

Community Readiness, Together

Australian Red Cross community readiness

A public participation layer for area-level preparedness education and volunteer engagement, built around trusted official systems.

1 The public participation challenge

When a neighbourhood, workplace, school, or local council wants to get prepared, the information is already there: the Get Prepared app, EmergencyRedi workshops, Community-led Resilience Teams, RediPlan household plans, and materials from Australian Red Cross. The harder part is turning that information into a shared, area-level goal that people can see themselves in.

Preparedness often feels individual—one household, one plan, one kit. But people are more likely to act when they can see how their suburb, town, or city is doing as a whole. Statstrade does not replace any Red Cross tool. It adds a lightweight public layer that lets a community ask: is our area on track, and what useful action can I take now?

Publicly visible tools

Sources: <https://www.redcross.org.au/volunteer/>; <https://www.redcross.org.au/myredcross>; <https://www.redcross.org.au/emergencies/>; <https://www.redcross.org.au/emergencyredi>; <https://www.redcross.org.au/charity-corporate-partnerships/>.

2 The area-level question

A local preparedness program can use Statstrade to make participation visible at the suburb, town, or city level:

Illustrative Topic

Will 500 households in the participating area complete a published preparedness action before the program deadline?

The outcomes might be “500 or more”, “300 to 499”, or “below 300”. The official program defines completion and supplies the aggregate evidence. Participants allocate confidence across published outcome bands, provide optional private reasoning, and complete approved actions. The organiser can publish verified updates when workshops, resources, or participation change.

The Topic does not collect detailed household plans. It makes the area-level goal understandable and gives the community a repeatable answer to two questions: is our area on track, and what useful action can I take now?

3 How it fits into existing channels

Statstrade is not another channel to manage. It is an interactive object that can be dropped into the channels a local program already uses:

- a link in a council newsletter or Red Cross email;
- a QR code on a workshop poster or community noticeboard;
- a story sticker or pinned post on the program's social account;
- an embed on the official program webpage;
- a share card that participants post to their own networks.

Each task points back to an official Red Cross resource: download a RediPlan, register for an EmergencyRedi workshop, explore a volunteer opportunity, or read the preparedness guide. The program keeps its existing website, forms, and learning systems. Statstrade adds the public question and the shareable prediction layer.

4 Actions that build area-level momentum

A local preparedness program can run a campaign where tasks are tied to area-level participation. A participant might:

- download a RediPlan for their household;
- register for an EmergencyRedi workshop in their area;
- share the area-level preparedness question on social media;
- invite a neighbour or colleague to complete an action;
- attend a local preparedness event and check in through the official QR code;
- read an updated area-level progress report.

Points recognise contribution to the area-level goal. They are not money, formal qualification, priority, or proof of individual preparedness. Official systems continue to hold registration, learning, volunteer, supporter, and program records.

5 Why area-level participation works

People are more likely to prepare when they believe others around them are preparing too. An area-level Topic makes that belief visible without exposing any household's private plan. A workplace in Parramatta can compete with a school in Penrith. A regional town can watch its own progress against a state-wide campaign. A council can see which neighbourhoods are engaged and where to target workshops.

Optional private reasoning captures why confidence is moving: "my street flooded last year and people are talking about it" or "the workshop in our suburb is already full". These notes help organisers understand barriers without turning every concern into a public comment.

6 Shareable preparedness without alarm

A participant can share a card such as: "I assign 70% confidence that our area will reach 500 completed preparedness actions. I completed the first step today." The card links to an approved action and shows aggregate progress for the area. It does not publish a household plan, address, volunteer record, or private reasoning.

This gives workplaces, councils, schools, community groups, and partners a positive public object to share. It is about practical readiness and collective progress rather than fear.

7 Supporter value

A local supporter—a council, business, school, or community group—might help with translated resources, workshops, transport, facilitators, or community equipment. Statstrade can show when that support was introduced, how many related tasks were completed, and whether aggregate confidence changed. The supporter receives an evidence-based engagement story but cannot access private participant data or change the Topic and resolution.

8 A realistic time comparison

The estimates below compare the additional communications work around a public preparedness campaign. They are not a measured Red Cross time study and exclude program delivery, learning, volunteer assessment, safeguarding, and formal reporting.

Activity	Conventional cross-channel approach	Statstrade-supported approach
Campaign assembly	1–3 working days to coordinate approved language, resource links, partner recognition, workshop details, forms, email, and social assets.	2–5 hours to select an approved template, link official resources, configure tasks, define aggregate outcomes, and preview the campaign.
Local rollout	45–120 minutes per community to adapt copy, create links or QR codes, brief facilitators, and establish local tracking.	15–30 minutes to duplicate the approved campaign scope, generate local links, and assign facilitators.
Progress update	2–6 hours to collect participation figures and create a new cross-channel update.	30–60 minutes to verify aggregate figures, publish evidence, and generate community and partner share cards.
Barrier discovery	Interviews, surveys, email, and facilitator feedback may take several days before a common theme is visible.	Private reasoning and task drop-off create earlier hypotheses for normal program validation.
Partner report	1–3 working days to assemble outputs, participation, content, and program progress.	2–5 hours to export tasks, forecast movement, evidence updates, partner moments, and final resolution, then add program analysis.

9 Measurement and boundaries

The campaign is measured through area-level activation, task completion, official-resource visits, repeat participation, social sharing, and community duplication. Topics add allocation, returns after evidence updates, share cards, participant-to-organiser referrals, repeat Topics, and retention.

Official Red Cross systems remain the sources of truth. Statstrade does not become a recruitment, learning, supporter, service-delivery, or program-record system. Red Cross branding and official-looking templates require authorisation. Participation in Statstrade must never determine access to services, official status, or program eligibility. The Topic is aggregate, the area is clearly defined, and private reasoning is protected.

The product proposition

Use Statstrade to bring people together around an area-level preparedness question, approved tasks, and shareable predictions. Add a Topic when a local program benefits from a measurable question, confidence allocation, private reasoning, shareable progress, supporter-backed action, and transparent resolution.

Research sources

Australian Red Cross volunteer page: <https://www.redcross.org.au/volunteer/>.

My Red Cross: <https://www.redcross.org.au/myredcross>.

Preparedness resources: <https://www.redcross.org.au/emergencies/>.

EmergencyRedi workshops and RediPlan: <https://www.redcross.org.au/emergencyredi>.

Corporate partnerships: <https://www.redcross.org.au/charity-corporate-partnerships/>.

All Statstrade workflows, estimates, and benefits are illustrative proposals.