



MEDIA RELEASE

2 November 2020

RSL Victoria's annual Poppy Appeal is back!

RSL Victoria's annual Poppy Appeal is back, albeit a little bit different as the RSL grapples with fundraising in Victoria's new COVID reality.

RSL Victoria State President, Dr Robert Webster OAM, said; "Our Poppy Appeal will look a little bit different this year, and in response to Victoria's lockdown we've chosen to focus on digital fundraising, a first in the Poppy Appeal's 99 year-long history."

"We have made supporting the Poppy Appeal online easy for all Victorians, with an [online store](#) and a revamped poppyappeal.com.au that invites Victorians to make a donation and plant a poppy, in memory of our service personnel who gave and continue to give so much, in the RSL's virtual poppy garden," he said.

Victorians who would like to purchase Poppy Appeal merchandise in person can do so at Officeworks and Woolworths stores from November 1st, and at some RSL Sub-Branches, if it is COVID-SAFE.

Dr Webster said that access to poppies sold by local RSL Sub-Branch volunteers would vary throughout Victoria, as the RSL network continues to work within and adapt to the Victorian roadmap for reopening.

"We know of some Sub-Branches where volunteers will be safely selling poppies in the local community, using social distancing and contactless payment methods. We know of other Sub-Branches that have adopted an honesty box approach, and we know of some who are engaging in the online sale of poppies for the first time. We are advising Victorians who would like to buy a poppy from their local RSL Sub-Branch to first reach out to the Sub-Branch and enquire after where and how they can purchase Poppy Appeal merchandise." Dr Webster said.

RSL Victoria CEO, Mr Jamie Twidale said funds raised by the Poppy Appeal are vital as they underpin the support provided by the RSL to veterans and their families when need.



Mr Twidale added that in 2020, funds raised by both the 2019 Poppy Appeal and 2020 ANZAC Appeal have helped support the launch of two new RSL support programs for veterans; [Veteran Central](#) and [RSL Employment](#) as well providing the funding needed for welfare and our advocacy services .

Mr Twidale said “2020 has been an extremely challenging year, despite this the RSL Victoria has continued in its mission to support veterans and their families. In addition to the RSL’s traditional [advocacy, welfare](#) and [wellbeing programs](#), RSL Victoria has also launched two new veteran support programs in 2020; [Veteran Central](#) (VETCEN) and [RSL Employment](#), both of which aim to provide holistic support to veterans and their families.”

Mr Twidale went on to say “RSL Victoria’s veteran support programs are made possible by Victorian’s who year in-and-year out continue to generously give to the RSL’s annual Poppy Appeal, and for this, we are so grateful.”

Victorian’s who wish to donate to the Poppy Appeal can do so [online](#) at poppyappeal.com.au, or by purchasing Poppy Appeal merchandise from their local Officeworks and Woolworths stores.

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