



CEO Update



The Emergency REDiPlan can help you be prepared this summer.



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December 2012

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Dear Colleagues

It's great to be back home following my secondment in Geneva with the International Federation of the Red Cross and Red Crescent Societies (IFRC).

This was a once-in-a-lifetime opportunity which gave me great insight into the opportunity and challenges faced within the global Movement. I am delighted to report how highly regarded Australian Red Cross is among our colleagues in the Federation and the International Committee of the Red Cross (ICRC).

My sincere thanks go to Sandy Chakravarty and Michael Raper for their leadership in acting as CEO during my absence and to the Board and the National Leadership Team for their support.

You can catch up with the latest news from the IFRC in the latest newsletter from Secretary General Bekele Geleta, which is available on the intranet. ➔

Are you prepared? Over the summer period we all need to remain alert about the risk of natural disasters and other emergency events. Being prepared for an emergency can save lives, yet our research shows that just one in five Australians is prepared for a disaster.

Our Emergency REDiPlan, available on our website, has four easy-to-follow steps to help you be better prepared. ➔

Recognising your contribution. Whether you work in our Australian services or international programs, commercial operations or any of the key support services, the National Leadership Team values your work throughout the year. As you know, an additional four extra paid leave days will be provided to all full time and part time staff between Christmas and New Year.

Wishing you all a safe and happy holiday season.

Robert Tickner - CEO



Rebecca (middle) is pictured with volunteers Alison and Ros.

Many voices to shared action

Over the past couple of months the National Leadership Team have been sharing the results of the staff engagement survey with their teams.

The next and most important phase is just beginning – developing an action plan to address key areas of improvement. To make sure the plan is staff-led and resonates with everyone, a working group of representatives across functions and levels of the organisation has been set up.

A draft of the national action plan will be shared with all staff early in 2013, and your feedback will be sought before it is finalised. We look forward to working with you to implement a clear, concise, measurable action plan that we can all refer to and track progress against throughout 2013.

Meet... Rebecca Pears

Store Manager, Elsternwick shop, Victoria

Red Cross Shops sat down and got to know Rebecca, a self confessed lover of 50s and 60s fashion.

What's the best part of your job? Honestly, everything. The people I work with are amazing, the customers are also just as great. So much about the job is perfect for me!

Which of the Fundamental Principles means the most to you? I'd have to say Unity. I find life works a lot easier when we are doing it as one.

What is your favourite city? Melbourne

Complete this sentence – I wish I... I wish I had three of me. I could get a lot more things done.

What has been your best buy at Red Cross shops? It would have to be one of my A-frame Rockabilly skirts, which I usually put a petticoat under. I have a few skirts in floral and polka dot prints. It's always such a great feeling knowing that buying Red Cross clothing supports the everyday work of Red Cross.

Why did you choose to work at Red Cross? Simply because of the incredible work that Red Cross provides to the community. I have always loved shopping at op shops, so having the opportunity to work for a fantastic organisation that sells great recycled clothing is ideal.

Where is the best place to eat in Melbourne? Vegie Bar in Fitzroy.

If you could invite any five people to dinner who would you choose? Edgar Allan Poe, Marilyn Monroe, Blondie, Elvis, and my mum.

Australian Red Cross tops learning list

Just 20 days after the IFRC re-launched its learning platform, Australian Red Cross scored the highest update of people who registered and completed the on-line Volunteering (Basics) course – out of 188 National Societies.

The IFRC learning platform provides opportunities for Red Cross people and partners of National Societies, the ICRC and the IFRC, as well as the general public. The platform features interactive online courses, face-to-face training information, and various social learning tools including communities, forum, Q&A, and Wikis.

Don't miss your chance to Log on and Learn! [➔](#)

Engaging our volunteers

Volunteers are the lifeblood of our work. So this year we launched The Voluntary Service Project, to develop a better strategic vision for voluntary service at Red Cross.

Under the joint leadership of Alan Clayton, Chair of the Services, Members and Volunteer Activities Committee and Michael Raper, Director of Services and International Operations, the Project team has been highly consultative, encouraging contribution from members, volunteers and staff.

- More than 112 Red Cross people (47% volunteers, 52% staff) were interviewed for their opinions on the challenges and opportunities facing Red Cross around voluntary service.
- Ten workshops were held across all states, territories and national offices to facilitate more than 212 additional Red Cross people to develop a strategic framework and identify priority actions.

- 25 pilot projects were mapped and analysed to inform good practices in engaging volunteers. This revealed potential for volunteer leadership development, improved national coordination, streamlining processes, and internal collaboration.
- Leaders from 17 external organisations were interviewed for their reflections on how we can be a good partner in the voluntary sector.
- Volunteer researchers consolidated the insights from over 400 research papers, abstracts, books, and websites, identifying key developments, models, benchmarks, and resources related to voluntary service.

A recommendations report will be presented to the Board in February 2013.



