Our story a year in review 2009–2010
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.
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.
A cholera outbreak in Papua New Guinea threatened to take thousands of lives, and we worked alongside Papua New Guinea Red Cross to fight this very preventable disease.

Then, three disasters in quick succession hit Indonesia, the Philippines and Samoa where vulnerable communities deal with disadvantage on a daily basis. In January the world watched in horror as Port au Prince was destroyed and Haiti, one of the most disadvantaged countries on earth, grappled with the devastation.

Throughout these events we were reminded of the strength of the Red Cross Red Crescent global network and our ability to respond quickly due to the strength of a skilled and committed volunteer workforce.

In December the final chapter was closed on a 66 year old war time mystery. The Red Cross hospital ship the Centaur was discovered just off Moreton Island in Queensland, bringing closure for hundreds of families.

The following pages are filled with the people and events that have brought our story to life this year, but there are also many supporters who we would like to recognise.

AusAID continues to support our work in Asia Pacific particularly. We would again like to thank the Australian Government and the Minister for Health, Nicola Roxon, for continuing the $5 million Annual General Purpose Grant, which made a valuable contribution to our work.

We have also received further Federal Government support, as well as assistance from many state, territory and local governments, from corporate partners and generous donors. Thank you all for your valuable contributions.

And of course, there are over 60,000 Red Cross people – staff, members and volunteers who have played a major role in bringing our story to life this year, demonstrating the power of humanity.

If you do not yet support our work in some way you may consider giving monthly by visiting www.redcross.org.au or ringing 1800 811 700 to join us in improving the lives of vulnerable people.
Strategy 2015: Working as One

Strategy 2015 provides a clear plan for our work over the next five years in making a positive and lasting impact on disadvantage in our seven priority areas.

It covers all that we do, including our programs, services and support functions.
Night café opens doors for young people

JJ’s story

‘I ended up on the streets at the beginning of the year, having lost my job I was no longer able to afford rent. It was the scariest and biggest change of my life.’

‘I met some homeless teens who suggested we go to the Night Café and it was there that things really started to work out for me. After eating the most amazing hot meal and using the showers, I met Natalie, a case worker.

At first, talking about my situation didn’t bother me but I needed to trust her before I could consider letting her help me get out of this mess.

After spending more time with Nat trying to sort things out, I enrolled in Albert Park Flexi School studying year 11 and 12.

Nat also suggested that the Youth Consultant Program at Red Cross might be worth a try. So after thinking about it I applied and got an interview with Nic.

The program helps young people get work experience for six months. Through this program I learned office skills and got certificates in other skills which improved my chance of getting a full time job.’

IN AUSTRALIA ON ANY GIVEN NIGHT THERE ARE AROUND 105,000 PEOPLE WHO ARE HOMELESS. HOMELESSNESS IS OFTEN MORE THAN JUST A HOUSING PROBLEM.

Additional work with homeless young people

Red Cross also works with homeless young people by offering tailor-made ‘support packages’ to vulnerable young people aged 16-25 years in and around Brisbane.

So far we have been in contact with over 200 young people with 13 currently receiving intensive one-on-one support in areas like housing, education and health services.

Over 150 young people have taken part in a life skills workshop on things as diverse as cooking, nutrition, budgeting, household skills and circus stunts.

The Night Café is a safe place off the streets for young people in Brisbane. It provides free hot meals, showers, hygiene products, first aid, support and information. It also connects young people with Red Cross outreach workers and external health, housing, legal and other life changing support services.
‘Now that I have survived a tsunami, I think it is God’s way of asking me not to go out there anymore’.
Samoa tsunami

Sulangi’s story

Sulangi Sua remembers when the enormous wave hit, he was fishing with some friends and saw the ‘monster’ moving through the ocean.

‘The wave went over us and broke my canoe and we were separated,’ Sulangi says, ‘I didn’t know where they had gone. I went tumbling on the wave into the village. My back hit things – trees, rocks. I managed to hold the top of a tree and when the tide went out, I saw that I was very high off the ground.’

Sulangi and his family were very lucky to survive, but they lost their home, car and all of their possessions. The family doesn’t want to live on the coast anymore. ‘I asked my mother if we could build a new house here on our family land,’ he says. ‘I don’t go down to the village anymore. As for returning to the sea: ‘I don’t think I will ever go fishing again. My father died in the sea because he was a fisherman. Now that I have survived a tsunami, I think it is God’s way of asking me not to go out there anymore.’

Sulangi and his family are rebuilding their home on ancestral lands away from the coast with the aid of donated building materials and funds from the Australian Red Cross Pacific Tsunami appeal.

Papua New Guinea cholera outbreak

Leah’s story

Now happily working as a cleaner at the hospital where she recovered, cholera survivor Leah knows the value of informing people about the disease.

The mother of four regularly speaks with members of her own community about cholera and ensures they understand that rather than being afraid, they can act to help protect themselves. ‘I tell them, “Don’t be scared of cholera, but if you become sick, get to medical care quickly. Wash your hands often. If water is fresh it’s OK to drink, but if not you must boil it”.

Alongside Papua New Guinea Red Cross we undertook a three month campaign across the country ensuring that people knew the facts about how to protect themselves and their families against this very preventable disease. Public plays were performed, volunteers went door to door and conversations were started at transport hubs and other public places. Red Cross volunteers understand that getting the right information about cholera can mean the difference between life and death.

‘Don’t be scared of cholera, but if you become sick, get to medical care quickly’.
26 September 2009

Typhoon Ketsana

Typhoon Ketsana tore through the Philippines and Vietnam in September 2009 only to be followed by monsoon floods a few weeks later. One month’s worth of rain fell across the Philippines over six hours, killing hundreds and displacing thousands more. Philippine Red Cross volunteers provided immediate support during the disasters, and distributed food to more than 40,000 families. Hygiene kits were delivered to 9,000 families, along with safe water and 45 portable toilets. In Vietnam, Australian Red Cross provided financial assistance, two aid workers and our water treatment unit provided clean water to villages devastated by floods.

30 September 2009

Indonesian earthquakes

The end of September 2009 saw Indonesia hit by three successive earthquakes, destroying homes, infrastructure and human life. Australian Red Cross equipment including shelter kits, jerry cans and tarpaulins were delivered on the first round of relief flights.

Two Australian Red Cross aid workers were on the ground in Padang to help coordinate shelter for those who had been displaced and we reunited 16 people’s families separated by the disaster.

Bolortuvshin’s story

It was during her time at Erlian in China as a sex worker that Bolortuvshin first heard about Mongolian Red Cross and the program.

Bolortuvshin eventually became an outreach worker and the role gave her confidence, an opportunity to learn new skills and a way to earn an income.

The HIV program run by funds from Australian Red Cross supports sex workers as a high risk and vulnerable group. The program focuses on HIV prevention; improving care, support and treatment for people living with HIV and helping to reduce stigma and discrimination.

Bolortuvshin attended training with Scarlett Alliance (an Australian sex worker association which provided support to Mongolian Red Cross). She is now a United Nations (UN) volunteer working in a UN-funded Mongolian Red Cross community centre.

‘I am responsible for working with community members to distribute prevention materials, conduct training with sex workers and encourage new sex workers to visit the community centre for peer support,’ she says. After six months she was promoted to the role of trainer and received training in HIV prevention, first aid and baking (Mongolian Red Cross runs a bakery). She now also sells goods at the local trading centre and involves herself with other Red Cross activities and events.

‘Life is better, I needed motivating and now I motivate others’.
Helping with the recovery in Indonesia

John’s story

After two earthquakes hit the city of Padang and Jambi province John Santiago travelled to Indonesia to be part of the transitional shelter program.

The program worked with local communities to build over 500 temporary shelters after the earthquakes and was part of the overall emergency response which also included water, sanitation, hygiene, food and nutrition needs.

John explains that empowering locals in their own recovery helps to ‘build their resilience to future disasters’. John says he went into his volunteer placement, ‘not really sure what to expect but really flexible and open to the whole experience. Local volunteers were young, friendly, and lively. It was refreshing to see the volunteering spirit outside of Australia and the tough conditions they face’.

During the earthquakes, almost 300,000 houses were destroyed or damaged. Community members were actively involved in the recovery process, working together to build the shelters on or near the sites of damaged and destroyed homes. He enjoyed learning about the shelter program and the opportunity to ‘See the process, learn how to assess levels of vulnerability and participate in the construction first-hand’.

Residents live in the shelters with their families while their homes are repaired or built. Once their new home is complete, they can use the shelter how they wish. Some families use them as a shop front or an extension to their home.

‘The International Red Cross and Red Crescent is a volunteer relief movement not prompted in any manner by desire or gain.’

Red Cross Fundamental Principle of Voluntary Service.
Red Cross opens its doors in Tennant Creek

Gina’s story

Local Waramungu woman, Gina Smith, grew up on stations in the Barkly region and now manages the new Red Cross Tennant Creek office. Gina is passionate about community development, which she says is ‘assisting people to help themselves’.

Gina says the opening of the Tennant Creek office means that people in the Barkly region would now get more ‘face to face’ service. ‘Australian Red Cross has plans to employ more local Aboriginal people as we expand our work in the region. Part of our Aboriginal and Torres Strait Islander strategy is the recruitment and training of local staff and volunteers to improve their ability to address local needs.

