



### THE MARKET

While Australia is a wealthy country, a growing underclass is emerging, made up of people who are trapped in a cycle of poverty and despair.

There are many challenges to be faced if this trend is to be reversed: high levels of unemployment, homelessness, a crisis in our ability to care for older people, family breakdown and conflict, alarming levels of domestic violence and sexual abuse, inadequate provision for the mentally ill, and problems arising from drug, alcohol and gambling related addictions.

This is the world - the 'market' - in which The Salvation Army operates.

### ACHIEVEMENTS

The Salvation Army - affectionately known as 'the Salvos' - is one of this country's best loved organisations. Research reveals it is by far the most respected charity in Australia.

The Salvation Army's 'Christianity with its sleeves rolled up' ethos has endeared it to the Australian public, in a country where religion itself has always struggled to gain acceptance. A reputation for being at the frontline of need has largely been won through the high profile of Salvation Army officers working with the Australian armed forces in times of war. Helping the troops, burying the dead, or simply dispensing cups of tea, the Salvos were considered to be as much a part of the fighting forces as the soldiers themselves.

The battle has not ended, and in times of emergency and national disaster today, the



Salvos are still there, offering comfort and support.

When fires ravaged bushland along a 1200 km stretch of the New South Wales coastline during 1994, The Salvation Army distributed more than 200,000 meals to victims, firefighters and support personnel. As drought-stricken farmers battled to keep going during the rural crisis of recent years, The Salvation Army provided material, emotional and spiritual support. This involvement highlighted the need for ongoing pastoral care, and in 1995 the position of 'rural chaplain' was created within The Salvation Army.

Chaplains now travel from farm to farm

offering practical assistance, spiritual care and a listening ear as needed. In the aftermath of one of the world's worst peacetime massacres at Port Arthur in Tasmania, a Salvation Army trauma management team assisted victims and families, and still provides ongoing support.

The battle against poverty, addiction and despair rages daily for many Australians, and probably the most important aspect of Salvation Army work is its provision of caring social and rehabilitation services from day to day.

Every year throughout Australia The Salvation Army provides about \$10 million in cash assistance, food and accommodation vouchers to people in need; accommodation for 10,000 homeless people; rehabilitation facilities for 9000 people with drug, alcohol or gambling addictions; employment and

training programs for 2500 people; refuge and shelter for 1000 women in crisis, often accompanied by their children; support for 500 youth 'at risk'; and 4500 beds for older Australians.

### HISTORY

The Salvation Army was founded in 1865 in the slums of London by a former Methodist minister, William Booth, who wanted to make the church more accessible to the poor. Originally known as the Christian Mission, the name 'The Salvation Army' was adopted in 1878 and since then the organisation's structure has been based on military lines.

Initially Booth's Christian Mission intended to gather the poverty-stricken multitudes of London's East End and link them up with existing churches. However, such drunken outcasts were not welcomed by the wealthy and respectable church members of the day, and Booth was forced to provide a more permanent organisation for the ongoing spiritual care of his converts.

Booth's concern for the destitute masses of England was not only spiritual. The more he learned of the plight of the thousands spurned by Britain's industrial revolution, the more determined he was to see lasting social change.

From the Army's earliest days, various social programs had grown up alongside the mission's spiritual ministry, including food shops, shelters, and homes for 'fallen' girls.

However, these were just the first elements in a broad scheme. In the early 1890s Booth published 'In Darkest England', an ambitious and complex plan to deliver England from its social woes.

Soon Booth opened labour exchange services, which would place thousands of unemployed persons in jobs. Discovering that some 9000 people dropped from sight in London each year, he established a missing persons bureau. He dreamt of a farm colony where derelicts could be given honest labour in pleasant surroundings. He wanted to establish a poor man's bank; he offered legal aid to the destitute; and he envisaged an emigration



scheme which would develop a new overseas colony.

Throughout the 1890s there was a need to find work for the jobless, so the Army created jobs by venturing into business itself.

From these beginnings sprang a network of social services which continues today in 103 countries of the world.

On 5 September 1880, Edward Saunders and John Gore led the first Salvation Army meeting in Australia from the tailgate of a greengrocer's cart in Adelaide's Botanic Park.

When Gore said: "If there's a man here who hasn't had a square meal today, let him come home to tea with me," he was expressing the Army's concern for a person's physical as well as spiritual needs.

From this humble beginning, The Salvation Army grew rapidly in Australia. Surprisingly, pioneer Salvationists faced rowdy and sometimes violent opposition, with at least two members being fatally injured. However, by 1890 mob attacks had virtually disappeared and by the turn of the century Salvationists were accepted in the Australian community.

### THE PRODUCT

Today, The Salvation Army's network of caring services is as wide-ranging and diverse as the areas of need in the Australian community.

Areas of service include family and community welfare centres which provide emergency assistance - food, clothing, furniture, counselling and referral - and hostels and supported accommodation facilities for homeless men, women, young people and families in crisis. The Salvos provide refuges for women and their children fleeing domestic violence; long term rehabilitation programs for those addicted to alcohol, drugs or gambling; and childcare services and camps for economically disadvantaged children and single mothers. There are youth care centres and outreach programs for those living on the streets; telephone counselling and financial and personal counselling services; trauma management teams; and grief and suicide support groups.

