

QANTAS ANNOUNCED NEW THREE-YEAR PARTNERSHIP WITH AUSTRALIAN RED CROSS

News / Airlines



Qantas announced a new chapter in its support for Australian Red Cross with a multi-million partnership to bolster its response to emergencies nationwide. The new three-year partnership will enable Australian Red Cross personnel to travel around Australia for humanitarian work reducing significant costs and facilitating a quicker response for communities in crisis. It follows Australian Red Cross celebrating 110 years of being there to support everyone, always in times of disaster. This critical funding will help the organisation to continue its focus on delivering services well into the future by funding the recruitment and training of 750 new Australian Red Cross volunteers across the country.

Qantas will also become a proud partner of Australian Red Cross's Trauma Teddy®, an iconic support item that is given to children and vulnerable community members for comfort during emergencies such as bushfires and floods, with up to 50,000 given out every year.

Markus Svensson, CEO Qantas Domestic said it was a proud partnership for the national carrier: "For decades, Qantas and Australian Red Cross have worked together to support Australians in times of need. Connecting communities is at the heart of both organisations, and

this investment will make a tangible impact to Australians impacted by disasters with more trained volunteers that can be deployed on the ground, at speed through Qantas' extensive network. From sending critical supplies overseas in the 1940s, to supporting the 2019 bushfire response, Qantas is proud to be a longstanding supporter of Australian Red Cross. We look forward to continuing our work together to support Australian communities during the most challenging of times."

Penny Harrison, Deputy CEO Australian Red Cross said the partnership with Qantas would allow for volunteers to be trained in both psychological first aid and medical first aid: "This support from Qantas will help ensure that our volunteers are able to support communities right across Australia. It's also incredible to have their support for our comforting and colourful Trauma Teddies® which help comfort so many during a crisis situation," she said.

History of Qantas and Australian Red Cross

- In 1949 Qantas transported six tons of rice on Qantas DC-4 aircraft to the Philippines.
- In 1963 Qantas transported supplies to East Pakistan following a cyclone.
- In the 1950s Qantas supported Red Cross blood donations in 1950 by offering a flying boat flight to Fiji as a prize.
- Qantas also sponsored the 1958 Red Cross 'Bride of the Year' by offering a 1000-pound Super Constellation flight around the world for the bride that raised the most money for Australian Red Cross.
- In 1974 Qantas and Australian Red Cross worked side-by-side to support community following Cyclone Tracy. This activation resulted in Qantas setting a world record for carrying the most passengers on board a Boeing 747 and Australian Red Cross mobilised 2,700 volunteers.
- In 2019-20 Qantas donated to Australian Red Cross bushfire relief fund as well as supporting their fundraising efforts through the extensive Qantas network.
- In 2022 Qantas worked with Australian Red Cross to deliver Christmas presents on QantasLink aircraft to the Northern Rivers following floods and in 2023, did the same to the Western Downs region of Queensland following the bushfires.



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