Tips to prevent dehydration and location of water stations
- Encouraging friends to organise a meeting place in case they’re separated in the crowd
- Providing sunscreen, earplugs, bandaids, and feminine hygiene products
- Reminding young people about the importance of taking a break and giving details about the Chill Out Space

The Chill Out Space is a safe and supportive space for festival goers who may be experiencing physical or emotional distress. Staff can help minimise any potential harms arising from alcohol or other drug mis-use and organise assistance from a medical team if required.
More than just a healthy start to the day

Good Start Breakfast Clubs provide a healthy breakfast and nutrition education every day to school kids around Australia who would otherwise go to school hungry, to help them start the day well and concentrate better in the classroom.

At Clayton North Primary School, the Breakfast Club is in its fourth year of promoting healthy eating habits for around 25 students each morning.

Students enjoy the food and have learned very healthy eating habits by participating in the Breakfast Club enabling them to start the day with a good meal.

‘I like the variety of food and enjoy helping with preparing the food at the breakfast club,’ says Tanya, grade 6.

All children in a school can participate, which not only ensures that everyone can receive a nutritious breakfast and learn vital social and nutritional skills, but that the possible stigmas associated with participation are reduced.

Teachers have noticed an improvement in their students with increased alertness in morning sessions which has made for a more positive learning environment.

The Breakfast Club not only provides kids with a healthy breakfast but also provides an opportunity for nutrition education – both of which help to combat health problems such as diabetes and obesity later in life.

With support from a diverse mix of volunteers including community members, Monash University students, CSIRO employees, and parents, the Breakfast Club has created a sense of community in the school.

‘Many of the volunteers enjoy interacting with the students and seem to appreciate being given an opportunity to work in a community setting. Some volunteers would (and often do) give additional assistance such as special breakfast days and treats.’

‘We find the support we receive through Red Cross is invaluable and has allowed us to make Good Start Breakfast Club a sustainable program,’ says Rukshana Verzijl, Principal.

‘The Good Start Breakfast Club is not just about serving a healthy breakfast, it’s feeding our children socially. Children from all levels interact with each other, talk to each other and play with each other. Teachers have the opportunity to engage students outside the classroom. It’s such a positive environment to start the day. The children are happy and ready to learn as they walk into the classroom’.

Alison Hunter, Deputy Principal, O’Connor Primary School, WA.
2011 has been a tremendous year for Red Cross College

Our vision
To be a leader in quality education that assists individuals and communities to transform their lives through learning and development, enabling personal and professional growth.

Our mission
To provide integrated training and education programs that enhance skills, knowledge and choices for disadvantaged and vulnerable people who may have experienced barriers to education; and to provide compliance training and workforce skills that improve the lives of employees and the productivity of organisations by supporting safe and healthy working environments and building the professional capacity of the workforce.

Training services
- Workforce training – First Aid and Occupational Health and Safety, Mental Health First Aid
- Accredited programs – Cert I, II, III in Business, Aged Care, Hospitality, Retail, Asset Management, Transport, Community Services, ESL, Cert IV in Training and Assessment and Frontline Management
- Non accredited programs – fee for service, Business English, Internet / Multimedia, Web Design, Communication Skills, Adults Returning to Study, Computers for 50+, Language Teaching to Adults, Languages for Travellers (Spanish / German / French), Conversation for Beginners, Short Story Writing, Travel Writing, Creative Writing

Business Services
- Provided part time to full time employment for people with disabilities. The disability could be short term (e.g. workplace accident) to longer term, supported through Government funding and strategic partnerships and provides a venue for staff to move from Business Services operations into full time employment outside of Red Cross through Employment Services

Employment Services
- Provided services to job seekers, including people with disabilities or a social disadvantage

Achievements
- Developed and implemented Red Cross College strategy
- Principles of engagement developed in collaboration with Red Cross Services to ensure collective agreement of program delivery
- Piloting the successful Queensland model that integrated the three complementary streams of training, employment and business services nationally
- Compliance met to achieve Registered Training Organisation (RTO) registration until 2015
- Established a National Customer Service Centre in NSW
- Our Cardiopulmonary Resuscitation (CPR) Online and Apply First Aid Online courses developed with E3Learning, won the Gold Award for the Best Blended Learning Solution at the 2010 Training Australia Magazine Awards

- Achieved cultural change by transforming from the First Aid Health and Safety FHS business to a new Red Cross College entity

For example:

- Delivered Training and Assessment Qualifications to upskill and build capacity in Aboriginal organisations in Ceduna, South Australia

- Developed new training contracts with Australian disability enterprises in Queensland i.e. Endeavour

With the successes to date, the College is now in a position to maximise our growth potential nationally by continuing to refine and expand on the strong foundations that have been established by:

- Implementing a new brand to make the College ‘visible and viable’
- Attracting and retaining key talent by creating great learning facilities in an environment in which to foster true potential

- Utilising new technology to widen our boundaries, link with other clients, students, stakeholders and increase flexibility of learning practices
- Creating innovative learning spaces to ensure our students achieve their goals. An environment that evokes feelings of integrity, trust, safety and respect
- Developing sound strategies, robust policies and procedures, implementing resource requirements and responding to internal service needs to ensure our tender submissions for 2012 are successful

Doubling of our net contribution ($4.2 million) on the previous year.

Piloting our ‘skills for life’ concept in Queensland.

Fully compliant with Registered Training Organisation: registration extended to 2015.

Establishing our quality framework.

Establishing our national customer service centre.

Regional management structure in place.

The day was fun but the important information was sinking in - Alison
Red Cross Retail steps up game

Undoubtedly one of the highlights in 2011 was the official launch by Red Cross ambassador, Megan Gale, in April of the new Retail brand, Red Threads. The flagship Red Threads store can be found on trendy Oxford st in Sydney’s Paddington.

General Manager Merchandise, Olivia Cozzolino, said ‘At Red Cross we have reinvented the retail charity store. Recycled fashion is now acceptably mainstream and by launching the Red Threads brand we are broadening our appeal to a new range of fashion-savvy customers. These customers demand quality fashion, exceptional value and an enticing store environment, all of which we deliver in the Red Threads stores’.

Red Cross Ambassador, Megan Gale said on opening the store, ‘I am excited to be a part of this great initiative by Red Cross and feel lucky to be able to use this opportunity to promote sustainable style and ethical fashion. Shoppers will be proud to know that every purchase will help the work of Red Cross which is one of the world’s largest and most respected humanitarian organisations.’

Other Red Threads stores were opened in Camberwell and Doncaster East (Vic), Gordon and Charlestown (NSW), and Fremantle (WA).

Adding to Retail’s expanding portfolio is the Red Cross superstore concept. Much like a typical Red Cross store, superstores are a place where people from all backgrounds love to shop for a great selection of quality recycled clothing, footwear, accessories, furniture, bric a brac, crockery, glassware, manchester, books and much more! The difference with superstores is the large barn-size format, offering a wider range of goods and choice to customers.

New superstores were opened in St Marys (SA), Coffs Harbour (NSW) and Mowbray (Tas) and new Red Cross stores were opened in Katherine (NT), Burwood and Port Macquarie (NSW) and Southport (QLD).

It’s been widely reported that the Australian retail sector experienced particularly difficult trading conditions throughout 2011 due to the financial market volatility and low consumer confidence. We saw this as an opportunity to expand our store footprint and reach out to more customers who rely on the great value and low prices offered in our stores. We opened a total of 13 new stores across Australia in 2011, helping to increase the contribution Retail makes to the humanitarian services of Red Cross.

