



NEW ZEALAND
RED CROSS
RĪPEKA WHERO AOTEAROA

Towards 2020:
priorities 2015 – 2020

MAY 2015

MISSION

To improve the lives of vulnerable people by mobilising the power of humanity and enhancing community resilience

INTRODUCTION

The New Zealand Red Cross Strategic Plan: 'Towards 2020' contains five strategic aims. For each of these aims the NZ Red Cross Board has agreed a series of priorities for second half of the plan's timeframe: 2015 – 2020. These priorities will help focus our thinking and use of resources.

This plan has been re-focussed with three strategic aims and three enabling actions. The measures listed are general indicators of the type of information that will be used to track progress. More detailed measures will be included in annual plans.

Everyone in the organisation is invited to use them as you work on local, activity, area and national annual planning.

PRIORITIES 2015 – 2020

1. Doing more to inspire local humanitarian action
2. A relevant, member-led NZRC that addresses urgent vulnerabilities and inspires increased community support
3. Ensuring as many New Zealanders as possible know who we are, what we care about and what we do.

STRATEGIC AIM 1

We will prepare for, respond to, and enable recovery from disasters and crises

OBJECTIVES 2015 – 2020

Increase resourcing of community disaster preparedness and resilience

Ensure disaster response teams and systems are able to meet expectations of Red Cross, the community, and governmental emergency management authorities

Grow the participation of members in disaster preparedness and response activities

Ensure that lessons learnt from Christchurch Recovery are implemented across NZRC

MEASURES

Progress towards Cali 1 billion in New Zealand (one person in every household participating in family and community preparedness and resilience building)

Growth in, and effectiveness of, the ways we are helping people most vulnerable to natural disasters in New Zealand and the Pacific to be better prepared

Levels and effectiveness of support for Maori community preparedness

Levels and effectiveness of support for Pacific disaster preparedness

Results of exercises, deployment reviews, and feedback from the people we work with in Red Cross and the community

Growth in the number of people volunteering on NZRC response teams

Growth in, and effectiveness of, current and new disaster management activities

How recovery thinking and evidence have been incorporated into NZRC structures, systems and resources

The visibility of recovery thinking in any NZRC emergency response (NZ & International)

STRATEGIC AIM 2

We will enable healthy
and safe living

OBJECTIVES 2015 – 2020

Support more NZRC members to plan and implement meaningful responses to vulnerability

MEASURES

Member feedback on whether resources for needs assessment, planning and implementing humanitarian action are inspiring, empowering and easy to use

More people experiencing vulnerability reached by NZRC

Evaluation shows more NZRC humanitarian activities are:

- Strengthening connections between people and their communities
- Improving the wellbeing of people who are socially isolated
- Addressing urgent vulnerabilities
- Being planned and run by members
- Safe
- Competent
- Sustainable

Implement the 2015
International Strategy

Speed and effectiveness of disaster response Asia Pacific, including feedback from MFAT

Increased levels of disaster preparedness in the Pacific as reported by National Societies

Evidence of stronger Pacific National Societies with improved co-ordination, especially in disaster response

Post deployment evaluations and ICRC/IFRC feedback show NZRC international aid workers are well trained, qualified, safe, and making significant positive contributions on mission

STRATEGIC AIM 3

We will promote a culture of social inclusion

OBJECTIVES 2015 – 2020

We will promote a culture of social inclusion

Reflect the diversity of NZ communities in our membership

MEASURES

Renewal and extension of government funding contracts for work with refugees and vulnerable migrants

The ways Refugee Services practice and methods are used to inform and improve other humanitarian services

More members from communities with traditionally low participation in NZRC

Demographics of membership compared with local community shows similar profiles

Quality and extent of relationships with community leaders and organisers

ENABLING ACTION 1

Humanitarian Diplomacy

A powerful and effective humanitarian diplomacy and advocacy programme leading to improvements in legislation, policy, practice and public awareness of humanitarian priorities

Impact of two major ‘public’ campaigns each year selected from:

- Support of refugee rights and resettlement needs
- Abolition of nuclear weapons
- Women in war/Even wars have laws
- Disaster preparedness – including social displacement and climate change

Impact of agreed annual diplomacy priorities for ongoing engagement with Government and other key decision makers

NZRC reputation as key source of information about humanitarian issues and advocacy on behalf of vulnerable communities

ENABLING ACTION 2

Engaged members,
volunteers and staff

OBJECTIVES 2015 – 2020

All members, volunteers
and staff acting as part of
a united organisation

MEASURES

Biennial survey of all members,
volunteers and staff shows increasing
positive feedback about:

- Communication across the organisation
- Co-operation between different parts of the organisation
- Acting as ‘one Red Cross’
- Support and acknowledgement
- Leadership and organisational priorities
- Humanitarian impact
- Trust and confidence in financial systems, stewardship and priorities

ENABLING ACTION 3

Engaged members,
volunteers and staff

Develop a sustainable
operating model

Balanced annual budgets that allow
NZRC to meet current humanitarian
priorities and provide 25% of legacy
income for future investments and
needs

Increased income from social enterprise,
fundraising and service contracts

Key OCAC ratios for unrestricted
funding as a % of the budget and admin
costs as a % of total costs