Our volunteers have been active in the region for years. Now, with the establishment of the Tennant Creek office, we are developing nutrition programs that seven communities in the Barkly region have requested. We work with these communities to implement locally driven strategies that improve the accessibility, affordability and handling of healthy food’ said Gina.
Making sense of nutrition
Jessika’s story
‘Some young people come into the FOODcents Program not knowing how to boil water. We teach them basic skills so they have the confidence to go home and know they can make meals for themselves.’

Many are working on a really low budget, so the FOODcents Program is about best using that money and still having healthy nutritional food,’ says youth worker Sharon Collins.

The FOODcents Program teaches people how to cook, read recipes and combine different ingredients to make healthy nutritious meals from what’s in the kitchen. And there’s also some commonsense shopping tricks thrown in, to help make their limited budgets last longer. ‘Here, it’s a bigger kitchen. My kitchen is pretty small. I love cooking, and I like making home-made lasagna,’ she says. Jessika (pictured below left) lives alone and is a participant in the FOODCents program at Sevenoaks College in Cannington, Perth.
Small business is thriving after the 2004 Asia earthquake and tsunamis

Syaipudin’s story

Before the tsunamis, 36-year-old Syaipudin ran a successful wood furniture business and employed four staff.

When the waves hit his village in Aceh, Indonesia, five years ago, Syaipudin lost his business, his home and members of his family – his mother and brothers.

‘I thank Australian Red Cross very much,’ Syaipudin says, from the carpentry workshop he has established in his garage. ‘Through the Australian Red Cross livelihoods program we have received assistance to restart our business and support my family,’ he continues with pride.

Volunteering in the Pacific

Tim Lewis-Nicholson’s story

During times of disaster, everyone is vulnerable as there can be major disruptions to lives, livelihoods and sense of security. We are working with the whole region to change minds and save lives.

Red Cross is working to recognise vulnerable communities and work with them in partnership to identify their risks, highlight their strengths and fill in the gaps to help them become stronger and more resilient to disaster.

My volunteer placement is for twelve months and some of the goals for the local communities are: ‘Changed mindsets, increased awareness, more resilience to disasters and safer communities,’ he says.

‘On a personal level, I have caught the infectious diseases of smiling and laughing constantly which seems to be the trait of the people in the Pacific’.

MORE THAN 1,600 HOUSES HAVE BEEN BUILT FOR TSUNAMI SURVIVORS AND THEIR FAMILIES.
Sewing the seeds of change

Marniati’s story

‘I like growing plants. It is my hobby,’ says Marniati. ‘While living in the barracks, I grew vegetables for my family but now I have lots of plants in my garden, such as rosella.’

Marniati produces a bright red jam that is served on bread for breakfast. ‘Rosella flowers have a high economic value when properly used,’ she explains. ‘Women in this compound have been trained in how to make rosella tea, syrup, jelly and sweets.’

Marniati and other women have also used their sewing training to start a sewing business. ‘We receive orders from our neighbours and people from the surrounding villages to produce curtains and table cloths,’ she says. ‘We use the profits we earn from this business to send our children to school.’

‘I am very grateful to Red Cross for helping us to recover from the impact of the tsunamis. We will use this spirit to build our better future,’ Marniati adds with determination.

SINCE THE DECEMBER 2004 ASIA QUAKE AND TSUNAMI 250 PEOPLE HAVE BEEN TRAINED IN CROP MANAGEMENT
Our first Aboriginal and Torres Strait Islander staff forum in Brisbane

Leeanne’s story
In December, almost all of our then 74 Aboriginal and Torres Strait Islander staff came together to learn more about Red Cross, build networks with other Aboriginal and Torres Strait Islander staff members and discuss the success and challenges in our work.

‘My name is Leeanne Enoch and I am a Nunukul/Nhugi woman of the Quandamooka Nation and Red Cross Manager for Aboriginal and Torres Strait Islander Partnerships in Queensland.

There was a strong connection between people at the forum, especially for isolated staff, not just geographically isolated, but those who are the only Aboriginal and/or Torres Strait Islander person in their office.

There was a real buzz amongst the staff, with many taking the opportunity to learn from each other, share problems and discuss ways to overcome barriers when delivering services in Aboriginal and Torres Strait Islander communities. A highlight for me was the discussion about Red Cross’ fundamental principles, particularly the principles of neutrality and impartiality. Indigenous staff debated the principles and what they really mean when we’re working in the very complex environments that often face our communities, especially remote communities’.

Australian Red Cross employs about 100 Aboriginal and Torres Strait Islander staff.

Winner - Young Persons Human Rights Medal
Vinay’s story

Vinay Menon has been the Red Cross National Youth Representative and Chairperson of the National Youth Advisory Committee for two years and a Red Cross volunteer for five years.

Australian Red Cross Youth Representative Vinay Menon received the prestigious Young Person’s Human Rights Medal from the Australian Human Rights Commission.

‘I have loved and learned from every minute volunteering with Red Cross, and I’m grateful for the opportunity. Volunteering with young Sudanese refugees in Perth to help deal with mental health issues, and volunteering overseas at a refugee camp near the Congo, have been some of the best experiences of my life’ says Vinay.

‘Thank you for the individual honour, but I hope people are aware this is the tip of the iceberg! Young people are doing amazing things in Red Cross.’

Vinay Menon has been the Red Cross National Youth Representative and Chairperson of the National Youth Advisory Committee for two years and a Red Cross volunteer for five years.
Bittersweet underwater discovery

Rosemary and Carolyn’s story

Rosemary Brown and Carolyn Lewis are the two elderly daughters of Red Cross officer Darwin Clark. Mr Clark died alongside 267 sailors and army medical personnel when AHS Centaur was torpedoed by a Japanese submarine on 14 May 1943.

‘The Centaur is our father’s grave,’ said Carolyn. ‘I’d like to know that he and all those who died will be left to rest in peace.’

The Centaur has been given war-grave protection and an exclusion zone placed around it. A plaque for the 268 people who died has also been fixed to the sea buried wreck.

The wreck of the hospital ship was found in December 2009 off Moreton Island, near Brisbane. The first images of Centaur in more than 60 years, showed large red crosses on the hull, clearly underlining its neutrality which should have protected it from attack.

The attack on Centaur at the time outraged the Australian public and was a breach of international law. The protection of the Red Cross emblem is part of the laws of war, something Red Cross has always worked tirelessly to promote.

‘The laws of war are very clear about the Red Cross being a protective emblem – it basically means ‘don’t shoot’ in every language and is essential for the survival of injured and sick members of the military, as well as civilians during times of armed conflict’ said Dr Helen Durham, Red Cross International Lawyer.
12 January 2010

Haiti Earthquake
Christopher’s story

Six days after the earthquake in Haiti, Australian aid worker, Christopher Cliffe arrived in Port-au-Prince. Joining a Japanese Red Cross medical team, Christopher and his colleagues set up a basic health care clinic and began treating a steady stream of injured and distraught Haitians.

People were treated for infected or badly managed crush injuries from the earthquake, as well as illnesses typical of disaster zones and overcrowding such as pneumonia, lung infections, skin disorders and diarrhoea.

Christopher remembers the moment they met a two year-old living in a makeshift camp. Both of the little boy’s legs had been broken and while plaster casts had been applied, his bones had pierced his skin. In the chaos following the earthquake the little boy didn’t receive follow-up care and so painful sores had developed and become infected. ‘He was crying and very distressed, as you can imagine,’ Christopher says.

‘It took a fair amount of time to calm him down, for him to trust us and for the family to realise that we were going to take him and the mother away to the little hospital that we’d created.’

When they arrived at the small Red Cross clinic, the little boy was treated and the hospital volunteers tried to make him comfortable ‘and to get him laughing and carrying on and blowing up the gloves and drawing faces on them… they’re the highlights,’ he says. ‘You have to look for the small, little glimpses of hope that happen.’

Reconnecting families

The International Committee of the Red Cross (ICRC) launched a Family Links website to help people in Haiti and abroad register the names of relatives they were looking for. During the earthquake Salvanie lost all trace of her nine-year-old daughter, Saïda. The girl had been pulled alive from the rubble of her school, taken to a hospital and then sent on to an unknown destination. Her desperate mother appealed to the ICRC and the Haitian Red Cross for help. Thanks to their efforts, little Saïda was finally found in Guadeloupe. More than three months after the earthquake, she was back in her mother’s arms.

Haiti Appeal

Australian Red Cross launched an appeal calling for funds to assist Red Cross relief, rehabilitation and recovery efforts. $9 million dollars was raised through the Australian Red Cross Haiti Earthquake appeal and put towards providing clean drinking water, medical treatment, supplies and shelter to the hundreds of thousands who lost their homes and possessions.

Funds have also helped send nine specialist Australian aid workers to assist in the rehabilitation and recovery efforts, and to support longer-term Red Cross programs.
$9 million dollars was raised through the Australian Red Cross Haiti Earthquake appeal.
South Australia heatwave

A heatwave hit South Australia between January 4 and 11 this year, five days of weather over 35 degrees with four of those days wavering between 41 and 42 degrees.

Extreme heat saw all emergency services on high alert including Red Cross and in particular the Telecross REDi program.

During the heatwave Red Cross volunteers called vulnerable locals who were registered for the Telecross service, three times a day to ensure they were okay, staying cool and to check if they needed extra help coping in the heat.

When people didn’t answer the phone or sounded very distressed Red Cross volunteers would contact emergency services or arrange for help to get them through the extreme heat.