As part of our focus on increasing donations of merchandise into our stores, we formed an exciting partnership with Country Road. We developed Fashion Trade, a clothing donation program which rewards customers with Country Road vouchers when they donate pre-loved garments into Red Cross stores.

Another significant step for Retail was the opening of the new national warehouse facility in Altona (Vic), which supports the Retail strategy to improve the supply chain by better managing inventory and logistics.

Retail would like to extend our thanks to the 5,000 wonderful volunteers who supported us in 2011 by giving their valuable time to help keep our stores open.
Australian Red Cross and Blood Service are providing support to the people of the Asia Pacific region through the International Humanitarian Blood Program.

Rapidly galvanised by the urgent and significant demands caused by the devastating 2004 Indian Ocean Tsunami, the International Humanitarian Blood Program is now placing Blood Service personnel to support projects in Cambodia, Papua New Guinea and Indonesia.

The projects utilise Australian Red Cross and Blood Service staff working with international colleagues to help build the capacity of local blood supply services, increasing blood donations and providing sufficient supplies of safe blood to the patients who need it.

After five years working in the devastated region of Banda Aceh, the Australian Red Cross Tsunami Blood Program finished last year with a review completed in March 2011.

The Technical Program Manager of International Blood Projects, Ms Emily Tonks, said Australian personnel were originally called in to help following the destruction of the Banda Aceh Blood Transfusion Unit.

She said that soon after the building was rebuilt, Australian Red Cross Blood Service personnel working through the Red Cross program arrived to provide technical advice and staff training to allow for the safe and efficient supply of blood to the suffering people of the Indonesian region.

‘This was a very valuable program designed to support the people of Banda Aceh in terms of helping to recruit donors, check blood and improve record keeping,’ Ms Tonks said.

‘However, one of the key findings of the review was the recognition of the value of having a local person from in-country recruited into the team with strong technical and leadership skills who can act as the liaison between the Blood Service personnel and local people. In addition, longer term in-country mentoring and engagement of the country into a wider regional network of blood services are seen as critical success factors’.

“We will include a local advocate as a central component of future international humanitarian projects and will support that person with skills training and mentoring so that when we leave, they can continue to drive change.’

Ms Tonks said in partnership with the American Association of Blood Banks (AABB), the Blood Service with Australian Red Cross was selected recently to become a funded participant under the United States President’s Emergency Plan for AIDS Relief (PEPFAR) which will provide $100 million over five years for blood development work across the globe.

Red Cross and the Blood Service have now commenced a one million dollar project in Cambodia to strengthen the local blood service and assist in the development of a five-year strategic plan to guide future transfusion activities.

‘Our role is to assess the current status of the Cambodian blood service across the 22 provinces, from donor recruitment to blood transfusions,’ Ms Tonks said.

‘We will work in collaboration with the Cambodian National Blood Centre to develop standard operating procedures on the safe and reliable collection and provision of blood, determine beliefs and cultural understandings that may be limiting blood donations and then create a public campaign to boost supplies.’

Also under PEPFAR, Red Cross and the Blood Service are undertaking a one year clinical training program in Papua New Guinea (PNG), which aims to increase awareness and understanding of appropriate clinical use of blood and blood treatments. The program provides training for up to 50 local participants from PNG.

The program will provide training in the appropriate clinical use of blood and transfusion governance with the week-long workshops used to develop guidelines for hospitals including knowing when to transfuse, the issue of informed consent, designing blood donations policy and specifying the chain of responsibility.

‘This training package that we are in the process of designing and delivering we believe could be a possible template for projects we may be involved in within the Asia Pacific Region,’ Ms Tonks said.

‘Australia is seen as a centre of excellence in the safe provision and supply of blood and it is an honour to share our expertise with our regional neighbours.’

Ms Tonks said the Blood Services’ International Team was also in the process of developing a Serology Training Program for Thailand and organising a visit to Australia by South Korean Blood Service staff to investigate Australian Blood Service systems.

Up to 34% of donated blood goes to people with cancer, as well as people who have suffered traumatic accidents, burns or who undergo surgery.
Enabling Goals

Our enabling goals define how we will successfully deliver on our priority areas and remain strong and sustainable as an organisation. They apply to both our programs and support areas, enshrining the important message that all Red Cross people, working as one, have a role to play in achieving our vision.

**Enabling Goal 1:**
Engage, partner and influence to promote humanitarian values and prevent and reduce vulnerability

**Enabling Goal 2:**
Work together to engage, value and enable our people

**Enabling Goal 3:**
Be effective and accountable in all that we do

**Enabling Goal 4:**
Build a sustainable organisation consistent with our Fundamental Principles

Red Cross was able to re-establish contact between Isha and her eldest daughter Faduma after they were separated by the conflict in Somalia. Eventually, Faduma migrated to Australia and was reunited with Isha. Photo: Australia Red Cross / Mourne de Klerk.
Enabling

Goal 1:

Engage, partner and influence to promote humanitarian values and prevent and reduce vulnerability

Government engagement
Although always independent, governments recognise our role as ‘auxiliary to the public authorities in the humanitarian field’, affording us a unique position in the humanitarian sector and unique responsibilities. We continued to play a key role in supporting federal, state/territory and local government emergency management arrangements, most notably during the devastating flood and cyclone season in Queensland and the January floods in Victoria.

Our partnerships with government provide funding for a number of our programs. We also engaged with government to undertake advocacy and humanitarian diplomacy, a core part of our work whereby we seek to persuade decision makers to act at all times in the interests of vulnerable people.

In December 2010, Australian Red Cross and AusAID signed an historic Partnership Agreement to pool our expertise, experience and skills to benefit vulnerable communities across the Asia Pacific region and around the world. The agreement provides approximately $20 million dollars to Australian Red Cross over three years and reflects AusAID’s long-standing cooperation with Red Cross in providing funds following natural disaster, conflict and for international development programs. The agreement aims to assist the most vulnerable people achieve healthier, safer, more protected and sustainable lives for themselves and their children.

Corporate partnerships
Strong, long-term partnerships with corporate organisations are important in achieving our vision. Developed collaboratively to build on identified synergies and maximise mutual benefits, our partnerships typically incorporate financial and in-kind support, including: workplace giving, opportunities for employee engagement and volunteering and campaigns to raise awareness of collaboration and highlight community need.

Red Cross Movement
Through our AusAID funded international development work we provide direct bi-lateral collaboration and support to National Societies in Asia Pacific and in Africa. We also undertake immediate response and recovery efforts in international emergencies and disasters under the guidance of the International Federation. And we work closely with the ICRC on international humanitarian law dissemination and humanitarian diplomacy.

Australian Red Cross is a prominent and influential member of the International Red Cross Red Crescent Movement. Represented by our President, Greg Vickery, we are currently serving a second term on the Governing Board of the International Federation, and are also represented on the Finance Commission and numerous Board sub-committees.

As a mark of our standing within the International Movement, we were successful in our bid to host the 2013 statutory meetings of the international Red Cross Red Crescent Movement, to be held in Australia for the first time ever.

This year, in the lead up to statutory meetings taking place in late 2011, we have worked with the Federation, the ICRC and the Australian government to develop pledges in a range of critical areas including migration, climate change, gender, promoting harmony, international humanitarian law and International Disaster Response Law.

Building our brand, protecting our emblem
The Red Cross brand is more than just a name and an emblem, it is our identity and expresses the qualities and values that make us unique. Trust in our brand is imperative in ensuring that we maintain our reputation of Humanity, Impartiality and Neutrality with current and future generations.

