

Community Awareness Grants

Grant opportunity 2. National marketing and public relations strategies

Organ and Tissue Authority

Opening date:	Monday 3 November 2025
Closing date and time:	4:00 pm AEDT on Monday 15 December 2025
Administering entity:	Organ and Tissue Authority
Enquiries:	If you have any questions, contact the Organ and Tissue Authority grants@donatelife.gov.au Questions should be sent no later than Monday 8 December 2025.
Type of grant opportunity:	Open competitive

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1 Community Awareness Grant process

The Community Awareness Grant program

This grant opportunity is part of the DonateLife national program to encourage Australians to talk about organ and tissue donation, register on the Australian Organ Donor Register (AODR), and tell their families they want to be a donor.



The grant opportunity opens, Monday 3 November 2025

We publish the grant guidelines on [GrantConnect](#) and the [DonateLife website](#). These guidelines support you to deliver grant opportunity 2. **National marketing and public relations strategies**. Once the grant opportunity opens, you can submit questions to the Organ and Tissue Authority (OTA) about the grants program and the guidelines, up until **Monday 8 December 2025**.



You complete and submit a grant application before 4:00 pm AEDT Monday 15 December 2025.

Make sure to address all the eligibility and assessment criteria.



We assess all grant applications

We assess against eligibility criteria including an overall consideration of value for money. We may come back to you with questions to help us better understand your application and will let you know if you are not eligible.



We make grant recommendations

We provide advice to the decision maker on the merits of each application.



Grant decisions are made

The decision maker decides which applications are successful.



We notify you of the outcome

We may not notify unsuccessful applicants until grant agreements have been executed with successful applicants.



We enter into a grant agreement

If you are successful, the type of grant agreement is based on the nature of the grant and will be proportional to the risks involved.



Delivery of grant

You undertake the grant activity as set out in your grant agreement. We manage the grant by working with you, monitoring your progress and making payments.



Evaluation of the Community Awareness Grants program

We evaluate your specific grant activity and the Community Awareness Grants program.

1.1 Important things to know

Please read the guidelines carefully before filling out an application. These guidelines:

- contain information about the OTA's 2026 Community Awareness Grants program and the grant opportunity
- assist you to decide if your proposed event or activity meets the eligibility requirements
- outline the assessment criteria.

If you are successful, you must make sure you have sufficient insurances to carry out your grant event or activities. These may include workers' compensation, public liability and professional indemnity.

Successful recipients must prepare a risk management plan, marketing plan and adhere to any state and territory legislative requirements e.g. Working with Vulnerable People.

You are responsible for a complete and accurate application. Giving false or misleading information is a serious offence under the *Criminal Code Act 1995 (Cth)*. We will investigate any false or misleading information and may exclude your application from further consideration.

All funding agreements are one year in duration. Events and activities must take place and be completed between **Monday 2 March 2026** and **Monday 1 March 2027**.

The OTA administer this grant opportunity and process. We do this according to the [Commonwealth Grants Rules and Principles 2024](#) (CGRPs).¹ The CGRPs outline the government's expectations for both government and non-government stakeholders involved in grants administration.

2 About the grant program

DonateLife strategy

The OTA leads the national DonateLife program to increase organ and tissue donation so more people can receive a life-saving transplant. We want Australians to talk about organ and tissue donation, to tell their family that they want to be a donor, and importantly, to register as an organ and tissue donor on the AODR.

The 2026 Community Awareness Grant program helps to deliver on the *build support* goal in the [OTA Strategy 2022-2027](#) to encourage more people to say yes to donation, and sets the following performance measures:

- 40% of eligible Australians (16 years and over) are aware of the DonateLife brand
- 90% of registered donors have discussed donation with their family
- 50% of eligible Australians (16 years and over) are registered on the AODR.

Grant opportunity

In 2026, the Community Awareness Grants program will support 2 separate grant opportunities:

- DonateLife Week 2026 event or activity

¹ [Federal Register of Legislation - Commonwealth Grants Rules and Principles 2024](#)

- National marketing or public relations strategy.

There are separate guidelines for each grant opportunity. These guidelines support you to deliver grant opportunity 2. National marketing or public relations strategy.

Funding available

The OTA provides up to \$600,000 (GST excluded) to fund the grant program, comprising the 2 separate grant opportunities.

