



DonateLife  
Week

25 Jul – 1 Aug 2021

# DonateLife Week Supporter Kit

THE Great  
registration  
race

organ & tissue donation

Kristy received a  
life-saving **kidney transplant**  
thanks to a donor.



# Contents



## Help promote DonateLife Week 1

About this supporter kit 1

A new year and new look 1

The Great Registration Race 1

Our goal 1

When? 2

What can you do? 2

## Key facts 3

## Key messages 4

## Get involved 5

Display our QR code 5

Display our poster and share our images 5

Use our email signature 5

Events 5

Media 6

## E-newsletter, website, intranet content 7

## Social media 8

## Contact us 9

Maia liver transplant



Cody double lung and liver transplant



George heart transplant



Tracey's son Nathan was an organ donor



Muffy corneal transplant



# Help promote DonateLife Week



## About this supporter kit

We need your help to spread the word about DonateLife Week 2021 by sharing content included in this kit via your social media, e-newsletters, websites or by hosting or attending an event if it is safe to do so.

You'll be encouraging Australians to register to be an organ and tissue donor, and to have the chat with their family and friends.

With a decrease in donation and transplantation activity during 2020 due to COVID-19, it has never been more important to encourage others to register as organ and tissue donors.

## A new year and new look

We have fresh ambitions for Donatelife Week 2021!

- A more **targeted strategy** that resonates with our key audience groups, including young Australians, First Nations Peoples, and Australians from culturally and linguistically diverse backgrounds.
- A **new campaign hook** as well as look and feel that is impactful and brings all the activities and events together.
- A **new call to action** and goal. We want to get as many registrations as possible and are also asking people to "check" they are registered by embracing the use of QR codes for quick and direct access to the Donatelife Website.



## The Great Registration Race

We're running a registration race this Donatelife Week 2021 campaign, asking Australians to get their phone out and get involved! We spark urgency by racing towards our registration goal and encourage the community to share the message and get behind us.

## Our goal

There are around 13 million Australians aged 16+ who are eligible to register as an organ and tissue donor – but haven't.

For 'The Great Registration Race for Donatelife Week' our goal is to encourage up to **100,000 more Australians** to join the Australian Organ Donor Register.

By sharing our content, or holding or attending an event where it is safe to do so, you can help make this happen.

# Help promote DonateLife Week

**THE Great registration race**  
organ & tissue donation

## When?

We are running The Great Registration Race for DonateLife Week through July and August, with a big push during DonateLife Week. DonateLife Week is Sunday 25 July to Sunday 1 August 2021.

## What can you do?

Help us spread the word by using the suggested content in this kit.

Simply copy, paste and share via your communication channels. You can also choose to adapt the content to suit your organisation/group and audiences.

### This kit includes:

- Key stats and facts about organ and tissue donation and transplantation.
- Information about the 2021 DonateLife Week campaign – “The Great Registration Race” for DonateLife Week.
- Suggested social media images and copy for Facebook, Instagram and Twitter.
- Suggested copy and images for your e-newsletters, websites and intranets.
- Posters, images, email signature and a QR code for download.

You can also get involved by holding an event at your workplace or community if it is safe to do so.

Ollie and Milly are proud their daddy James was an **organ donor**



Dineish **living kidney donor**



Courtney **pancreas and kidney transplant**



# Key facts



## **What is DonateLife Week?**

Run by the Australian Government's Organ and Tissue Authority and supported by DonateLife agencies in every state and territory, DonateLife Week is a public awareness initiative that encourages Australians to register as organ and tissue donors. This is the 10th annual DonateLife Week. DonateLife Week is Sunday 25 July to Sunday 1 August 2021.

## **What is The Great Registration Race?**

This year, we want up to 100,000 more Australians to register as organ and tissue donors and join The Great Registration Race for DonateLife Week.

While 9 in 10 Aussies support donation, only one in 3 are registered. We also know that many Australians think they are registered but they are not. The Great Registration Race is not only about encouraging more people to register but also about asking people to check their registration.

The Great Registration Race is a new way we will be promoting DonateLife Week for this year and runs all July and August, with a big push during DonateLife Week.

## **How many Australians are on the waitlist for an organ transplant?**

Around 1,800. A further 12,000 are on dialysis, some who may benefit from a kidney transplant.

## **How do you register to be an organ and tissue donor?**

The easiest way to register is on the DonateLife website, at [donatelife.gov.au/register](https://donatelife.gov.au/register)

## **How long does it take to register?**

Registering is easy and only takes one minute. All you need is your Medicare card.

## **How many Australians are registered organ and tissue donors?**

About 7 million. However, a recent poll of 60,000 Australians by the ABC showed 4 out of 5 Australians say they'd donate their organs when they die.