Living with independence

Eddie’s story

‘One of the most important things that Telecross does is to help relieve the mental worry. Knowing that if I don’t feel well that someone is going to phone me at 8.30am - gives me confidence living alone.’

‘When I had a fall, thank goodness I was able to get help. My neighbour has keys to my place, and when I didn’t answer the call they called him. He has had to come and check on me a few times now.

It’s nice to hear a pleasant voice on the other end of the line every day – a good way to start the day. It’s become a part of my life – I look forward to that phone call.’
‘We’ve been here for 12 years, we love the community and we’re part of it, so we thought it was important to stand tall and continue to be part of the community’.
Bushfire residents on the way to recovery

Karen and Macca’s story

When Kinglake residents Karen and Anthony (Macca) McDonald lost their home and well-established garden in the bushfires, it was heartbreaking to consider all that had gone. But the thought of moving to another community and starting again was even less appealing.

“We’ve been here for 12 years, we love the community and we’re part of it, so we thought it was important to stand tall and continue to be part of the community,” says Macca. “We also felt that with the magnitude of good will after the fires, we wanted to show that the investment wasn’t in vain.” The Kinglake couple are living in a temporary home while they wait for their new home to be built.

As it slowly takes shape, Karen spends much of her time working on her garden. “When your house isn’t growing, you get a lot of pleasure out of green things,” she says. Such small pleasures ease the stress of the vast, time-consuming job of rebuilding. “You get the sense that people think “it’s been a year since the fires, aren’t you better yet? Haven’t you built your house yet?”,” Karen says. “And you think, how long do you think this takes? It takes a long time. I mean your house burnt down, not to mention all your ancillaries – that’s what people have had to continue with.”

Lynda’s story

Lynda Hultgren’s family saved their home from three ferocious blazes that converged on their Healesville property.

The couple and their three daughters credit focused teamwork as well as preventative measures – including back up power, an underground water tank and a sprinkler system.

Lynda is grateful for the invaluable support of many people in the community, including new friends and Red Cross volunteers. But for a person who is accustomed to helping others, it was difficult to realise that she herself needed support. Lynda managed this feeling by taking every opportunity to help other people who were struggling, including transporting a horse gifted to a little girl with leukaemia whose own horse perished in the fires. “That was really good. It made me feel better that I could do something for someone else,” she says.
Bushfire anniversary
Music and stories can help heal

Adam Dent from Red Cross discovered that a number of young people were frustrated with feeling invisible during the 2009 Victorian bushfires and wanted to help and feel useful.

Adam found the gap that kept coming up throughout our discussions with community members was the absence of a guide or resource that’s relevant to 12 to 25-year-olds recovering from an emergency.

‘Teenagers are just young adults,’ said Sam Montague from Maffra Secondary College. ‘We’re not children, we can help too. We can do just as many things as the adults can; it’s just that they’ve had more life experience than us. We’re completely capable of doing anything they want us to as long as they show us how to do it.’ Sam spent more than 60 days over the summer of 2006/07 helping his parents prepare the family’s Valencia Creek property in Victoria as bushfires burned out of control nearby.

From this discovery Red Cross developed the MP3 project, which features a 45-minute radio program with information, music and interviews with Australian musicians, actors and sporting stars. There is also a website for young people to share their stories, talk about their experiences and help others.

The radio show is hosted by Triple J’s Zan Rowe and features Australian artists including Lisa Mitchell, Bluejuice, Chance Waters and Blue King Brown. The MP3 players were distributed to schools and youth groups in fire-affected areas in the first week of February 2010 and will be handed out following future emergencies.

The MP3 gets the stamp of approval from Sam and his classmate Tim Liddell, who shares his own experience of a major flood in his hometown of Newry on the website. Both believe that their stories will help other young people facing an emergency. ‘This project uses people’s own personal experience. It’s not read off a script’.

‘Hopefully the stories will help people bounce back,’ Tim said. ‘To get back on their feet after an emergency and help to keep them going forward.’

The International Association for Emergency Management (IAEM) recognises outstanding achievements in the field of emergency preparedness, response and recovery. After the end of the financial year, Australian Red Cross won the IAEM Global Technology and Innovation Award for ‘After the Emergency’.

After the Emergency is a kids activity book, developed to help little ones think about what has happened and feelings they may have after an emergency. It has been distributed in bushfire-affected communities.
Research to strengthen Red Cross response

A five-year research partnership with the University of Melbourne examines the importance of community in the aftermath of disasters.

The research will explore the impact of social connectedness on people’s mental health after a disaster, with a particular focus on the long-term needs of children and adolescents. This groundbreaking study will provide crucial information for shaping disaster management policy in the years ahead, and will inform how Red Cross helps communities prepare for, respond to and recover from emergencies.

The research, funded in part by an Australian Research Council Linkage Grant, is being conducted in partnership with the University of Melbourne and nine other government and non-government community and emergency services agencies.

This initiative is one of numerous research projects underway across Red Cross. All of them are aimed at generating high-quality evidence that improves our services and support functions, supports organisation-wide innovation, and strengthens our voice in the humanitarian sector and with government.

The booklet Coping with a Major Personal Crisis, first developed after the 1983 Ash Wednesday bushfires, has again been updated and distributed to people in bushfire affected areas.

It provides an insight into how adults and children have reacted in similar situations, highlighting ways that can help the healing process.

The role of research is to generate high-quality evidence that improves our services.
Breakfast Clubs are a good start

Teiyla’s story

The oldest of six children, Teiyla and her brothers live close to Seaforth Primary School in Perth’s outer east, and walk to the Good Start Breakfast Club every morning before school.

They eat their fill, hang out with kids from all year levels, talk with teachers and volunteers, and play games.

‘I come because it’s fun and you get to speak with your friends and eat yummy breakfast. It’s a cool place to have a chat and eat. At our other school we didn’t have Breakfast Club and we ate Coco Pops at home. Here it’s different to what you eat at home, we get fruit, and in winter they have lots of hot stuff like eggs,’ says Teiyla (below left).

Sheri Cheeseman, Aboriginal and Torres Strait Islander Education Officer agrees, she says ‘most of the kids who come here to eat breakfast, their attention is better and they settle more in class. And they’re here early, which means they aren’t late for school.’
Red Cross takes to the streets on laws of war

Matt’s story

Red Cross took to the streets in February with a campaign that highlighted the simple and compelling message that ‘even wars have laws’. Matt White was the face of the campaign.

Using street-based installations and volunteers talking to passers by the campaign demonstrated:

- It is illegal to torture prisoners of war (indeed anyone!) under any circumstances
- It is a crime to use children to fight a war
- Weapons such as landmines are banned because they do not discriminate between soldiers and civilians.

Red Cross wanted the Australian public to know that wars do have laws, and that these laws make a difference. They continue to save the lives of civilians, of the captured and wounded. Nine-year old Matt who features in the campaign got a taste of what it’s like to be a child soldier for a day.

‘The bullets were heavy as,’ he says. ‘Seeing myself on the poster, I really don’t like being in war. It’d be really sad if I had to do that’.

The campaign created over 60 media mentions across the country and engaged thousands of people online who gave their views on what the minimum age should be for anyone to go to war.
‘Everything went dead calm’ Rod says. ‘I could see stars in the sky. And then I could hear Ului again, like a freight train coming from the other direction.’
March 2010

Cyclone Ului

Rod’s story

Rod Fuller was aboard his boat and home, Tangalooma, when tropical Cyclone Ului tore across Shute Harbour, on Queensland’s picturesque Whitsundays coast on 21 March 2010.

Rod made a quick dash for land and managed to scramble to his car, being completely bowled over by the thrashing winds and rain. He sat tight and waited for the storm to clear.

‘Everything went dead calm,’ he says. ‘I could see stars in the sky. And then I could hear Ului again, like a freight train coming from the other direction. That was a terrifying experience, because I knew that whatever debris was flying around or trees had been knocked over, these were actually going to start to dislodge on this second time through.’

Fortunately Rod’s car protected him from injury and he managed to shelter safely for the remainder of the night. The following morning, he found Tangalooma washed up on the beach of the harbour, three holes gaping from her side and her galley torn apart, but he was safe.

‘The day after an event like that, I think you’re still in shock,’ Rod says. ‘You don’t feel hungry, you just don’t feel anything really.’ Rod made his way to a Red Cross recovery centre set up at the Airlie Beach TAFE.

‘On that first day, even just a bottle of water was calming,’ he says. ‘To actually sit down and be given a bottle of water and to be able to tell my story... I admire what they do. The help they can give people.’
Nature double strikes in Queensland

In March this year Queensland suffered at the hands of nature in its most brutal extremes. South West Queensland was awash with flood waters and North Queensland was engulfed by Cyclone Ului.

Within hours of the call from Emergency Management Queensland, Red Cross had emergency service teams sent to Charleville and Roma, and later to St George and Theodore to deal with what would be known as the 120 year flood.

More than 60 volunteers, branch members and staff were manning evacuation centres, providing care and comfort to those in distress as the water continued to rise. We stayed for as long as needed with follow up checks on residents in their homes.

In Charleville, food was critically short for the evacuees and our staff and volunteers immediately began to provide food to more than 350 people for breakfast, lunch and dinner. This effort was praised by Queensland’s Premier Anna Bligh who, at a public function, made special mention of the work of our emergency service teams.

Within the first week of the response more than 6,500 residents had been supported by Red Cross.

