

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

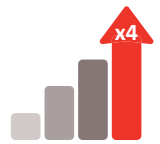
2



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

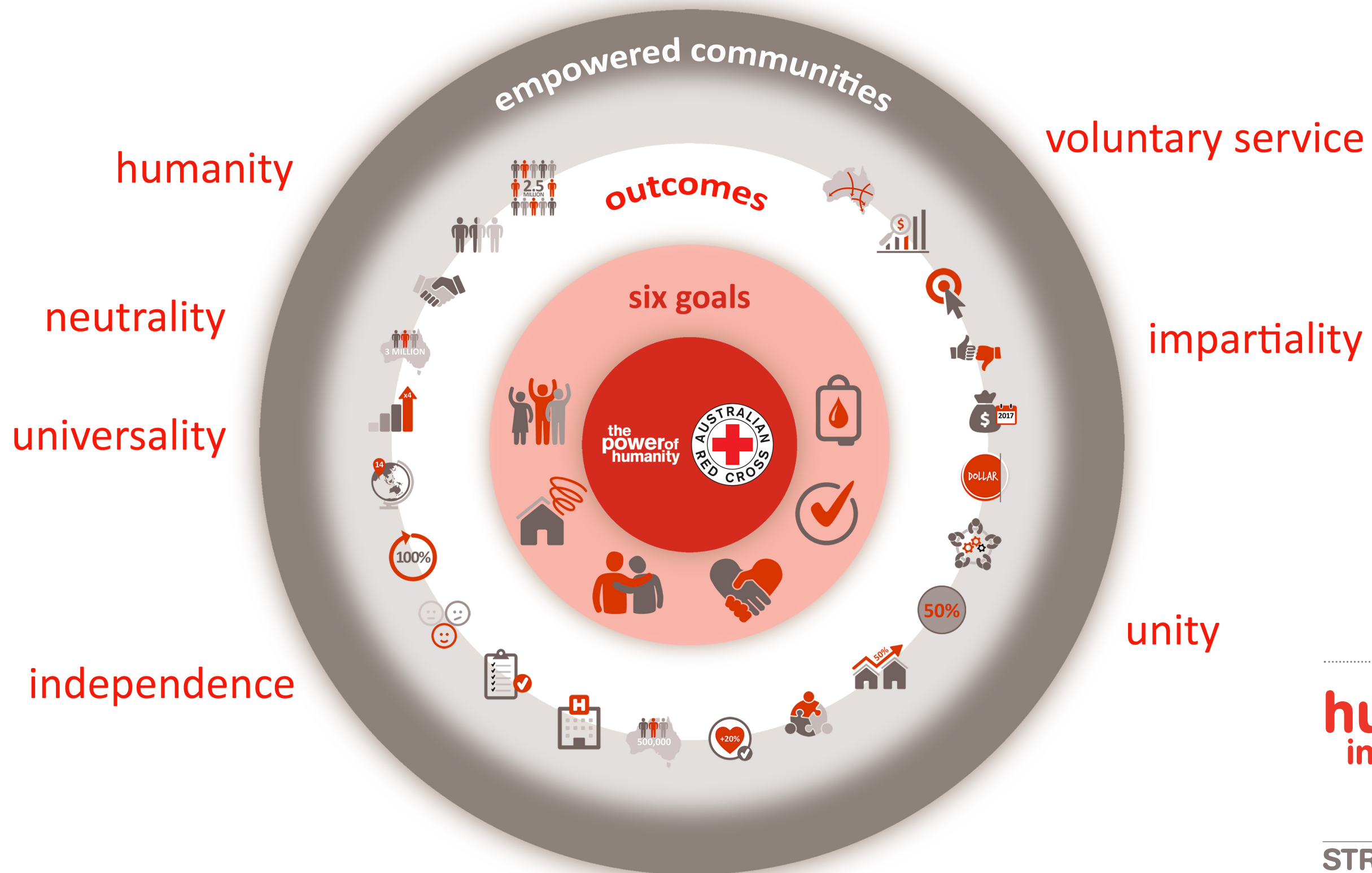
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the power of humanity



* exact amount to be confirmed.

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



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