## **How many Australians 16+ are eligible to be registered organ and tissue donors but aren't?**

About 13 million.

## **What has been the impact of COVID on organ and tissue donation?**

In 2020, there was a 16% decrease in the number of donors and a 12% decrease in the number of people receiving a transplant compared to 2019. There was also a 16% drop in registrations in 2020 compared with 2019.

This means it's never been more important to encourage people to register as an organ and tissue donor, and to talk to their family about donation.

## **How many lives were saved in 2020 thanks to organ donation?**

1,270 Australian lives were saved through an organ transplant due to the generosity of 463 deceased organ donors and their families.

## **Why aren't there more donors?**

Very few people have the chance to be an organ donor – only about 2% of people who die in hospital. To be an organ donor you must die in a hospital, usually on a ventilator in intensive care, as your organs need to be working well to be transplanted.

However, many more people can be eye and tissue donors, as donation is possible in more situations including up to 24 hours after death.

## **Who can register to be an organ and tissue donor?**

Anyone in Australia aged 16 and over.

Think you're already registered? It's best to check, as many people think they are but aren't. Check here: [donatelife.gov.au/register](https://donatelife.gov.au/register)

## **What if you have a medical condition? Or you drink or smoke? Or are religious?**

You can still register as an organ and tissue donor. It doesn't matter how old you are, your medical history, your lifestyle, what country you're from or how healthy you are – you can still register as an organ and tissue donor.

All major religions support organ donation and we need donors from all communities and cultures.

## **Why aren't people registering?**

When asked, most people say they don't know how to register. Others say they are worried they are not healthy enough, or say they haven't got around to it.

**More stats and facts:** [donatelife.gov.au/facts-and-statistics](https://donatelife.gov.au/facts-and-statistics)

# Key messages

**THE Great registration race**  
organ & tissue donation

- We want all Australians to talk about organ and tissue donation.
- If you want to be a donor, make sure you tell your family and friends.
- Registering is easy and only takes one minute at [donatelifegov.au/register](https://donatelifegov.au/register)
- All you need is your phone, Medicare card and one minute to register.
- In 2021, DonateLife Week is turning 10! DonateLife Week is the Australian Government's key public awareness initiative to encourage people to register as organ and tissue donors and to tell their loved ones once they've signed up.
- The Great Registration Race for DonateLife Week runs through July and August with a big push in DonateLife Week: Sunday 25 July to Sunday 1 August.
- There are around 13 million Australians aged 16+ who are eligible to register as an organ and tissue donor – but haven't.
- We are racing to encourage up to 100,000 more Australians to register as organ and tissue donors.
- It doesn't matter how old you are, your medical history, your lifestyle, what country you're from or how healthy you are – you can still register as an organ and tissue donor.
- We need donors from all communities and cultures. Blood and tissue types need to match for a transplant to be successful, and donors of the same ethnic background as the person needing a transplant are more likely to be a close match.
- For around 1,800 Australians currently on the organ transplant waitlist, it's a matter of life and death. There are an additional 12,000 people on dialysis who may benefit from a kidney transplant.
- For others, an eye or other tissue transplant is a path to a greatly improved quality of life.
- Since the national program first began, more than 14,000 people have received a life-saving organ transplant.
- We acknowledge and thank more than 5,000 Australians and their families who have said "yes" to organ donation, with thousands more donating eyes and tissue.
- COVID-19 has had a direct impact on organ and tissue donation. Compared to 2019, in 2020 there was a 12% decrease in people receiving a transplant, a 16% decrease in donors and a 16% decrease in Australians registering as donors.
- This means it's never been more important to register as an organ and tissue donor and to encourage others to join you.
- Think you're already registered? Best to check, as many people think they are but aren't. Check here: [donatelifegov.au/register](https://donatelifegov.au/register)
- Very few people have the chance to be an organ donor – only about 2% of people who die in hospital. To be an organ donor you must die in a hospital, usually on a ventilator in intensive care, as your organs need to be working well to be transplanted.  
  
However, many more people can be eye and tissue donors, as donation is possible in more situations including up to 24 hours after death.
- Ultimately – the decision to donate your organs and tissue will come down to your family.
- We know that 90% of families will consent to donation if you are a registered donor. This number is halved if they don't know you wanted to be an organ and tissue donor or you haven't registered.
- Around one in 3 people who have received an organ transplant are from regional Australia – and often need to spend a long time away from home for a life-saving transplant.



Ellie heart recipient

# Get involved



There are many ways you join The Great Registration Race for DonateLife Week and help encourage 100,000 Australians to become registered organ and tissue donors.