Under the Geneva Conventions, the emblem is an internationally recognised symbol of protection. There are strict requirements about how the emblem can be used. In early 2011 the Board confirmed a policy giving clear guidelines to ensure the integrity of our precious emblem is maintained.

Building our brand, protecting our emblem

Australian Red Cross would like to acknowledge and thank our official ambassadors, Megan Gale & Guy Sebastian, for their ongoing support and advocacy of our work over the past twelve months.

We look forward to working closely together again over the coming year, to raise awareness of the needs of vulnerable people and to help make a difference.
Enabling Goal 2:

Work together to engage, value and enable our people

Building engagement and retention

In 2009 we commissioned our first ever national staff engagement survey, and followed this up with a second survey in October 2010. This year, 59% of the staff participated in the independently administered survey. Our results showed improvement in 17 of the 18 categories of questions, with significant improvements in eight and no declines. This puts Red Cross in the top quartile of improvement against the 130 organisations that the survey benchmarks. We also did extensive research of staff and volunteers who have recently left Red Cross. The findings provided greater insights into retention factors.

Arising from both sets of results, we developed a Workforce Engagement and Retention Action Plan, identifying improvement initiatives in seven priority areas – leadership, change management, learning and development, communication, pay and performance, innovation and retention. The plan is regularly monitored and progress communicated back to the workforce.

Contemporary workforce management

Red Cross aims for a contemporary approach to managing its workforce. Underpinning this, we developed a lifecycle framework to guide and equip our people with the tools they need at each stage of the lifecycle. The stages are Plan, Attract, Engage, Develop, Support, Reward, Retain and Transition.

Workforce development

Supporting a culture of continuous improvement, innovation and collaboration, a new workforce development plan was developed with input from over 500 Red Cross people. It captures all training and development opportunities available to volunteers and staff and goes to the heart of building the capacity and capability of our workforce to achieve the goals set out in Strategy 2015.

Vital volunteers

Voluntary service is a core principle of the Red Cross and Red Crescent Movement. The everyday and emergency work of Red Cross is underpinned by the efforts and commitment of more than 34,000 volunteers around the country, and we look forward to growing this network in the future to improve the lives of vulnerable people.

Safety plan

The Red Cross Work Health and Safety Management System is designed to ensure our work environments are healthy and safe for all Red Cross people and the individuals, families and communities with whom we work. We continued to embed this framework in all parts of the organisation, through training packages, written materials, safety campaigns and site risk assessments.

Diversity

A Board policy on diversity was endorsed, outlining our commitment to promoting respect for diversity, and pledging to combat intolerance, discrimination, racism and social exclusion.

We implemented cultural awareness training programs to build our capability to work with Aboriginal and Torres Strait Islander peoples and also launched a cultural diversity strategy.

Compliance was achieved for our Equal Opportunity for Women in the Workplace report to government, and we received positive feedback on our improvements, particularly regarding recruitment of women at senior levels in the organisation.

Active membership

Extensive work was undertaken to guide the future of membership, recognising the rich and diverse role that members have played since the formation of Red Cross in Australia in 1914. Membership is now coordinated in a unified way across all states and territories, and communications have been reviewed to ensure a better exchange of information. A Members’ Action Kit, developed in consultation with members, staff and volunteers, provides practical resources to support the work of members in branches, units and clubs. These initiatives are helping to grow and diversify our membership for future generations, while at the same time, better supporting our existing and longstanding membership base.

In June 2011, Red Cross had a total of 2478 staff based in 398 locations around the country, carrying out vital humanitarian work in every state and territory.
Enabling Goal 3: Be effective and accountable in all that we do

New Ways of Working

This year extensive work has been undertaken to articulate and embed our 13 Ways of Working, the core values that guide how we work to address disadvantage in Australia and overseas. The Ways of Working underpin our Seven Priority Areas, and give effect to the Board’s view that ‘how we work is as important as what we do’. We launched practitioner guidelines, training and resources that give clear guidance to staff and volunteers.

We also developed an Australian Services Quality Framework, including a Program Management Cycle, minimum standards and client charter. The framework builds on our international program work and aligns with the approach of the international Red Cross Red Crescent Movement. The quality framework delivers on our commitment to putting people and communities at the heart of what we do, and will help us to continually improve our work and achieve better outcomes for individuals, families and communities.

The launch of our new strategic plan Strategy 2015 in July 2010 provided us with the opportunity to establish an integrated planning and reporting system. This will ensure our activities are aligned to strategy and appropriately resourced, and that our progress in delivering on our goals is monitored and reported. Refining performance measures for our programs and support services is a critical part of this work.

These undertakings are essential in making us more accountable to our diverse stakeholders for the quality, cost effectiveness and impact of our activities.

Research

Our research program continues to grow, generating high-quality social research that improves our services, informs the development of social policy positions and advocacy, supports organisation-wide innovation and strengthens our voice in the humanitarian sector.

The research program is delivered through a mixed model of commissioned projects as well as research partnerships with universities. The development of the Australian Services Program Management Cycle has led to an increase in the number of external evaluations, which are managed by the research unit in collaboration with program staff.

In November 2010 we launched the Red Cross e-library, a digital collection of key resources and vital publications. The e-library supports our new Ways of Working and Project Management Cycle by informing evidence-based, theory-led programming.

Program Novar

In early 2010 we embarked on a major project to improve Red Cross systems and processes so that we can achieve better outcomes, effectiveness and accountability for all Red Cross people, clients and supporters.

Program Novar has engaged staff and volunteers across the organisation in identifying new ways of operating that ensure we spend less time on administration and more time on improving the lives of vulnerable people. Novar also involves a refresh of our IT environment and the selection of new business solutions.

Price Waterhouse Coopers partnered with us in the first phase of the four year project, providing invaluable support and expertise to review existing processes and design new ones.

Australian Red Cross aid worker Kirsten Jenkins says goodbye to young friends at the camp soccer challenge in Haiti organised by Red Cross. Photo: International Federation Red Cross /Jose Manuel Jimenez.
Enabling Goal 4: Build a sustainable organisation consistent with our Fundamental Principles

Strengthening our financial base
Significant work has been undertaken this year to strengthen our financial position. The adoption of an activity based costing model has provided greater insight into the true cost of service provision and supports our efforts to minimise administrative overheads.

To ensure sustainable positive net cash flows and asset value in the future, we developed an income generation model incorporating the establishment of a Red Cross Investment Fund. This involved identifying opportunities to invest in growth strategies for fundraising and commercial activities. Once implemented this approach will help to diversify the income mix that funds our operations, and allow greater investment in programs to improve the lives of vulnerable people.

Responsible fundraising
Red Cross adheres to all legislation and regulations concerning fundraising activities, including the 33 pieces of state/territory fundraising legislation in Australia. In the past year, Red Cross has contributed to discussions about regulatory reform and welcomes the Council of Australian Governments (COAG) commitment to harmonising legislation to reduce compliance costs and improve effectiveness of fundraising activities.

Red Cross is committed to ethical and transparent fundraising practice and is a member of the Fundraising Institute of Australia (FIA). The FIA encourages excellence in fundraising, setting out principles and standards with which members must comply to maintain their membership. For more information on FIA, visit: www.fia.org.au.

Engaging donors and supporters
Red Cross recognises that the way to foster ongoing support is to actively engage people in Red Cross programs. We are increasingly using electronic means, including a refreshed website, to update and inform supporters and members of the public, we have also used social media in order to engage a broader demographic. During the year we also added to our celebrity support base to raise awareness of our programs and advocacy campaigns. Our official ambassadors are Megan Gale and Guy Sebastian who provide their profile and significant time to help our cause.