Storms hit Melbourne

Reba’s story

‘It was some days after the devastating rain, winds and hail storms at Lysterfield. My partner and I walked up the drive to the front door and knocked.’

A grey haired older lady nervously looked out at the two strangers standing on her front porch. She smiled as she recognised the Red Cross emblem on our clothing. After the usual ‘Good morning’ we explained we were there to see if she needed some help.

From the start, it was obvious that she was still in shock. Nobody had been to see her, water still dripped from the sodden insulation in the roof. In part of the house, the weight of the water caused the ceiling to collapse, her carpet was soaked, and many windows broken. Power had been ‘on’ and ‘off’ which added to her difficulties. She hadn’t had support from anyone, food in the house was very limited, and she needed personal support.

The gratitude and thankfulness to Red Cross made the tired feet and aching legs all worthwhile.
March 2010

Support for people in immigration detention centres

In March a new Memorandum of Understanding formalised arrangements for Red Cross to visit all immigration detention facilities. It provides a framework for communication between Red Cross and the Department of Immigration and Citizenship (DIAC).

Robert Tickner welcomed the agreement announced with Immigration Minister Senator Chris Evans in Canberra and the official guarantee of access to vulnerable people that it provides.

‘Responding to the needs of the most vulnerable people and where necessary speaking on their behalf is central to Red Cross humanitarian mandate both here and around the world,’ he said.

Red Cross has been visiting immigration detention facilities under formal and informal arrangements with Federal Governments since 1993. Fully funded by Red Cross itself, the immigration detention program was extended to cover Christmas Island at the end of 2008.

We make regular visits to all detention facilities, monitoring the conditions, meeting detainees and assessing if their needs are being met. Any concerns – such as health issues, access to legal advice, or concerns about living standards – are then actively pursued with DIAC and directly with the Minister as necessary.

This independent observer role complements services provided by the Immigration Ombudsman and the Australian Human Rights Commission.

Other activities Red Cross carries out in the centres include tracing missing family members, providing detainees with news from home, and facilitating access to services. Red Cross plays no part in the visa determination process.

Robert Tickner explains that ‘in order to maintain the confidence of those whose cooperation is essential for us to function, we focus on raising concerns face to face and through confidential communications rather than publicly chiding governments and officials.’

‘Where all avenues of quiet diplomacy are exhausted, however, we reserve the right to speak out in the interests of vulnerable people.’

Bridges program

In Queensland our Bridges program helps people who are socially isolated from friends, family and social networks to reconnect with their community or to form new connections.

Support is provided through matching trained volunteers with individuals, through peer support, group activities and building community networks.

By strengthening social connections, Bridges supports the wellbeing and mental health of participants.

Through Bridges we provide support and connections for people to community life through:

- home visits
- social outings
- group activities
- peer support.

Bridges aims to help people to help themselves.
Luke and Alicia’s story

Luke and Alicia are a young couple who met through mutual friends, they have a beautiful baby and are working together to face the challenges of their child’s first year.

To add to the challenge, Luke and Alicia are teenagers and they have struggled to secure stable housing.

Soon after she gave birth, the baby was taken into care while she found somewhere permanent to live. ‘It was devastating losing the baby – I didn’t like it at all,’ said Alicia.

That’s when Red Cross Young Parents Program stepped in and offered Alicia a place in its residential care program. Alicia was able to be with her child and arrange daily visits for Luke to help with parenting. The Young Parents Program is an early intervention and prevention program that develops the parenting and life skills for young parents. A residential unit provides a safe environment and intensive support for very young parents and their children, while the outreach component of the program accesses housing for participants in social housing properties and provides case work, mentoring and support.

Luke loves being a dad to his baby son but is finding it difficult to cope with the harsh reality of spending every night in a men’s refuge some distance away from Alicia and the baby and only being allowed to see them during the day. ‘Being homeless sucks,’ Luke says in his quiet way. ‘Once you’re 19 there aren’t a lot of good refuges to go to … if you’re late back or miss the curfew there are consequences.’

Even though he would miss his visits to Alicia and the baby, Luke is determined to find a job to take him out of the homelessness cycle and enable him to afford somewhere to live.

If all goes to plan, Luke, Alicia and their son will be living together as a family when Alicia completes the Young Parents residential program and they are placed in outreach early next year.

THE YOUNG PARENTS PROGRAM IS AN EARLY INTERVENTION AND PREVENTION PROGRAM THAT DEVELOPS THE PARENTING AND LIFE SKILLS OF YOUNG PARENTS.
The winning Harmony Day Red Cross Y challenge for schools 2010

The Red Cross Y challenge, in partnership with the Department of Immigration and Citizenship, is a celebration of diversity. Young people participated in a variety of activities on Harmony Day, 21 March. Schools across Australia were involved in projects to encourage understanding and respect for all people and cultures that make up their community.

Everyone Belongs: the project that best captured the spirit of Harmony Day
Joint winners: Sevenoaks Senior College (WA) and Gray Primary School (NT)

Our Community: the project that went all out to include members of the community:
Kedron State High School and Community Connections (QLD)

Inspired: the project that really turned heads:
Collarenebri Central School (NSW)

Harmony Day celebrates diversity

Wapa, Songa and Muganza were reunited with their family in Darwin due to the efforts of their sister Dorcas and Red Cross.

There was great excitement at the airport in early March when they arrived with TV cameras rolling, family, friends and supporters cheering and crying tears of happiness as they walked off the plane.

The three young men enrolled at the Intensive English Unit at Darwin High School to continue their education and learn English.

Harmony Day celebrations at Darwin High School provided an extra opportunity for the new students to join in school activities and the rich multi-cultural heritage of the students and teachers.

As part of their Harmony Day celebrations Darwin High School students performed modern and traditional dance and mime, expressed their views on the importance of belonging in various languages, created a Balinese painting symbolising peace, ate food from all over the world and participated in sports played in Australia and overseas. Other highlights included watching Bollywood and Anime films, a student played his traditional Chinese flute, and some students tried their hand at acrobatic skills with help from the Sepak Takrow troupe.
Red Cross and MTV
get creative

During the year Red Cross partnered with MTV Australia to create two ad campaigns targeting MTV’s youth audience. The important messages covered were ‘look after your mates’ launched in March and ‘anti-discrimination’.

Both television commercials were written, produced and directed by MTV’s creative team and have made an impact with their simple ideas and powerful messages.

‘Look after your mates’ was a key message for the Red Cross save-a-mate (SAM) program, a national youth initiative that focuses on helping young people to make informed decisions and reduce the harm associated with alcohol and other drugs.

The commercial ‘Labels’, shows eight people holding a piece of card with a discrimination or stereotype written onto it. The television commercial closes with ‘If only we could choose our own labels. Discrimination sux’.

SAM

Young Red Cross volunteers are helping to keep people safe and happy at festivals and other events, with sensible messages to reduce risk.

Friendly young SAM volunteers promote safe partying at events by roving through festival crowds and striking up casual conversations with people. Rovers also act as ‘spotters’ to identify people who may need first aid.

At the Stereosonic festival in Sydney last November, two SAM Rovers spotted Amelia dancing alone, in the middle of a large crowd. She was moving in an erratic way that concerned the Rovers. They thought it would be best to find a First Aid person to assess the situation.

One Rover ran to get First Aid while the other stayed with Amelia. Suddenly, Amelia collapsed and started convulsing on the ground. The Rover cleared away the patrons that were nearby and put her into the ‘recovery position’ and monitored and controlled the situation until First Aid arrived.

‘There should be more of this service. Too many people are wasted’. ~ Festival Goer
Reuniting families

Melania’s story

Melania Tumaini waited a long time to be reunited with her family after war separated them and dissolved all communication.

‘It was strange to finally see my family again – I hadn’t seen them for 17 years. But I was very, very happy. I don’t remember them from the time before we were separated. I was only 13. There was war in Burundi.

When I got to Melbourne I thought Oh god, I’ve got a life, I can get clothes and food, it’s going to be ok. But I also wondered what happened to my family. I was referred to Australian Red Cross who advised me to write a letter.

The first personal message I got was from mum, about six or seven months after I sent my letter. From then on we tried to write to each other and exchanged information through Red Cross. After many years of waiting I got a visa for them and my family came to Australia. It feels very good to be together again. We haven’t talked for too long about what happened in the past. We focus on today and tomorrow. My hope for the future is that my family will be able to study’.

‘I am your daughter, we have been separated for a long time. I would like to hear from you. If you are alive please let me know…’ ~ (letter from Melania to her mother, Esariya, in 2006)
Australian aid workers in Africa
Jessie’s story

‘I have been working in Kenya for 18 months. One of the best experiences for me was taking part in the Red Cross school lunch program. I had the opportunity to go inland to Mwingi, through the rural areas. You could see how people were struggling to get water for their kids. It gave me the feeling of seeing what is really happening’.

‘The children responded very well to the porridge. They were all lining up, and were so orderly with their little plates and eager faces. They sat quietly and ate. No one argued. One of the kids even licked his plate!

The program is definitely making a difference. The headmasters in all three schools I visited said that, before, the children were not coming to school when they needed to be writing exams and progressing in their studies. They also said that their grades have gotten better.

The kids bring water every day in jerry cans to make the porridge. They were so keen and eager to bring the water to make sure they had their porridge for the day.

Even if they didn’t get food at home at night they would be happy because they knew the porridge would be there the next day.’

