



Australian Red Cross  
**Lifeblood**

# Code of Conduct







# From our Board Chair and Chief Executive



Every day, Australian Red Cross Lifeblood works to make a life-giving difference as the heartbeat of the nation.

The work we do is important, and so is the way we go about it. It's vital that we provide a safe, healthy, inclusive and enjoyable workplace for everyone.

**How we work is guided by our six values and three leadership principles.**

Our Code of Conduct takes our values and leadership principles and provides more detailed guidance on the behaviour that Lifeblood expects of you. It helps define how we expect our people to care for themselves and to interact respectfully with others, as well as how to protect our incredible organisation.

Collectively and individually, we have responsibilities and accountabilities under our Code of Conduct.

Following the Code helps us continue to be respected and trusted to do the important work that we do, attract great people and inspire our donors.

Speaking up about potential breaches of this Code is extremely important, as is seeking help if you're ever unsure about any part of the Code.

Lifeblood's strength has always been our people. Our Code of Conduct provides a compass for each of us as we work together to deliver on our strategy, *Blood and Beyond — Strategy 2023*.

By educating and informing our people, this Code of Conduct supports a safe, healthy and enjoyable workplace at Lifeblood.

**Mr Jim Birch AM**  
Chair

**Ms Shelly Park**  
Chief Executive

## Our purpose

Life-giving blood, plasma, transplantation and biological products for world-leading health outcomes.

**Through the power of humanity**

## Our Values and Leadership Principles

Our values and leadership principles guide the Lifeblood culture. Together, they shape expectations around behaviour and define how we should conduct ourselves, no matter what.



### Our Values



#### Safety and Quality

We make safety and quality part of everything we do.



#### Integrity

We act honestly and ethically at all times.



#### Service

We focus on meeting the needs of patients, the community, customers, donors, stakeholders and colleagues.



#### Collaboration

We work together to achieve our goals.



#### Accountability

We take ownership of our actions and behaviours to achieve our goals.



#### Excellence

We strive to be the best at what we do.



## Our Leadership Principles



### Trust and be trusted

Be authentic. Keep your commitments and act with integrity. Invest in relationships. Listen to understand. Talk straight and communicate the why.

**Communicates effectively and instills trust**



### Inspire and be inspired

Be positive. Focus on the big picture. Delight our customers and each other. Work together for a shared purpose. Celebrate success.

**Collaborates and customer focus**

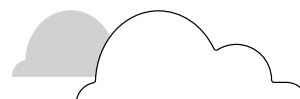


### Challenge and be challenged

Be bold. Take ownership. Set high standards and focus on results. Step outside your comfort zone. Handle tough conversations with respect.

**Courage and ensures accountability**

“Our values and leadership principles guide the Lifeblood culture.”

