

the  
power of  
humanity



## THE MARKET

The Geneva Conventions represent one of the most magnificent humanitarian achievements of all history. Drawn up at a Diplomatic Conference convened in 1864 by what was to become the Red Cross, the first Convention established 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 Red Cross' responsibilities ever since, and the expansion of these standards 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 Tracing Service in Australia is part of the International Red Cross Red Crescent global tracing network, which aims to re-establish contact between separated and long-lost family members and clarify the fate of the missing. Tracing services are provided free of charge and help in finding a family member missing as a result of war or disaster, sending a message to a relative where there is no formal means of communication, checking the welfare of a relative overseas uncontactable due to illness or other circumstances and providing a confirmation of detention if the International Committee of the Red Cross visits a relative in detention overseas.

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

The market for Red Cross services provides an excellent opportunity for potential corporate supporters or partners and substantial scope exists



for corporations and other business supporters to work with Red Cross.

## ACHIEVEMENTS

The vision of Australian Red Cross is human dignity, peace, safety and wellbeing for all. Its purpose is supporting and empowering people and communities in times of vulnerability, preventing and alleviating suffering across Australia and internationally through the power of humanity. Members and volunteers throughout Australia contribute funds and their time and skills, while a generous Australian public has responded generously to calls for help. Red Cross has always been there when it was needed and, with the kind help of the people of Australia, continues to make a difference both domestically and internationally. Possibly the best measure of its achievements is to try and imagine a 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 year later 12 countries signed the first Geneva Convention and chose the now ubiquitous emblem of a red cross on a white background as the Movement's symbol.



The International Red Cross has grown steadily from there and, in 2015, the 190th national society was recognised when Tuvalu Red Cross Society of 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 World War I, 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 World War II 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

Australian Red Cross provides international relief and assistance. In recent times it has supported communities affected by war, crisis and disasters in places such as East Africa, Fiji, Vanuatu, Nepal and Syria.

In the Asia Pacific, the society also helps vulnerable communities to improve their health and wellbeing through programs focusing on safe fresh water supplies and sanitation.

Within Australia, the Society helps communities prepare for, respond to and recover from natural



and other disasters. Whether it is bushfires, floods or earthquakes, Red Cross Emergency Services volunteers are always at the ready. Red Cross maintained an ongoing presence during the 2014 Lindt Café siege in Sydney, at the 2016 Dreamworld tragedy on the Gold Coast and for

Cyclone Debbie in South East Queensland and Northern NSW in 2017.

Services in Australia include support for refugees, asylum seekers and trafficked people as well as disadvantaged Indigenous Australians as they determine their own solutions to achieve positive change.

The society offers first aid health and safety training and the Australian Red Cross Blood Service, which is an operating division of Australian Red Cross and funded by the Commonwealth and State/Territory governments, provides a national blood service.

### RECENT DEVELOPMENTS

Red Cross continues to explore new ways to care for the community and raise awareness of its work. Use of digital marketing and social media is being stepped up to take full advantage of its potential. A thoughtful initiative that spreads the Red Cross message of care and concern to the broader public is the Red Cross Trauma Teddy, fondly dubbed 'the bear that cares'. It continues to be supported by Red Cross volunteers across Australia knitting hundreds of much-loved trauma teddies.

Recent initiatives such as the Vulnerability Report 'Rethinking Justice' and the Reconciliation Action Plan shine a light on opportunities in Australian society to improve the lives of offenders and their families. The initiatives details ways to improve community outcomes and make positive changes in Aboriginal and Torres Strait Islander communities.

### PROMOTION

The services of Red Cross need little promotion. As one volunteer put it after an earthquake in Newcastle, New South Wales, "we're needed and we're there". Fundraising is necessary to support these services and various means of promotion are used to present the Red Cross message and raise funds for Red Cross' work in Australia and overseas.

Much of the financial support is provided through major fundraising campaigns - such as Red Cross Calling - corporate support, major

donors, government funding and assistance from charitable trusts and foundations.

### BRAND VALUES

All members of the International Federation of Red Cross and Red Crescent Societies subscribe to the same basic set of principles. They devote themselves to the protection of life, advancement of health and human dignity. Members adhere to the principles of non discrimination on the basis of nationality, race, gender, religious belief, class or political opinions. They promote mutual understanding, friendship, cooperation and lasting peace among all people. One of the most important principles is 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 190 Red Cross Societies throughout the world are guided by a set of seven Fundamental Principles: Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality. Because they abide by these principles, Red Cross is trusted everywhere and by everyone.

Societies share a core set of common services. These include the dissemination of International Humanitarian Law and the promotion of the Principles; and disaster preparedness and recovery.



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

- The Red Cross emblem was chosen by the drafters of the First Geneva Convention in 1864 - it is the universal symbol of protection in armed conflict. It means 'don't shoot!'
- Australian Red Cross has been in Australia for more than one hundred years and today has 19,600 members, 20,700 volunteers and more than 2,300 staff.
- Australia has almost half a million blood donors making more than a 1.4 million blood donations each year.
- More than 200,000 financial donors generously support the work of 15 Red Cross and Red Crescent societies in Australia and the Asia Pacific.
- Australian Red Cross is part of a global movement of humanitarians in 190 countries, all believing in seven fundamental principles: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.