Red Cross Oration 2012: diversity in Australia

Is diversity real? How can we understand it? How do we embrace it? These were just a few of the questions put to an audience of more than 300 people at the 6th Annual Red Cross Oration held at the University of Tasmania.

On Monday 3 December, Waleed Aly, ABC broadcaster, author, lawyer, and academic, presented the Red Cross Oration in conversation with Dr Helen Durham, Head of International Law and Principles at Red Cross. Together, they discussed the issues

facing an increasingly diverse Australia.

Mr Aly challenged the audience with his own notion of diversity, arguing that it is just a social construct: "Diversity is really just made up, it's not real. We as a human society are as diverse as we tell ourselves we are."

"It becomes diversity when we assign some kind of meaning to it," Mr Aly said. "We are a new world nation, which means we have a choice in how we talk about ourselves," he said.

The purpose of the Red Cross Oration is to contribute to the advancement of public understanding and interdisciplinary dialogue concerning issues of human significance in the contemporary world. This year's Red Cross Oration was presented in partnership with the University of Tasmania and in association the Migrant Resource Centre (Southern).

You can watch video from the latest Red Cross Oration on YouTube. ➔



Take the journey of a refugee on our new mobile app

Red Cross has recently launched a new mobile app: 'And then I was a refugee...' The app brings everyday Australians face-to-face with some of the life and death choices refugees are forced to make.

Download at redcross.org.au/mobile. The app is free and is recommended for people aged nine and over. ➔

HR's new one-stop shop

The new HR page provides a clear and easy way to access all HR policies, forms, tools and guidelines.

The page has been designed with you in mind.

We've used 'plain English' language and have done our best to make sure that you can access what you need, understand how to use it and know whether it applies to staff and volunteers all in one go.

The majority of information from

the intranet has been transferred to the new page and will no longer be accessible via the intranet. The new pages will continually be updated so that they're always current and relevant.

We'd love to hear any feedback of your experience in using the new pages. Please drop us a line at hrfeedback@redcross.org.au or alternatively contact your local HR contacts that are on each of the new pages. ➔

Red Cross Shops have hit Pinterest!

Pinterest, a visual social media channel, allows you to create virtual pinboards and pin your favourite pictures, videos and images you love from the web.

For Red Cross Shops, we're bringing to life the in-store supporter experience through Pinterest, showcasing the fabulous threads and cool bric-a-brac that make our shops a must visit destination.

Our boards show pictures of the various shops across Australia and feature the wonderful people who help to run them. So head to www.pinterest.com/redcrossshops today and check out our pins! ➔

Emerging leaders

The Emerging Leaders Program 2012 finished on 28 November. This year, 16 team members participated in the program, which was conducted in partnership with the Mt Eliza Melbourne Business School. Participants represented all parts of the organisation and included the first volunteer participant from Tasmania.

The program focussed on building participants' leadership skills and capabilities and included a three-day residential program, another four days of face-to-face workshops with Melbourne Business School, plus a team project where participants worked together on a key strategic project for the organisation. Participants will present their findings from the strategic project to the National Leadership Team at the final stage of the program. Information about all projects will be uploaded onto the Wiki for all staff to read.

Continuing our fight against nuclear weapons

In November of this year, Australian Red Cross co-hosted an international conference on nuclear weapons, which was held in Adelaide in conjunction with Flinders University.

The conference was attended by 100 delegates and featured an impressive range of experts in the field, including academics, practitioners, government representatives, civic leaders, and people with lived experiences of nuclear weapons.

Judge Weeramantry, Emeritus Professor at Monash University and former judge of the International Court of Justice, spoke passionately about the urgent need to rid the world of nuclear weapons, arguing strenuously that the threat of use and actual use is indefensible in terms of law, morality, religion, and basic humanitarian considerations.

A strong theme of the conference was the Red Cross Movement's engagement on this issue, including its planned activities for 2013 and beyond to continue to build momentum for a

treaty to outlaw the use of these weapons.

Last year, Australian Red Cross launched an advocacy campaign called 'Make Nuclear Weapons the Target'. The online component of this campaign has won numerous awards, including the 2012 Webby Award Official Honoree and the Awwwards Top 365 websites of 2011 Award.

In May of this year, Prime Minister Gillard tabled and read a parliamentary motion on nuclear non-proliferation and disarmament. During the parliamentary debates many members of parliament explicitly referenced to the work of the Red Cross Movement and, in particular, of Australian Red Cross.

Australian Red Cross will continue engaging with this issue and igniting debate in the coming years.



Junko Morimoto, a survivor of the Hiroshima atomic bomb spoke eloquently about her first hand experience of the nuclear bomb and reminded delegates about the horrific humanitarian and environmental consequences of these weapons.

Societies join together

In late November President Michael Legge and Dr Helen Durham participated in a meeting in Vienna along with representatives from 25 National Societies from across the globe. Hosted by Austrian Red Cross, the meeting focussed on implementing the important Council of Delegates resolution towards the elimination of nuclear weapons. The meeting resulted in agreement that National Societies need to provide the resolution to their governments and to work hard educating the public about the unacceptable human consequences of these weapons.

