



# Australian Red Cross



more than 140,000 tonnes of relief supplies, worth US\$150 million, in 50 countries.

The market for Red Cross services provides an excellent opportunity for potential corporate supporters, or partners as the Society calls them. Substantial scope exists for corporations and other business supporters to increase their 'social capital' by linking their operations with those of Red Cross. Among the many large corporations which have taken up this opportunity in Australia are IBM, Optus, KPMG, Microsoft, Woolworths, Cadbury and all of the major banks.

## ACHIEVEMENTS

The mission of the Australian Red Cross is to improve the lives of vulnerable people by mobilising the power of humanity. Members and volunteers throughout Australia contribute funds and their time and skills, while a generous Australian public has responded magnificently to calls for help.

Red Cross has always been there when it was needed, and with the generous help of the people of Australia, has made, and continues to make, a difference both domestically and internationally.

Possibly the best measure of its achievements is to try to imagine the world without the red cross on the white background. It is impossible.

## HISTORY

The International Red Cross had its beginnings in 1859, when Swiss businessman Henry Dunant was appalled by the suffering of the wounded after the Battle of Solferino, in Italy. He arranged for two captured doctors to be released so they could tend the wounded; enlisted the help of the locals and comforted the dying.

This experience inspired him to establish an international organisation to provide aid to the victims of war. In 1863, he achieved this goal and a

## THE MARKET

The Geneva Conventions represent one of the most magnificent humanitarian achievements of all history. Drawn up at a Diplomatic Conference called in 1864 by what was to become the Red Cross, the first Convention set down standards for the treatment of the wounded in time of war. Later Conventions added other humanitarian standards, all with the force of international law. Guardianship of the Geneva Conventions has been one of the responsibilities of the Red Cross ever since, and their promulgation has been one of its most important functions.

The need for the many other services provided by Red Cross is universal, and changes remarkably little across national boundaries and continents.

For example, while it is true that Australia has been saved the trauma of war on its own soil, there are still many people in Australia who are desperately trying to trace loved ones lost somewhere else in the world due to war or civil

disturbance. The Red Cross Tracing Agency is there to help them. In 1999, the International Committee of the Red Cross (ICRC) established the whereabouts of more than 3150 people for whom tracing requests had been filed by their families.

The ICRC also provides a message service, and in 1999 collected more than 337,000 Red Cross messages and distributed more than 304,000.

The ICRC offers support to victims of war and natural disasters including the supply of food, clothing, blankets, tents and so on. The ICRC has distributed



year later twelve countries signed the first Geneva Convention as well as choosing the now ubiquitous emblem of a red cross on a white background. The International Red Cross has grown steadily from there, and in May of 2001 the 177<sup>th</sup> national society was recognised when the Red Cross Society of Bosnia and Herzegovina joined the International Red Cross and Red Crescent Movement.

The first encounter large numbers of Australians had with Red Cross was in South Africa during the Boer War, which began in 1899.

The Red Cross was founded in Australia in 1914 through the inspiration and work of Lady Helen Munro-Ferguson, the wife of the then Governor-General. During the First World War, highly trained Red Cross volunteers worked beside doctors and nurses in hospitals and convalescent homes. Others knitted socks for soldiers or sent gift packages and blankets to the fronts. When the Second World War broke out, such selfless voluntary service was called upon once more. With peace came the urgent need for community-based services, and Australian Red Cross responded.

Australian Red Cross is still here today, wherever and whenever help is needed.

### THE PRODUCT

The Australian Red Cross Society provides international relief and assistance as required. In recent times it has worked directly to help the people of East Timor, and raised funds and shipped supplies for the victims of the Indian earthquake. The Society also has ongoing tasks in nearby countries, with a special focus on AIDS and other public health problems.