Major supporters were recognised at events during the year, providing the opportunity for donors to hear first-hand accounts from staff, volunteers and beneficiaries in the field. These events highlighted the work done in Australia to provide relief and support for communities in times of disaster.

We also engage and support our members and volunteers through the tri-annual Humanitarian magazine, and our Newsletter for Members and Volunteers, which covers our work in Australia and overseas and celebrates the achievements of Red Cross people.

Minimising our impact on the environment
Our Environmental Sustainability Strategy, launched in September 2010, commits us to minimise the impact our work has on the environment. The strategy complements our work helping vulnerable people and communities to prepare for and adapt to climate change. It seeks to instil environmental best practice in four areas: energy, water, waste, and transport.

An important first step this year has been to assess current business practices and set targets for improvement.

Thanh, 7, lives in the mountains of northern Vietnam and brings his hygiene lessons home from school and helps four-year-old cousin Lee wash her hands before lunch. Photo: Australian Red Cross / Joe Cropp.
Tanya and Pat met through our MATES program in Tasmania, both say that their lives have been enriched by the experience.

Photo: Australian Red Cross / Tim Mullane.
Governance 2010-2011

Council of the Society of Australian Red Cross

The Council usually meets once a year at the Annual General Meeting. The membership is made up as follows:

A maximum of 54 voting members – four office bearers being the President, the Deputy President, Chair of the Audit and Risk Management Committee and Youth Member, together with up to six Special Councillors, the Chair of each of the eight State/ Territory Divisional Advisory Boards, the Chairman of the Australian Red Cross Blood Service, up to three Appointed Members and 32 representatives from the States/Territories. Australia’s Governor-General, Ms Quentin Bryce AC is the Patron of the Society and as such is a non-voting member of Council.

Australian Red Cross Board

The Council elects the members to the Board, appoints auditors and also has the right to amend the Charter and Rules (subject to final approval by the Governor-General). The Board consists of – the four senior office bearers chosen by the Council for two year terms, the Chair of each of the eight State and Territory Divisional Advisory Boards, the Chairman of the Australian Red Cross Blood Service and up to three Appointed Members, bringing the maximum total membership to 16.

Board Members
(also Members of Council)

Office Bearers
Greg Vickery AM President
Michael Legge Deputy President
Ross Pinney Chair – Audit and Risk Management Committee
Matt Eyles Youth Member

Chair – Divisional Advisory Boards
Lauren Nelson ACT Division
John MacLennan NSW Division
Deven Patel NT Division
Alan Clayton QLD Division
Paul Shinkfield SA Division
Michael Howarth TAS Division
John Hood VIC Division
Ian Anson WA Division

Appointed Members
David Hamill AM (Chairman, ARCBS)
Kate Carnell AO
Sue Vardon AO

Board Meeting Schedule

The Board scheduled seven face to face meetings this year. It also meets whenever necessary to deal with specific matters between these meetings, usually by way of teleconference.

Committees

Australian Red Cross Board has an established comprehensive framework of committees to support Australian Red Cross in policy formulation, governance and accountability:

- Audit and Risk Management Committee
- Governance Committee
- 2013 Conference and Centenary and Membership Engagement Committee
- Information Technology Committee
- International Committee
- National Asset and Investment Strategy Committee
- National Awards Committee
- National Emergency Services Advisory Committee
- National Tracing, Refugee and Asylum Seeker Advisory Committee
- National Youth Advisory Committee
- Nominations and Remunerations Committee
- Services, Members and Volunteers Activities Committee

A healthy morning meal at the Good Start Breakfast Club helps set up good routines and better concentration in the classroom. Photo: Australian Red Cross.
Committee procedures
The Committees develop an annual meeting plan but also meet on other occasions as necessary. Each Committee is entitled to the resources and information it requires, including direct access to the CEO, senior management, and access to professional advice subject to prior approval from the President and CEO as applicable. A copy of the minutes and/or reports from all Committee meetings form part of the papers for the next practicable meeting of the Board and usually the Chair of the Committee will present the Report. Each Committee must review its own performance annually.

Conflict of Interest and Code of Conduct
The Board is conscious of its obligations to ensure that Board Members avoid conflicts of interest (both actual and apparent) between their duty to the Society and their own interests. The Board adheres to a Conflict of Interest Policy, which provides that if there is an actual or potential conflict of interest, that member must formally declare the conflict and abstain from voting on the matter giving rise to the conflict. The disclosure is to be recorded in the minutes and the Board shall decide whether the member shall remain in the meeting or not while the subject of the disclosure is considered.

A register of conflicts is maintained. The Board also operates under a Code of Conduct which Members sign indicating their commitment to observe a number of behavioural requirements that are consistent with good governance.

The National Management Team
The National Management Team (NMT) is the senior management team of Australian Red Cross, comprising the CEO, CFO, the six national directors, the heads of Australian Services, International Program and Indigenous Strategy, and the eight State and Territory Executive Directors. The purpose of the NMT is to provide leadership to Australian Red Cross through advising and supporting the CEO in setting the strategic direction of the organisation, effectively managing day to day operations and providing inspirational leadership to Red Cross people.

NMT generally meets monthly by teleconference, with face to face meetings held at least quarterly.

Australian Red Cross Blood Service Board (ARCBS)
The Australian Red Cross Board has delegated to the ARCBS Board the day-to-day management of its Blood Service subject to the authority of the Australian Red Cross Board set out in the Charter and Rules. An ARCBS Advisory Committee has been established for the purpose of advising the ARCBS Board on a range of technical and safety issues concerning the Blood Service, and can also draw issues to the attention of the Australian Red Cross Board where necessary.

For the full Australian Red Cross Governance Annual Report please visit our website at www.redcross.org.au

The Family Support Program has a team of volunteers and paid staff providing support to families where there is a child under 9 years old. Photo: Australian Red Cross / Renae Droop.
Red Cross has developed a partnership with the Port Augusta Early Years Parenting Centre where Males in Black Vice-Chair Robert Taylor’s children play. Photo: Australian Red Cross / Wayne Quilliam.
**Financial Overview**

The financial information included below is taken from Red Cross Annual Report Financials 2010-11. The full financials can be found online at www.redcross.org.au.

**Australian Red Cross Result**

The Society recorded a surplus of $116.1m, compared to a surplus of $94m for the year ending 30 June 2010. The surplus is primarily caused by the receipt of government funding of $79.3m for Australian Red Cross Blood Service's capital and principal site programs and additionally, by Disaster Fundraising Appeal donations yet to be disbursed. Under accounting standards, such contributions are required to be recorded as income upon receipt but are expensed over the useful life of the assets for capital programs and expensed as incurred for disaster fundraising appeal donations.

Australian Red Cross Blood Service is a division of Australian Red Cross. The Blood Service has special reporting requirements and produces a separate financial report for the Blood Service Authority. Detailed financial information on the Blood Service is available at: www.donateblood.com.au

**Income**

Total income for 2011 was $845.1m, representing an increase in income of 6% from 2010. Income includes money from the Australian public and government support, commercial activities and return on investments. The increase this year is largely due to the community response to the many disasters that occurred during the year. In addition, whilst government grant income for the Blood Service has decreased by $34m in 2011, government grants for everyday non-blood humanitarian services have increased by a similar amount to meet increased community need. Overall income has actually increased year on year when the 2009 Victorian Bushfire Appeal and Blood Service capital works program for 2010 and 2011 are excluded. Income has increased by 8.2% compound growth over the 3 years.