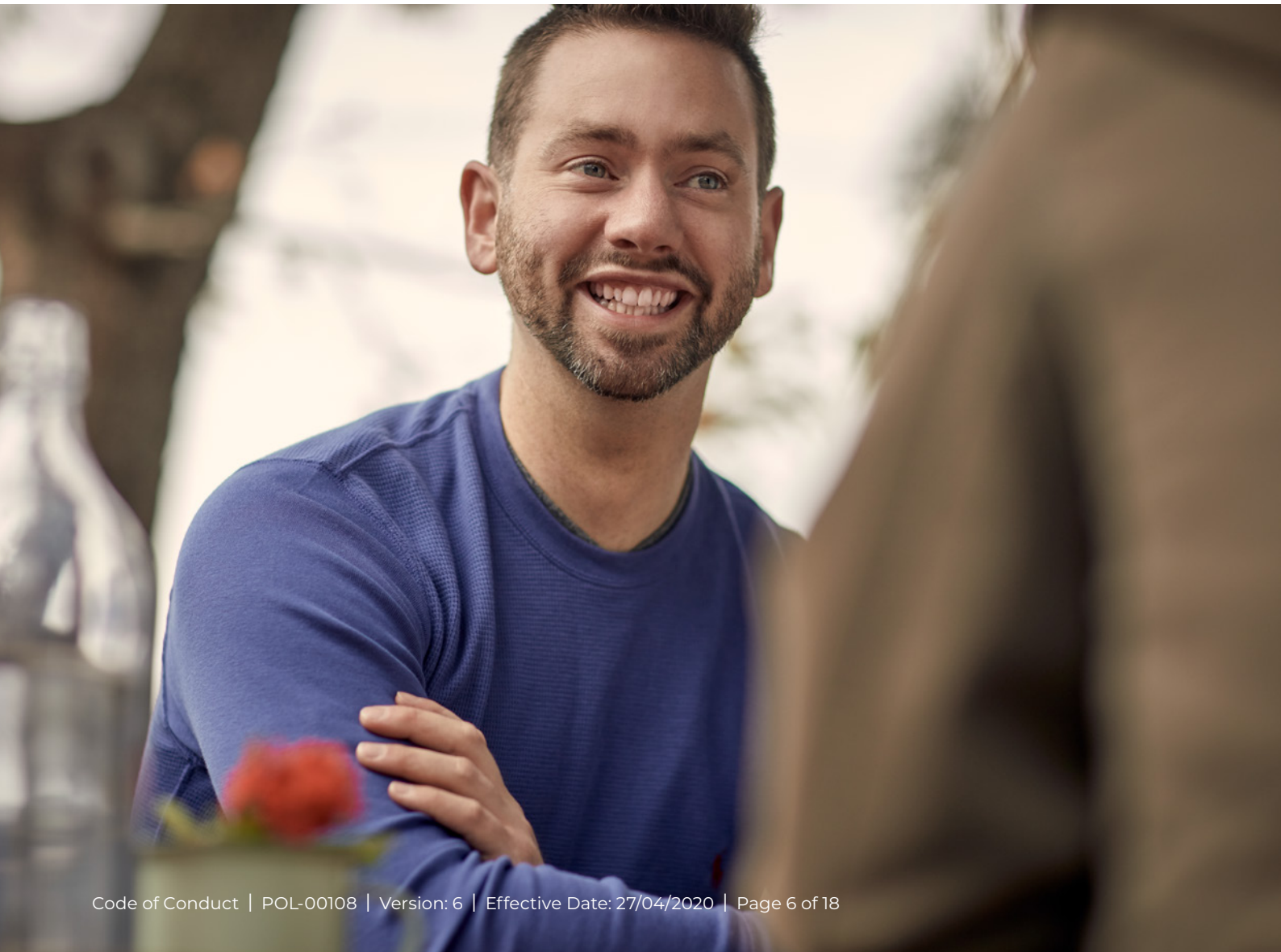






## What this Code means for you

The Code is here to help you understand what's expected of you and what you can expect from others in return.



## Who this Code applies to

Everyone who works or volunteers at Lifeblood is expected to read, understand, acknowledge and comply with this Code. This includes our board, employees, contractors and volunteers and anyone else who this Code applies to from time to time. "You" is how we refer to all these people throughout this Code.

## What's expected of everyone

**Everyone is accountable for our culture. Here's how to do it right:**

- Act in the best interests of Lifeblood.
- Respect other people through your actions.
- Understand and comply with the Code and other Lifeblood policies, procedures and relevant legislation at all times.
- Know how to speak up and raise concerns promptly in accordance with the Code.
- Support a culture of it being safe to say that something isn't right.
- Act honestly at all times.

## What's expected of our leaders

**If you have direct responsibility for a team, there are some additional expectations for you to comply with.**

- Acknowledge behaviour in line with the Code.
- Hold to account those who breach the Code.
- Role model and embed the standards and behaviour outlined in the Code.
- Ensure that team members understand and comply with the Code and other Lifeblood policies, procedures and relevant legislation at all times.
- Foster an inclusive culture where differences are respected.
- Foster a culture where people feel safe to raise queries and concerns.
- Address concerns or queries promptly and appropriately.