If no suitable grant applications are received for each separate grant opportunity:

- grants may not be awarded
- grant funding may be provided to suitable applications from the other grant opportunity.

2.1 About the grant opportunity: National marketing and public relations strategy



Share in grants between **\$50,000 and \$120,000** for a national marketing or public relations strategy.



2026 Community Awareness Grant round opens **Monday 3 November** and closes 6 weeks later, **4:00 pm AEDT Monday 15 December 2025**.



Your application needs to address all **assessment criteria** and you must meet all **eligibility requirements**.

You can help us raise awareness about donation and get more Australians registered as donors by creating impactful marketing or public relations strategies that inspire people to register and tell their family they want to be a donor.

Previous successful grant recipients have used both editorial content and digital marketing.

The funding amount requested should be based on the length and reach of the project. In previous years, successful projects have received:

- \$50,000 – \$80,000 for projects that have targeted audiences, set timeframes and campaign reach of up to 2 million Australians
- \$80,000 – \$120,000 for projects that have multiple elements (for example, incorporating digital, editorial and social components), reaching more than 2 million Australians for a 12-month period.

An example of a national marketing and public relations strategy grant activity may include:

- traditional or digital media and public relations activities
- marketing, public relations or media strategies
- national media placements (traditional or digital/online).

Strategic marketing and PR strategies help us to extend the reach of the national DonateLife program and contribute to increased understanding of and support for, organ and tissue donation for transplantation. A total of up to \$500,000 (GST exclusive) is available for this grant opportunity.



The **objectives** of the national marketing and public relations strategies grant opportunity are:

- develop and deliver measurable strategies and activities with mass/broad reach to the Australian community to encourage more people to register as organ and tissue donors and talk to their families about donation
- demonstrate a deep understanding of target audience, messaging and distribution channels to ensure messaging salience
- drive behavioural change over an extended period of time through phased promotional activities
- complement and extend the reach of the existing DonateLife communications and engagement program.

The **intended outcomes** of the grant opportunity are:

- raise awareness about organ and tissue donation
- encourage the target audience to learn more about organ and tissue donation, and to discuss it with their families
- educate and inform the Australian community about the importance of registering as an organ and tissue donor on the AODR.

2.2 Target audience

We know that many Australians are open to registering but are unaware of how or why they need to register. Research tells us that 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 as organ and tissue donors.

This grant opportunity seeks to raise awareness with this target audience, known as ‘unawares’, and prompt them to act by registering and talking to their family about organ and tissue donation.

‘Unawares’ is a target audience profile developed by behavioural research commissioned by the OTA in 2023 to drive behavioural change. Australians who are ‘unawares’ share common barriers and motivations towards organ and tissue donation.



They are more likely to be male (55%) and young – almost 70% aged under 45 years.



They are busy and active in their community and come from a diverse range of backgrounds, including young Australians, Culturally and Linguistically Diverse (CALD) and First Nations.



They are pragmatic and support organ and tissue donation as a concept. They broadly know what donation is and why it is important, but that's not enough for them to have registered yet.



They need repeated messaging over extended periods of time to prompt them to register to be an organ and tissue donor.

To help you understand more about this target audience segment, we have developed a **factsheet (Attachment A)**, that outlines:

- life and values profile
- donation beliefs and how open they are to registering
- key motivators and barriers
- how to communicate with this audience
- a message guide.

You may wish to segment your target audience further in your application – for example focusing on school students, university students, people from a specific CALD background, or First Nations Peoples.

3 Eligibility requirements

Your grant activity must:

- raise awareness about organ and tissue donation
- encourage the target audience to learn more about organ and tissue donation, and to discuss it with their families
- educate and inform the Australian community about the importance of registering as an organ and tissue donor on the AODR
- complement the DonateLife national program and DonateLife Week (and not duplicate existing activities)
- align to the OTA's [Strategy](#).

All activities must adhere to DonateLife branding as directed by the OTA and complement existing DonateLife communications and education activities.

We cannot consider your application if you do not satisfy all the eligibility criteria.

Applicants are not allowed to profit from this grant or the associated project activities. We cannot provide a grant if you receive funding from another government source for the same purpose.

You can apply for grants under any Commonwealth program, but if your applications are successful, you must choose either the 2026 Community Awareness Grant or the other Commonwealth grant.

It is the responsibility of the applicant to determine their eligibility to apply for this grant opportunity.



