

Membership Structure & Fees

Changes to Membership – Key Information

Overview

- Membership is changing! In 2016 our membership base is diversifying and growing and we want that to continue. It's an exciting time to be a member, working together to champion Red Cross to continue to meet the needs of the world's most vulnerable people.
- To build on our existing membership base, Red Cross is seeking to attract a broader, more diverse and younger membership with the introduction of a Family Membership offering which will allow us to engage with younger people and children.
- We are making things simpler and fairer by offering multiple-year membership options so you don't have to renew every year, as well as introducing calendar (rolling year) year membership which gives you a full annual membership no matter when you join or renew.
- We have made membership more equitable by (aside from existing Life Members) ensuring all members pay a membership fee.
- While membership fees will increase slightly, Red Cross membership is still cheaper and more affordable than most other similar community-based or charity organisations. The increases are designed to, among other things, strengthen the membership program and contribute to the associated costs in running it, ensuring that maximum funds go to services where they are needed most. Red Cross membership fees have not been subject to increases for many years and some states not having any significant increase since last century.
- We are confident that these changes will set our membership program on the path for a bright, sustainable future, and thank our members for their ongoing support.

Key Information:

- Membership is integral to Australian Red Cross. To ensure we can deliver our services effectively and sustainably, we rely on the support, governance and voices of our members.
- To ensure membership can remain sustainable, we have examined how we currently run our membership program and come up with ways we can improve it. A Member and Volunteer committee, made up of members, volunteers, and the inclusion of some staff, thoroughly investigated the membership program and made recommendations to ensure its sustainability and growth. This was supported by the National Board.
- We are excited to introduce a Family Membership category (\$50), available to a household of up to two adults and unlimited children under 18 years of age. This category is aimed at broadening and growing our membership base, engaging young people and encouraging families to learn together about our humanitarian work – and take action together too!
- Another change is the increase in membership fees. The increases are designed to strengthen the membership program, give weight to its perceived value and contribute to the associated costs in running it, ensuring that maximum funds go to services where they are needed most. Membership fees have not been increased for several years.
- The decision to change membership fees and categories was not made lightly. It was through thorough consultation and research that the Committee agreed on the recommendations, which were further endorsed by the Board.
- The new membership operational changes, including fee increases, will formally commence on 1 July 2016.
- The fee for a standard individual membership will rise to \$30 from \$20, while Branch/Unit, Concession and Youth members will pay \$10 instead of \$5.
- The new fees have been set to be within the financial reach of most people in Australia. The last increase in fees to any membership category was in 2010, and we anticipate the new fees will remain stable for years to come.
- In addition, we will no longer offer free membership to volunteers (who have served over 20 hours annually) and donors (who have given over \$1000 annually). Instead, they will be offered membership at the concessional discounted rate of \$10.
- Members (of any category) will have the option to sign up for a multiple year membership by paying a discounted fee up front. For example, a standard membership at \$30 for one year will be available at \$75 for three years – saving the member \$15.
- Providing the option for multiple year memberships will have the added benefit of saving members having to renew every year, while also saving Red Cross time and resources by not having to process memberships every year.

- Currently the period of anyone's membership ceases at the end of the financial year, meaning that if someone signs up as a member in February, by the end of June their membership will expire, giving them only five months of membership. This is not equitable and does not support the retention of members. Therefore, we are introducing a rolling 12 month membership. For example, if a person signs up as a member in February, their membership will be valid for 12 months, allowing them to renew the following February.
- Members may join and renew at the old rate up to 30 June 2016. From 1 July 2016 members can only join or renew at the new rate and structure.
- Members joining or renewing under the existing structure between 1 April 2016 and 30 June 2016 will have a default next renewal date set to 30 June 2017.
- We are confident that these changes will set our membership program on the path for a bright, sustainable future, and thank our members for their ongoing support.

Questions and Answers for Red Cross people

Q: Why is Red Cross making changes to Membership? Isn't it fine the way it is?

A: We are making changes to strengthen our membership program and ensure it remains sustainable. There have been few changes to the membership structure since WWII, yet the way Red Cross operates has changed significantly, as have humanitarian needs. Red Cross is seeking to attract a broader and younger membership, while continuing to nurture our existing membership base. We are excited to announce changes to our membership program, such as the introduction of a Family Membership, to help revitalise membership and support this growth.

Q: Why are the fees going up?

A: The new fees will commence from 1 July 2016 have been set to be within the financial reach of most people in Australia. The increases are necessary to strengthen the membership program, give weight to its perceived value and importantly contribute to some of the costs associated with running it. Red Cross membership will still be cheaper and more affordable than most other similar community-based or charity organisations in Australia. Red Cross membership fees have not been subject to increases for many years and some states have not had any significant increase since last century.

Q: What will I pay for my Membership now?

A: As of 1 July 2016, the fee structure will now be:

Category	Current	1 - year	2 - years	3 - Years
Individual	\$20	\$30	\$55	\$75
Individual - Henry Dunant	\$500	\$500	\$900	\$1,250
	<i>(\$20 fee + \$480)</i>	<i>(\$30 fee + \$470)</i>	<i>(\$55 fee + \$845)</i>	<i>(\$75 fee + \$1175)</i>
Individual - Solferino	\$100	\$100	\$180	\$250
	<i>(\$20 fee + \$80)</i>	<i>(\$30 fee + \$70)</i>	<i>(\$55 fee + \$125)</i>	<i>(\$75 fee+ \$175)</i>
Individual - Concession	\$5	\$10	\$18	\$25
Branch - Concession	\$5	\$10	\$18	\$25
Youth - Concession	\$5	\$10	\$18	\$25
Family	N/A	\$50	\$92	\$125

Q: Will there be any discounts offered on the membership fees?

