

ORGAN DONATION — PUBLIC AWARENESS

3529. Hon Lynn MacLaren to the Minister for Mental Health representing the Minister for Health
- (1) How much federal funding was made available to the State Government, for hospitals to meet additional staffing, bed and infrastructure costs associated with organ donation, to increase public awareness and for counselling potential donor families?
 - (2) To date, how much has been spent in Western Australia, on increasing public awareness?
 - (3) How many Western Australians were among the 309 donors, who donated to 931 recipients in Australia in 2010, according to Australian and New Zealand Organ Donor Registry (ANZODR)?
 - (4) Is the Minister aware that according to the ANZODR, the average Australian donor rate is 13.8 donors per million people, and yet the rate in Western Australia in 2010, was just 9.6 donors per million people?
 - (5) Is the Government intending to take action this year, to promote the donor register?
 - (6) If yes to (5), what action is planned?

Hon HELEN MORTON replied:

- (1) A total of \$8,817,059 in federal funding has been made available to Western Australia (WA) for staffing for the period 1 January 2009 to 30 June 2012. Nationally \$82 million has been made available for this period.

A pool of \$17.1 million is available nationally to fund bed and infrastructure costs from 1 July 2009 to 30 June 2012. The funding is activity based. To date WA has claimed and received \$503,399.88 to meet the costs of donation.

Funding for national media campaigning is administered by the Australian Organ and Tissue Authority. 1.0 FTE communications officer position is funded as part of the staff funding allocation to provide coordination of the public awareness campaign. Total funding is \$278,030 for the period 1 July 2009 to 30 June 2012.

Funding for 0.5 FTE Donor Family Support Coordinator has been provided from 1 July 2010 to 30 June 2012. Total funding is \$117,491.

- (2) The Australian Organ and Tissue Authority (AOTA) is overseeing the community awareness raising campaign. The national campaign had \$5 million allocated in 2009/10, \$3.2 million budgeted for 2010/11 and \$3.2 million for 2011/12.

The total in federal funding spent on public awareness activities in WA to date is \$512,554.95. This includes \$330,773.24 for 2009-10 and \$131,781.71 to date for 2010-11 plus approx \$50,000 over the two years for printed materials and merchandise.

The breakdown is as follows:

2009-2010 — \$330,773.24

\$267,137.24 (excl GST) for the DonateLife advertising campaign launched in May 2010 (TV, radio and print). In addition national magazine, online, cinema and out of home placements were visible in WA, however all rates were negotiated as national packages. The TV plan allocated an equal weighting across all markets in each state and territory.

\$63,636 (excl GST) was provided to the Organ Donation and Transplant Foundation of WA as Community Awareness Grants

2010-2011 — \$131,781.71 to date

As of 31 January 2011 no funds had been expended on campaign media placements in WA for financial year 2010-2011 by the Authority. There were national online media placements from 1 December 2010 — 1 January 2011.

Planned expenditure on campaign media placements in WA from 1 February — 2 July 2011 is \$116,781.71 (excl GST) for TV advertising. In addition national magazine and online media placements will be visible in WA, however all rates are negotiated as national packages. The TV plan allocated an equal weighting across all markets in each state and territory.

Printed materials (posters, brochures, flyers and fact sheets) and branded merchandise have been provided regularly to the DonateLife WA agency by AOTA.

In addition \$15,000 (excl GST) has been provided to the Organ Donation and Transplant Foundation of WA by the AOTA as part of the community awareness grants program.

- (3) 22 donors.
- (4) Yes. In 2010 the increase in donation rate was not as significant as the eastern states due to the delayed introduction of the donation after cardiac death (DCD) pathway to donation. An increased rate of donation is expected in 2011 with the contribution of DCD to the potential donor pool now possible in WA.
- (5)-(6) The promotion of the Australian Organ Donor Register is ongoing. Each year over 400,000 AODR registration forms are distributed with Western Australian driver's license renewal notices.

DonateLife WA provides an ongoing internet presence, media engagement strategy, schools and corporate in-reach program in addition to public presentation program. DonateLife WA also works in partnership with non-government organisations in the donation and transplantation sector to deliver community education and events for donor families and recipients.

DonateLife Week runs from the 20 to 27 February 2011 the Western Australian Government is currently actively engaged in promotion of organ and tissue donation awareness in support of the week. There is national TV, radio, print and online media campaign to support DonateLife Week. This will continue up to 30 March 2011 with a further burst of promotion in June and July.

The Western Australian Government commissioned a discussion paper into changes to the system of registration in WA in 2010. Consideration is currently being given to the advice contained in the paper to formulate a strategy for improving the donation rate in 2011/12.