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1914-2014

25 June 2014

Ms Delia Nichols  
Senior Curator  
Museum of Old and New Art  
655 Main Road  
Berriedale TAS 7011

Dear Ms Nichols

**RE: RED CROSS DISPLAY IN 'SOUTHLAND MALL' INSTALLATION**

It has been brought to our attention that the red cross emblem and name is represented in the current 'Southland Mall' installation at MONA.

We appreciate the experience that the artist is seeking to express through this installation and we don't wish to interfere with artistic expression. However, the red cross emblem can only be used in certain ways. The emblems of a red cross, red crescent or red crystal on a white background have a special meaning. They are internationally recognised as signs of protection and impartiality. In armed conflicts around the world they save lives every day.

A red cross on the roof of a hospital instructs the military not to attack the site. A red cross on armbands worn by Australian Defence Force medical personnel provides protection for them to treat the wounded. A red cross on vehicles of the International Committee of the Red Cross says "Don't shoot" and provides access for them to deliver humanitarian aid.

The Australian Government, through the Minister for Defence, tasks Australian Red Cross with making sure that the emblem is correctly used, and that the Australian public understands why it is important. It has nothing to do with trademarks or logos; the red cross emblem is not one of these. Indeed the red cross emblem is not owned by Red Cross. The Geneva Conventions Act 1957 of the Commonwealth of Australia actually prohibits use of the red cross emblem and designs similar to the emblem, without written permission from the Minister for Defence. So we too may use it only in restricted ways. The use, without permission, and the manner in which the emblem is presented (generically 'Red Cross' and not attributed to a country) constitutes misuse.

We seek to ensure, at all times, that the use of the red cross emblem is done with careful consultation and appropriate application to ensure the emblem's protected status for humanitarian purposes is maintained.

I would welcome the opportunity to discuss this with you as soon as possible. I can be contacted at [pwynnpope@redcross.org.au](mailto:pwynnpope@redcross.org.au) or on (03) 9345 1877.

Yours sincerely

A handwritten signature in blue ink, appearing to read "Phoebe Wynn-Pope".

Dr Phoebe Wynn-Pope

**Director**

IHL and Movement Relations

**100** years

155 Pelham St, Carlton VIC 3053  
T +613 9345 1800 F +613 9348 2513  
ABN: 50 169 561 394

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