A: From 1 July 2016 members (of any category) will have the option to sign up for a multiple year membership by paying a discounted fee up front. For example, a standard membership at \$30 for one year will be available at \$75 for three years – saving the member \$15. Providing the option for multiple

year memberships will have the added benefit of saving members having to renew every year, while also saving Red Cross time and resources by not having to process memberships every year.

Q: Are there any changes to existing Membership categories?

A: Yes. Following an extensive consultation process, it was agreed that we will no longer be offering free membership to volunteers (who have served over 20 hours annually) and donors (who have given over \$1000 annually). Instead, they will be offered membership at the concessional discounted rate of \$10.

Q: Will the membership continue to be based on a financial year? What is a rolling 12 month membership or calendar year membership?

A: Currently the period of anyone’s membership ceases at the end of the financial year, meaning that if someone signs up as a member in February , by the end of June their membership will expire, giving them only five months of membership. This is not equitable and does not support the retention of members. Therefore, we are introducing a rolling 12 month membership. For example, if a person signs up as a member in February, their membership will be valid for 12 months, allowing them to renew the following February.

Q: Are there any new Membership categories? What is the new Family category?

A: We are excited to introduce a Family membership category! This is available for up to two adults and unlimited children under 18 years of age. This category is aimed at broadening and growing our membership base, engaging young people and encouraging families to learn together about our humanitarian work – and take action together too!

Family membership will initially not be available to join using an online payment form. However, there will be a dedicated Family application form on our website to be downloaded and printed out so that it can be filled out signed as appropriate and sent to the Supporter Services Centre. Family application forms can also be sent out by mail or email by calling the Supporter Service Centre on 1800 811 700, emailing members@redcross.org.au or contacting the Membership Coordinator in your state/territory.

	1 year	2 years	3 Years
Family	\$50	\$92	\$125

Q: I am a volunteer working 20+ hours per year. I already give my time to Red Cross, why do I now have to pay for my membership?

A: We appreciate your support as a volunteer and do not want you to change what you do for Red Cross, but we do need to offset the costs of running the membership program. Our Branch/Unit

members also contribute significantly in a voluntary capacity and we want to ensure all supporters are treated fairly when it comes to their membership.

We understand that you already give so much to Red Cross, which is why we are offering volunteers the option of being a member at a concessional rate of \$10, reduced from the regular Individual membership rate of \$30.

Q: I am a donor member (who contributes over \$1000 each year). I already give significant funds to Red Cross, why do I now have to pay for my membership?

A: We appreciate your support as a generous donor and do not want you to change what you do for Red Cross, but we do need to offset the costs of running the membership program. Our Branch/Unit members also contribute significantly through the money they raise and we want to ensure all supporters are treated fairly when it comes to their membership.

We understand that you already give so much to Red Cross, which is why we are offering donors the option of being a member at a concessional rate of \$10, reduced from the regular Individual membership rate of \$30.

Q: I am a Life Member, will these changes effect me?

A: No. As a Life Member of Australian Red Cross (both Honorary and Subscription Life members), nothing will change for you and you will continue to be recognised as a full member of Red Cross without the need to pay membership fees. We will continue to provide a rewarding experience in your position of Life Member.

Q: I am a Solferino Member, will the changes effect me?

A: Your Membership will remain \$100 per annum; however the breakdown of Membership Fee & Donation will change to \$30 Fee, \$70 Donation. Also, as of 1 July 2016 you will have the option to purchase your membership over 1, 2, or 3 years with discounts for multiple year memberships.

	1 year	2 years	3 Years
Solferino	\$100	\$180	\$250

Q: I am a Henry Dunant Member, will the changes effect me?

A: Your Membership will remain \$500 per annum; however the breakdown of Membership Fee & Donation will change to \$30 Fee, \$470 Donation. Also, as of 1 July 2016 you will have the option to purchase your membership over 1, 2, or 3 years with discounts for multiple year memberships.

	1 year	2 years	3 Years
Henry Dunant	\$500	\$900	\$1,250

Q: Will my membership still be due at the same time every year, being 1 July?

A: The membership renewal date for a new member who joins between 1 April 2016 and 30 June 2016 under the existing structure of membership of categories and fees is 30 June 2017.

A member who joins or renews membership on or after 1 July 2016 will have the membership renewal date set one year from joining or renewal, in 12, 24 or 36 months as applicable. For example, a member that renews or joins on 15 January 2017 for a year will have an expiry date of 15 January 2018.

Q: If I renew my membership before 30 June, do I pay the current rate, or the new rate?

A: Members who join or renew between now and 30 June 2016 will do so at the old rate. From 1 July 2016 the new rate and structure commences.

Members joining or renewing under the existing structure between 1 April 2016 and 30 June 2016 will have a default next renewal date set to 30 June 2017. The new membership operational changes, including fee increases, will formally commence on 1 July 2016.

Where can I get more information?

Email members@redcross.org.au call 1800 811 700 or contact the Membership Coordinator in your state. Information will also be available about these changes on the member section of the website www.redcross.org.au

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