

ORGAN AND TISSUE AUTHORITY

2019 COMMUNITY AWARENESS GRANT RECIPIENTS

Grant recipient	Project	Funding (GST excl)
pixel42	This project will produce multiple short-form video assets using professional production capability and the extensive distribution channels provided by the WIN Network, further extending the reach through posting to WIN News Facebook accounts.	\$36,450.00
Queensland Remote Aboriginal Media	This project will provide a coordinated national week of broadcasting using a yarning or storytelling style through 100 Aboriginal and Torres Strait Islander radio stations around Australia (including local broadcasting on four key Indigenous radio stations and networks) to actively motivate Indigenous audiences to have family discussions and to register online on the Australian Organ Donor Register (AODR).	\$39,480.00
Community Broadcasting Association of Australia	This project focuses on a culturally and linguistically diverse (CALD) audience will provide community radio stations with a range of resources) to encourage their audience of nearly 6 million Australians to engage in family discussions about organ donation decisions and to register on the AODR.	\$35,540.00
Jayden Cummins	This project will produce a two minute video campaign with a call-to-action for donor registration. The campaign will be based on 'if a recipient could talk to their donor, what would they say' with the underlying message being one of hope and gratitude.	\$57,000.00
Nathan Gremmo Community Fund Inc.	A project that aims to promote awareness of registration on the AODR and DonateLife messages.	\$30,000.00
Federation of Ethnic Communities' Council Australia	This project aims to facilitate discussions around organ and tissue donation in CALD communities through extensive CALD networks across Australia. Achieved through interactive workshops at major community hubs and online platforms.	\$31,000.00

Sydney Shrimad Rajchandra Mission	Organ donation awareness drive targeting people of South-East Asian origin on a continued basis throughout the year, at various platforms culminating in Saffron Day celebration on 9 November 2019 (date to be confirmed).	\$16,000.00
Sydney Shrimad Rajchandra Mission	The project will promote organ donation amongst people of Indian and subcontinent origin by use of social media, stalls set up at shopping centres and local temple.	\$7,500.00
Chinese Australian Services Society Ltd	This project aims to break the myths and misconception of organ and tissue donation among Chinese, Korean and Vietnamese speaking communities through the production and sharing of a video in the communities.	\$9,300.00
Herd of Hope	This project will roll out a series of short videos, taking a minute out of their day to join the AODR. Highlighting the importance of having the conversation with their loved one around their donation wishes and showing the simplicity of converting their wishes on the AODR.	\$17,630.00
Adelaide Sri Lanka Buddhist Vihara Inc.	The purpose of this project is to create awareness and promote organ and tissue donation among CALD communities of Sri Lankan origin in South Australia.	\$6,308.00
National Railway Museum	Refurbishment of a small train carriage that runs regularly around the museum. This carriage will be branded with DonateLife information and will be seen and ridden on by the 50,000 visitors to the museum for the year. The carriage will be formally unveiled at a ceremony during DonateLife Week.	\$3,500.00
Wellstead Community Resource Centre Inc.	This project is to hold a dinner to engage the community in discussion about organ and tissue donation.	\$1,500.00
Westonia Community Resource Centre	This project will deliver a formal evening of fine dining, combined with four videos played from the DonateLife website, ending with a light-hearted comedy movie to round out the evening. Guest speakers including a transplant recipient, surgeon, specialist transplant nurse and renal physician will present.	\$3,500.00

Victorian Masters Rugby Union	Promoting DonateLife at the Australian Masters Games which is a biennial sporting event with over 8,000 participants plus support staff in attendance.	\$12,095.00
Langwarrin Soccer Club	The aim of this project is to have an allocated soccer match representing DonateLife Week in the soccer community.	\$6,632.00
Frankston VFL Football Club	This project will promote the DonateLife message to an audience of 3,000-5,000 people. Targeting younger demographic of sports minded people to get the message of the importance of signing up to potentially save the life of others if something unforeseen happened to them.	\$11,500.00
Tallangatta Football Netball Club Inc	Awareness and education events involving both football and netball teams of two communities focusing on young adults and families expanding on an initiative that begun in 2019. This will include a week of education and information sessions involving Tallangatta Secondary College.	\$7,842.00
Gift of Life Incorporated	The project will promote increased public awareness in the ACT and more widely of the importance and benefits of organ and tissue donation, encourage family conversation about their donation decision and online registration on the AODR enabling higher consent rates, disseminate key DonateLife messages through a major community walk and associated activities including extensive media coverage.	\$30,000.00
The Canberra Torana Club Inc	To build awareness and increase the public's knowledge of the benefits of organ and tissue donation at Toranafest, a long-established car show. Promoting family discussion about organ donation and registration on the AODR.	\$7,400.00