

**1** **Build an inclusive, diverse and active humanitarian movement based on voluntary service**

**2.5 million people**, reflecting the diversity of our community, take voluntary humanitarian action with Australian Red Cross to help others

**50%** (of 2.5 million) are self organising and leveraging Australian Red Cross knowledge, expertise and evidence to advocate for and help others

**Australians trust and respect** Australian Red Cross

**FY 2018 PRIORITIES:**

- REIMAGINING VOLUNTEERING IN A 21ST CENTURY CONTEXT
- 250,000 MORE PEOPLE SUPPORTING, VOLUNTEERING AND TAKING ACTION, AND MORE THAN ONE MILLION BY FY19
- ESTABLISH VOLUNTEERING AND ENGAGEMENT HUBS
- LEVERAGE DIGITAL PLATFORMS TO MAKE TAKING ACTION EASIER AND ENABLE INDIVIDUALS AND COMMUNITIES TO CONNECT
- INCREASE RED CROSS' IDENTITY AND POSITIONING IN THE AUSTRALIAN COMMUNITY
- IMPLEMENT THE TRUST INITIATIVE TO ENSURE INFORMATION IS SECURE AND PRIVATE

**2** **Save lives, build resilient communities and support people in disasters**

**3 million** Australians are equipped to be prepared for and recover from disasters

There has been a **four-fold national increase** in investment (government, corporate, other) in disaster risk reduction and community resilience

Key partners in **14 Asia-Pacific countries** can demonstrate increased capacity to support communities prepare for, respond to and recover from disasters and humanitarian crises

Australian Red Cross is responding to disasters and other significant emergencies **100% of the time**

**FY 2018 PRIORITIES:**

- AN EXTRA 500,000 AUSTRALIANS ARE EQUIPPED TO BE PREPARED FOR AND RECOVER FROM DISASTERS
- 50% INCREASE IN NATIONAL INVESTMENT IN DISASTER RISK REDUCTION
- LAUNCH A DIGITAL PLATFORM TO HELP PEOPLE IDENTIFY AND MANAGE THEIR DISASTER RISKS
- ESTABLISH THE AUSTRALIAN DISASTER RECOVERY NETWORK
- ESTABLISH A MULTI-CHANNEL ROLLING DISASTER AWARENESS CAMPAIGN TO AMPLIFY OUR REACH
- ACTIVATE A REVOLVING FUND SO WE CAN BE MORE RESPONSIVE TO DISASTERS IN AUSTRALIA AND OVERSEAS
- SUPPORT 14 COUNTRIES IN OUR REGION TO BUILD THEIR RESILIENCE, WITH IN-DEPTH ENGAGEMENT WITH FOUR NATIONAL SOCIETIES
- PILOT GAME-CHANGING IDEAS TO TRANSFORM AID

**3** **Prevent and alleviate human suffering in times of war and conflict and promote non violence and peace**

Australian **attitudes and behaviours** strongly reflect humanitarian values

100% of Australian organisations working in conflict zones have **implemented an IHL action plan**

Australian Red Cross has contributed directly to the **Movement's increased impact** in migration, disaster risk reduction, ensuring respect for IHL, the elimination of nuclear weapons and health care in danger

**FY 2018 PRIORITIES:**

- ESTABLISH A BEHAVIOUR CHANGE PROGRAM AND PILOT IN THREE LOCATIONS TO POSITIVELY INFLUENCE HUMANITARIAN ATTITUDES AND BEHAVIOURS
- CONDUCT AN ANNUAL SURVEY TO TRACK POPULATION LEVEL ATTITUDINAL AND BEHAVIOURAL INDICES
- 20% OF AUSTRALIAN COMPANIES WORKING OR OPERATING IN CONFLICT ZONES HAVE AN IHL ACTION PLAN
- CONTRIBUTE TO A STRONG AND EFFECTIVE RED CROSS AND RED CRESCENT MOVEMENT
- PUBLISH A RESOURCE HANDBOOK FOR AUSTRALIAN DIPLOMATS TO HELP THEM NAVIGATE IHL