To be eligible, **you must**:

- have an Australian Business Number (ABN)
- be registered for the purposes of GST
- be a permanent resident of Australia
- have an account with an Australian financial institution and be one of the following entity types:
 - a registered charity or not-for-profit organisation
 - a company incorporated in Australia
 - an incorporated trustee on behalf of a trust
 - an incorporated association
 - a joint (consortia) application with a lead organisation
 - an Australian local government body
 - an Australian state or territory government body
 - be an Aboriginal and Torres Strait Islander Community Controlled Organisation (ACCO)
 - an Aboriginal and/or Torres Strait Islander Corporation registered under the [Corporations \(Aboriginal and /or Torres Strait Islander\) Act 2006](#).



You are **not eligible** to apply for a grant if you are:

- an organisation, or your project partner is an organisation, included on the National Redress Scheme's website on the list of 'Institutions that have not joined or signified their intent to join the Scheme' (www.nationalredress.gov.au)
- an individual
- unincorporated association
- overseas resident/organisation
- political organisation
- a Commonwealth department, agency or body (including government business enterprises)
- if you already receive government funding for the same purpose.

4 What the grant money can be used for

4.1 Eligible expenditure



- You can only spend the grant on eligible expenditure you have incurred on eligible grant activities.
- Eligible expenditure items may include operating and administrative costs related to the provision of the grant activity.
- If your application is successful, we may ask you to verify project costs that you provided in your application. You may need to provide evidence such as quotes for major expenses.
- Not all expenditure on your project activities may be eligible for grant funding. The decision maker makes the final decision on what eligible expenditure is and may give additional guidance on eligible expenditure if required.
- You must incur the expenditure on your project activities between the start date and completion date for your grant agreement for it to be eligible.



You cannot use the grant for the following activities:

- activities, projects, or resources that are already delivered through the OTA or the DonateLife Network
- wages on-costs not directly attributed to the provision of project activities (for example, gift cards for project participants)
- purchase of land
- major capital expenditure
- major construction/capital works
- costs incurred in the preparation of a grant application or related documentation
- subsidy of general ongoing administration of an organisation such as electricity, phone, and rent
- proposed activities outside of Australia
- vehicles
- overseas travel
- activities for which other Commonwealth, state, territory or local government bodies have primary responsibility.

5 Assessment criteria

The assessment of grants is a competitive process, and we consider your application on its merits and comparatively against other applications, based on:

- how well your application meets the criteria
- how it compares to other applications
- whether it provides value with relevant money.²
- how it meets the outcomes and objectives of the program.

You must score **good** or above in **all 4 criteria** for your application to be considered eligible, as outlined in the assessment criteria scoring matrix below.

- 1 In no more than 500 words, outline how your project will build support for organ and tissue donation and deliver on the OTA's Strategy (this is worth **10 points**).

You must demonstrate this through identifying:

- how you will develop culturally appropriate content
- how you will disseminate, monitor, and adjust your content and resources to make sure you are maximising awareness and registration opportunities
- the reach of suggested distribution channels and opportunities for a sustained, strategic approach to raising awareness for organ and tissue donation.

- 2 In no more than 500 words, outline the project activities you plan to undertake and how they will reach the 'unawares' target audience profile; connecting with Australians who support organ and tissue donation but are unaware of how and why they need to register. Outline any further audience targeting your project will have and explain what you know about how this audience prefers to receive information about organ and tissue donation (this is worth **5 points**).

You must demonstrate this through identifying:

- your reach (how you engage, what channels, how many people) and how you build trust with identified target audience groups
- why your organisation is well suited to promoting organ and tissue donation to this audience.

- 3 In no more than 500 words, describe how your project activities represent value for money (this is worth **5 points**).

You must demonstrate this through identifying:

- your key performance indicators (KPIs) – how you are going to measure and evaluate success, in terms of raising awareness about organ and tissue donation and achieving new registrations on the AODR (including quantifying measurement and evaluation).

Note: The KPIs you outline in your application will be used in your contract, and successful applicants will need to report on these. Please ensure that KPIs included can be measured.

² See glossary for an explanation of 'value with relevant money'.

- 4 In no more than 500 words, outline your organisation's capability to deliver your project activity (this is worth **5 points**).

You must demonstrate this through identifying your organisation's:

- prior experience in successful delivery
- resource skills and experience.

