

# Donateline Corporate Champions Guide

Inspiring your workplace to  
**feel connected and save lives**



**Health**  
NSW Organ & Tissue  
Donation Service

Incorporating:  
NSW Bone Bank  
Lions NSW Eye Bank  
Australian Ocular Biobank

Part of the  
**Donateline**  
network



## Contact information

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## About the NSW Organ & Tissue Donation Service

The NSW Organ and Tissue Donation Service (OTDS) is part of the national DonateLife Network which coordinates all organ and tissue donation across the state. The OTDS is responsible for increasing organ and tissue donation for transplantation in NSW.

Access to organ donation and transplantation is vital in the provision of quality health care in NSW – especially when it can mean the difference between life and death.

As well as clinical work, raising awareness in the community and encouraging discussion and registration on the Australian Organ Donor Register is a vital part of our work.



**“Nothing can change what has happened, or take away this overwhelming, drowning sense of loss and numbness. But at least we know what she wanted to do about donation. She had registered her decision on the Australian Organ Donor Register so amidst all of this, we were able to do something for her. It was such a relief.”**

(Anonymous)

# Introduction

**By taking part in our Corporate Champions program, you can inspire your employees to do something really quick, and really easy, that could one day save a life.**

Becoming a DonateLife Corporate Champion encourages your employees to think about organ and tissue donation, make a decision, and register that decision on the Australian Organ Donor Register.

When it's quick, easy to do and can be done on the spot, all it takes is a little nudge to turn those good intentions into action and registration.

Hosting a DonateLife registration drive is a simple way for your organisation to engage your staff about something meaningful, that most people already support, and demonstrate your organisation's community spirit.

**It doesn't take much, and there is no cost involved to become a DonateLife Corporate Champion!**



**A liver transplant  
saved Chloe's life**



## Your support counts

1,600

Increasing community awareness of organ donation gives hope to the 1,600 Australians who are on transplant waiting lists.

1 in 3

Three in four Aussies are willing to become donors, but only one in three are actually registered.

9 in 10

Nine in ten families say yes to donation when their loved one was a registered donor.

### **Organ and tissue donation saves lives.**

While it's easy to register, it's something that people often don't get around to doing. Talking about death can also be an uncomfortable topic for some.

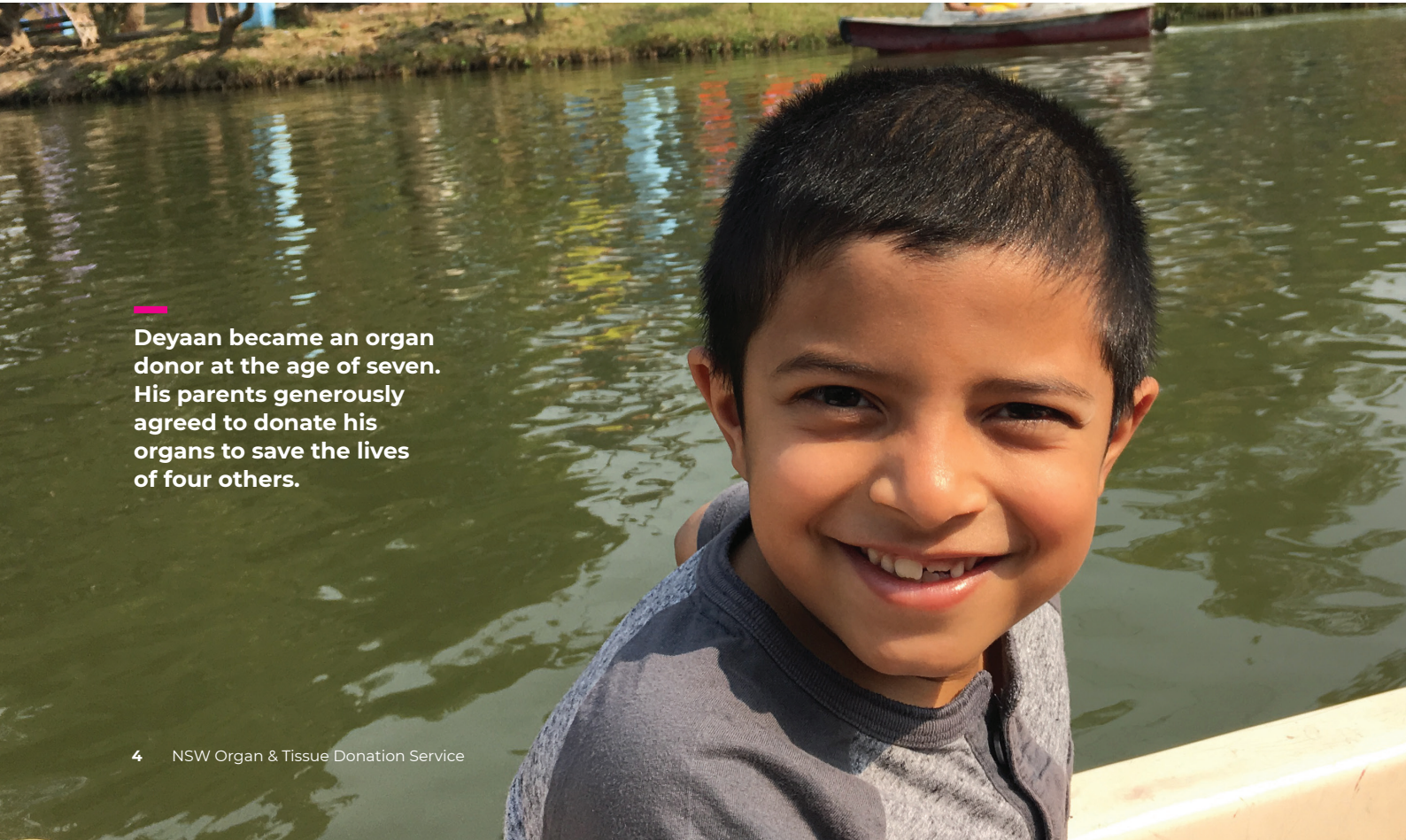
Providing people with an opportunity to learn a bit more about organ donation, and register at their workplace is an effective way to increase registration numbers and educate the community. It also gives people the chance to ask an expert any questions that might be stopping them from registering.