Give a gift that's really needed

At this time of year, when people are getting together and celebrating, even a small donation can help turn despair into hope for people in need.

This festive season, Red Cross is appealing to the Australian public to consider giving a regular or one off

gift to help support our everyday work with vulnerable people both in Australia and further afield.

Using a red ribbon to portray a wrapped gift, the campaign highlights what people really need compared to common presents often given at this time of year.

The campaign is being promoted through television, radio, on-line, newspapers, magazines, flags and banners in Sydney, Melbourne, Brisbane, cinema advertising and direct marketing.



Support the vital everyday work of Red Cross this festive season and give someone a gift that's really needed. Please visit redcross.org.au or call 1800 811 700. ➔

Red Cross launches Project Defib

Every year 33,000 Australians suffer from sudden cardiac arrest, of which only 5% survive. Recent research proves this alarming survival rate can be dramatically improved if a defibrillator is applied within minutes of a sudden cardiac arrest.

Red Cross has launched a new initiative offering all sporting associations access to a subsidised defibrillator package. Under Project Defib, clubs will receive an industry leading defibrillator, which analyses the heart rhythm and will automatically detect whether the victim requires a shock to re-establish a normal heart rhythm.

For more information on Project Defib call 1300 769 930 or visit www.projectdefib.com.au ➔

Music to soothe the soul

Music can play an important role in helping the recovery of those who have experienced trauma, particularly young people.

This November, the Emergency Services Recovery team and the media team worked in partnership with triple j to produce the After the Emergency recovery playlist, which featured lots of great music from triple j, along with recovery tips and information from experts on sleep, mindfulness, relationships, the brain, and more.

The launch attracted a lot of attention across the ABC network nationally, thanks to its high quality interviews and playlist of 13 tracks by emerging Australian artists.

For more information go to www.redcross.org.au/recovery-playlist.aspx ➔

Sydney's turn to shine

In November next year, on the eve of our Centenary celebrations, Australian Red Cross will host the General Assembly and the Council of Delegates meetings of the Red Cross Red Crescent Movement in Sydney.

Planning is progressing well and recently our colleagues from the Federation and ICRC spent time in Sydney, collaborating closely with our teams to review issues related to content and themes, communication, volunteering, operations and logistics and all aspects of planning for the statutory meetings.

The team from Geneva obtained a first hand view of some of the exciting opportunities that hosting the meetings in Sydney holds and were pleased with all aspects of planning to date.

We are looking forward to a successful series of events. There will be opportunities for members, volunteers and staff to become involved in all events and to volunteer in a range of roles in support of the meetings. We are confident of achieving our aim to make these 'the best Movement meetings ever'.

Putting the fun in fundraising

We've launched an exciting new range of third-party community tools aimed at workplaces, schools, community groups, and individuals who wish to fundraise for our vital everyday work.

Among the new tools are fundraising guides, donation boxes, event promotional posters, receipt book, stickers, electronic templates, certificates, online fundraising page facilities, and more.

To get started, people simply complete a quick online registration form, and once their event or activity is approved, they receive everything they need to hold a successful fundraiser for Red Cross.

For further information on fundraising for Red Cross and the support available, please download our fundraising brochure, or visit redcross.org.au/fundraise or contact the Community Fundraising team on 1800 652 635 - and don't forget to spread the message to your networks! ➔



Running for Red Cross: Pole to Pole Vietnam

Ultra-marathon runner Pat Farmer is back for his next fundraising venture, Pole to Pole Vietnam. This epic new challenge will see Pat attempt to run the length of Vietnam to support Red Cross.

Pat began his original Pole to Pole journey at the North Pole in April 2011, which took him through Canada, the United States, Central America, and South America to his final destination in the Antarctic.

Running an average of 84 kilometres every day, Pat successfully completed his incredible 21,000-kilometre run in January 2012.

Pat is gearing up again and has just started his journey, running from northern to southern Vietnam before finishing his trip via jet-ski.

This time around, Pat will have a running partner, Mai Nguyen Dinh Huy (pictured above). Huy, a Vietnamese national, will run alongside Pat for the entire journey. Together they aim to highlight the 40th anniversary of the friendship agreement between Vietnam and Australia. They also hope to raise \$275,000 for vital projects in Vietnam through the support of the Australian public.

The journey will cover 80-85km a day, completing an approximate 3,000km round trip over 40 days.

Pat says, "Each of us has a gift, a talent that makes us unique. My gift is to inspire a better world through my footsteps. My next venture will be taking on Vietnam and by doing this I can support vital work, including projects that provide clean water to local Vietnamese communities. Sadly, unsafe water and poor sanitation have claimed too many lives... supporting my run this December is one small way you can help make a difference."

Your Feedback

What would you like to read about? Tell us what you think so we can try to include your ideas in future editions of this e-newsletter. **Please email us.**