**While every part of this Code is important, there are a few questions you can ask yourself to help clarify if something is in breach of this Code:**

- 1. Could this behaviour put someone's safety or wellbeing at risk?**
- 2. Is the behaviour unlawful or contrary to Lifeblood policies or procedures?**
- 3. Would I be comfortable telling my friends and family about this or seeing this reported in the media?**
- 4. Does it feel right?**

If you answered "yes" to questions 1 or 2, or "no" to questions 3 or 4, chances are it is in breach of the Code

## Beyond the code

Along with the Code itself, there are other policies and procedures which expand on it and which you may also be asked to read, understand and acknowledge, depending on your position with us. You should also consider the spirit of the Code in your actions and behaviour and keep within that spirit in all your Lifeblood interactions.

If you don't comply with this Code, it may result in disciplinary action being taken against you, including termination of your employment or engagement with Lifeblood. Some breaches of this Code (for example, unlawful or illegal actions) may also have consequences involving external bodies such as law enforcement agencies. And that's not where we want things to end up! It's important that you understand and act consistently with the Code.

## Speaking up

**If you're uncertain at any time about how to interpret our Code, or have questions or concerns — including if you're worried about a potential breach of the Code — there are a number of people you can raise these with:**

- Your leader
- A more senior leader
- A People and Culture team member
- A Legal team member

It doesn't happen often, but we understand that sometimes, you might not feel comfortable raising concerns with any of these people. That's what our "Safe to Say" and Whistleblower hotlines are for. These are externally provided for you to anonymously raise concerns.

At Lifeblood, we strongly encourage our people to speak up and we don't tolerate victimisation of those who do.

### Key policies and procedures:

[Whistleblower Policy – POL-00124](#)

[Managing Employee Grievance – SOP-00937](#)

## Getting help

Sometimes, if things are difficult or troubling, you may need a different kind of assistance. Our Employee Assistance Program (EAP) provides our people and their immediate families with professional, free and confidential counselling services. You can use the EAP any time for help with work-related or personal issues that affect your psychological or emotional wellbeing.

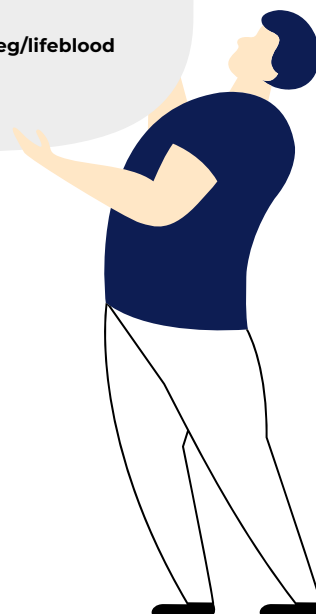
### Employee Assistance Program details



1300 36 03 64



[benestar.com/breg/lifeblood](https://benestar.com/breg/lifeblood)



### External hotline details



Australian Red Cross  
Lifeblood, c/o Stopline,  
Locked Bag 8, Hawthorn  
VIC, Australia 3122



Email us at:  
[redcrossblood@  
stopline.com.au](mailto:redcrossblood@stopline.com.au)



Search for Stopline365 in  
the iTunes App Store or  
Google Play to download  
the free app and submit  
a disclosure.

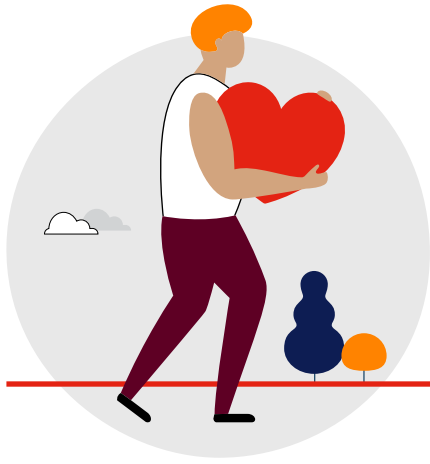


1300 30 45 50 – Australia  
+61 3 9811 3275 – Overseas  
(Reverse Charges)









## Care for each other

Our people are our most important ingredient. Everyone deserves to be safe and respected, and to be part of an inclusive environment where their contribution is valued.