KYANDOA PRIMARY SCHOOL CHILDREN ARE SERVED PORRIDGE IN DROUGHT AFFECTED NORTH EAST KENYA.
Happy kids and parents in Coolgardie

More than 150 people joined in the Red Cross community picnic and family fun day in the Western Australian Goldfields’ town of Coolgardie.

Around half of the Aboriginal community of the area joined in the fun – the culmination of a 12-week early childhood support program. Red Cross set up the Coolgardie Early Childhood Education Support Program that was attended by 32 adults and 29 children. With one-quarter of the Coolgardie Aboriginal population under 10, and more than half under 19, early childhood programs can help head off problems later in life.

The program used ‘yarning’ and hands-on activities to broaden individual and community awareness of children’s rights and the importance of early childhood education. A key message was ‘look after yourself to be a strong parent’. This groundbreaking program was so popular that Red Cross and other agencies are now expanding programs in partnership with the Coolgardie community.

Good Food for healthy communities

Health SA funds a Red Cross ‘Community Food Security’ project in two Aboriginal school communities in South Australia.

This partnership has supported a Good Start Breakfast Club and a FOODcents program at Kaurna Plains Area School.

Local elder, Uncle Jim has tirelessly supported the breakfast program to ensure it operates as effectively as it does.

He consulted on developing community driven programs and helped Red Cross build relationships with families and other locals. Thanks Uncle Jim!
Red Cross reaches out to Port Augusta

Olga’s story

Red Cross is increasing its work with Aboriginal and Torres Strait Islander people.

Olga Havnen, a Western Arrente woman and Red Cross Head of Aboriginal and Torres Strait Islander Strategy said Aboriginal people, particularly in remote locations such as the APY Lands, are some of the most vulnerable and disadvantaged in Australia.

“Staff are working closely with communities to find out what their needs are and helping communities to drive and lead their own solutions. We have also built strong, trusted partnerships with other organisations, government and businesses.”

Teaming up with parents

Participating in the Kaurna Plains Area School Parent’s Group has helped Red Cross develop FOODcents in close consultation with families, and to gain their support in promoting the program. Through this group, a grandparent from the school has come on board as a co-facilitator of FOODcents.

Red Cross employs 16 staff in the Port Augusta region, including 14 Aboriginal staff.
First locations for RespectED program

Port Augusta and Ceduna in South Australia and Tennant Creek in Northern Territory are the first locations in Australia to develop RespectED, a breakthrough violence-prevention program first developed by Canadian Red Cross. RespectED aims to improve family and community safety by working with Aboriginal and Torres Strait Islander peoples to break the cycle of violence and abuse.

Learning about nutrition through art

Australian Red Cross and Tara community have been working together since March 2008 to operate a Good Start Breakfast Club at the local primary school. Now with some two years of Red Cross support, the children are ‘happy healthy and strong, their hair looks shiny, and their skin is bright and smooth and their eyes are also bright,’ say Selma and Nancy Thompson. ‘Every morning they run to the women’s centre, after having showers they are ready for the Red Cross breakfast. A lot of the children tell us stories of how much they enjoy school now and they’re also doing really well, their reading and writing have also improved. Tara community is really proud of the work Red Cross has done with our community. On behalf of the Tara community we would like to say thank you Red Cross for the breakfast and all the support.’

Red Cross has expanded the breakfast club to include nutrition education. Each community in the Barkly region that had a breakfast club was asked to paint a canvas about what they had learnt about nutrition, and some of the parents painting the canvases used the activity to pass on stories about healthy eating to their children.
Mates for life
Denise’s story
The MATES program has given Denise the opportunity to reconnect with her community after a horrific car accident that left her with mobility issues and memory loss.

Thanks to MATES, Denise doesn’t feel so isolated and alone. ‘I’m incredibly grateful to Red Cross and the MATES program for the wonderful friendship that has grown out of this.’ Denise can now call on her ‘mate’ John to have a cup of coffee or to get out of the house to see the latest National Gallery exhibition.

Allan and Bob’s story
In Canberra, Red Cross volunteer Alan has been visiting Bob since 2008.

Alan visits Bob regularly, enjoying a chat or going for walks together. The program matches trained volunteers with people who are isolated. They participate in regular social activities to reach goals participants set around reconnecting with their community. Participants come from a variety of backgrounds and may include people with mental or physical illness, former prisoners, people who have been or who are homeless, or the frail or elderly.
June 2010

The gift of life
Mackenzie and Jocelyn’s story

The twins arrived at 26 weeks gestation and needed vital blood to survive. Their grateful mother Tracy, recalls the struggle for the first three months of their lives.

'It was quite a shock when the twins came so early. Their little bodies were no bigger than the size of their dad’s hands. Their tiny veins were as thin as human hair, and easily visible through their transparent skin.

Mackenzie was the sicker of the two, requiring his first blood transfusion at nine days old. Within 12 hours of receiving the lifesaving transfusion, he went from a tiny, white, listless baby to a pink energetic baby, kicking his legs and moving his arms as healthy newborns do.

Jocelyn needed her first transfusion at 18 days old after a steady decline in her health. Despite numerous tests and antibiotics to fight infection, she needed blood. Once she had that initial transfusion she improved dramatically and we were able to have our first cuddle together two days later.

Both babies needed another blood transfusion during their three-month stay in hospital and now they’re home, you would never know the fight they’ve had’.

Did you know:
• Only one in 30 Australians gives blood
• One in three will need blood or blood products some time in their life
• One donation can save three lives
• Plasma is the most versatile component of blood and is used to create 17 different products
• Plasma products help in the treatment of trauma, burns and unborn babies
June 2010

Working with our Red Cross partners in East Timor

Maria’s story

As the village chief, Maria Lydia de Jesus Belo is helping to bring people together and put an end to strife in her community.

“We are a community, and if there is no water there is no life in the village,” says Ms de Jesus Belo. “Before there was water in the village, we never felt very happy. When we didn’t have water, we never felt good,” she says. “When we get access to safe water supply, we can show how water gives access to good health, and after our people have good conditions and good health, they are able to help develop this country,” she says.

Big effort

It took East Timor Red Cross water technicians two years to protect a spring high in the hills and construct a 15 kilometre pipeline sending water down to tanks, all with help from local volunteers. The need for support from the community was essential – particularly when co-ordinating enough volunteers to help with the construction and maintenance of the system.

“Now we can get water from the village. Good things come from this. They walk not far, and now they can get water near. It’s made changes in daily life,” says chief Maria.

Kamal’s story

With funding from Australian Red Cross, the livelihoods project has so far helped to strengthen three East Timorese communities.

“If people are vulnerable, and if they have no support before a disaster, then they will be the most vulnerable after disaster,” says Kamal Niraula, from the International Federation of Red Cross and Red Crescent Societies in Dili.

“They said they wanted to learn how to manage their vegetable gardens, and raise livestock. So now, they prepare the land to plant vegetables,” says Pascoela. “We share technical training in making compost, building raised seed beds so they are safe from pests, show how to make organic pesticides, take them to other communities to show other farming techniques. “Then we give them the materials, like hoes, watering cans, basic materials, training, and simple bookkeeping. Before, there was no plan to save money,” she says.

When the flood struck Caicasa, farmers had savings enough to tide them over until the next harvest, as they received basic bookkeeping skills as part of a Red Cross livelihoods program.
Vidiana’s story

Vidiana Xareal is the Red Cross youth coordinator at East Timor Red Cross.

She and her colleagues advertise and coordinate sport activities, and twice a month, up to 50 young people come together to compete in games like soccer, volleyball, basketball, and netball. And in four of the strongest branches a pilot music program has delivered a set of drums, a keyboard, guitar and amplifier, thanks to Australian Red Cross. It is through these gatherings that Vidiana and her colleagues spread the word about resolving problems through communication and not violence or alcohol and risky behaviour that could lead to HIV. Vidiana believes, ‘It’s not only fun, but from our activities we will have healthy young people. Together they’ll be a good model to other young people in their communities.’

Twice a month, up to 50 young people come together to compete in games like soccer, volleyball, basketball, and netball.
Vintage fashion strikes a chord for treasure hunters

New fashion stores strutting into shopping precincts across Australia.

Red Cross retail has significantly expanded its range of fashion stores in the past twelve months. Signalling a new direction as a destination for serious fashion, Red Cross retail opened three vintage concept stores in Melbourne, Sydney and Adelaide, offering a selection of hand picked vintage wear. Two accessories-only stores were opened in Surfers Paradise and Melbourne, offering a collection of all-new accessories ranging from bags and gloves to jewellery and footwear. To complement these flagship stores, Red Cross has also opened a number of fashion boutiques in prominent shopping strips and shopping centres, offering recycled and new clothing and accessories that are on-trend and available at reasonable prices.

Red Cross General Manager Merchandise Olivia Cozzolino is enthusiastic about the new look stores and says "We understand that charity stores have long been a source of inspiration for fashion forward shoppers and our customers have been delighted by all the wonderful items they have found."

Red Cross stores welcome donations of high quality clothing and accessories that can be given a new life in one of our stores.
First aid
This year First Aid Health and Safety trained over 100,000 people in skills to save lives.

It was a very good year for First Aid Health and Safety with the launch of our online products making first aid training more accessible for people who have less time to spend in the classroom.

This innovative education program won the best Blended Learning Solution at the LearnX Awards Asia Pacific 2010.

