

PFRA Quality Assurance Program

The Public Fundraising Regulatory Association's (PFRA) Quality Assurance Program supports your organisation in delivering professional, lawful and responsible face-to-face fundraising. The program provides independent checks against the PFRA Standard and helps your organisation maintain high standards, identify potential issues early and ensure your fundraising is consistent, reliable and well-managed across every campaign.

The PFRA Standard

The PFRA Standard outlines the key expectations for lawful, compliant and high-quality face-to-face fundraising. Aligning your program with these requirements strengthens governance, supports confidence that activity meets core compliance obligations, and helps ensure your fundraising is delivered to a high-standard, even when you cannot be on the ground. 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 gives your charity independent visibility over 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 and agency partners to highlight good practice, identify areas for improvement and strengthen confidence in the quality and professionalism of your fundraising across every campaign.

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 own organisation, helping maintain accountability, protect public trust and safeguard your charity's reputation by ensuring concerns are handled promptly and professionally.

PFRA Member Benefits

PFRA membership gives your organisation a structured quality assurance framework that supports strong governance, consistent delivery and public confidence in your face-to-face fundraising program. 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