## Health, safety and wellbeing

### Together, safety first

We all have something that we want to be healthy and well for — whether it's our families, friends, holidays, hobbies or pets. Here at Lifeblood, we're committed to providing an environment that keeps our people, our donors and the public safe and well so that everyone can enjoy what matters most to them.

Everyone is responsible for health, safety and wellbeing. This means taking care of your own health, safety and wellbeing, as well as that of others around you.

You should plan for and take regular holidays for rest and recreation — just give some thought to appropriate notice, operational requirements and other team members.

You must:

- Take care for your own health, safety and wellbeing and that of anyone else who may be impacted by the work that you do.
- Comply with safety related legislation, policies, procedures and practices.
- Promptly report workplace-related injuries, illnesses, incidents and hazards.

### Managing injuries

More generally, we have an early intervention injury management service, to help you manage the impact of personal or work-related injuries and illnesses and your return to work. We strongly encourage you to use this service.

### Alcohol and drugs

The effects of alcohol and illicit drug use during and outside of work hours can have a significant negative impact on workplace health, safety and productivity.

We expect our workplace to be free from alcohol and illicit drugs, as well as being smoke-free (including the use of electronic cigarettes or similar products). Possession or distribution of illicit drugs in the workplace is not acceptable. Consumption of alcohol is not permitted on any Lifeblood site. On occasions when you attend a work-related event outside a Lifeblood site where alcohol is provided, you're responsible for consumption in a reasonable way that does not affect the health, safety or enjoyment of others.

**It's never acceptable for you to be at work under the influence of alcohol or any illicit drugs.** Of course, some of you may need to take medication for health conditions regularly or from time to time. If your medication may impair your ability to work safely, you need to discuss this with your leader. If we believe that you may be impaired due to the use of alcohol or drugs, you may be asked to leave the workplace and provide your leader with additional information prior to returning.

#### Key policies and procedures:

[Work Health Safety Policy – POL-00159](#)

## An inclusive environment

### To achieve our potential

We strive for an inclusive environment where people from diverse backgrounds and perspectives are respected, connected, and able to contribute to the best of their ability, with equal access to opportunities and resources.

All of our people are ambassadors of Lifeblood. We're all responsible for creating the kind of environment where people are treated with dignity, courtesy and respect.

We don't tolerate unlawful discrimination, bullying, harassment or other forms of inappropriate behaviour.

- Discrimination is treating, or proposing to treat, one person or a group less favourably than another. Discrimination can be direct or indirect.
- Bullying is repeated, unreasonable behaviour directed towards an individual or group that is offensive, intimidating, degrading or humiliating.
- Harassment involves unwanted, unwelcome or uninvited behaviour that is offensive, humiliating or intimidating.

This isn't just about how we work with each other; it includes expectations of anyone we come across at work. Our customers, suppliers and much valued donors deserve to be treated with respect and, in return, you deserve to be treated with respect by them. Speak up to your leader if you ever feel this isn't the case.

We have a lot of important stakeholders, including donors, approved health providers, governments, the National Blood Authority, Australian Red Cross and the broader Australian community. All are important to us and we need to work respectfully with all, listening carefully to their needs and keeping the commitments we make to them.

As part of our professional interactions with donors and the broader community, our image needs to be professional and consistent. In some roles, this involves wearing a uniform. In other roles, you'll wear protective clothing to comply with relevant regulations and to keep you safe.

#### Key policies and more information:

[Equal opportunity and discrimination POL-00100](#)

[Workplace bullying and harassment POL-00102](#)





## Care in our business relationships

We care deeply about our reputation, having been entrusted to support Australian lives through blood, organ matching, tissue typing, donated breast milk and more. That's why the decisions that each of us make need to always be in the best interests of Lifeblood.



