



Australian Government
Organ and Tissue Authority



2021 DonateLife Partnership Acknowledgement Guidelines

Through the *DonateLife Partnerships – Promoting Organ and Tissue Donation* program (the Program), the Organ and Tissue Authority seeks to build long-lasting programs of collaboration with strategic partners to increase community awareness and education about organ and tissue donation in Australia.

To help organisations correctly acknowledge the financial support provided by the Organ and Tissue Authority, the *DonateLife Partnerships – Promoting Organ and Tissue Donation* acknowledgement guidelines clearly set out the required acknowledgement in all materials produced under a partnership funded through this program.

1. How to acknowledge the DonateLife Partnership – Promoting Organ and Tissue Donation

All partners funded under the Program must include the following logo acknowledgement in a prominent position on **all promotional or educational materials** produced under the scope of the partnership including:

- promotional materials such as brochures, invitations, programs, posters, flyers, media releases and signage
- multimedia products including transcripts of any videos, short films and animations
- online, including on website pages, social media channels or media interviews providing information about the project's activities
- corporate event, conference or gala dinner invitations.

Primary logo for all Partnership materials produced

In partnership with



Australian Government
Organ and Tissue Authority



In partnership with



Australian Government
Organ and Tissue Authority



DonateLife Partner logo

The DonateLife official partner heart logo can only be used on promotional material only including on merchandise and clothing.



official partner



donate life
official partner

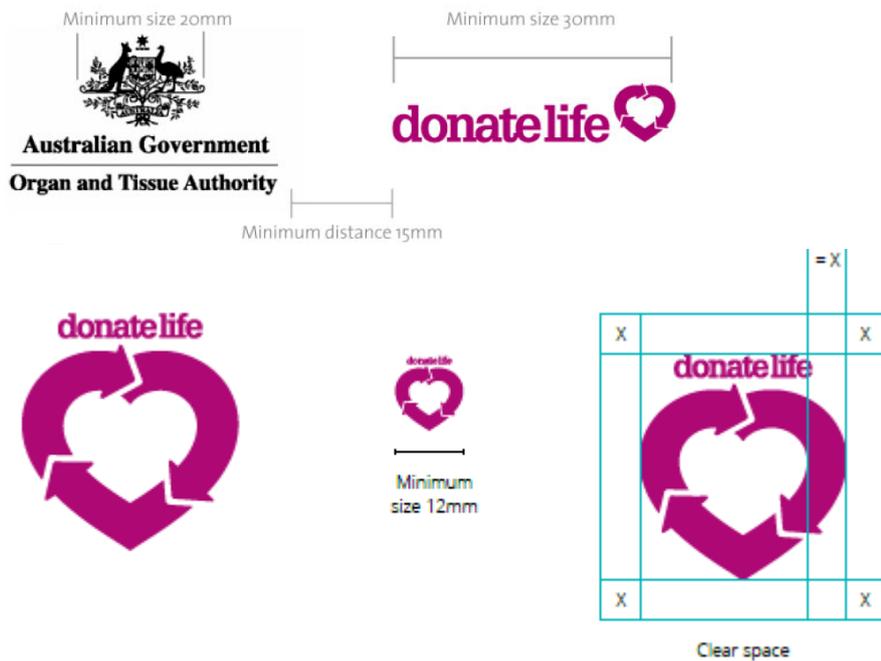
Magenta pantone colour swatch



OTA Magenta

Pantone 234

Correct size of logos



Where other partners are acknowledged on material produced under the scope of a DonateLife Partnership, the Organ and Tissue Authority acknowledgement must be in the more prominent position.

Limited space acknowledgement

In exceptional cases, where space clearly prohibits the required use of acknowledgement with the DonateLife logo (as shown on above), such as with selected merchandise items, organisations can request approval to use one of the following two alternate forms of acknowledgement:

Acknowledgement:

<p>In partnership with</p> <p>Minimum size 20mm</p>  <p>Australian Government Organ and Tissue Authority</p>
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or

“In partnership with the Organ and Tissue Authority”

Written and media acknowledgement

For **all public announcements** (such as speeches, media releases and media interviews), organisations must acknowledge the support of the OTA using the following sentence: “In partnership with the Organ and Tissue Authority”.

Note: The Organ and Tissue Authority should always be referred to as “the Organ and Tissue Authority”. The correct use of DonateLife is with a capital D and L, without a space between the two words.

Organisations are also encouraged to include the donatelife.gov.au URL on all project materials:

donatelife.gov.au

Old or incorrect branding



community partner



supporter



2. Approvals process for acknowledgement of the DonateLife Partnerships

Approval of all proposed materials to be produced is a requirement under all DonateLife Partnership Agreements. Recipient organisations must seek approval of all proposed materials to be produced under the program and inform them of estimated production timelines.

All materials are to be sent to communityengagement@donatelife.gov.au for review and approval.

The Organ and Tissue Authority requires a minimum of **five working days** to complete the approval process. If you require a faster turnaround please give the Community Engagement team a call. Organisations are requested to factor this required approval timeline into their internal project deadlines.

Unauthorised use of the Organ and Tissue Authority and DonateLife logos is not permitted.

Approval is required to ensure correct acknowledgement of the DonateLife Partnerships. This includes:

- promotional materials such as brochures, invitations, programs, posters, flyers, media releases and signage
- multimedia products including transcripts of any videos, short films and animations.
- online, including on website pages, social media channels or media interviews providing information about the project's activities
- merchandise and clothing
- corporate event, conference or gala dinner invitations.

Organisations that fail to correctly acknowledge funding provided by the Organ and Tissue Authority may be considered ineligible for future funding.

All final materials produced under DonateLife Partnerships are required to be submitted to the Organ and Tissue Authority with the organisation's Final Report (refer to Funding Agreement).

Note:

- Organisations can only use the original logo formats as provided by the Organ and Tissue Authority. It is not acceptable to copy logos from other materials such as the DonateLife website.
- The logos provided by the Organ and Tissue Authority cannot be altered in any way and should not be any smaller than the stipulated dimensions (see Page 2).
- If you are unsure of how the logo is meant to be presented, contact grants@donatelife.gov.au for further advice.

3. 2021 DonateLife Partnerships are required to use DonateLife key messages.

Successful grant recipients will receive updated **2021 key messages** when the grant is awarded.

2020 key messages:

- More Australians are saying “yes” to organ donation than ever before.
- There are more people alive in Australia today because of organ donation and transplantation.
- We want all Australians to have the conversation about organ and tissue donation.
- If you want to be a donor, make sure you register. It only takes one minute to register at donatelife.gov.au
- Our hospitals follow world’s best practice, with specialist doctors and nurses supporting donation and transplantation.
- We are encouraging all Australians to tell their family and friends they want to be an organ donor and to register on the DonateLife website.
- There is always someone that will need a transplant in Australia. One day it might be you, a family member or a friend. This is why we need as many Australians as possible to register to be donors and to tell their family.
- There are still around 1,600 Australians currently waitlisted for a transplant and around 12,000 people on dialysis who could benefit from a transplant.