**4** **Improve the wellbeing of those experiencing extreme vulnerability**

**500,000** Australians are connected to and supported by the community to overcome their deep social exclusion

The wellbeing of young Aboriginal and Torres Strait Islander peoples has **improved by 20%**

Migrants in transition have their **humanitarian needs met** and are participating in and included in Australian society

There has been a **50% improvement** in community determined indicators in up to 20 of the most vulnerable communities in Australia

Australian governments are directing into justice reinvestment **at least 50% of savings** delivered by a 10% reduction in Australian prison numbers

**FY 2018 PRIORITIES:**

- PROVIDE SUPPORT TO AN ADDITIONAL 100,000 PEOPLE EXPERIENCING DEEP SOCIAL EXCLUSION
- SUPPORT 10 COMMUNITIES UTILISING A PLACE-BASED COMMUNITY DEVELOPMENT APPROACH
- ESTABLISH PARTNERSHIPS AND ACTIVELY ADVOCATE TO SUPPORT PEOPLE WHO ARE AT RISK OF OR BEING LEFT OUT OF USER CHOICE REFORMS
- IMPLEMENT INITIATIVES TO IMPROVE THE WELLBEING OF YOUNG ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLES
- 75% OF MIGRANTS IN TRANSITION HAVE THEIR HUMANITARIAN NEEDS MET
- PROMOTE PROTECTION AND SUPPORT FOR THOSE SUBJECT TO OR AT RISK OF FORCED MARRIAGE AND TRAFFICKING
- ACHIEVE COMMITMENT FROM THREE STATE GOVERNMENTS TO JUSTICE REINVESTMENT
- WORK TOWARDS THE AUSTRALIAN GOVERNMENT INCLUDING A 'CLOSING THE GAP' TARGET FOR REDUCED INDIGENOUS INCARCERATION RATES NATIONALLY

**5** **Maintain a strong, innovative, sustainable and accountable organisation capable of achieving our humanitarian goals**

**All Red Cross people** are empowered, engaged, accountable and acknowledged for their contribution to our humanitarian goals

**[80 cents]\*** in every dollar raised is going directly to humanitarian outcomes and impacts

There are diversified multi-year funding streams in place with **no single funding source exceeding 50%**

We have been **transparent** each year about what we have achieved, where we have failed and the impact we have delivered

**FY 2018 PRIORITIES:**

- ESTABLISH A LEAN AND AGILE TEAM TO IMPROVE INNOVATIVE, AGILE AND LEAN PROCESSES
- IMPLEMENT A DIGITAL STRATEGY TO ENABLE US TO LEVERAGE NEW TECHNOLOGIES
- SIMPLIFY EXISTING WORKFORCE MANAGEMENT SYSTEMS
- ENSURE WE HAVE STRONGER LEADERSHIP CAPABILITIES SO WE ARE EQUIPPED TO DELIVER ON OUR ASPIRATIONS
- EMBED FUTURES FORESIGHT TO ENSURE OUR STRATEGIES ARE FORWARD THINKING AND EXTERNALLY ORIENTED
- ENSURE EVERY DOLLAR RAISED IS DIRECTED TO ACHIEVING STRATEGY 2020 OUTCOMES
- ESTABLISH MORE LOYAL RELATIONSHIPS THROUGH OUR IMPACT PROSPECTUS APPROACH AND INCREASING OUR RELEVANCE
- INCREASE OUR RETAIL NETWORK
- IMPLEMENT AN IMPACT MEASUREMENT FRAMEWORK

**6** **Provision of a safe, secure and cost effective supply of blood and related products**

To deliver leading edge outcomes **we will produce products and services that are fit for purpose** and meet stakeholders and customer needs

To be at the leading edge of performance **we will make the best use of funding** by delivering lean operations and a more efficient blood sector

To deliver a leading edge national network we will **maximise the impact of our infrastructure and skills**

**FY 2018 PRIORITIES:**

- AS IDENTIFIED IN THE AUSTRALIAN RED CROSS BLOOD SERVICE BUSINESS PLAN

**humanity in action**

**STRATEGY 2020**

\*Exact amount to be confirmed