## Conflicts of interest

### Honesty, integrity, free from bias

Each of us must act honestly and with integrity at all times. We also have to make sure that nothing interferes with our ability to make decisions in the best interests of Lifeblood.

One of the ways that you may not be able to make impartial decisions is where a real, potential or perceived conflict of interest exists.

A conflict of interest is when your personal interests could affect (or have the appearance of affecting) your objectivity or independence in your decision-making, or where you use your position with us for personal gain.

Common examples of conflicts of interest include:

- Pursuing or awarding contracts to third parties for personal gain or for the gain of someone close to you.
- Holding outside jobs, or company directorships that are in competition or inconsistent with your obligations to Lifeblood.
- Holding any investments in organisations contracted to provide services or product to Lifeblood.
- Offering or accepting more than a modest amount of gifts, hospitality, travel or entertainment.
- Offering or influencing others to offer jobs or opportunities to close family or friends.

Importantly, a conflict of interest doesn't always mean that this Code or another Lifeblood policy or procedure has been breached — unless you fail to promptly report it. It's important that you report any perceived, potential or actual conflict of interest to your leader or the Legal team so that others can take steps to mitigate any risks arising from the conflict. When you're asked to take steps to mitigate a conflict, you must do this quickly.

#### Key policies and procedures:

[Procurement Policy – POL-00162](#)

[Accepting and declining gifts, benefits or hospitality from third parties – SOP-00126](#)

## Supplier relationships

### An extension of our Lifeblood community

Who we do business with can affect us both positively and negatively. We expect our suppliers to be ethical in their business activities, including relationships, practices and sourcing operations. We take great care in our procurement processes to ensure that we're only partnering with organisations who meet these expectations.

We should only engage suppliers that meet all relevant legal obligations and who treat their people and others fairly and with respect.

If you're involved in engaging suppliers for us, you must:

- Include a health and safety risk assessment as part of any sourcing process.
- Ensure that sourcing decisions do not compromise health and safety.
- Provide all suppliers tendering for the same work with the same information.
- Only engage suppliers who share our commitment to legal compliance and who are aligned with our societal expectations.
- Seek internal legal advice regarding suppliers if legal compliance, reputational or health and safety related issues are identified.
- Ensure that required privacy and security checks are conducted on information systems that will connect to, or become part of Lifeblood information systems capturing and storing data.

#### Key policies and procedures:

[Delegations Policy – POL-00094](#)

[Procurement Policy – POL-00162](#)

[Contract Management Framework – GEN-00563](#)

[Contract Planning – SOP-01138](#)

## Anti-corruption

### Ethical relationships serve us best

At Lifeblood, we expect integrity in our dealings with others.

We don't tolerate bribes or corruption of any kind and you must not engage in this behaviour.

A bribe is where something of value is provided to encourage or influence the actions of someone holding a particular office or position of authority.

If you receive a request for a bribe or become aware of corruption of any kind, you must inform the Legal team at the earliest opportunity.

#### Key policies and procedures:

[Fraud and Corruption Control Policy – POL-00079](#)



## Care for our organisation

We've got a special job to do and people depend on us. We need to appropriately use, secure and protect the property and data of Lifeblood and others who entrust us with their information.





## Lifeblood resources

### Use only for the intended purpose

Our assets should be used for the benefit of Lifeblood in the conduct of our business and not for personal use or gain. You're accountable for any funds, assets, equipment, property or goods that you have control over or access to. You must safeguard these from loss, theft and unauthorised use or disposal.

As part of the responsible use of our resources and information, you should ensure that resources set aside for business activities are used efficiently and — as much as possible — we reduce waste and duplication.