5.1 Assessment criteria scoring matrix

Rating (for individual criterion)	Criteria 1 weight	Criteria 2 weight	Criteria 3 weight	Criteria 4 weight	Score
Excellent – response to this criterion, including all sub-criteria, is met to an excellent standard.	10	5	5	5	25 = rating score 5
Very good – response to this criterion meets all or most sub-criteria to a higher-than-average standard.	8	4	4	4	20 = rating score 4
Good – response against this criterion meets most sub-criteria to an acceptable standard.	6	3	3	3	15 = rating score 3
Poor – response to this criterion meets a minimal amount of sub-criteria to a below acceptable standard.	4	2	2	2	10 = rating score 2
Very poor – response against this criterion has little merit.	2	1	1	1	5 = rating score 1
Does not meet criterion – response to this criterion is insufficient to assess.	0	0	0	0	0 = rating score 0

6 How to apply

To apply, you must:

- complete the grant opportunity application form on the [DonateLife website](#) and [GrantConnect](#)
- provide all the information requested
- address all eligibility criteria and assessment criteria
- include all necessary attachments (see 6.1)
- submit your application to grants@donatelife.gov.au by 4:00 pm AEDT Monday 15 December 2025.

In the interest of fairness, **we cannot accept applications after 4:00 pm AEDT Monday 15 December 2025.**

If you find an error in your application after submitting it, you should contact us immediately on grants@donatelife.gov.au.

We don't have to accept any additional information, or requests from you to correct your application after the closing time. You can't change your application after the closing date and time.

If we find an error or information that is missing, we may ask for clarification or additional information from you that will not change the nature of your application. Additional information must be provided within 3 working days from the request. However, we can refuse to accept any additional information from you that would significantly change your submission after the application closing time.

You should keep a copy of your application and any supporting documents.

We will acknowledge that we have received your application within 3 working days.

If you are successful, we expect you will be able to enter into a grant agreement by end-February 2026.

Activity	Timeframe
Open on GrantConnect and DonateLife website	Monday 3 November 2025
Closing date for applications	4:00 pm AEDT Monday 15 December 2025
Assessment of applications and follow up questions with applicants, if required	January 2026
Approval of outcomes of selection process	Mid-January 2026
Notification of successful applicants and negotiation of grant agreements	Early-February 2026
Notification to unsuccessful applicants	February 2026
All successful grant agreements executed	Early-March 2026

6.1 Attachments to the application

You should only attach documents specifically requested as part of the application process. We require you to submit the following documents with your application:

- workers' compensation insurance certificate
- public liability insurance certificate
- professional indemnity insurance certificate
- letter of confirmation for any identified project partners.

6.2 Joint (consortia) applications

We recognise that some organisations may want to join as a group to deliver a grant project.

In these circumstances, you must appoint a 'lead organisation'. The lead organisation must be eligible to apply for funding. Only the lead organisation will enter into an agreement with the Commonwealth and will be responsible for the grant. The lead organisation must complete the Application Form, identify all other members of the proposed consortium in the application and include a letter of support from each of the partners.

Each letter of support should include:

- details of the partner organisation
- an overview of how the partner organisation will work with the lead organisation and any other partner organisations in the group to successfully complete the grant project
- an outline of the relevant experience and/or expertise the partner organisation will bring to the group
- the roles/responsibilities of the partner organisation and the resources they will contribute (if any)
- details of a nominated management level contact officer.

You must have a formal arrangement in place with all parties prior to execution of the grant agreement.

6.3 Questions during the application process

If you have any questions during the application period, contact grants@donatelife.gov.au. Questions must be sent **no later than Monday 8 December 2025** and we will respond to emailed questions within 3 working days.

We cannot assist you to address assessment criteria, determine eligibility or complete your application.

7 Assessment of grant applications

This grant opportunity is an open competitive grant process. The Organ and Tissue Authority will assess your application against the assessment criteria.

We review your application against the eligibility criteria as outlined in Section 4 of these guidelines. If eligible, we will then assess your application against the assessment criteria as outlined in the assessment. We will consider your application on its merits and comparatively against other applications, based on:

- how well your application meets the criteria
- how it compares to other applications
- whether it provides value with relevant money.
- how it meets the outcomes and objectives of the program.

If we require clarification or additional information on any points within your application, we will contact you during the assessment process.