[Download all of the resources](#)

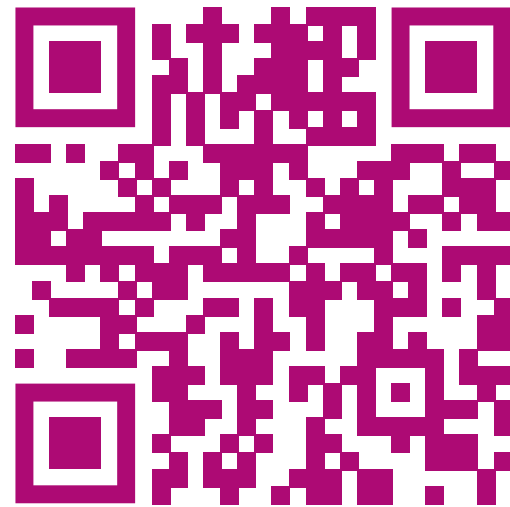
## Display our QR code

Please include our QR code on anything you print over July and August. A menu, poster, brochure or internal work documents are great places to help encourage people to become registered organ and tissue donors.

[Download our QR code](#)

Use this caption with your QR code:

Scan the QR code to join The Great Registration Race for DonateLife Week. Grab your phone and Medicare Card, it takes one minute to check you're registered as an organ and tissue donor.



## Display our poster and share our images

Please consider printing our poster and displaying it during July and August.

[Download our posters and images for printing](#)

## Use our email signature

Please consider using our email signature for the month of July and August.

[Download our email signature blocks](#)



# Get involved

## THE Great registration race

organ & tissue donation

### Events

Hosting a workplace or community event remains a great way to encourage conversation about registering to be an organ and tissue donor.

Please ensure your event is COVIDSafe and adheres to the current guidelines and restrictions in your state or territory.

We would love to see photos of your events, remember to tag **#DonateLifeWeek2021 #GreatRegistrationRace**

[Register your event online](#)

### Event ideas

Your workplace is a great place to start The Great Registration Race for DonateLife Week.

Ideas include:

- Hosting your own Great Registration Race, with sprint, marathon, or relay race at a local park for those who are registered.
- Discount/free coffee at an office cafeteria when you show your organ and tissue donation card/proof of registration.
- Wear magenta in support of Donatelife Week 2021.
- A magenta themed bake off. You could even print the Donatelife QR code on edible wafers to encourage registrations!
- A Zoom quiz night, great if affected by COVID gathering restrictions. The quiz questions can include general knowledge, celebrity and even a few fun questions about organ and tissue donation.

[Download our poster to display at your event](#)

[Download our QR code](#)

### Community events

Why not get fit and raise awareness at the same time? Hosting a fun run or walk, yoga class, or dedicating a round of footy is a fun way to bring the community together to promote organ and tissue donation and registration.





# Get involved

## Generate Media

Here are some ideas about how you can generate publicity and awareness in your community:

- Contact your local newspaper or local TV news crew to organise a reporter and photographer/camera operator to attend your DonatLife Week event.
- Reach out to your local radio station and ask them to encourage participation in your DonatLife Week event.
- Contact any relevant and local websites and ask them to include your event in their What's On/Event Guide. Local councils are a great place to start.
- Spread the message on social media and share a message about the importance of organ and tissue donation – tell your friends you are registered.
- Use our QR code as your Zoom profile picture so colleagues can scan it during virtual meetings.

## Share our podcasts

Looking for audio content to share?

Follow the touching and captivating stories from organ and tissue recipients, donor families, living donors, and expert medical and nursing specialists from our team in Victoria's new podcast, Let's Talk: Organ and Tissue Donation. There are 10 different episodes you could consider sharing.

Available on Spotify, Apple Podcasts and Google Podcasts:

[Spotify](#)

[Apple Podcasts](#)

[Google Podcasts](#)



# E-news, website, intranet content



**Please consider promoting DonateLife Week on your websites, intranets and in your e-newsletters.**

### [Download images](#)

Publish anytime from Thursday 8 July through until the end of August. We recommend sending during DonateLife Week.

DonateLife Week

Inbox – Google 9:10 am

To: staff

### **We're joining The Great Registration Race for DonateLife Week**

Right now in Australia, there are about 13 million people eligible to register as organ and tissue donors, but they haven't signed up. Are you one of them?

There are around 1,800 Australians currently waiting for an organ transplant.

Here at (insert your organisation name), we are proudly taking part in The Great Registration Race for DonateLife Week to help turn this around.

Throughout July and August, and with a big push during DonateLife Week (Sunday 25 July – Sunday 1 August), we're encouraging everyone to [check you're registered](#)

The more people who sign up as organ and tissue donors – the more lives that can be transformed.