We need to keep complete, reliable and accurate records evidencing our financial condition and business operations. It's essential that records and information are managed consistently and effectively. You must use good judgement and common sense when preparing any financial or other business record and ensure the information is accurate, complete, honest, objective and timely. We don't tolerate falsification of records or misappropriation of assets.

We all have lives outside of work, and you may need to use telephones or our information technology systems (like email) to keep your outside life on track. We understand, as long as use is reasonable and doesn't interfere with the important work we need you to do.

### Privacy

On a daily basis, our people may have access to personal and sensitive information that our donors, customers, employees and other stakeholders entrust to us. Protecting this information from unauthorised access and disclosure is expected and a critical aspect of retaining the trust of the Australian community.

You must always keep this information secure so that it's only used for the purpose for which it was collected.

## Protecting information and innovation

### Data security

We all have an obligation to guard against security threats like cyber-attacks and data breaches.

That means taking all reasonable steps to reduce the likelihood of potential security threats.

### Confidential information

Protecting our confidential information is paramount. Unless specifically authorised otherwise, you're required to maintain absolute confidentiality relating to any information or material you have acquired, or have access to, in the course of your employment or work with us.

Confidential information includes, but is not limited to:

- donor information and records,
- employment records,
- patient or recipient information,
- financial information,
- trade secrets and technical information,
- software, any code within any application, processes, methods, systems, programmes, and/or
- supply deeds and service agreements with third parties.

Confidential information may also include information that has been disclosed to us by an outside party under the expectation that we will keep it confidential. This is often governed by a written confidentiality agreement. This information should be treated in the same way as our own confidential information.

### Intellectual property

We encourage innovation and inventiveness and aim to create a team who are committed to the creation and development of amazing new things. Seizing opportunities while remaining vigilant in the protection of our best interests is the balance we strive for.

You must protect Lifeblood's intellectual property and respect the intellectual property rights of others.

Lifeblood is the owner of all intellectual property that is generated by our employees in the course of their employment.

#### Key policies and procedures:

[Social Media Policy – POL-00052](#)

[Privacy Manual – POL-00160](#)

[Information Security Policy – POL-00196](#)

[Fraud and Corruption Control Policy – POL-00079](#)

## External activities, public comment and social commentary

As a not-for-profit organisation which is government-funded, and an operational division of Australian Red Cross, we must be mindful of the impact of any public activity or announcements to all external stakeholders.

Only specifically authorised employees can make public comment on issues directly affecting Lifeblood. Any requests for information or interviews must be cleared by the National Media Manager. It's important that we speak with a strong, positive and consistent voice across the country on all matters relating to our operations, policies and values.

You should take care when participating in activities outside work or making casual comment in social or work situations where information or actions may be seen to be in conflict with Lifeblood.

When using any online social networks, you must ensure that you don't make any misrepresentation about Lifeblood or our affairs, reveal confidential information or make comments that would reflect badly on us. When using these forums you must not participate in commentary that would reflect unfavourably upon our reputation. Similarly, uploading, transmitting, distributing or otherwise making publicly available any Lifeblood materials (including logos and images) isn't permitted without appropriate authority.

### Key policy:

[Social Media Policy – POL-00052](#)

## Protecting the Red Cross and Lifeblood emblem and partnerships

The Red Cross emblem (the cross symbol) is protected by both international and domestic law. In Australia it is protected by section 15 of the *Geneva Conventions Act 1957 (Cth)*.

The Red Cross emblem is used in times of war to mark people and objects which are being used by military, medical or religious personnel or staff of the Red Cross movement to deliver neutral humanitarian assistance. It indicates that the person, vehicle or building cannot be legally targeted under international law.

Not only do we have a legal obligation to protect our logo (which contains the emblem), but using it correctly strengthens our brand, builds integrity and increases the impact of Lifeblood's visual identity.

**The logo should never be used without authority from the Marketing team.**





*Katie*



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Australian governments fund Australian Red Cross Lifeblood to provide blood, blood products and services to the Australian community.

Learn more at [lifeblood.com.au](http://lifeblood.com.au)

