

## Quantitative Key Performance Indicators for Program

Quantitative Indicators	2009-10	2010-11	2011-12	2012-13	2013-14
<b>Improve community awareness</b>					
Rate of family consent to organ and tissue donation	65%	70%	80%	80%	80%
Percentage of Australian families that have held a memorable discussion, and know their family members' wishes about organ and tissue donation	80%	85%	90%	90%	90%
Percentage of Australian families initiating a donation discussion in a hospital setting	25%	30%	35%	40%	45%

NB The above KPIs will be reviewed against the benchmark and campaign evaluation research.