Within Australia, the Society is constantly ready to help in case of natural and other disasters. Whether these be bushfires, floods or, as in Newcastle, earthquakes, Red Cross Emergency Services volunteers are always at the ready. Red Cross was there during the Childers backpack tragedy in Queensland and for Cyclone Vance in WA. After the Glenbrook train disaster in the Blue Mountains in NSW, local Personal Support volunteers provided rapid response and the State Enquiry Centre, a service conducted by Red Cross on behalf of the NSW government, was activated and helped victims, relatives and friends with information.

Junior Red Cross is an international youth initiative with its emphasis on friendship, health and safety, service to the community and the work of the International Red Cross and Red Crescent Movement. Other youth services in Australia include the Migrant Youth Orientation program, Community Challenge and Community Action.

Telecross provides a daily telephone call to elderly and medically-dependent people living alone, and community related services care for the elderly, while the Cosmetic Care Service helps to improve the self-confidence and well-being of long-term patients in hospitals, nursing homes and mental health units.

The Society offers First Aid Health and Safety

training, and the Voluntary Aid Services Corps provides First Aid support at major sporting and cultural events. These volunteers also provide back-up for Ambulance and Emergency services in time of disaster.

The Australian Red Cross Blood Service is an operating division of Australian Red Cross and is funded by the Commonwealth and State/Territory governments and the Red Cross.

### RECENT DEVELOPMENTS

Red Cross continues to explore new ways to care for the community, and to raise awareness of its work. Use of the Internet is being stepped up to take full advantage of its potential.

An exciting new initiative that spreads the Red Cross message of care and concern to the broader public is Trauma Teddy, fondly dubbed 'the Bear that Cares'. The Trauma Teddy campaign was launched nationally in 2000 and the tremendous appeal of the merchandise and message translated into impressive sales figures, raising \$350,000 nationally.

### PROMOTION

The services of Red Cross need little promotion; as one volunteer put it after the earthquake in Newcastle, New South Wales, 'we're needed and we're there'.

Fundraising is another matter, and various means of promotion are used to present the Red Cross message. A combination of the major fundraisers, Red Cross Calling and Direct Mail plus corporate support, as well as assistance from charitable trusts, provide much of the financial support needed.

Media and advertising partnerships have been vital to the promotion of events. J Walter Thompson (JWT), the national advertising agency, is committed to promotional campaigns for major disaster appeals. JWT also produced the 2001 Red Cross Calling Campaign and obtained excellent media placement through its media buyers, generating wide coverage in both television and radio.

### BRAND VALUES

All members of the International Federation of Red Cross and Red Crescent Societies subscribe to the same basic set of values. They devote themselves to the protection of life, health and human dignity; to respect for the human being; to non-discrimination on the basis of nationality, race, gender, religious belief, class or political opinions; to mutual understanding, friendship, cooperation and lasting peace amongst all peoples; and finally, and very importantly, to service by volunteers.

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 truly universal.

All of the 177 Red Cross Societies throughout the world adhere to a set of seven Fundamental Principles. They are Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality. Because they adhere to these principles, they are trusted everywhere and by everyone.

In addition, Societies share a core set of common services. These are the dissemination of International Humanitarian Law and the promotion of the seven Principles; preparedness for disasters, and appropriate response; and the provision of health and care services to the community.



### THINGS YOU DIDN'T KNOW ABOUT RED CROSS

- Red Cross is the largest humanitarian and disaster relief network in the world.
- It has been said that Red Cross means 'Don't shoot' in 350 languages.
- The first Nobel Peace Prize was awarded to the founder of Red Cross, Swiss businessman Henry Dunant.
- Red Cross is the legal guardian of International Humanitarian Law, better known as the Geneva Conventions.
- The Red Crescent was introduced as an acceptable alternative to the Red Cross in 1875 because Turkish forces in the Balkans saw crosses as a reminder of the hated Crusaders and therefore refused to honour the Red Cross symbol.
- Red Cross is not only active internationally. Within Australia it provides First Aid training and support; disaster relief; services to the sick, the young and the old (including breakfast for schoolchildren); help with finding loved ones missing in wars or disasters; and much more.
- Red Cross has 105 million volunteers around the world.