

PFRA Quality Assurance Program

The Public Fundraising Regulatory Association's (PFRA) Quality Assurance Program supports your agency in delivering professional, lawful and responsible face-to-face fundraising. The program monitors compliance with the PFRA Standard, and other relevant legislation, and helps your organisation maintain high standards, identify potential issues early and give charity clients confidence in your campaign management.

The PFRA Standard

The PFRA Standard outlines the key expectations for high-quality face-to-face fundraising. Aligning your programs with these requirements makes management easier, supports confidence that activity meets core compliance obligations, and shows charity clients your fundraising is consistent, reliable and professionally delivered. It covers:

- Professional fundraiser conduct, including respectful interactions with the public and vulnerable people
- Clear identification and transparency during fundraising
- Compliance with relevant laws, including Australian Consumer Law
- Organisational responsibilities, including fundraiser safety, and oversight

Mystery Shopping

PFRA mystery shopping provides your agency with independent confirmation of how fundraising is being delivered on the ground. PFRA staff and professional mystery shoppers review compliance with the PFRA Standard, identification and disclosures, professional conduct, and adherence to relevant laws and regulations. Findings are shared with your organisation to highlight good practice, identify areas for improvement and give charity clients added confidence in the quality and professionalism of your fundraising activity.

Complaints Handling

PFRA manages complaints received directly from the public or other external sources, working collaboratively with the relevant member to understand what occurred and ensure fair resolution. We also provide support to members where required for complaints received by their organisation, helping maintain accountability, protect public trust and demonstrate to charity clients that concerns are handled promptly and professionally.

PFRA Member Benefits

Members benefit from a structured quality assurance system that supports high standards, strengthens charity confidence and promotes accountability across the sector. This includes:

- Clear compliance expectations through the PFRA Standard
- Independent monitoring of fundraising activity
- Support and guidance where improvements are needed, including complaints assistance
- A fair and transparent process for addressing potential breaches