

21 FEBRUARY 2020

Australian Red Cross Society

Telecommunications Legislation Amendment (Unsolicited Communications) Bill 2019 Senate Standing Committee on Environment and Communications Legislation Committee Inquiry - Submission

Australian Red Cross Society (Red Cross) is part of the world's largest humanitarian organisation, the International Red Cross and Red Crescent Movement. Our work in both Australia and internationally is focused on improving the lives of the most vulnerable people in society.

Red Cross operates in every State and Territory in Australia. We are a registered charity with the Australian Charities and Not-for-profit Commission (ACNC) and a member of both the Public Fundraising Regulatory Association (PFRA) and the Fundraising Institute of Australia (FIA).

Red Cross supports the submission of the FIA to the Legislation Committee Inquiry into the Telecommunications Legislation Amendment (Unsolicited Communications) Bill 2019. Red Cross agrees with the position in that submission that there are appropriate controls in place to prevent the targeting of vulnerable donors and that the proposed amendment to remove the existing Do Not Call Register (DNCR) charity exemption would result in a significant decline in charitable fundraising and also result in increased administration and compliance costs.

Red Cross raises funds in each State and Territory through a variety of channels including our website, social media, email, face to face, door to door, telemarketing and community events. In the 2019 financial year we raised in excess of \$90m through our fundraising activities, of which a significant proportion came through our telemarketing activities. In addition, telemarketing activities provide vital support to our other channels, with most of our fundraising campaigns conducted across multiple channels.

Fundraising activities generate vital resources for Red Cross, supporting and enabling us to deliver humanitarian services to those who need them. We believe that how we go about our work is as important as what we do, so when we fundraise we make every effort to do so in an ethical and transparent manner. Red Cross is committed to the ethical treatment of people in vulnerable circumstances and adhering to requests to reduce or cease further communication.

Red Cross recommends that the Senate Committee not recommend the adoption of the proposed amendments to the DNCR charity exemption and supports the submission of the FIA.