

# DonateLife Week 2022 highlights



Sunny received a  
liver transplant

The Great Registration Race  
July - August 2022

### To our DonateLife supporters,

This year, The Great Registration Race for DonateLife Week kicked off in July, gaining momentum up to DonateLife Week held from Sunday 24 July to Sunday 31 July and continuing until the end of August.

Building on the success of 2021, our 2022 DonateLife Week campaign continued its evidence-based approach, with a refined look and feel that delivered a compelling call to action, to drive up registrations on the Australian Organ Donor Register.

We wanted to continue to reach out to the 13 million Australians aged 16+ who are eligible to register as organ and tissue donors, but haven't. Every year, people tell us they haven't registered because they think it will take too long or they're not healthy enough. We know Australians support organ and tissue donation – our yearly survey shows 4 in 5 do – yet only 1 in 3 is registered. That leaves 13 million eligible Australians who are delaying registering.

We were again racing to encourage up to 100,000 more Australians to register as organ and tissue donors and talk to their families about donation. We knew it was an ambitious target and while we didn't quite get there, we're incredibly proud of what we did achieve. During the campaign period, 60,000 more Australians registered as organ and tissue donors.

We wanted to convey urgency and spark action — There's no need to delay. It takes less than 1 minute to sign up at [donatelife.gov.au](https://donatelife.gov.au) or just 3 taps in your Medicare app.

This year's campaign has been supported by strategic partnerships within the sporting, media and community sectors to extend the reach of the campaign into Aussie homes.

Key activities included targeted TV, digital and radio advertising, social media engagement, ambassador outreach and a strong PR and media push across TV, radio and print media.

We also initiated new activation opportunities including '2 sips to register' coffee cup stickers with participating cafes around the country, and involved corporate workplaces.

We've had the privilege of sharing remarkable and heartfelt stories of love, loss, resilience, hope and gratitude from donor families, transplant recipients, as well as staff and volunteers from all around Australia. The backbone of DonateLife Week campaigns has always been community involvement, we could not do it without you.

We saw strong and more targeted media coverage and digital engagement this year, and we are emboldened by the task ahead. We know it takes a sustained effort.

To all DonateLife supporters, we thank you for getting behind us this year, as you continue to show up for us every year.

Every action helps — posting a selfie on social media, sharing DonateLife messaging, being interviewed for the media, volunteering time at an event, or speaking to your family, friends and colleagues about the importance of organ and tissue donation. Thank you, we are so grateful for your support.

Every conversation and mention about #DonateLife counts.

**Team DonateLife communications**



## Media and PR highlights



1,017

TV stories  
(includes syndication)



2,093

Radio segments  
(includes syndication)



208

Print articles



951

Online articles

4,269

Total articles

## Social media



513

posts

3.21m

people saw our posts



11,300

people clicked through  
to register page



1.47%

engagement rate  
(industry standard  
0.51%)



1,773

new followers

## Website

334,985

pageviews

132,599

new users

94,008

users to the registration  
form

9,157

users at the one time  
on 24 July

## Media coverage

### Top 5 online articles



DonatLife plea for 100,000 Aussies to register as organ donors.

**NewsCorp**  
3 July  
16.4m people reached



Ben Shaw died in a tragic accident aged 15. Five years later his organ donation is still giving life and hope.

**ABC News**  
31 July  
16.2m people reached



Organ transplant patients praise 'hero' donors, as DonatLife Week seeks more registrations.

**ABC News**  
25 July  
16.2m people reached



Registered organ donors in central Victoria below national average as recipient seeks to 'give back'.

**ABC News**  
27 July  
16.2m people reached



South Australia leads nation in organ donation but calls for more donors amid long waitlist.

**NewsCorp**  
24 July  
16.2m people reached

### Top 5 TV stories



DonatLife Week launch at The Austin with babies Zoe and Reilly, who met while undergoing liver transplants.

**Nine News**  
24 July 6:30pm  
349,000 people reached



DonatLife Week launch at The Austin with babies Zoe and Reilly, who met while undergoing liver transplants.

**Seven News**  
24 July 6:30pm  
310,000 people reached



NSW woman Cara Curran's story as she waits for a heart transplant.

**A Current Affair - Channel 9**  
19 July 7:15pm  
239,000 people reached



Ben Shaw's gift of life. Story about Ben's father who has met the little girl who received his son's liver.

**ABC News**  
31 July 7:30pm  
237,000 people reached



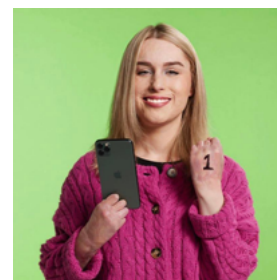
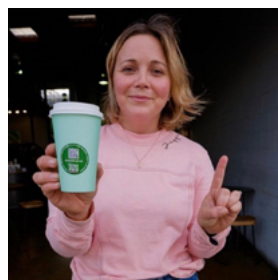
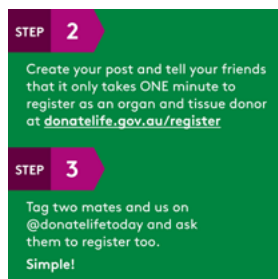
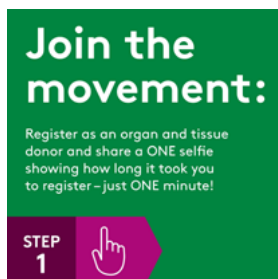
The Heise family, whose son Flynn became a donor under tragic circumstances at age 15.

