



PRESIDENT'S REPORT GIFT OF LIFE INC. 2009-10

It is an honour to present the 2009-10 President's Report for Gift of Life Inc.

Since its last Annual General Meeting, Gift of Life has been busier than ever pursuing its main priorities, namely policy advocacy, promotion of greater community awareness and education in efforts to boost organ donation rates in the ACT and surrounding districts of NSW as well as nationally.

Following the Australian Government's decision in July 2008 to provide over \$150 million in funding to promote increased organ donation in Australia and to try and establish Australia as a world leader in this field, the Australian Organ and Tissue Authority was established in Canberra in January 2009. This has led to a significant change of orientation for community groups such as Gift of Life - no longer lobbying the Government to play a more direct role and to provide funding, but rather cooperating closely in suggesting the best approaches and complementing its activities by reinforced efforts in the areas of community awareness and education.

The attached statement prepared recently by the outgoing President, Anne Cahill Lambert, lists the main activities undertaken by Gift of Life volunteers throughout the last financial year. Of course, the highest profile activities were the national launch of Australian Organ Donor Awareness Week and the ORGANised walk involving around 2,000 people from around the region, in both cases with the involvement of the then Prime Minister, Kevin Rudd. In addition, the Chief Minister of ACT's awards involved over 100 guests. These were supplemented by a range of other activities including fun runs and golf days and a range of speaking engagements. Collectively, these represent an impressive effort.

On the policy advocacy front, Gift of Life raised with then Parliamentary Secretary for Health, Mark Butler MP, a range of issues including funding support for our activities, his direct involvement in the Launch and the Walk and a range of issues including NSW driving licences, increasing live donation, greater consistency nationally in procedures for allocating organs, assistance with transport and accommodation costs for those from rural areas.

Gift of Life representatives played an active part in two seminars organised by the Transplant Society of Australia and New Zealand involving clinicians and community representatives in developing national protocols on eligibility and allocation of donor organs and tissue. A "consensus" document emerged from this process.

Over the past six months prior to the AGM, Gift of Life representatives have become increasingly involved with both the Authority and DonateLife ACT and have established



closer links with them. Examples of this include our involvement with the Authority in preparing a resource package for community volunteers to assist in preparation for speaking engagements, aimed at boosting numbers prepared to support organ donation. Likewise, senior DonatelifelifeACT representatives now participate actively at our Board meetings as well as at recent strategic planning sessions which also involved the CEO of Transplant Australia. Gift of Life representatives have recently been invited to take part in advisory groups being established by DonateLife ACT - community advice, clinical and awareness raising and education.

This all represents a substantial agenda which will be continued over the coming year. While organ donation rates in Australia are showing a steady and sustained increase during 2010, there is still a considerable gap between the number of recipients waiting and donor organs provided. The need to encourage individuals to discuss their wishes with their families remains paramount - as family consent is critical for donations to proceed.

David O'Leary
President
Gift of Life Inc
16 November 2010

**GIFT OF LIFE COMMUNITY ACTIVITIES
1 JULY 2009 TO 30 JUNE 2010**

The following table outlines some of the activities undertaken by Gift of Life volunteers throughout the last financial year.

DATE	ITEM	ACTIVITY
9 Aug 2009	Gift of Life does City to Surf, Sydney (photos available). This activity included training for the event and the event itself. Volunteers wore Gift of Life shirts and this provoked considerable discussion amongst other participants at training and at the event itself. City to Surf attracts more than 10,000 runners and our volunteers were approximately ten in total.	Community education & PR
November 2009	Gift of Life does: <ul style="list-style-type: none">• Golf Day at Carnarvon, Sydney• Golf Day at Federal, Canberra• Movie night with Maxwell's Real Estate These events enabled volunteers to talk to corporate people about organ and tissue donation and transplantation matters. For the golfing events, volunteers were placed around the course to encourage participants to discover, decide and discuss. The movie night gave volunteers the opportunity to present information to attendees. The number of participants for all events would have been approximately 300 with five volunteers.	Community education & PR
December 2009	Gift of Life celebrates Christmas with Greg Champion, Coodabeen Champions. This was an event targeted at corporate and public sector Canberra to thank them for their leadership. It was also covered in the media. There were 100 people at the event with five	Community education & PR

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	volunteers.	
17 February 2010	Community education session: Department of Employment, Education, Workplace Relations: one volunteer with about 50 participants. Gift of Life was invited by the Department's social club to speak at their lunch time meeting.	Community education
22 February 2010	National launch of AODAW10 with Prime Minister. Significant national event with broad national media coverage. 200 guests at Parliament House.	Community education & PR
24 February 2010	Terry Connolly ORGANised Walk: approximately 2,000 people from the region.	Community education & PR
2 March 2010	Chief Minister's Awards: approximately 100 guests.	PR
5 March 2010	Presentation to two corporate dinners and crowd at Brumbies home game, Canberra Stadium: one volunteer spoke at each of the two corporate dinners scheduled for the rugby union match between the Canberra Brumbies and the Lions. There were approximately 150 people at each of the corporate dinners, and approximately 10,000 people in the crowd.	Community education
16 March 2010	Community education session: Inner Wheel and Rotary, Cranbourne, Victoria. One volunteer responded to an invitation to speak at the joint meeting of Inner Wheel and Rotary. Approximately 120 guests in attendance.	Community education
5 May 2010	Community education: Canberra Baptist Church, Kingston: two volunteers and about ten participants.	Community education

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26 May 2010	Interview with Genevieve Jacobs 666ABC afternoon program	PR and community education
31 May 2010	Interview with Mike Welsh, 2CC	PR and community education
1 June 2010	Interview with WIN television for 6 pm News Interview with 2UE	PR and community education
Monthly	One or two appearances per month on Keynote Speakers, 666ABC afternoons, for half an hour.	PR and community education

This is in addition to the issuing of press releases and constant updating of the website, each of which results in further community education.



Anne Cahill Lambert, AM
Immediate Past President, Gift of Life Inc.

20 September 2010