International interns
Through collaboration between Japanese Red Cross, International Federation of Red Cross and Red Crescent Societies and East Timor, First Aid Health and Safety had the pleasure of hosting two international interns from Cruz Vermelha De Timor – Leste during June 2010.

During the three week visit both interns gained a comprehensive view of our First Aid operations in Australia, working in our National Sales and Customer Service Centre and joining our Business Development Managers when visiting corporate clients. The interns also spent time in our training facilities watching courses being conducted and learning about Automated External Defibrillators and Oxygen therapy.

The Australian First Aid teams gained an insight into life and first aid practices in East Timor and their future ambitions to become the country’s preferred first aid training provider. To assist our pacific neighbors, First Aid Health and Safety donated training and marketing materials along with first aid kits and supplies and are looking forward to a continuing partnership.

First Aid Handbook
A new First Aid Handbook was launched this year by Red Cross in partnership with our publishers.

This resource is used as part of the First Aid course and sold across Australia in bookshops and department stores.
Red Cross people snapshot

Red Cross people and supporters
(excluding Red Cross Blood Service)

Thank You!
The essence of Red Cross is people helping people. We all come together with ideas and actions to help the most vulnerable people in our neighbourhood, country and across the world. The hard work, fundraising and generosity of our volunteers, members, donors and staff enable Australian Red Cross to help people in most need.

These figures illustrate clearly that the number of people donating their time, money and giving blood significantly outweighs the number of paid staff. It’s deeply moving and encouraging to see that the Society is still built on the goodwill of so many; demonstrating the power of humanity.
Coles gives kids a $700,000 kick start

This year, Red Cross National Humanity Partner Coles contributed an outstanding $700,000 in support of our Good Start Breakfast Club.

To kick off the school year, Coles held the Coles Cereal Challenge to encourage healthy eating amongst families. For every box of Coles brand cereal sold during 4-17 February, $1 was donated to the Good Start Breakfast Club. Coles generously topped up the amount raised, resulting in a total donation of $700,000.

To complement its support for the Good Start Breakfast Club, Coles also hosted a number of farmer visits to primary schools around Australia. Coles farmers visited schools with the aim of teaching children and their families about the growing process of fruit and vegetables and the health benefits of nutritious eating. Coles apple farmer, Tony Ceravolo visits the happy students at Enfield Primary School in SA below.

Coles’ support has led to significant program expansion since the partnership began in 2006. It has also enabled the delivery of 100 nutrition education and health activity workshops in Good Start Breakfast Club schools over the last year.

SINCE 2006, SUPPORT FROM COLES AND ITS CUSTOMERS HAS HELPED RED CROSS PROVIDE OVER 2.75 MILLION HEALTHY BREAKFASTS TO SCHOOL CHILDREN ACROSS AUSTRALIA.

CURRENTLY GOOD START BREAKFAST CLUBS OPERATE IN MORE THAN 260 SCHOOLS ACROSS AUSTRALIA, SERVING OVER 800,000 HEALTHY BREAKFASTS EACH YEAR.
Business partnerships

Throughout the past year Red Cross has welcomed the support of numerous businesses and Trusts and Foundations. We would like to acknowledge the following organisations in particular for their significant commitment to our humanitarian work:

National Humanity Partners

National Community Partners
- Sanitarium
- The Investors Club

National Unity Partners
- Bank of Queensland

National Loyalty Partners
- Manidis Roberts
- Sydney Water
- Voyager Travel Corporation

Major supporters
- Barclays Capital
- BHP Billiton Worsley Alumina Plc
- BHP Billiton Nickel West
- Brookfield Multiplex
- Clayton Utz
- Collier Charitable Fund
- Commonwealth Bank
- Community Enterprise Foundation
- Credit Suisse
- Credit Union Foundation Australia
- CSL
- Evolhope Pty Ltd as trustee for George & Janet Parker Memorial Trust
- Gold Fields Foundation
- Helen Macpherson Smith Trust
- Jean & Redvers Dunbar Foundation
- Maddocks Foundation
- Mounties Group
- The Adolph Basser Trust
- The Alfred Felton Bequest, managed by ANZ Trustees
- The Colin Bisdee Trust
- The Lady Proud Foundation
- The University of Queensland
- The William Angliss (Victoria) Charitable Fund
- The William Buckland Foundation, managed by ANZ Trustees
- Toll Group
- Vincent Fairfax Family Foundation
- Xstrata Queensland

Emergency Appeal supporters
Red Cross thanks the many governments, organisations, community groups and individuals who gave so generously to our various Emergency Appeals over the last financial year, including:

- Victorian Bushfire Appeal
- Typhoon Ketsana Appeal
- Indonesia Earthquake Appeal
- Pacific Tsunami Appeal
- Haiti Earthquake Appeal
- Typhoon Morakot Appeal

For more information about partnering with Australian Red Cross, please visit www.redcross.org.au/businesspartnerships or email your enquiry to businesspartnerships@redcross.org.au
A year in review 2009–2010

Major government and other supporters

Commonwealth
Attorney General’s Department
Department of Education, Employment and Workplace Relations
Department of Families, Housing, Community Services and Indigenous Affairs
Department of Foreign Affairs and Trade
Department of Health and Ageing
Department of Immigration and Citizenship
Department of Veterans’ Affairs
Australian Agency for International Development (AusAID)
Australian Defence Force
Australian Federal Police
Centrelink
Emergency Management Australia
Office for Women

South Australia
Department for Families and Communities
Department of Health
Department for Transport, Energy and Infrastructure
City of Onkaparinga

Tasmania
Department of Health and Human Services
Department of Premier and Cabinet
Brighton City Council

Victoria
Department of Health
Department of Human Services
Department of Justice
Department of Premier and Cabinet
City of Melbourne
City of Stonnington

Western Australia
Department of Child Protection
Department of Communities
Department of Education
Department of Health
Disability Services Commission
Western Australia Police
Lotterywest

Other Supporters
Australian Council for International Development (ACFID)
Australian Council of Social Service (ACOSS)
Australian Human Rights Commission
Australian National University
Australian Research Council
Beyond Blue
Centre for Multicultural Youth
Curtin University
Deakin University
Flinders University
Foodbank South Australia
Griffith University
James Cook University
La Trobe University
Macquarie University
Mental Health Coordinating Council
Menzies School of Health Research
Queensland University of Technology
Sydney Convention and Exhibition Centre
University of Melbourne
University of Newcastle
University of Queensland
University of Tasmania

We also wish to thank our other generous supporters not listed above, but without whom we could not undertake the level of programs provided.
A year in review 2009–2010

Financial snapshot

Australian Red Cross operates in two key areas: Non Blood Humanitarian Services and Australian Red Cross Blood Service. These graphs provide a picture including and excluding Australian Red Cross Blood Service. The financial information included below is taken from the Red Cross Annual Report Financials 2009-10. The financials can be found online at www.redcross.org.au and the Australian Red Cross Blood Service Annual Report can be found online at www.donateblood.com.au

Where money comes from

The main source of funding for activities during the year was government, including $562 million to operate the Australian Red Cross Blood Service.

The graphs illustrate income by source, as a percentage.

The first represents the activities of Red Cross including government funding to operate the Australian Red Cross Blood Service. Government income increased in 2010 to 81%, mainly due to an advance of funding from government for the Blood Service’s principal site developments.

The second graph shows income solely for the Non-Blood Humanitarian work of Australian Red Cross in Australia and overseas. When the Blood Service is excluded, 39% income comes from government grants and 28% from community support. Community support’s proportion of total income has grown year on year.

2010 - Income

- 81% Government grants
- 6% Community support
- 3% Sale of goods and commercial activities
- 3% Other income
- 3% Victorian Bushfire Appeal
- 3% Investment income

2010 - Income (excluding Red Cross Blood Services)

- 39% Government grants
- 6% Community support
- 3% Sale of goods and commercial activities
- 3% Other income
- 3% Victorian Bushfire Appeal
- 7% Investment income

*Community support* is money received from the Australian public: from Humanitarian regular monthly givers, donations, third party community fundraising, corporate supporters, bequests and events.

*Victorian Bushfire Appeal* represents public, corporate and government donations received during the year supporting the Victorian Bushfire Appeal 2009, set up in partnership with the Victorian and Federal Governments on 8 February, 2009.

*Government grants* include local, state and Federal Government funds, including considerable AusAID support for international programs.

*Sale of goods and commercial activities* represents income from retail shops, first aid and commercial businesses and the sale of merchandise.

*Investment income* includes dividends, interest and rental income from investment properties.

*Other income* includes membership income and profit on disposal of assets.

*All public, corporate and government donations received supporting the Victorian Bushfire Appeal were held in trust by the Department of Human Services. These funds have been fully disbursed by Red Cross to the Victorian Department of Human Services, to allocate to individuals and communities affected by the 2009 Victorian bushfires.*
A year in review 2009–2010

Where the money goes

86% of funds have gone to directly support work with vulnerable people in Australia and overseas.

These graphs illustrate activities carried out during the year including Australian Red Cross Blood Service.

This includes 85% for programs in Australia and overseas and 1% for the 2009 Victorian Bushfire Appeal, from which funds are allocated by the Victorian Bushfire Appeal Fund Advisory Panel and disbursed by the Victorian Department of Human Services.

