

MEDIA KIT

GET INVOLVED IN
DONATELIFE WEEK 2023



RILEY RECEIVED HEART TISSUE

**DONATE
A MINUTE.
DONATE
A LIFETIME.**



JAYLYN RECEIVED A HEART TRANSPLANT

DonateLife is calling on media to join us in raising awareness about organ and tissue donation during DonateLife Week 2023, running from Sunday 23 July to Sunday 30 July.

We know 4 in 5 Australians support donation, yet there are around 13 million Australians aged 16+ who are eligible to register as an organ and tissue donor—but haven't.

We can help journalists and producers create compelling DonateLife Week stories by linking you with strong case studies, spokespeople and medical experts from across Australia.

We've included campaign messages, key facts and stats, downloadable b-roll and more in this kit to help with your reporting.

ABOUT DONATELIFE WEEK 2023

Our two asks for Australia this DonateLife Week are:

1. Could you donate 1 minute to give someone a lifetime?
Register now at donatelife.gov.au or with just 3 easy taps in your Medicare app.
2. Don't forget to tell your family you want to be a donor, someone's life may depend on it.

Whenever you share a story about organ and tissue donation story, you'll be encouraging Australians to register as organ and tissue donors, and to have the conversation with their family and friends.

KEY FACTS

- We know 80% of Australians aged 16+ support organ and tissue donation—yet only 7 million are actually registered. The number should be closer to 16 million.
- That means there are 9 million Australians who say they support organ and tissue donation, but haven't yet signed up.
- And when it comes to those aged 16–24, just 1 in 10 are registered.
- Trend data shows 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.
- 1 organ donor can save the lives of up to 7 people, and more more through eye and tissue donation.
- There are currently around 1,800 Australians on the organ waitlist and 13,000 more on dialysis for kidney failure.

MORE INFORMATION

[Deceased organ donation in Australia \(April 2023\)](#)

[Statistics about donation \(2022 data set\)](#)

[All about organ and tissue donation](#)

KEY MESSAGES

- DonateLife Week (Sunday 23 - Sunday 30 July) is Australia's major public awareness campaign to encourage more Australians to sign up and support organ and tissue donation.
- We know 80% of Australians aged 16+ support organ and tissue donation—yet only 7 million are actually registered. The number should be closer to 16 million.
- And when it comes to those aged 16–24, only around 1 in 10 are registered.
- There are currently around 1,800 people on the organ waitlist who need Australia's help. This includes around 70 people waiting for a life-saving heart and 1,450 people waiting for a kidney.
- Transplant recipients come from different backgrounds, and experience different health issues, but they're united in their gratitude for donors and their families.
- Don't forget to tell your family you want to be a donor—someone's life may depend on it.
- Your family will always be asked to support your decision before organ donation goes ahead. They are much more likely to agree if they know you want to be a donor.
- One organ donor can save the lives of up to 7 people and change the lives of many more through eye and tissue donation.

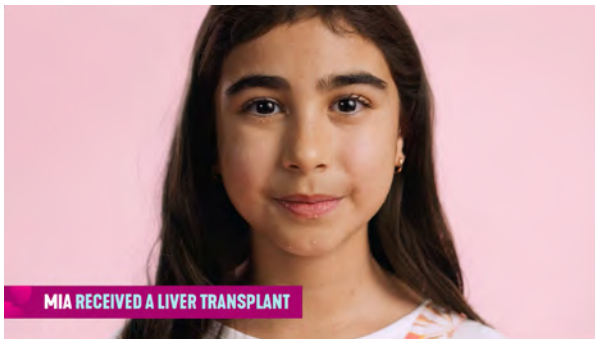
PLEASE INCLUDE THE FOLLOWING AT THE END OF ALL MEDIA REPORTS:

- Could you donate 1 minute to give someone a lifetime?
- Register at donatelife.gov.au or with 3 taps in your Medicare app.

VIDEOS AND B-ROLL

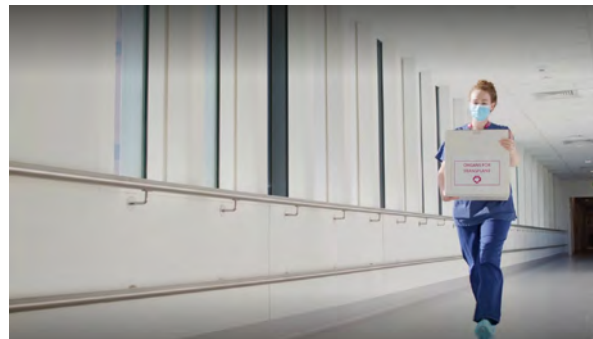
Help us raise awareness of organ and tissue donation for DonateLife Week 2023 by including our videos in your news reports and across your social media. Full permissions for media and social media use are provided.

TV Advertisement: 15 sec



[Download video](#)

Hospital b-roll—kidneys being transported



[Download b-roll](#)

Hospital b-roll—dialysis



[Download b-roll](#)

Hospital b-roll—other clinical



[Download b-roll](#)

LOGO, QR CODE & IMAGES FOR NEWS WEBSITES & SOCIAL MEDIA

Need a campaign logo, QR code or a supplied pic for your news reports and social media posts? Please consider using any of these images. Full permissions for media and social media use are provided.

[Download logo and images](#)



LINDA DONATED A KIDNEY TO HER HUSBAND LAURIE

CASE STUDIES & SPOKESPEOPLE

Contact us to speak with a family in your state or territory who is prepared to discuss a recent experience of organ and tissue donation or transplant with media. We can also connect you with medical experts and other spokespeople.

MEDIA CONTACTS

Thank you for helping us encourage more Australians to register to be an organ and tissue donor, and to talk to their family about donation this DonatLife Week.

The Organ and Tissue Authority

Media team | 0403 058 662 | media@donatlife.gov.au

Jane Metlikovec

Upstride Agency | 0409 539 880 | jane@upstride.com.au

Claire Halliday

Upstride Agency | 0409 356 346 | claire@upstride.com.au



**DONATE A MINUTE.
DONATE A LIFETIME.**



EMMY RECEIVED A KIDNEY TRANSPLANT