[donatelife.gov.au/register](https://donatelife.gov.au/register)

### **What is DonateLife Week?**

Held every year, DonateLife Week is a public awareness campaign that raises the profile of organ and tissue donation in Australia.

In 2021, DonateLife is turning 10! This year we are joining The Great Registration Race for DonateLife Week to encourage up to 100,000 more Australians to register as organ and tissue donors.

### **What we're doing for DonateLife Week:**

(Insert information here about any events you may be running, e.g morning tea, lunchtime information session)

### **How do people register as organ and tissue donors?**

It is quick and easy to become a registered organ and tissue donor at [donatelife.gov.au/register](https://donatelife.gov.au/register), all you need is your Medicare card and one minute.

### **Find out more:**

Visit [donatelife.gov.au](https://donatelife.gov.au) and follow DonateLife on social media:

 @donatelifetoday

 @donatelifeaustralia

 @donatelifetoday

# Social media



## **Suggested dates to post on social media: Thursday 8 July though to end of August.**

DonateLife Week 2021 is Sunday 25 July to Sunday 1 August, but we'd also love your support all through July and August. We kick off The Great Registration Race on Thursday 8 July.

### **Handles and Hashtags:**

Tag us on Instagram: [@donatelifetoday](https://www.instagram.com/donatelifetoday)

Tag us on Facebook: [@donatelifeaustralia](https://www.facebook.com/donatelifeaustralia)

Tag us on Twitter: [@donatelifetoday](https://twitter.com/donatelifetoday)

Please use these handles and hashtags on Instagram, Facebook and Twitter:

#DonateLifeWeek

#GreatRegistrationRace

### **Link**

To encourage Australians to become registered organ and tissue donors, please include this link in your social media posts, stories or bios:

[donatelife.gov.au/register](https://donatelife.gov.au/register)

### **Need a tile?**

[Download our social media graphics for Instagram, Facebook and Twitter.](#)

### **Post and story ideas**

Here are some ideas for you to create your own social media content. We've also created suggested social media posts for Facebook, Instagram and Twitter that you may wish to copy, paste and share.

### **Share your story**

Donor family? Transplant recipient? Touched by organ or tissue donation? Sharing your personal story really does help encourage Australians to become registered organ donors. Remember that organ and tissue donation in Australia is anonymous, so we ask you not to share specific dates of donation or transplantation on social media – but would love to hear your story.

### **Share an event you're hosting, or promote one of ours**

Register or search for an event here: [www.donatelife.gov.au/news-events/events](https://www.donatelife.gov.au/news-events/events)

### **Download our posters for display at your event**

You can also keep an eye on events we list on Facebook @donatelifeaustralia

### **Share DonateLife Week's posts and stories**

Please keep an eye on our social media throughout July and August. We'll be posting lots – and we would love for you to share these too.

### **Suggested social media posts**

Low on time? [Download a range of content you can copy, paste, adapt and share to your social media channels.](#)

# Contact us



**THE Great  
registration  
race**  
organ & tissue donation

**Thank you for helping us encourage more Australians to register to be an organ and tissue donor, and to have the chat with their family and friends.**

**Need more info? Contact us.**

**The Organ and Tissue Authority**

02 5156 6662

[communications@donatelifelife.gov.au](mailto:communications@donatelifelife.gov.au)

**or contact your local DonateLife Agency**

DonateLife ACT

02 5124 5625

[organ.donation@act.gov.au](mailto:organ.donation@act.gov.au)

DonateLife NSW

02 8566 1700

[seslhd-nsworgandonation@health.nsw.gov.au](mailto:seslhd-nsworgandonation@health.nsw.gov.au)

DonateLife NT 0810

08 8922 8349

[donatelifelife@nt.gov.au](mailto:donatelifelife@nt.gov.au)

DonateLife QLD

07 3176 2350

[donatelifelife@health.qld.gov.au](mailto:donatelifelife@health.qld.gov.au)

DonateLife SA

08 8207 7117

[donatelifesasa@sa.gov.au](mailto:donatelifesasa@sa.gov.au)

DonateLife TAS

03 6270 2209

[donatelifelife.tasmania@ths.tas.gov.au](mailto:donatelifelife.tasmania@ths.tas.gov.au)

DonateLife VIC

03 8317 7400

[donatelifelife@redcrossblood.org.au](mailto:donatelifelife@redcrossblood.org.au)

DonateLife WA

08 9222 0222

[donatelifelife@health.wa.gov.au](mailto:donatelifelife@health.wa.gov.au)

**donatelifelife.gov.au**

 @donatelifelife

 @donatelifelifeaustralia

 @donatelifelife



Bec is waiting for a life-saving **kidney transplant**, so she can see her young daughter grow up.