**The Project - Channel 10**  
24 July 7:30pm  
140,000 people reached



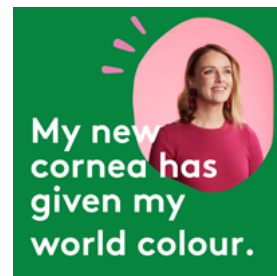
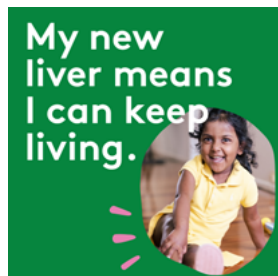
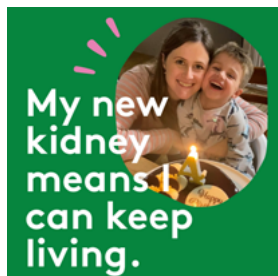
## No. 1 selfies

Thank you to everyone who got involved to help raise awareness of organ and tissue donation.



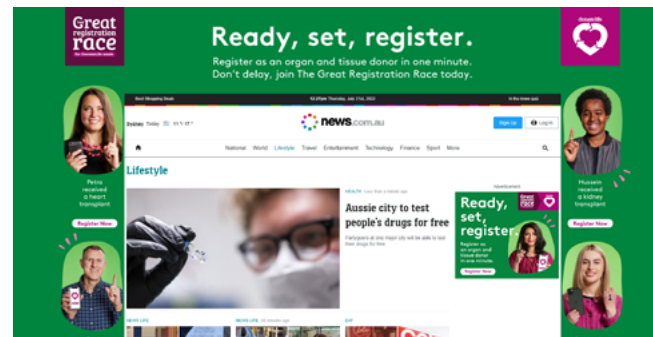
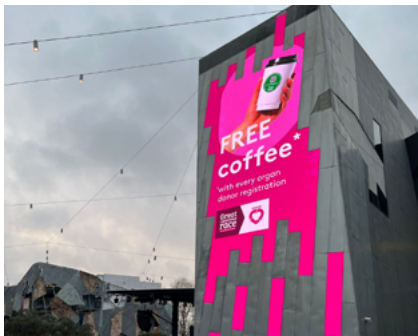
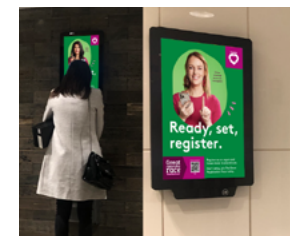
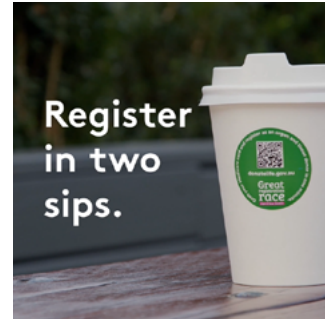
## Case studies

Thanks to all of our donor families, people on the waitlist and transplant recipients who let us share their story with you.



## DonateLife Week collateral

Did you see the campaign come alive this year? If so, let us know!





## DonatLife partnership activities

### Western Bulldogs



- Match day at Marvel Stadium
- Digital package including website advertising, pre-roll footage,
- EDMs to members
- Social media activity
- Cross-code challenge with Melbourne Storm

### A Leagues



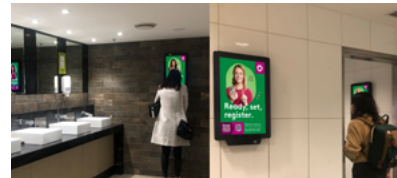
- Social media content from A-Leagues and clubs
- Activations at finals games in June
- EDM to 450,000 subscribers

### NewsCorp



- Digital advertising package including native content and 2-hour video takeover
- Print advertising package including front page and Stellar magazine
- More than 100 print articles nationally in July

### Convenience Advertising



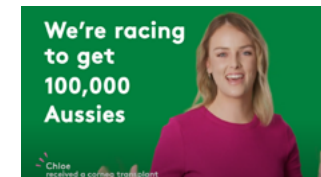
- User testing of campaign creative
- Campaign advertising in bathrooms across Australia increased to around 80 scans per day with a 20% conversion rate (double pre-campaign numbers)

### Melbourne Storm and Sunshine Coast Lightning



- Match days at AAMI park and Sunshine Coast
- Digital package including website advertising, pre-roll footage
- EDMs to members
- Social media activity
- Cross-code challenge with Western Bulldogs

### pixel42



- Regional and metro TVC advertising across Australia in June & July
- 27 videos created for the campaign including TVCs, social media content, First Nations Voices videos and advertising content

## We love feedback!

Please get in touch and let us know what you thought of this year's Great Registration Race for DonateLife Week - what worked well, what didn't and where we can make improvements for next year.

You can email us

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

Or get in touch via our social media

 @donatelifetoday

 @donatelifeaustralia

 @donatelifetoday



Hussein  
received  
a kidney  
transplant