

**Senate Community Affairs Committee**

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Budget Estimates 2012-2013, 30 & 31 May and 1 June 2012

**Question:** E12-169

**OUTCOME 13:** Acute Care

**Topic:** Community awareness

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**Senator:** Senator Fierravanti-Wells

**Question:**

What culturally and linguistically diverse audiences (by language and location) has the Organ and Tissue Authority worked with to improve awareness of organ and tissue donation?

**Answer:**

The Australian Organ and Tissue Donation and Transplantation Authority (the Authority) has worked with a number of culturally and linguistically diverse (CALD) groups to improve awareness of organ and tissue donation. At this stage, the majority of activities have been through the Authority's Community Awareness Grants Program. More than 20 organisations have been funded targeting a range of groups across Australia, including the following language/cultural groups:

Aboriginal and Torres Strait Islander people:

- Northern Territory – Darwin, Alice Springs, Santa Teresa, Tiwi Islands
- Victoria – Mornington Peninsula and eastern metropolitan Melbourne
- WA – Perth, Warralong and Port Hedland
- Qld – Brisbane
- NSW – south eastern Sydney, Dubbo, Northern Rivers and Barwon areas

Chinese

- NSW – Sydney

Vietnamese

- Victoria – western Melbourne

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Indian

- NSW – statewide
- Victoria – eastern Melbourne and statewide

Italian

- Victoria – Melbourne

Greek, Serbian and Macedonian

- NSW – Illawarra region

Spanish

- NSW – mid-north coast area

There are also a number of projects conducted through the Community Awareness Grants Program targeting a broad range of multicultural groups, including:

- Projects targeting educational institutions (including community colleges, universities and secondary students) in Sydney;
- A program with hospital interpreters in Victoria;
- Organ and tissue donation materials produced by a Gold Coast organisation in 11 languages including English, Arabic, Chinese, Croatian, French, Italian, Japanese, Korean, Persian, Serbian, Spanish and Thai; and
- The film *the Last Race*, about organ and tissue donation, being subtitled in Arabic, Mandarin, Vietnamese, Greek, Serbian, Macedonian and Korean.

There are now 27 resources in 17 languages available on the DonateLife website and for use in communications across Australia. These are publicly available and promoted to communities including through the DonateLife Network and community groups.

Additionally the Authority has or is in the process of conducting several activities to target CALD groups including:

- Working with SBS Radio for coverage during DonateLife Week 2012 on a number of language programs. Through the identification of DonateLife Network staff fluent in a range of languages, coverage was achieved on the Hindi, German, Spanish, Mandarin, Arabic, Italian, Serbian and Macedonian programs;
- The Authority commissioned multicultural communications agency ETCOM to adapt, translate and distribute a media release to call for stories for the DonateLife Book of Life and to sensitise media to the dates and theme for DonateLife Week 2012. ETCOM translated the media release into Arabic, Chinese, Vietnamese, Greek and Turkish for pitching and distribution. The English version was also pitched and distributed to Indian media. The translated media release achieved 24 positive media stories (14 from the Chinese media, 3 from each of the Arabic, Vietnamese and Indian media and one from the Greek media);
- Round 6 of the Community Awareness Grants Program is open until 25 July. It has a focus on CALD groups which will facilitate the production of more CALD resources;
- The Authority also engaged ETCOM to translate, pitch and distribute a media release announcing the opening of Round 6 of the Community Awareness Grants Program to Chinese, Korean, Vietnamese, Arabic, Turkish, Indigenous, Indonesian, Macedonian, Serbian and Greek media. It was also pitched and distributed in English to the Indian media. Media take up will be evaluated after the completion of this round; and
- The Authority is also working with ETCOM to translate several donor family support resources into Chinese (encompassing simplified and traditional Chinese), Arabic, Vietnamese, Greek and Italian.

The Authority is currently developing a strategy and community engagement plan for implementation in 2012-13, to further engage with priority CALD groups through targeted activities.