**Expenditure**

Total expenditure for 2011 was $728.9m, representing an increase of 3.5% from 2010. This is largely due to the disbursement of international and Australian emergency Appeal funds and increased expenditure on Australian Services in line with increases in government funding. When the Victorian Bushfire Appeal disbursements are excluded from years 2009-11, expenditure has increased over the same period by 4.9% compound growth.

**Past Years at a Glance: Summary of Income and Expenditure**

### Income by source

Our funding is received predominately from government grants for specific programs both in Australia and overseas. Government funding income in 2011 decreased to 77% compared to 81% in financial year 2010. This is primarily attributable to the Australian Red Cross Blood Service receiving funds in advance of capital programs in the 2010 financial year, thus showing a reduction in government grants in the 2011 financial year.

Community support income of 11% (2010: 8%) represents money received from regular monthly donors, single donation gifts from the Australian public, bequests, corporate supporters and third party community fundraising.
Community support

Community support, money received from the Australian public, was $109.3m in 2011. This figure is for cash gifts only and does not include pro-bono or in-kind support.

In 2011 $53.7m, almost half of our total Community support, was raised for everyday work. This money goes to support programs aimed at improving the lives of vulnerable people across Australia and overseas.

Community support for disaster Appeals in Australia and overseas amounted to $55.6m in 2011, including Japan and Pacific Disaster $24.5m, New Zealand Earthquake $8.7m, Pakistan Monsoon Floods $7.3m and Victorian Floods $15.1m.

Donations and Gifts

Red Cross relies on the generosity of people and organisations across Australia to provide everyday (non disaster appeal or Blood Service) humanitarian work. The largest single source of financial community support comes through regular givers - Australians who donate an average monthly gift of $26. Our 61,000 regular giving humanitarians represent the Society’s largest supporter group and provide a reliable, low cost income source into the future.

A major donation source are legacies. Legacy donations accounted for $10.1m in 2011, having declined from $12.2m in 2010. This means that one in every five fundraising dollars comes from bequests left by generous Australians in their wills.

In 2011, fundraising costs amounted to $14.9m. This represents a fundraising cost of 14% of the total fundraising income of $109.3m, down from 18% in 2010, and a 28% cost of fundraising when donations for disaster appeals are excluded (27% in 2010). This includes all the costs of running fundraising, the costs associated with setting up and administering emergency appeals and soliciting non-cash gifts. This means 86 cents of every fundraising dollar goes to programs that improve the lives of vulnerable people.

Governments grants for Everyday Work

In addition to donations from the community, Red Cross receives funding from Federal, State and Territory Governments for specific everyday community programs, both in Australia and overseas. Government grants consist primarily of contracted services that are subject to competitive selection processes and must meet certain conditions over the term of the agreement.

In 2011 Red Cross received $129.2m of funding from Government sources, an increase of 45% from 2010. This increase is predominately due to expansion in the Community Detention and Asylum Seekers Assistance Scheme programs, arising from changes in Government policy.
Where the Services money is spent

Seven Priority Areas

After an extensive review of all Australian services and programs, in 2008 we adopted a new way of working that defined our work in addition to the Blood Service, according to our seven priority areas.

In 2011, 83% of expenditure was spent on these priority areas, building on our strengths and meeting the challenge of helping vulnerable people in the community.

Expenditure on Disaster and Emergency Services increased by 34% during the year, in direct correlation with humanitarian Emergency Appeals for domestic and overseas disasters, namely Victorian Floods, Japan and Pacific Disaster, Pakistan Monsoon Floods and New Zealand Earthquake Appeals.

Expenditure to alleviate the Impact of Migration now represents 19% of service delivery expenditure in response to community need and was assisted by increases in funding from government.

Our international humanitarian law (IHL) expenditure was $1.1m for 2011. It represents our mandate to provide training and education to key groups, on the laws of war and protection of the Red Cross emblem. It is classified as Community Expenditure in the Income Statement on page 53.

3 year comparison of Income and Expenditure

Figures for Australian Red Cross over the last 3 years are included in the table below. These demonstrate changes over the three year period and provide a reference for the commentary and accompanying graphs.

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<th>Financial Results</th>
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<td>Government grants</td>
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<td>Community Support for Everyday Work</td>
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</tr>
<tr>
<td>Community Support for Emergency Appeals</td>
<td>55,567</td>
<td>21,173</td>
<td>376,096</td>
</tr>
<tr>
<td>Commercial Operations</td>
<td>48,860</td>
<td>45,497</td>
<td>43,814</td>
</tr>
<tr>
<td>Other income</td>
<td>10,819</td>
<td>20,063</td>
<td>13,671</td>
</tr>
<tr>
<td>Total income</td>
<td>845,093</td>
<td>797,473</td>
<td>1,027,511</td>
</tr>
<tr>
<td>Blood Service</td>
<td>441,173</td>
<td>474,248</td>
<td>418,658</td>
</tr>
<tr>
<td>Domestic Programs</td>
<td>121,981</td>
<td>93,837</td>
<td>111,218</td>
</tr>
<tr>
<td>International Programs</td>
<td>17,715</td>
<td>17,116</td>
<td>19,110</td>
</tr>
<tr>
<td>Emergency Appeals</td>
<td>53,149</td>
<td>32,989</td>
<td>404,546</td>
</tr>
<tr>
<td>Commercial Operations</td>
<td>49,988</td>
<td>43,404</td>
<td>27,725</td>
</tr>
<tr>
<td>Fundraising</td>
<td>14,880</td>
<td>12,600</td>
<td>16,563</td>
</tr>
<tr>
<td>Marketing</td>
<td>6,356</td>
<td>6,170</td>
<td>5,066</td>
</tr>
<tr>
<td>Administration</td>
<td>23,608</td>
<td>23,822</td>
<td>32,059</td>
</tr>
<tr>
<td>Total expenditure</td>
<td>728,850</td>
<td>704,186</td>
<td>1,034,945</td>
</tr>
<tr>
<td>Surplus / (Deficit)</td>
<td>116,243</td>
<td>93,287</td>
<td>(7,434)</td>
</tr>
</tbody>
</table>

1. Blood Service includes Capital Works of $79.3m in 2011 and $90m in 2010
2. Government grants excludes Blood Service - shown separately under 1
3. Emergency Appeals includes Domestic and International Appeals. Included are funds for Victorian Bushfire Appeal of $0.02m (2011), $5.8m (2010) and $373m (2009)
4. Commercial Operations includes Red Cross College, Red Cross Products and Retail
5. Other income includes rental and interest income and non-government grants
6. Fundraising costs include all costs for raising revenue from public, government and non-government grants
7. Comparative balances have been reclassified from the categories used in the prior year after a review of the revised financial section of the ACFID Code of Conduct.
Supplement

Complying with ACFID Code of Conduct

The Australian Red Cross Society is a signatory to the Australian Council for International Development (ACFID) Code of Conduct, and as such has an obligation to provide the following supplementary information which demonstrates our adherence to the Code’s financial standards.