Expenditure for 2010 was $704 million, which represents a 32% decrease from 2009 when there were significant disbursements to the 2009 Victorian Bushfire Appeal Fund Trust Account. When disbursements for the Bushfire Appeal are excluded from comparisons, expenditure has increased 6% over 2009. This is due to a growth in the demand for Blood related services. Other costs include:

- retail stores, catalogues and first aid activities that generate income for programs (7%),
- administration of programs and income generating activities (4%) and
- the cost of supporting fundraising (3%).

2010 - Expenditure

Where the services money is spent

93% of program funds were directed to Australian programs including Blood Service activities.

When the Australian Red Cross Blood Service is excluded, 70% of program funds support Australian programs and 30% support our international work.

Program expenditure of $91 million has gone to support everyday services in Australia over the past year. This is in addition to $6 million transferred to the Victorian Bushfire Appeal Fund Trust Account.

$40 million was spent on international programs, with a continuance of focus (73%) on the Asia Pacific region. This includes $11 million for ongoing recovery work taking place in Indonesia and Sri Lanka related to the 2004 Asian Tsunami.

Additional expenditure occurred in the Central and South America region during the year, principally due to the earthquake that devastated Haiti on 12 January 2010. $9 million was raised through the Red Cross Haiti Earthquake Appeal and $7 million has already been spent on response and recovery from the disaster.

2010 - Services expenditure

2010 - International program expenditure
For the financial year ended 30 June 2010

In summary

The past year has seen a continued strong demand for our programs and services.

The Society recorded a surplus of $93.3 million compared to a deficit of $7.4 million for the year ended 30 June 2009. This surplus is primarily caused by the receipt of government funding of $90 million for Australian Red Cross Blood Service’s capital programs – largely for the purchase and refurbishment of infrastructure assets, including the development of key principal sites, as well as the continual replacement of collection and testing equipment. The Australian Red Cross Blood Service is fully funded by the governments of Australia.

Income

Total income for 2010 was $797.5 million. This represents 9% compound growth since financial year 2005 but a decrease in income of 22% on 2009. This decrease is largely due to the one-off generosity of donors last year in response to the 2009 Victorian Bushfire Appeal.

When 2009 Victorian Bushfire Appeal results of $5.8 million (2009: $373 million) and the $90 million for Australian Red Cross Blood Service’s principal site developments are excluded, overall income has increased 8% in 2010. This is due to the government funding received for the Australian Red Cross Blood Service. Thanks to the generosity of the Australian public, community support income from public donations, bequests and third party community fundraising, exclusive of the Bushfire Appeal, has also risen year on year.

Expenditure

Expenditure for 2010 was $704.2 million. This represents a decrease of 32% on 2009 and 10% compound growth since financial year 2005. This is due principally to the completion of the disbursements to the 2009 Victorian Bushfire Appeal Fund Trust Account of $5.8 million (2009: $373 million).

When the Victorian Bushfire Appeal disbursements are excluded, the year has seen a 6% increase on expenditure this year over last. This increase is due to a growth in demand for Blood related services.

Financial overview comparison data (’000s)

The main figures for Australian Red Cross over the last 3 years are included in the table below. These demonstrate changes over the 3 year period and provide a reference for the financial commentary.

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</tr>
<tr>
<td>Tsunami Appeal</td>
<td>1,427</td>
<td>1,576</td>
<td>2,679</td>
</tr>
<tr>
<td>Sale of goods and commercial services</td>
<td>45,497</td>
<td>43,814</td>
<td>40,173</td>
</tr>
<tr>
<td>Other income</td>
<td>30,719</td>
<td>23,680</td>
<td>22,488</td>
</tr>
<tr>
<td><strong>Total income</strong></td>
<td>797,473</td>
<td>1,027,511</td>
<td>593,623</td>
</tr>
<tr>
<td>Program expenditure*</td>
<td>(604,547)</td>
<td>(578,969)</td>
<td>(525,491)</td>
</tr>
<tr>
<td>Victorian Bushfire Appeal</td>
<td>(5,797)</td>
<td>(373,142)</td>
<td></td>
</tr>
<tr>
<td>Tsunami Appeal</td>
<td>(10,612)</td>
<td>(13,107)</td>
<td>(24,350)</td>
</tr>
<tr>
<td>Other expenditure</td>
<td>(83,229)</td>
<td>(69,727)</td>
<td>(47,223)</td>
</tr>
<tr>
<td><strong>Total expenditure</strong></td>
<td>(704,185)</td>
<td>(1,034,945)</td>
<td>(597,064)</td>
</tr>
<tr>
<td><strong>Surplus / (Deficit)</strong></td>
<td>93,288</td>
<td>(7,434)</td>
<td>(5,441)</td>
</tr>
<tr>
<td><strong>Reserves</strong></td>
<td>323,811</td>
<td>229,837</td>
<td>245,631</td>
</tr>
</tbody>
</table>

*Includes Australian Red Cross Blood Service
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 consolidated entity; and

(c) the Board has been given signed declarations by the Acting 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
Chairman of the Board

Melbourne
30th October 2010
For the financial year ended 30 June 2010

Income statement

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 prepare the following Summary Financial Reports in accordance with the guidelines set out in the ACFID Code of Conduct. For further information on the Code please refer to the ACFID Code of Conduct Guidance Document available at www.acfid.asn.au.

<table>
<thead>
<tr>
<th>SOCIETY</th>
<th>2010 $'000</th>
<th>2009 $'000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donations and gifts - monetary &amp; non-monetary*</td>
<td>56,568</td>
<td>401,445</td>
</tr>
<tr>
<td>Legacies and bequests</td>
<td>12,230</td>
<td>13,431</td>
</tr>
<tr>
<td>Grants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• AusAID</td>
<td>17,362</td>
<td>17,988</td>
</tr>
<tr>
<td>• other Australian</td>
<td>634,834</td>
<td>527,986</td>
</tr>
<tr>
<td>• other overseas</td>
<td>2,283</td>
<td>288</td>
</tr>
<tr>
<td>Investment income</td>
<td>11,236</td>
<td>11,750</td>
</tr>
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<td>Other income</td>
<td>62,960</td>
<td>54,623</td>
</tr>
<tr>
<td><strong>Total revenue</strong></td>
<td><strong>797,473</strong></td>
<td><strong>1,027,511</strong></td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overseas projects</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• funds to overseas projects</td>
<td>36,359</td>
<td>40,932</td>
</tr>
<tr>
<td>• other project costs</td>
<td>17,155</td>
<td>8,574</td>
</tr>
<tr>
<td>Domestic projects</td>
<td>557,823</td>
<td>903,018</td>
</tr>
<tr>
<td>Community education</td>
<td>1,056</td>
<td>1,008</td>
</tr>
<tr>
<td>Fundraising costs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• public</td>
<td>17,707</td>
<td>15,526</td>
</tr>
<tr>
<td>• government, multilateral and private</td>
<td>690</td>
<td>1,037</td>
</tr>
<tr>
<td>Retail activities</td>
<td>49,574</td>
<td>32,791</td>
</tr>
<tr>
<td>Administration</td>
<td>23,822</td>
<td>32,059</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td><strong>704,186</strong></td>
<td><strong>1,034,945</strong></td>
</tr>
<tr>
<td><strong>Excess of revenue over expenses (shortfall) from continuing operations</strong></td>
<td>93,287</td>
<td>(7,434)</td>
</tr>
</tbody>
</table>

*During the financial year nil (2009: nil) was recorded as non-monetary donations and gifts.
## Statement of financial position

### Assets

#### Current Assets

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>115,729</td>
<td>81,920</td>
<td>29,442</td>
<td>20,063</td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>20,004</td>
<td>18,023</td>
<td>11,631</td>
<td>15,729</td>
</tr>
<tr>
<td>Inventories</td>
<td>48,858</td>
<td>44,794</td>
<td>1,732</td>
<td>2,141</td>
</tr>
<tr>
<td>Other financial assets</td>
<td>2,589</td>
<td>3,691</td>
<td>2,589</td>
<td>3,691</td>
</tr>
<tr>
<td>Other</td>
<td>6,392</td>
<td>3,507</td>
<td>1,466</td>
<td>1,360</td>
</tr>
<tr>
<td>Assets classified as held for sale</td>
<td>2,445</td>
<td>-</td>
<td>1,995</td>
<td>-</td>
</tr>
<tr>
<td><strong>TOTAL CURRENT ASSETS</strong></td>
<td>196,017</td>
<td>151,935</td>
<td>48,855</td>
<td>42,984</td>
</tr>
</tbody>
</table>

#### Non-Current Assets

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other financial assets</td>
<td>39,148</td>
<td>41,574</td>
<td>39,148</td>
<td>41,574</td>
</tr>
<tr>
<td>Property, plant and equipment</td>
<td>283,718</td>
<td>206,234</td>
<td>74,650</td>
<td>82,137</td>
</tr>
<tr>
<td><strong>TOTAL NON-CURRENT ASSETS</strong></td>
<td>322,866</td>
<td>247,808</td>
<td>113,798</td>
<td>123,711</td>
</tr>
</tbody>
</table>

**TOTAL ASSETS**

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>518,883</strong></td>
<td><strong>399,743</strong></td>
<td></td>
</tr>
</tbody>
</table>

