

# Get to know your Strategy 2020: our roadmap for the future

1



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



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



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



**Australians trust and respect** Australian Red Cross – as measured by public surveys

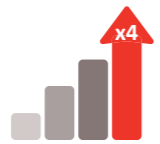
2



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



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



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



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



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

3



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



Australian **attitudes and behaviours** strongly reflect humanitarian values based on survey responses



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



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

4



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



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



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



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



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



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

5



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



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



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



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



Through an annual report, **we have been transparent** with the public each year about what we have achieved, where we have failed and the impact we have delivered

6



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



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



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



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

## humanity in action

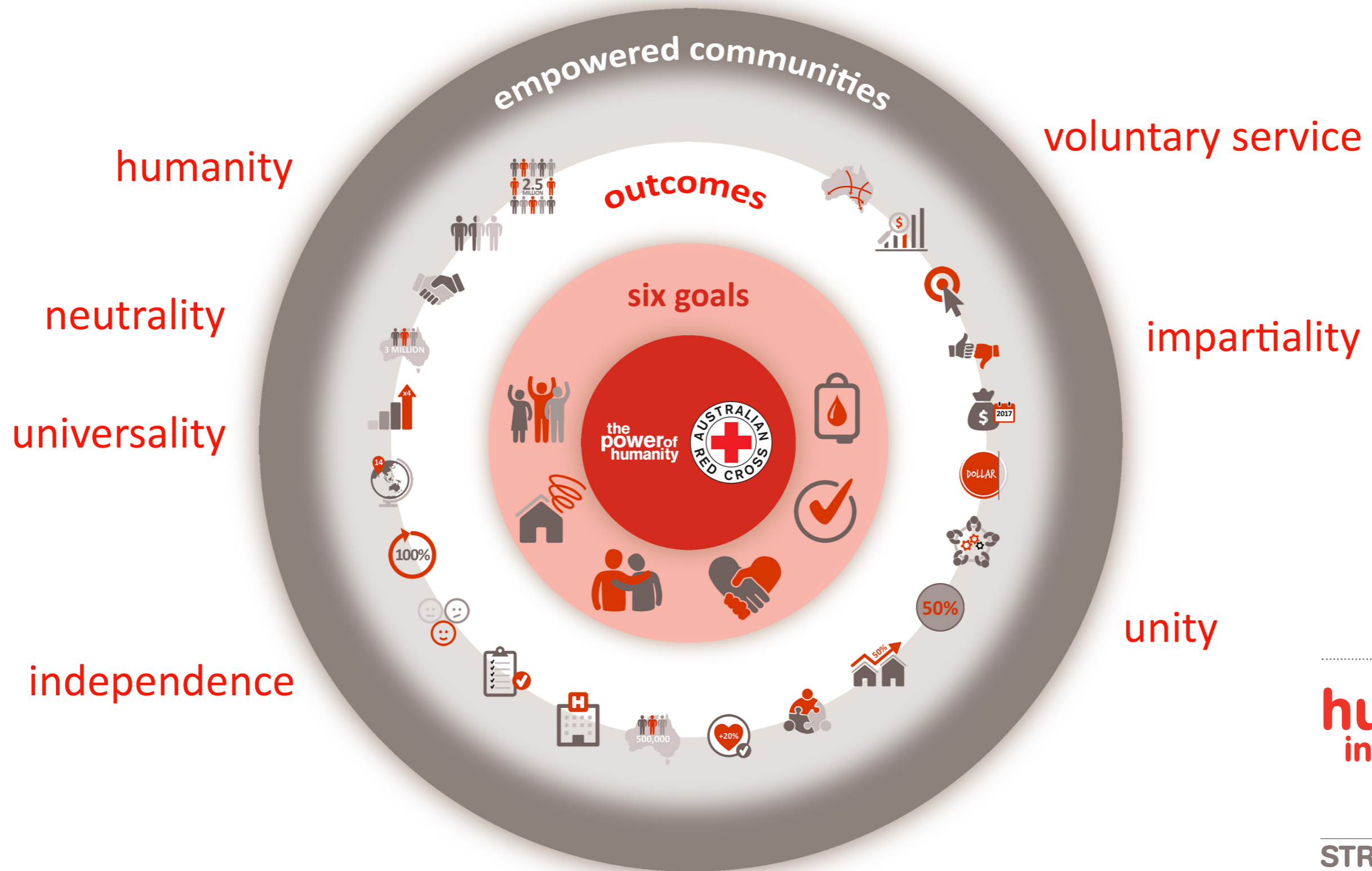
STRATEGY 2020

the power of humanity



\* exact amount to be confirmed.

# Strategy 2020: freeing up people to do what's most needed in their communities



humanity  
in action

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