When determining whether the application represents value with relevant money, we will consider:

- what the grant is meant to achieve – the main goals and expected outcomes
- how much funding you're asking for compared to your budget and what you plan to do
- where the project will take place and whether that location fits with our priority areas
- how well your application shows your project will help achieve the intended outcomes
- who your project will reach — especially if it targets important or priority groups.

7.1 Who will assess applications?

We'll establish an assessment panel to assess eligible applications. The assessment panel will be made up of OTA employees.

After reviewing the applications, the panel will recommend which ones should get a grant. They might ask for more information about you or your application — including from Commonwealth sources you didn't list as referees. They can also use publicly available information that's relevant.

The panel will then make a recommendation to the final decision maker about which applications should be approved.

7.2 Who will approve grants?

The Chief Executive Officer of the OTA decides which grants to approve, considering the recommendations of the assessment panel and the availability of grant funds for the purposes of the grant program.

The decision maker's decision is final in all matters, including:

- the approval of the grant
- the grant funding amount to be awarded
- the terms and conditions of the grant.

There is no appeal mechanism for decisions made during the approval process.

8 Notification of application outcomes

We will advise you of the outcome of your application in writing. If you are successful, we will advise you of any specific conditions attached to the grant.

8.1 Feedback on your application

If you are unsuccessful, you may ask for individual feedback within 2 weeks of being advised of the outcome. We will arrange a teleconference to provide verbal feedback within 8 weeks of your request.

8.2 Further grant opportunities

If there are not enough suitable applications to meet the program's objectives, we will consider delivering subsequent grant opportunities as a targeted or closed non-competitive process.

9 Successful grant applications

9.1 The grant agreement

You must enter into a legally binding grant agreement with the Commonwealth. We use the [simple grant agreement](#) in this program.

Each agreement has general terms and conditions that cannot be changed. Sample grant agreements are available on the [Department of Finance website](#).

We must execute a grant agreement with you before we can make any payments. We are not responsible for any of your expenditure until a grant agreement is executed and you must not start any project activities until a grant agreement is executed.

Your grant agreement may have specific conditions determined by the assessment process or other considerations made by the decision maker. We will identify these in the agreement.

The Commonwealth may recover grant funds if there is a breach of the grant agreement.

You have 14 days from the date of a written offer to execute this grant agreement with the Commonwealth ('execute' means both you and the Commonwealth have signed the agreement). During this time, we will work with you to finalise details.

The offer may lapse if both parties do not sign the grant agreement within this time. Under certain circumstances, we may extend this period. We base the approval of your grant on the information you provide in your application.

You may request changes to the grant agreement. However, we will review any required changes to these details to ensure they do not impact the grant as approved by the decision maker.

9.2 How we pay the grant

The grant agreement will state the:

- maximum grant amount to be paid
- eligible expenditure covered by the grant
- any in-kind contributions you will make
- activity components
- reporting requirements.

We will not exceed the maximum grant amount under any circumstances. If you incur extra costs, you must meet them yourself.

We will pay 100% of the grant on execution of the grant agreement. You will be required to report how you spent the grant funds at the completion of the grant activity.

9.3 Grants payments and GST

Payments will be GST inclusive. If you are registered for the [Goods and Services Tax \(GST\)](#), where applicable, we will add GST to your grant payment and issue you with a [Recipient Created Tax Invoice](#).

Grants are assessable income for taxation purposes, unless exempted by a taxation law. We recommend you seek independent professional advice on your taxation obligations or seek assistance from the [Australian Taxation Office](#). We do not provide advice on your taxation circumstances.

10 Announcement of grants

If successful, your grant will be listed on [GrantConnect](#) and the [DonateLife website](#) no later than 21 calendar days after the date of effect as required by Section 5.4 of the [CGRPs](#).

There may be a public announcement of successful applications. These announcements may include details on an individual basis, of the applicant, the value of the grant, the purpose of the grant and details of project partners.

11 How we monitor your grant activity

11.1 Keeping us informed

We will be in close contact with you as you implement your project activities to make sure the program of work is complementary to existing OTA and DonateLife activities – for example regarding timing, branding, or key messaging.

You must notify us of events relating to your grant and provide an opportunity for the Assistant Minister for Health, Disability and Ageing or their representative to attend.

You must inform us if anything is likely to affect your project activity or organisation, including advising of changes to scheduled timing or delivery of your outlined activities.

We need to know of any key changes to your organisation or its business activities, particularly if they affect your ability to complete your grant, carry on business and pay debts due.