### Liabilities

#### Current Liabilities

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade and other payables</td>
<td>81,462</td>
<td>60,108</td>
<td>12,860</td>
<td>17,007</td>
</tr>
<tr>
<td>Borrowings</td>
<td>9,228</td>
<td>6,814</td>
<td>-</td>
<td>5,000</td>
</tr>
<tr>
<td>Provisions</td>
<td>43,480</td>
<td>39,824</td>
<td>8,376</td>
<td>7,880</td>
</tr>
<tr>
<td>Other</td>
<td>1,389</td>
<td>2,232</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>TOTAL CURRENT LIABILITIES</strong></td>
<td><strong>135,559</strong></td>
<td><strong>106,978</strong></td>
<td><strong>21,236</strong></td>
<td><strong>29,887</strong></td>
</tr>
</tbody>
</table>

#### Non-Current Liabilities

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Borrowings</td>
<td>36,165</td>
<td>37,998</td>
<td>13,000</td>
<td>13,000</td>
</tr>
<tr>
<td>Provisions</td>
<td>13,993</td>
<td>12,773</td>
<td>825</td>
<td>864</td>
</tr>
<tr>
<td>Defined benefit superannuation plans</td>
<td>6,515</td>
<td>7,635</td>
<td>152</td>
<td>191</td>
</tr>
<tr>
<td>Other</td>
<td>2,840</td>
<td>2,522</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>TOTAL NON-CURRENT LIABILITIES</strong></td>
<td><strong>59,513</strong></td>
<td><strong>60,928</strong></td>
<td><strong>13,977</strong></td>
<td><strong>14,055</strong></td>
</tr>
</tbody>
</table>

**TOTAL LIABILITIES**

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>195,072</strong></td>
<td><strong>169,906</strong></td>
<td></td>
</tr>
</tbody>
</table>

**NET ASSETS**

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>323,811</strong></td>
<td><strong>229,837</strong></td>
<td></td>
</tr>
</tbody>
</table>

### Equity

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reserves</td>
<td>12,907</td>
<td>15,895</td>
</tr>
<tr>
<td>Specific purpose funds</td>
<td>39,374</td>
<td>48,947</td>
</tr>
<tr>
<td>Accumulated funds</td>
<td>271,530</td>
<td>164,995</td>
</tr>
<tr>
<td><strong>TOTAL EQUITY</strong></td>
<td><strong>323,811</strong></td>
<td><strong>229,837</strong></td>
</tr>
</tbody>
</table>

This information should be read in conjunction with the Red Cross Annual Report Financials 2009-10. The full financials can be found online at www.redcross.org.au.
### FOR THE FINANCIAL YEAR ENDED 30 JUNE 2010

#### Statement of changes in equity

<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 2009</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Balance as at 1 July 2008</td>
<td>163,273</td>
<td>66,889</td>
<td>2,971</td>
<td>1,998</td>
<td>10,500</td>
<td>-</td>
<td>245,631</td>
</tr>
<tr>
<td>Net deficit for the year</td>
<td>(7,434)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>(7,434)</td>
<td></td>
</tr>
<tr>
<td>Other comprehensive loss for the year</td>
<td>(8,360)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>(8,360)</td>
<td></td>
</tr>
<tr>
<td>Transfer (to) / from special reserve</td>
<td>(426)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>426</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Transfers to / (from) specific purpose funds</td>
<td>17,942</td>
<td>(17,942)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Balance as at 30 June 2009</td>
<td>164,995</td>
<td>48,947</td>
<td>2,971</td>
<td>1,998</td>
<td>10,926</td>
<td>-</td>
<td>229,837</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>Net surplus for the year</td>
<td>93,287</td>
<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>1,110</td>
<td>684</td>
<td></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>5,866</td>
<td>-</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>2,000</td>
<td></td>
</tr>
<tr>
<td>Transfers to / (from) other reserves</td>
<td>3,096</td>
<td>-</td>
<td>-</td>
<td>(5,095)</td>
<td>-</td>
<td>(1,999)</td>
<td></td>
</tr>
<tr>
<td><strong>BALANCE AS AT 30 June 2010</strong></td>
<td>271,530</td>
<td>39,374</td>
<td>100</td>
<td>-</td>
<td>11,697</td>
<td>1,110</td>
<td>323,811</td>
</tr>
<tr>
<td><strong>NON BLOOD HUMANITARIAN SERVICES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>YEAR ENDED 30 JUNE 2009</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Balance as at 1 July 2008</td>
<td>92,142</td>
<td>66,889</td>
<td>2,971</td>
<td>1,998</td>
<td>-</td>
<td>-</td>
<td>164,000</td>
</tr>
<tr>
<td>Net deficit for the year</td>
<td>(40,968)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>(40,968)</td>
</tr>
<tr>
<td>Other comprehensive loss for the year</td>
<td>(279)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>(279)</td>
<td></td>
</tr>
<tr>
<td>Transfers to / (from) specific purpose funds</td>
<td>17,942</td>
<td>(17,942)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Balance as at 30 June 2009</td>
<td>68,837</td>
<td>48,947</td>
<td>2,971</td>
<td>1,998</td>
<td>-</td>
<td>-</td>
<td>122,753</td>
</tr>
<tr>
<td><strong>YEAR ENDED 30 JUNE 2009</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net deficit for the year</td>
<td>(1,542)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>(1,542)</td>
</tr>
<tr>
<td>Other comprehensive gains for the year</td>
<td>23</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1,110</td>
<td>1,133</td>
<td></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 / (to) special reserve</td>
<td>3,096</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3,096</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>2,000</td>
<td></td>
</tr>
<tr>
<td><strong>BALANCE AS AT 30 June 2010</strong></td>
<td>86,856</td>
<td>39,374</td>
<td>100</td>
<td>-</td>
<td>-</td>
<td>1,110</td>
<td>127,440</td>
</tr>
</tbody>
</table>

This information should be read in conjunction with the Red Cross Annual Report Financials 2009-10. The full financials can be found online at www.redcross.org.au.
For the financial year ended 30 June 2010

Table of cash movements for designated purposes

<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>494</td>
<td>12,503</td>
<td>(12,970)</td>
<td>27</td>
</tr>
<tr>
<td>Victorian Bushfire Appeal</td>
<td>1,178</td>
<td>5,797</td>
<td>(6,975)</td>
<td>-</td>
</tr>
<tr>
<td>Haiti Earthquake Appeal</td>
<td>-</td>
<td>9,273</td>
<td>(6,605)</td>
<td>2,668</td>
</tr>
<tr>
<td>Pacific Tsunami Appeal</td>
<td>-</td>
<td>4,562</td>
<td>(1,590)</td>
<td>2,972</td>
</tr>
<tr>
<td>Total for other purposes</td>
<td>80,248</td>
<td>849,586</td>
<td>(819,772)</td>
<td>110,062</td>
</tr>
<tr>
<td>TOTAL</td>
<td>81,920</td>
<td>881,721</td>
<td>(847,912)</td>
<td>115,729</td>
</tr>
</tbody>
</table>

This information should be read in conjunction with the Red Cross Annual Report Financials 2009-10. The full financials can be found online at www.redcross.org.au.
Independent Auditor’s Report

to the Members of the Australian Red Cross Society

We have audited the accompanying financial report of the Australian Red Cross Society, which comprises the statement of financial position as at 30 June 2010, and the statement of comprehensive income, statement of cash flows and statement of changes in equity for the year ended on that date, a summary of significant accounting policies, other explanatory notes and the Board Member’s declaration as set out on page 7 to 47.

The financial report of the Australian Red Cross Society includes for disclosure purposes the separate disclosure of Non Blood Humanitarian Services, an operating division of the Australian Red Cross Society, as detailed in Note 2 to the financial statements.

The Responsibility of Board Members for the Financial Report

The Board Members of the entity are responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards (including the Australian Accounting Interpretations). This responsibility also includes establishing and maintaining internal control relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditor’s Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor’s judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity’s preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity’s internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the Board Members, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Auditor’s Independence Declaration

In conducting our audit, we have complied with the independence requirements of the Australian professional accounting bodies.

Auditor’s Opinion

In our opinion, the financial report of the Australian Red Cross Society presents fairly, in all material respects, the Australian Red Cross Society’s financial position as at 30 June 2010, and of its financial performance, its cash flows and its changes in equity for the year ended on that date in accordance with Australian Accounting Standards (including the Australian Accounting Interpretations).

DELOITTE TOUCHE TOHMATSU

Rachel Smith
Partner
Chartered Accountants
Melbourne, 30th October 2010

Liability limited by scheme approved under Professional Standards Legislation. Member of Deloitte Touche Tohmatsu.

This information should be read in conjunction with the Red Cross Annual Report Financials 2009-10.

The full financials can be found online at www.redcross.org.au.
How can you help?

Become a humanitarian partner.

Phone: 1800 811 700 or join online at www.redcross.org.au

Help save three lives.

Give blood today.

To make an appointment call 13 14 95 or visit www.donateblood.com.au

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. Join online at www.redcross.org.au or phone 1800 811 700.

Volunteer

Time is fast becoming our most precious asset, but volunteer roles are becoming more flexible and fulfilling. Volunteer roles range from making a five-minute phone call a day to someone living alone to helping families learn to budget and plan their finances more efficiently. Go to www.redcross.org.au for more information.

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

For more information email businesspartnerships@redcross.org.au

Become a member

You can join over 100 million people worldwide by becoming a member of Red Cross. You can get involved in volunteering, representing your region or simply showing your support for the world’s largest humanitarian organisation. For more information ring your local Red Cross Office.

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. Phone 1800 811 700 for more information.
Fundamental principles

In all activities our members, volunteers 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, cooperation 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.

**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.

**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.

**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.

**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.

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