The information contained in this supplement should be read in conjunction with the full Financial Report 2010-11. The full financials can be found online at www.redcross.org.au

Income Statement

for the financial year ended 30 June 2011

<table>
<thead>
<tr>
<th></th>
<th>SOCIETY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2011 $’000</td>
</tr>
<tr>
<td><strong>REVENUE</strong></td>
<td></td>
</tr>
<tr>
<td>Donations and gifts</td>
<td>99,170</td>
</tr>
<tr>
<td>Legacies and bequests</td>
<td>10,093</td>
</tr>
<tr>
<td>Grants</td>
<td></td>
</tr>
<tr>
<td>• AusAID</td>
<td>22,171</td>
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<tr>
<td>• other Australian</td>
<td>635,074</td>
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<tr>
<td>• other overseas</td>
<td>1,691</td>
</tr>
<tr>
<td>Investment income</td>
<td>17,182</td>
</tr>
<tr>
<td>Other income</td>
<td>59,712</td>
</tr>
<tr>
<td>Total revenue</td>
<td>845,093</td>
</tr>
<tr>
<td><strong>EXPENDITURE</strong></td>
<td></td>
</tr>
<tr>
<td>International Aid and Development Programs expenditure</td>
<td></td>
</tr>
<tr>
<td>• funds to international programs</td>
<td>49,962</td>
</tr>
<tr>
<td>• program support costs</td>
<td>4,744</td>
</tr>
<tr>
<td>Domestic programs</td>
<td>578,260</td>
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<tr>
<td>Community education (IHL)²</td>
<td>1,053</td>
</tr>
<tr>
<td>Fundraising costs³</td>
<td></td>
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<tr>
<td>• public</td>
<td>14,789</td>
</tr>
<tr>
<td>• government, multilateral and private</td>
<td>91</td>
</tr>
<tr>
<td>Retail and marketing activities</td>
<td>56,344</td>
</tr>
<tr>
<td>Accountability and administration³</td>
<td>23,607</td>
</tr>
<tr>
<td>Total expenditure</td>
<td>728,850</td>
</tr>
<tr>
<td><strong>Excess of revenue over expenditure from continuing operations</strong></td>
<td>116,243</td>
</tr>
</tbody>
</table>

1 During the financial year nil (2010: nil) was recorded as non-monetary donations and gifts.
2 Australian Red Cross classifies the training and education provided to key groups on the laws of war and protection of the emblem as our only Community Education expense.
3 Fundraising costs include both International and Domestic programs.
4 Accountability and administration costs include both International and Domestic programs.
Statement of financial position

for the financial year ended 30 June 2011

<table>
<thead>
<tr>
<th></th>
<th>SOCIETY</th>
<th></th>
<th></th>
<th>NON BLOOD HUMANITARIAN</th>
<th></th>
<th></th>
</tr>
</thead>
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<tr>
<td></td>
<td>2011</td>
<td>2010</td>
<td>2011</td>
<td>2010</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>$'000</td>
<td>$'000</td>
<td>$'000</td>
<td>$'000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ASSETS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CURRENT ASSETS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>219,265</td>
<td>115,729</td>
<td>45,139</td>
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<td>20,004</td>
<td>27,118</td>
<td>11,631</td>
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<td>Inventories</td>
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<td>1,862</td>
<td>1,732</td>
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<td>2,589</td>
<td>23,040</td>
<td>2,589</td>
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<td>Other</td>
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<td>6,392</td>
<td>2,120</td>
<td>1,466</td>
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<td>Assets classified as held for sale</td>
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<td>2,445</td>
<td>2,679</td>
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<td>TOTAL CURRENT ASSETS</td>
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<td>196,017</td>
<td>101,958</td>
<td>48,855</td>
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<td></td>
</tr>
<tr>
<td>Other financial assets</td>
<td>19,080</td>
<td>39,148</td>
<td>19,080</td>
<td>39,148</td>
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<td></td>
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<tr>
<td>Property, plant and equipment</td>
<td>398,814</td>
<td>283,718</td>
<td>74,825</td>
<td>74,650</td>
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<td></td>
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<tr>
<td>TOTAL NON-CURRENT ASSETS</td>
<td>417,894</td>
<td>322,866</td>
<td>93,905</td>
<td>113,798</td>
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<td>TOTAL ASSETS</td>
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<td>518,883</td>
<td>195,863</td>
<td>162,653</td>
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<td></td>
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<tr>
<td>CURRENT LIABILITIES</td>
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<td></td>
</tr>
<tr>
<td>Trade and other payables</td>
<td>76,465</td>
<td>81,462</td>
<td>23,115</td>
<td>12,860</td>
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<tr>
<td>Borrowings</td>
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<td>9,228</td>
<td>17,000</td>
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<td>Provisions</td>
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<td>43,480</td>
<td>9,125</td>
<td>8,376</td>
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<td>Other</td>
<td>72,841</td>
<td>1,389</td>
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<td>TOTAL CURRENT LIABILITIES</td>
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<td>135,559</td>
<td>49,240</td>
<td>21,236</td>
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<td>NON-CURRENT LIABILITIES</td>
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<td>Borrowings</td>
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<td>36,165</td>
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<td>Provisions</td>
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<td>13,993</td>
<td>1,122</td>
<td>825</td>
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<td>Defined benefit superannuation plans</td>
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<td>6,515</td>
<td>74</td>
<td>152</td>
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<td>Other</td>
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<td>2,840</td>
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<tr>
<td>TOTAL NON-CURRENT LIABILITIES</td>
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<td>59,513</td>
<td>1,196</td>
<td>13,977</td>
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<tr>
<td>TOTAL LIABILITIES</td>
<td>315,665</td>
<td>195,072</td>
<td>50,436</td>
<td>35,213</td>
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<td>NET ASSETS</td>
<td>439,923</td>
<td>323,811</td>
<td>145,427</td>
<td>127,440</td>
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<td></td>
</tr>
<tr>
<td>EQUITY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Reserves</td>
<td>31,429</td>
<td>12,907</td>
<td>1,680</td>
<td>1,210</td>
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<td>39,374</td>
<td>60,466</td>
<td>39,374</td>
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<td></td>
</tr>
<tr>
<td>Accumulated funds</td>
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<td>271,530</td>
<td>83,281</td>
<td>86,856</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL EQUITY</td>
<td>439,923</td>
<td>323,811</td>
<td>145,427</td>
<td>127,440</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The notes on pages 11 to 45 of the full financials report are available on www.redcross.org.au and form part of these financial statements.
## Statement of changes in equity