You must also inform us of any changes to your:

- name
- addresses
- nominated contact details
- bank account details.

If you become aware of a breach of terms and conditions under the grant agreement, you must contact us immediately.

11.2 Reporting

You must submit reports in line with the grant agreement. We will provide sample templates for these reports as appendices in the grant agreement. We will remind you of your reporting obligations before a report is due. We will expect you to report on:

- progress against agreed grant activity milestones and outcomes
- contributions of participants related to the project activity
- expenditure of the grant.

**Final reports must:**

- identify if and how outcomes have been achieved
- include the agreed evidence as specified in the grant agreement
- identify the total eligible expenditure incurred
- be submitted by the agreed date in the grant agreement
- be completed in the format provided in the grant agreement.

11.3 Financial declaration

We may ask you to provide a declaration that the grant money was spent in accordance with the grant agreement and to report on any underspends of the grant money.

11.4 Grant agreement variations

We recognise that unexpected events may affect your progress. In these circumstances, you can request a variation to your grant agreement.

You should not assume that a variation request will be successful. We will consider your request based on provisions in the grant agreement and the likely impact on achieving outcomes.

11.5 Record keeping

You are required to keep relevant records in relation to the grant agreement and activities. We may also inspect the records you are required to keep under the grant agreement.

11.6 Evaluation

We will evaluate the grant program to measure how well the outcomes and objectives have been achieved. We may use information from your application and reports for this purpose. We may also interview you or ask you for more information to better help us understand how the grant impacted you and to evaluate how effective the program was in achieving its outcomes.

We may contact you up to one year after you finish your grant for more information to assist with this evaluation.

11.7 Acknowledgement

We will discuss with you DonateLife branding requirements applicable to the activities you outline in your application. Whenever DonateLife branding is used, acknowledgement must be given to the Commonwealth in accordance with the OTA's Grant Acknowledgment Guidelines. Successful applicants will be emailed these guidelines upon the commencement date of their grant agreement.

12 Probity

The Australian Government will make sure that the grant opportunity process is fair, is conducted according to the published grant opportunity guidelines, incorporates appropriate safeguards against fraud and corruption, unlawful activities and other inappropriate conduct and is consistent with the CGRPs.

These guidelines may be changed from time-to-time by the OTA. When this happens, the revised grant opportunity guidelines will be published on [GrantConnect](#) and the [DonateLife website](#). By registering on this website, you will be automatically notified of any changes to these guidelines.

You should be aware of your obligations under the [National Anti-Corruption Commission Act 2022](#), noting that under the Act grantees will generally be considered 'contracted service providers' [see [NACC factsheets](#).]

12.1 Enquiries and feedback

The OTA's complaint procedures apply to complaints about this grant opportunity. You can contact us to make a complaint using our [online complaint form](#).

All complaints about a grant process must be provided in writing.

Any questions you have about grant decisions for this grant opportunity should be sent to grants@donatelife.gov.au.

If you do not agree with the way the OTA has handled your complaint, you may complain to the [Commonwealth Ombudsman](#). The Ombudsman will not usually consider a complaint unless the matter has first been raised directly with the OTA.

The Commonwealth Ombudsman can be contacted on:

Phone (Toll free): 1300 362 072

Email: ombudsman@ombudsman.gov.au

Website: www.ombudsman.gov.au

12.2 Conflict of interest

Any conflicts of interest, or perceived conflicts of interest can affect the performance of the grant opportunity or program. There may be a conflict of interest, or perceived conflict of interest, if the OTA staff, any member of a committee or advisor and/or you or any of your personnel, including sub-contractors:

- have a professional, commercial or personal relationship with a party who can influence the application selection process, such as an Australian Government officer
- have a relationship with or interest in, an organisation which is likely to interfere with or restrict the applicants from carrying out the proposed activities fairly and independently or

- have a relationship with, or interest in, an organisation from which they will receive personal gain because the organisation receives a grant under the grant program/ grant opportunity.

You will be asked to declare, as part of your application, any perceived or existing conflicts of interests or that, to the best of your knowledge, there are no conflicts of interest.

If you later identify an actual, apparent, or perceived conflict of interest, you must inform the OTA in writing immediately.

Conflicts of interest for Australian Government staff will be handled as set out in the Australian [Public Service Code of Conduct \(Section 13\(7\)\)](#) of the [Public Service Act 1999](#). The assessment committee and other officials including the decision maker must also declare any conflicts of interest.

