



DonateLife

# DONATELIFE 'UNAWARES' TARGET AUDIENCE PROFILE



Around **14%** of the Australian population (2.8 million people) support organ and tissue donation but are unaware of how or why they need to register.



'Unawares' is a target audience profile developed by research commissioned by the Organ and Tissue Authority in 2023 to help drive behavioural change in the Australian community.



This research places Australians on a spectrum of how likely they are to register as organ and tissue donors. It profiles their common values, motivations and barriers to registration to help inform the national DonateLife program and build support for organ and tissue donation.



The 2025 Community Awareness Grants is targeting 'Unawares' to create opportunities to prompt them to register and talk to their family about organ and tissue donation.

## Their life and values

- They are more likely to be male (55%) and young – with almost 70% of this segment aged under 45. They come from a range of backgrounds, including Culturally and Linguistically Diverse (CALD) and First Nations communities.
- They are pragmatic and are supportive of organ and tissue donation as a concept. They broadly know what organ and tissue donation is and why it is important, but they haven't taken the step to register.
- They are busy and active in their community, with an enjoyment of everyday life. They have a lot occupying their minds.
- Some think they may already be automatically registered, or registered through their drivers licence many years ago.
- They have low awareness about DonateLife, and don't hear people talk about it, even though they can recall other charity days and events.
- 67% would be 'very open' or 'quite open' to registering, and they are most likely to do it through official government channels like **donatelife.gov.au** and Medicare.

*"As far as I was aware, I did tick the box [in my driving licence] so I was a donor. Now I understand that it is something I need to register for again."*



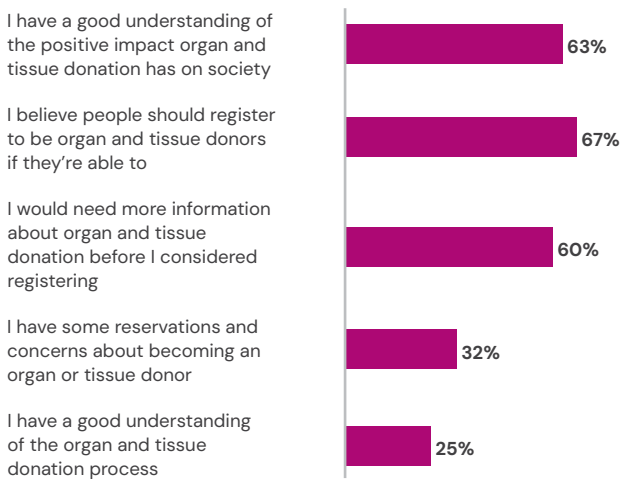
*"You forget about it. I could be one of millions of people in the same position, unless there is a reminder or a prompt somewhere... without a prompt it is not the forefront of your mind."*

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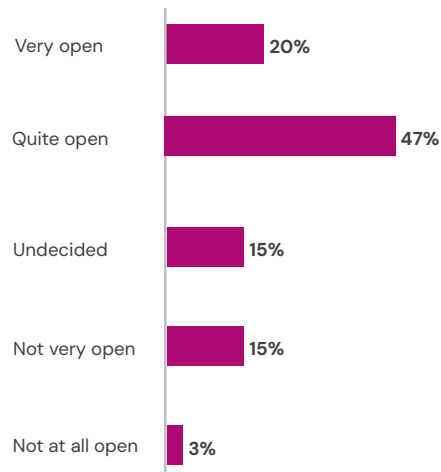
## 'UNAWARES' TARGET

### AUDIENCE PROFILE

#### Donation beliefs



#### Openness to registering



#### Key motivators

- **EASE:** If the registration process was quick, simple and easy
- **URGENCY:** If I knew that 50 people die each year waiting for a transplant
- **EASE:** If I came across an easy way to register
- **EASE:** If I was prompted to register and could do so there and then

#### Key barriers

- I just never really thought about it
- It is just so out of sight, so out of mind
- I'll do it later in life when it becomes more top of mind
- I thought I was automatically registered
- I've never seen anything about donation
- I didn't know you could become an organ or tissue donor
- I feel like there are enough donors

"I don't even know ... is it a state thing or a federal government thing? I just don't see it advertised."



"I don't know if this is a fact or fiction but in the olden days there was a tick box on your drivers licence?"



"It is not really front of mind, I haven't seen anything about it – there's nothing you see on social media and there's not a day for 'organ day' so you just don't have any awareness of it."



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## 'UNAWARES' TARGET AUDIENCE PROFILE



### How to communicate to 'Unawares'

- Build salience around registering as an organ and tissue donor.
- Provide top of mind prompts and repeated messaging over extended periods of time to encourage them to register.
- Leverage high-profile stories in the news and media or within their social circles.
- Provide QR codes with clear calls to action to sign up and talk to their family on all communications.
- Reassure them it only takes a minute and show the steps involved.
- Provide clear instructions on how to check if they are already registered.

### Message guide for 'Unawares'

You could save up to 7 lives in as little as one minute.

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

For around 1,800 Australians currently on the organ transplant waitlist, it can be a matter of life and death.

More than 30% of Australians who are registered did so more than 15 years ago. It's time for those people to check they are on the national register.

Registering is quick and easy. It only takes one minute to sign up at [donatelife.gov.au](https://donatelife.gov.au) or just three taps in your Medicare app.

Don't delay, register as an organ and tissue donor today.

Talking to your family about organ donation is important. Knowing what you wanted leaves them certain.

People die waiting for an organ transplant.