for the financial year ended 30 June 2011

<table>
<thead>
<tr>
<th></th>
<th>Accumulated funds $'000</th>
<th>Specific purpose funds $'000</th>
<th>Property fund reserve $'000</th>
<th>Asset replacement reserve $'000</th>
<th>ARCBS special reserve $'000</th>
<th>Investment revaluation reserve $'000</th>
<th>Total $'000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SOCIETY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>YEAR ENDED 30 JUNE 2010</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BALANCE AS AT 1 JULY 2009</td>
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<td>48,947</td>
<td>2,971</td>
<td>1,998</td>
<td>10,926</td>
<td>-</td>
<td>229,837</td>
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<tr>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>93,287</td>
</tr>
<tr>
<td>Other comprehensive (loss)/gain for the year</td>
<td>(424)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1,110</td>
<td>686</td>
</tr>
<tr>
<td>Transfers to / (from) fair value reserves</td>
<td>4,869</td>
<td>-</td>
<td>(2,871)</td>
<td>(1,998)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Transfer (to) / from special reserve</td>
<td>(5,866)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>5,866</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Transfers to / (from) specific purpose funds</td>
<td>11,573</td>
<td>(9,573)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2,000</td>
</tr>
<tr>
<td>Transfers to / (from) other reserves</td>
<td>3,096</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>(5,095)</td>
<td>-</td>
<td>(1,999)</td>
</tr>
<tr>
<td><strong>Balance as at 30 June 2010</strong></td>
<td><strong>271,530</strong></td>
<td><strong>39,374</strong></td>
<td><strong>100</strong></td>
<td><strong>11,697</strong></td>
<td><strong>1,110</strong></td>
<td><strong>1,110</strong></td>
<td><strong>323,811</strong></td>
</tr>
<tr>
<td><strong>YEAR ENDED 30 JUNE 2011</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net surplus for the year</td>
<td>116,243</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>116,243</td>
</tr>
<tr>
<td>Other comprehensive (loss)/gain for the year</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>570</td>
<td>(131)</td>
</tr>
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<td>Transfers to / (from) fair value reserves</td>
<td>100</td>
<td>-</td>
<td>(100)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Transfer (to) / from special reserve</td>
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<td>-</td>
<td>-</td>
<td>18,052</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Transfers to / (from) specific purpose funds</td>
<td>(21,092)</td>
<td>21,092</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>BALANCE AS AT 30 June 2011</strong></td>
<td><strong>348,028</strong></td>
<td><strong>60,466</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td><strong>1,680</strong></td>
<td><strong>439,923</strong></td>
</tr>
<tr>
<td><strong>NON BLOOD HUMANITARIAN SERVICES</strong></td>
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<td></td>
</tr>
<tr>
<td><strong>YEAR ENDED 30 JUNE 2010</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Balance as at 1 July 2009</td>
<td>68,837</td>
<td>48,947</td>
<td>2,971</td>
<td>1,998</td>
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<td>-</td>
<td>122,753</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>(1,542)</td>
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<td>Other comprehensive gains for the year</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1,110</td>
<td>1,133</td>
</tr>
<tr>
<td>Transfers to / (from) fair value reserves</td>
<td>4,869</td>
<td>-</td>
<td>(2,871)</td>
<td>(1,998)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Transfer from special reserve</td>
<td>3,096</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3,096</td>
</tr>
<tr>
<td>Transfers to / (from) specific purpose funds</td>
<td>11,573</td>
<td>(9,573)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2,000</td>
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<tr>
<td><strong>Balance as at 30 June 2010</strong></td>
<td><strong>86,856</strong></td>
<td><strong>39,374</strong></td>
<td><strong>100</strong></td>
<td><strong>1,110</strong></td>
<td><strong>1,680</strong></td>
<td><strong>1,680</strong></td>
<td><strong>127,440</strong></td>
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<tr>
<td><strong>YEAR ENDED 30 JUNE 2011</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Net surplus for the year</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>17,357</td>
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<td>-</td>
<td>570</td>
<td>630</td>
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<tr>
<td>Transfers to / (from) fair value reserves</td>
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<td>-</td>
<td>(100)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Transfers to / (from) specific purpose funds</td>
<td>(21,092)</td>
<td>21,092</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>BALANCE AS AT 30 June 2011</strong></td>
<td><strong>83,281</strong></td>
<td><strong>60,466</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td><strong>1,680</strong></td>
<td><strong>145,427</strong></td>
</tr>
</tbody>
</table>

The notes on pages 11 to 45 of the full financials report are available on www.redcross.org.au and form part of these financial statements.
Table of cash movements for designated purposes

for the financial year ended 30 June 2011

<table>
<thead>
<tr>
<th>Designated Purpose</th>
<th>Cash available at beginning of year $'000</th>
<th>Cash raised during year $'000</th>
<th>Cash disbursed during year $'000</th>
<th>Cash available at end of year $'000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia Quake and Tsunami Appeal</td>
<td>27</td>
<td>2,856</td>
<td>(2,053)</td>
<td>830</td>
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<tr>
<td>Victorian Bushfire Appeal</td>
<td>-</td>
<td>19</td>
<td>(19)</td>
<td>-</td>
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<tr>
<td>Haiti Earthquake Appeal</td>
<td>2,668</td>
<td>95</td>
<td>(2,507)</td>
<td>256</td>
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<tr>
<td>Pacific Tsunami Appeal</td>
<td>2,972</td>
<td>347</td>
<td>(966)</td>
<td>2,353</td>
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<tr>
<td>Japan and Pacific Disaster Appeal</td>
<td>-</td>
<td>24,701</td>
<td>(15,133)</td>
<td>9,568</td>
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<tr>
<td>Pakistan Monsoon Floods</td>
<td>-</td>
<td>11,970</td>
<td>(6,834)</td>
<td>5,136</td>
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<tr>
<td>New Zealand Earthquake</td>
<td>-</td>
<td>8,755</td>
<td>(7,315)</td>
<td>1,440</td>
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<tr>
<td>Total for other purposes</td>
<td>110,062</td>
<td>930,115</td>
<td>(840,495)</td>
<td>199,682</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>115,729</strong></td>
<td><strong>978,858</strong></td>
<td><strong>(875,322)</strong></td>
<td><strong>219,265</strong></td>
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</tbody>
</table>

Board Members’ Declaration

The Board Members declare that:

(a) in the Board’s opinion, there are reasonable grounds to believe that the Society will be able to pay its debts as and when they become due and payable;

(b) in the Board’s opinion, the attached financial statements and notes thereto are in compliance with accounting standards and give a true and fair view of the financial position and performance of the Society; and

(c) the Board has been given signed declarations by the Chief Financial Officer and the Chief Executive Officer regarding the integrity of the financial statements and that the Society’s risk management and internal compliance and control system is operating efficiently and effectively in all material respect.

Signed in accordance with a resolution of the Board.

On behalf of the Board

Greg Vickery AM
President

Melbourne
29th October 2011

Solicitors
Mallesons Stephen Jaques

Bankers
Commonwealth Bank of Australia

Auditors
Deloitte

Internal auditors
Ernst and Young
Independent Auditor's Report

Deloitte Touche Tohmatsu
ASIN 74 490 121 060
550 Bourke Street
Melbourne VIC 3000
GPO Box 78
Melbourne VIC 3001 Australia

DX: 117
Tel: +61 (0) 3 9671 7000
Fax: +61 (0) 3 9671 7001
www.deloitte.com.au

Report of the Independent Auditor on the financial overview to the Members of the Australian Red Cross Society

The accompanying financial overview prepared by the Australian Red Cross Society, which comprises the summary financial statements for the year ended 30 June 2011, is derived from the audited general purpose financial report of the Australian Red Cross Society for the year then ended. We expressed an unqualified opinion on that financial report in our report dated 29 October 2011. The financial report and the financial overview do not reflect the effects of events that occurred subsequent to the date of our report on the financial report.

The financial overview does not contain all the disclosures required by the Australian Accounting Standards to the extent described in Note 2 of the financial report of the Australian Red Cross Society. Reading the financial overview, therefore, is not a substitute for reading the audited financial report of the Australian Red Cross Society.

The Responsibility of Board Members for the Financial Overview

The Board Members are responsible for the preparation and fair presentation of the financial overview in accordance with Australian Accounting Standards.

Auditor’s Responsibility

Our responsibility is to express an opinion on the financial overview based on our procedures, which were conducted in accordance with Auditing Standard ASA 810 Engagements to Report on Summary Financial Statements.

Opinion

In our opinion, the financial overview derived from the audited financial report of the Australian Red Cross Society for the year ended 30 June 2011 is consistent, in all material respects, with that audited financial report, in accordance with Australian Accounting Standards.