The Conflict of Interest policy is available on the Australian Public Service Commission's [website](#).

12.3 Privacy

We treat your personal information according to the [Privacy Act 1988](#) and the [Australian Privacy Principles](#). This includes letting you know:

- what personal information we collect
- why we collect your personal information
- who we give your personal information to.

Your personal information can only be disclosed to someone else for the primary purpose for which it was collected, unless an exemption applies.

The Australian Government may also use and disclose information about grant applicants and grant recipients under this grant opportunity in any other Australian Government business or function. This includes disclosing grant information on GrantConnect as required for reporting purposes and giving information to the Australian Taxation Office for compliance purposes.

We may share the information you give us with other Commonwealth entities for purposes including government administration, research or service delivery, according to Australian laws.

As part of your application, you declare your ability to comply with the [Privacy Act 1988](#) and the Australian Privacy Principles and your intention to impose the same privacy obligations on officers, employees, agents and subcontractors that you engage to assist with the activity, in respect of personal information you collect, use, store, or disclose in connection with the activity. Accordingly, you must not do anything, which if done by the OTA would breach an Australian Privacy Principle as defined in the Act.

12.4 Confidential Information

Other than information available in the public domain, you agree not to disclose to any person, other than us, any confidential information relating to the grant application and/or agreement, without our prior written approval. The obligation will not be breached where you are required by law, Parliament or a stock exchange to disclose the relevant information or where the relevant information is publicly available (other than through breach of a confidentiality or non-disclosure obligation).

We may at any time, require you to arrange for you; or your employees, agents or subcontractors to give a written undertaking relating to nondisclosure of our confidential information in a form we consider acceptable.

We will keep any information in connection with the grant agreement confidential to the extent that it meets all 3 conditions below:

1. you clearly identify the information as confidential and explain why we should treat it as confidential
2. the information is commercially sensitive
3. revealing the information would cause unreasonable harm to you or someone else.

We will not be in breach of any confidentiality agreement if the information is disclosed to:

- the assessment committee and other Commonwealth employees and contractors to help us manage the program effectively, including for an integrity purpose
- employees and contractors of our department so we can research, assess, monitor and analyse our programs and activities
- employees and contractors of other Commonwealth agencies for any purposes, including government administration, research or service delivery
- other Commonwealth, State, Territory or local government agencies in program reports and consultations
- the Auditor-General, Ombudsman, Privacy Commissioner or National Anti-Corruption Commissioner, or staff of their agencies
- the responsible Minister or Parliamentary Secretary, or
- a House or a Committee of the Australian Parliament.

The grant agreement may also include any specific requirements about special categories of information collected, created or held under the grant agreement.

12.5 Freedom of information

All documents in the possession of the Australian Government, including those about this grant opportunity, are subject to the [Freedom of Information Act 1982](#) (FOI Act).

The purpose of the FOI Act is to give members of the public rights of access to information held by the Australian Government and its entities. Under the FOI Act, members of the public can seek access to documents held by the Australian Government. This right of access is limited only by the exceptions and exemptions necessary to protect essential public interests and private and business affairs of persons in respect of whom the information relates.

All Freedom of Information requests must be referred to the Freedom of Information Coordinator in writing.

By mail: Freedom of Information Coordinator
Organ and Tissue Authority
GPO Box 802
Canberra ACT 2601

By email: foi@donatelife.gov.au

13 Glossary

Term	Definition
administering entity	when an entity that is not responsible for the policy, is responsible for the administration of part or all of the grant administration processes
assessment criteria	are the specified principles or standards, against which applications will be judged. These criteria are also used to assess the merits of proposals and, in the case of a competitive grant opportunity, to determine application rankings.
commencement date	the expected start date for the grant activity
completion date	the expected date that the grant activity must be completed and the grant spent by
contracted service provider	A contracted service provider is a person who is a party to a Commonwealth contract or is a party to a subcontract with a contracted service provider and is responsible for the provision of goods or services under contract, either directly or indirectly.
co-sponsoring entity	when two or more entities are responsible for the policy and the appropriation for outcomes associated with it
date of effect	can be the date on which a grant agreement is signed or a specified starting date. Where there is no grant agreement, entities must publish information on individual grants as soon as practicable.
decision maker	the person who makes a decision to award a grant
eligibility criteria	refer to the mandatory criteria which must be met to qualify for a grant. Eligibility criteria should be developed to enable objective validation and are either 'met' or 'not met'. Assessment criteria may apply in addition to eligibility criteria.
Commonwealth entity	a Department of State, or a Parliamentary Department, or a listed entity or a body corporate established by a law of the Commonwealth. See subsections 10(1) and (2) of the PGPA Act
<u>Commonwealth Grants Rules and Principles 2024 (CGRPs)</u>	establish the overarching Commonwealth grants policy framework and articulate the expectations for all non-corporate Commonwealth entities in relation to grants administration. Under this overarching framework, non-corporate Commonwealth entities undertake grants administration based on the mandatory requirements and key principles of grants administration.