The Salvation Army runs court and prison chaplaincy services, employment and training programs, a family tracing service to help find missing persons, and emergency services which give assistance in times of disaster or emergency.

Salvation Army chaplains offer support to police, fire brigade, emergency services and defence force personnel, supply rural chaplains and operate an outback flying service. The Salvos run English classes for migrants. They organise aged care services including nursing homes and hostel care, as well as social education courses, training and supported accommodation for intellectually disabled people. And they conduct regular visits to hospitals, to nursing homes, and to people 'shut-in' in their own homes.

It may not be much like the product of any other organisation, but The Salvation Army's product is probably the most valuable of all.

### RECENT DEVELOPMENTS

The Salvation Army is increasingly recognised by government and the community alike as a model for social welfare in Australia. This is particularly clear in the area of employment and training, where The Salvation Army is leading the way in its provision of services. In fact, the Federal Government recently announced that the functions conducted by the Commonwealth



Employment Service (CES) are to be handed over to private organisations, including The Salvation Army.

Similarly, in key social policy areas (concerned, for example, with the need to address Australia's horrific youth suicide rate) The Salvation Army is playing a more and more prominent role in working with State and Federal Governments.

### PROMOTION

Each year The Salvation Army launches an integrated communication campaign to promote its Red Shield Appeal. This fundraising drive includes a business appeal, a direct mail campaign and a national doorknock weekend.

The communication campaign utilises the mainstream media by advertising on television and radio, in the press, on outdoor billboards, on bus sides, in magazines and in the cinema. It also links into other communication techniques. The Salvation Army 131 telemarketing number, for example, is advertised on McDonald's traymats. The Salvos produce promotional videos and handle direct response mailings.

All advertising time and space given to The Salvation Army is donated free of charge by the media and this helps ensure that more than 85 cents in every dollar donated to the Army goes directly to the point of need.

Hard hitting advertisements and publicity materials address contemporary issues, highlighting the needs of street kids, the homeless, families in crisis and those affected by drugs.

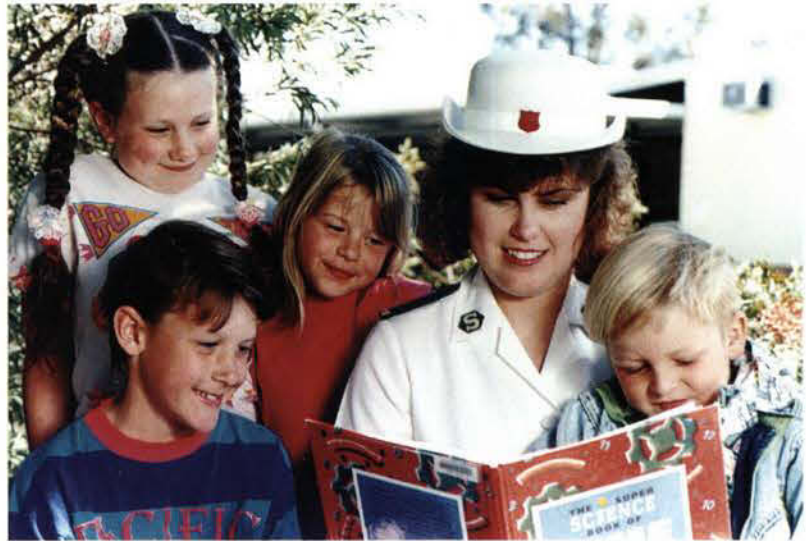
Recently, The Salvation Army has continued to generate awareness throughout the year regarding its wide range of community services. An example of this was the widely publicised anti-drug and alcohol abuse campaign promoting the Army's 'Bridge' rehabilitation program.

### BRAND VALUES

Research reveals that the popular Salvation Army slogan 'Thank God for the Salvos' has almost total recognition amongst the Australian public, achieving 98% aided awareness.

The Salvation Army consistently comes out in research as the charity to which people would most like to donate - and they usually name it spontaneously.

Similarly the Red Shield logo is widely



recognised, and is even sought after by companies wishing to link their brand with this solid emblem of caring social service.

The uniform also gives the Salvos a very visible presence, often creating a sense that they are 'everywhere', although uniformed Salvationists are actually a very small percentage of the Australian population.



### Things you didn't know about The Salvation Army

- More than 85 cents in every dollar donated to The Salvation Army goes directly to those in need. This is one of the most efficient rates of any charity in Australia.
- The initials which form the name of the popular biscuit by Arnotts, SAO, stand for 'Salvation Army Officer'.
- The first moving picture film in Australia, 'Soldiers of the Cross', was made by The Salvation Army.
- Red-tipped 'safety matches' were introduced by The Salvation Army in England during the 1890s at a time when matches were still produced using poisonous yellow phosphorus which caused the fatal disease 'phossy jaw' in poor factory workers.
- The Salvation Army successfully campaigned to have the age of consent in the UK raised from 13 years of age to 16 years during 1885.
- 'Strawberry Field' was a Salvation Army children's home where John Lennon of The Beatles spent time as a child.