Basis of Accounting and Restriction on Distribution and Use

Without modifying our opinion, we draw attention to the “The Responsibility of Board Members for the Financial Overview” paragraph above which states that the financial overview has been prepared in accordance with Australian Accounting Standards. The financial overview has been prepared to assist the Australian Red Cross Society to meet the financial reporting requirements of presenting summary financial statements. As a result, the financial overview may not be suitable for another purpose. Our report is intended solely for the Members of the Australian Red Cross Society and should not be distributed to or used by parties other than the Members of the Australian Red Cross Society.

DELOITTE TOUCHE TOHMATSU

Rachel Smith
Partner
Chartered Accountants
Melbourne, 29 October 2011
Kualsoom Bibi and her daughter leave their new home under construction in Sindh province, Pakistan. The houses are being built on higher ground, using improved construction techniques to make them more durable to future disasters like the Monsoon floods. Photo: IFRC / Mohammad Usman.

How can you help?

Get involved

**Become a regular giver**

Making a commitment to bring about change in the lives of vulnerable people is easy. Simply nominate an amount you feel comfortable with and it is deducted from your account each month – we will stay in close contact to let you know your donation is making a difference.

**Leave a gift in your will**

Increasingly people are including a gift in their will as well as taking care of their families. We can help you to plan for a bequest and prepare your will professionally so that you can leave a lasting legacy for generations to come.

**Become a member**

When you become a Red Cross member, you’re joining one of the largest humanitarian organisations in the world. You have the opportunity to grow personally by being part of global movement of like-minded people.

In Australia, thousands of members around the country play an important role in communities by promoting our humanitarian principles, by fundraising and volunteering, and by helping us work with vulnerable people.

For more information call your local Red Cross office - contact details are on the back cover.

**Give Blood**

Give blood today and help save three lives. To make an appointment call 13 14 95 or visit www.donateblood.com.au
Volunteer locally

Voluntary service is a core principle of the Red Cross and Red Crescent Movement. The work of Red Cross is underpinned by the efforts and commitment of 34,233 volunteers around the country, and we look forward to growing this network in the future.

Volunteer overseas

You can now volunteer with Red Cross in Asia, the Pacific and Africa. Australian Red Cross is proud to be a core partner in Australian Volunteers for International Development, a new program from the Australian Government, AusAID. Through this program, you can volunteer with Red Cross and Red Crescent societies and their partner organisations in several countries around the world.

Become a young Humanitarian

Explore what young people are doing with Red Cross in their local or global community. Join Red Cross and join in the power of humanity by signing up as a Young Humanitarian. Participate in a Red Cross program, project, activity or event and help make the world a better place.

Shop

Step inside one of our new-look stores Australia wide, find a store near you, learn about donating and volunteering. You can also purchase products from our online catalogue.

Become a corporate partner

There are many ways in which your business can support and benefit from a relationship with the Red Cross brand:
- cause related marketing initiatives
- workplace giving
- staff engagement
- pro bono and in-kind support

Learn

Red Cross College + You = Skills for Life

Red Cross College is all about helping you achieve your training and employment goals. We offer a range of training and education courses to communities, individuals, agencies and businesses around the country, including First-aid.

Connect

Join the conversation and like Red Cross on Facebook, follow us on Twitter, network with us on LinkedIn and watch us on YouTube.

www.facebook.com/AustralianRedCross
www.twitter.com/RedCrossAU
www.linkedin.com/companies/australian-red-cross
www.youtube.com/australianredcross

For more information about getting involved with Australian Red Cross visit our website at www.redcross.org.au or call 1800 811 700.
### Our supporters

#### Major government supporters

<table>
<thead>
<tr>
<th>Australian Government</th>
<th>Queensland</th>
<th>Other supporters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attorney General’s Department</td>
<td>Department of Communities</td>
<td>Australian Council for International Development (ACFID)</td>
</tr>
<tr>
<td>Department of Education, Employment and Workplace Relations</td>
<td>Department of Education, Training and the Arts</td>
<td>Australian Council of Social Service (ACOSS)</td>
</tr>
<tr>
<td>Department of Families, Housing, Community Services and Indigenous Affairs</td>
<td>Department of Employment, Economic Development and Innovation</td>
<td>Beyond Blue</td>
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<tr>
<td>Department of Foreign Affairs and Trade</td>
<td>Department of Premier and Cabinet</td>
<td>Carers ACT</td>
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<tr>
<td>Department of Health and Ageing</td>
<td>Disabilities Services QLD</td>
<td>Central Queensland University</td>
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<tr>
<td>Department of Immigration and Citizenship</td>
<td>Office of Early Childhood Education and Care</td>
<td>Centre for Multicultural Youth</td>
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<td>Department of Veterans’ Affairs</td>
<td>Queensland Health</td>
<td>Communities@Work</td>
</tr>
<tr>
<td>Australian Agency for International Development (AusAID)</td>
<td>Residential Tenancies Authority</td>
<td>Deakin University</td>
</tr>
<tr>
<td>Australian Defence Force</td>
<td>Gambling Community Benefit Fund</td>
<td>Foodbank South Australia</td>
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<tr>
<td>Australian Federal Police</td>
<td>Brisbane City Council</td>
<td>Foodbank Western Australia</td>
</tr>
<tr>
<td>Centrelink</td>
<td>South Australia</td>
<td>Home Help Inc</td>
</tr>
<tr>
<td>Emergency Management Australia</td>
<td>Tasmania</td>
<td>La Trobe University</td>
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<tr>
<td>Office for Women</td>
<td>Western Australia</td>
<td>Macquarie University</td>
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</tbody>
</table>

#### Australian Capital Territory

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<thead>
<tr>
<th>South Australia</th>
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<td>Attorney General’s Department</td>
<td>Department of Communities</td>
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<td>Department of Education, Training and the Arts</td>
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<td>Carers ACT</td>
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<td>Department for Transport, Energy and Infrastructure</td>
<td>Disabilities Services QLD</td>
<td>Central Queensland University</td>
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<td>South Australian Fire and Emergency Services Commission</td>
<td>Office of Early Childhood Education and Care</td>
<td>Centre for Multicultural Youth</td>
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<td>Regional Development Australia Whyalla and Eyre Peninsula Inc</td>
<td>Queensland Health</td>
<td>Communities@Work</td>
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<tr>
<td>City of Onkaparinga</td>
<td>Residential Tenancies Authority</td>
<td>Deakin University</td>
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#### New South Wales

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<tr>
<th>South Australia</th>
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<td>Department of Education, Training and the Arts</td>
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<tr>
<td>City of Onkaparinga</td>
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#### Northern Territory

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<tr>
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National humanity partners
Sanitarium
Country Road
AVG (AU/NZ)
Medibank Community Fund

National community partners
BOQ

National unity partner
Georg Jensen
Land Rover
Manidis Roberts
Mantra Group
Sydney Water
Voyager
Clayton Utz

National loyalty partners

Red Cross would like to acknowledge the generous donation made by BHP Billiton in media support of the Doing It Tough advertising campaign.

Let us know what you think?
Australian Red Cross invites any feedback you may have regarding our Year in review 2010-2011.
Contact the editorial team by email, phbrown@redcross.org.au.

Our Environmental Sustainability Strategy builds on our existing environmental initiatives such as our Green Teams, now operating in all states and territories. It also complements our work helping vulnerable people and communities better prepare for and adapt to climate change, a central theme for the global Red Cross Movement and a core commitment in our Strategy 2015.

Australian Red Cross is a signatory to the Australian Council for International Aid and Development Code of Conduct and is committed to full adherence to its requirements.
The code aims to improve international development outcomes and increase stakeholder trust by enhancing the transparency and accountability of signatory organisations. For further information on the ACFID Code please see ACFID website www.acfid.asn.au

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