Term	Definition
grant	for the purposes of the CGRPs, a 'grant' is an arrangement for the provision of financial assistance by the Commonwealth or on behalf of the Commonwealth: a. under which relevant money³ or other Consolidated Revenue Fund (CRF) money⁴ is to be paid to a grantee other than the Commonwealth; and a. which is intended to help address one or more of the Australian Government's policy outcomes while assisting the grantee achieve its objectives.
grant activity/activities	refers to the project/tasks/services that the grantee is required to undertake.
grant agreement	sets out the relationship between the parties to the agreement and specifies the details of the grant.
GrantConnect	is the Australian Government's whole-of-government grants information system, which centralises the publication and reporting of Commonwealth grants in accordance with the CGRPs.
grant opportunity	refers to the specific grant round or process where a Commonwealth grant is made available to potential grantees. Grant opportunities may be open or targeted, and will reflect the relevant grant selection process.
grant program	a 'program' carries its natural meaning and is intended to cover a potentially wide range of related activities aimed at achieving government policy outcomes. A grant program is a group of one or more grant opportunities under a single [entity] Portfolio Budget Statement Program.
grantee	the individual/organisation which has been selected to receive a grant.
National Anti-Corruption Commission (NACC)	The National Anti-Corruption Commission (NACC) is an independent Commonwealth agency. It detects, investigates and reports on serious or systemic corruption in the Commonwealth public sector. The Commission operates under the National Anti-Corruption Commission Act 2022 .

³ Relevant money is defined in the PGPA Act. See section 8, Dictionary.

⁴ Other CRF money is defined in the PGPA Act. See section 105, Rules in relation to other CRF money.

Term	Definition
PBS Program	described within the entity's Portfolio Budget Statement , PBS programs each link to a single outcome and provide transparency for funding decisions. These high-level PBS programs often comprise a number of lower level, more publicly recognised programs, some of which will be Grant Programs. A PBS Program may have more than one Grant Program associated with it, and each of these may have one or more grant opportunities.
selection process	the method used to select potential grantees. This process may involve comparative assessment of applications or the assessment of applications against the eligibility criteria and/or the assessment criteria.
value with relevant money	value with relevant money in this document is a judgement based on the grant proposal representing an efficient, effective, economical and ethical use of public resources and determined from a variety of considerations. When administering a grant opportunity, an official should consider the relevant financial and non-financial costs and benefits of each proposal including, but not limited to: • the quality of the project proposal and activities • fitness for purpose of the proposal in contributing to government objectives • that the absence of a grant is likely to prevent the grantee and government's outcomes being achieved, and • the potential grantee's relevant experience and performance history.

14 Attachment A – ‘Unawares’ factsheet

DONATELIFE 'UNAWARES' TARGET AUDIENCE PROFILE



DonateLife



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 2026 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 at the forefront of your mind.'

DONATELIFE

'UNAWARES' TARGET AUDIENCE PROFILE

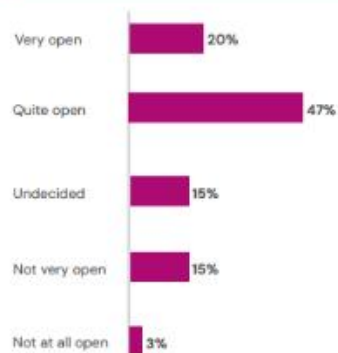


DonateLife

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.'

DONATELIFE 'UNAWARES' TARGET AUDIENCE PROFILE



How to communicate to 'Unawares'

- Continuously emphasise the importance of 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 or through the myGov 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.

This profile is based on findings from the 'Driving Behavioural Change' research report developed by FiftyFive5, November 2023