### **Why is registration important?**

When someone dies in a way where organ donation is possible, families will always be asked to confirm whether their loved one wanted to be a donor.

When someone is already registered on the Australian Organ Donor Register, it makes that decision for families so much easier as it leaves them in no doubt as to what they wanted.

If the deceased is not registered, and they didn't tell their family what they wanted, this adds anguish to grief at a time when families are trying to make sense of the traumatic death of a loved one.

A young boy with dark hair, wearing a grey shirt, is smiling and looking towards the camera. He is on a boat, with a body of water and a shoreline with trees and a boat in the background.

Deyaan became an organ donor at the age of seven. His parents generously agreed to donate his organs to save the lives of four others.





**Yoni and Jenny,  
Donation  
Specialist Nurses**

## **Why hold a registration drive at your workplace?**

Recording your organ donation wishes are no longer collected via your driver's licence. A lot of people are unaware that even if you ticked a box on your licence years ago, you still need to register on the Australian Organ Donor Register. It's really easy, and can be done online in less than a minute with your Medicare card.

Research has shown that people are far more likely to register if they are given an easy on-the-spot opportunity to do so. So, give your employees that opportunity!

By allowing your employees to spend a small part of their work day to interact with us, the potential is created for many more people to be registered and go home and have a discussion about it with their loved ones.

It's important to know that we never pressure someone into registering. If you want to register your decision not to be an organ donor or take some time to think about it, that's ok too. It's all about choice.

## **What's in it for your business?**

- + An opportunity to give back to your employees and community
- + Important education for your staff on the importance of organ and tissue donation
- + Encourage a workplace culture focused on helping others
- + Contribute to your organisation's corporate social responsibility





**Philippa's husband,  
Scott, was an organ  
donor**

## **How to become a DonateLife Corporate Champion**

It's easy! Get in touch with us, and we'll arrange to setup a DonateLife registration stand at your workplace on a day that suits you. Knowledgeable DonateLife staff and volunteers will be there to answer questions and assist people to register.

As part of the registration drive, there are lots of other ways to engage your staff who might not be able to visit the DonateLife stand on the day. If you cannot accommodate a registration stand, you can still get involved by sharing the information with your employees in other ways.

### **Hear from someone whose life has been transformed as a result of organ donation**

Looking for an inspirational guest speaker for your next conference or team meeting?

Our guest speakers range from someone who has received a life-saving transplant, someone who's loved one saved others through organ donation, or a donation specialist nurse who facilitates the organ and tissue donation process in hospital.

## How to engage staff as part of your registration drive

We can provide the following resources to engage staff before and after your DonateLife registration drive:

- + Content for staff-wide emails, newsletters or Intranets
- + Website banners and screensavers
- + Email signatures
- + Short videos
- + Physical posters and brochures
- + Free DonateLife merchandise
- + A guest speaker (see previous page)

### Example content



**Organ and tissue donor? It's not on your driver's licence!  
Be like <staff member's name> and update your decision  
on the Australian Organ Donor Register**

**Register at [donatelife.gov.au](https://donatelife.gov.au)**



**Wish you had a superpower? You do!**

**Unleash your inner hero like <staff member's name>  
and register to save lives at [donatelife.gov.au](https://donatelife.gov.au)**

**let's  
talk  
organ  
donation**

**More  
Australians  
are saying  
'yes' to organ  
donation  
– have you?**





**A double lung  
transplant saved  
Sean's life**