

ORGAN AND TISSUE AUTHORITY

2017 COMMUNITY AWARENESS GRANT RECIPIENTS

Grant Recipient	Project Description	Funding (GST excl)
Community Broadcasting Association of Australia	The national project, <i>Change a Life Today</i> , will promote awareness of the importance of and encourage registration of donation decisions on the Australian Organ Donor Register through broadcast, digital and social media activity across 400 community radio stations and targeting mainstream as well as priority youth audiences.	\$33,510
Queensland Remote Aboriginal Media	The national project, <i>Making it Count</i> , will provide a coordinated national week of broadcasting and social media promotion through 100 Aboriginal and Torres Strait Islander radio stations around Australia (including local interviews and broadcasting in community languages) to actively encourage decision-making and registration online on the Australian Organ Donor Register.	\$39,400
Griffith University	The project, <i>Make It Count</i> , will raise awareness and encourage online registrations on the Australian Organ Donor Register at the 2018 Commonwealth Games on the Gold Coast, Queensland. This will be achieved through targeted awareness, education and recruitment activities held during the Games to increase Australians' knowledge of the benefits of donation and transplantation, and encourage decision-making and registration on the Australian Organ Donor Register.	\$46,200
Medical Channel Pty Limited	The national project, <i>National 'Point of Care' Community Engagement Project</i> , seeks to increase registrations on the Australian Organ Donor Register through promotional and outreach activities to 1,750 GP clinics including 25 super clinics, with targeted in-language resources and direct engagement with GPs.	\$75,000
The Migrant Centre Organisation Inc.	The project, <i>Make a difference – make it count!</i> aims to increase registrations on the Australian Organ Donor Register and increase awareness of organ and tissue donation through information sessions, media, digital and other promotions and marketing to engage priority cultural and language groups.	\$24,226

Federation of Ethnic Communities' Councils of Australia	The national project, <i>Engaging with culturally and linguistically diverse leadership on organ and tissue donation</i> , focuses on engaging faith and cultural leaders and broader communities through a special issue of FECCA's magazine <i>Mosaic</i> on organ donation to be launched at the FECCA 2017 Conference in October. This will be complemented by: a facilitated Q&A session on how cultural leaders can promote the benefits of donation to their communities; media; digital and social media engagement.	\$23,700
Donate Life - Gundagai and District	The project, <i>Donate Life Awareness and Community Education</i> , seeks to promote awareness of organ and tissue donation and increase registrations on the Australian Organ Donor Register in the Gundagai Shire and Harden Shire (Jugiong) through promotional and education activities with school and universities and community forums including Registration Stations, supported by media and social media engagement.	\$2,300
Brooke Street Medical Centre	The project, <i>Making it Count: informing and encouraging decisions, discussion and registration</i> , aims to improve awareness of, and registration on, the Australian Organ Donor Register through direct engagement with 1,000 patients at the Brooke Street Medical Centre in Victoria, supported by media and social media engagement to engage broader community.	\$2,107
Northern NSW Local Health District and NSW Organ and Tissue Donation Service	The project, <i>Make it Count</i> , seeks to raise awareness of organ and tissue donation among NSW residents through targeted promotions and marketing on trains and buses, supported by volunteers at train and bus stations to encourage online registration on the Australian Organ Donor Register.	\$30,000
Islamic Women's Association of Queensland Inc.	The project, <i>Muslim Donation Awareness – Make it Count</i> , aims to educate local communities about organ and tissue donation and encourage decision-making and registration on the Australian Organ Donor Register through facilitation of information workshops, promotions and social media.	\$7,420
Community Advisory Council for DonateLife WA (CAC) OneLifeWA (auspiced by Synergy Acquisitions Pty Ltd)	The project, <i>Make it count</i> , aims to increase awareness of donation and registration on the Australian Organ Donor Register through promotion and marketing on freeway billboards in WA, supported by volunteers for encouraging registrations at local shopping centres.	\$30,500
Rutherglen Football Netball Club	The project, <i>Make it Count at Rutherglen Football Netball Club</i> , seeks to promote awareness of organ and tissue donation and encourage registration on the Australian Organ Donor Register through local community sporting activities supported by local media and social media.	\$4,500

Victorian Deaf Society (Vicdeaf)	The project, <i>Accessing Life for Auslan users</i> , seeks to make information on organ and tissue donation and the importance of registering on the Australian Organ Donor Register through production of a suite of information videos and a live streaming education session in Auslan.	\$22,202
Islamic Council of Victoria	The project, <i>Project Hayat</i> , seeks to educate the Horn of Africa Muslim (Somalia, Eritrean, Oromo) communities within Victoria about the importance of organ and tissue donation. This will be achieved through training of religious instructors, information sessions, media and social media activity targeting families, women and youth within these communities.	\$45,000
Gift of Life Incorporated	The project, <i>Gift of Life's DonateLife Walk 2018</i> , aims to encourage registration on the Australian Organ Donor Register and family discussion of donation decisions through delivery of an awareness walk to drive registration and discussion, supported by media and social media engagement.	\$30,000
Donor Mate (Victoria)	The project, <i>Make it Count</i> , seeks to engage young adults to encourage registration on the Australian Organ Donor Register through promotional and marketing activities, including university campus and bus/tram promotions in Victoria.	\$13,935