

tr ansplant ustralia

the national charity for organ
donation and transplantation



Strategic Plan 2024-2026



make
the most
of life!



This Strategic Plan has been developed through extensive consultation with the membership, key stakeholders including health professionals and board and management. It has been informed by a national survey of the membership which identified key areas for focus.

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Message from the Chair, Transplant Australia - Jason Ryan

Transplant Australia is the national community voice for organ and tissue donation and transplantation. We have two equal goals – to contribute and advocate for measures to increase organ and tissue donation rates in Australia and to support all those touched by donation or transplantation on their life’s journey. We support transplant recipients and their families, people on the waiting list, donor families, living donors and anyone impacted by the gift of life. We are also an important link between the health care sector and our community providing advocacy, education and resources to ensure people are better informed.

We are a strong advocate for donation providing evidence-based, informed, ethical and professional communication and community advice to legislators and decision-makers. Our values ensure we speak positively about donation in the media and on social media, knowing the importance of instilling confidence in our donation systems in the eyes of the public and potential donors and their families.

We lead programs which encourage physical activity to increase survival rates in transplant

recipients, like the Australian Transplant Games and its associated physical activity programs and Transplant Active.

Crucial to this success are programs which are nationally-inspired and locally delivered by valued state committees and volunteers.

A core component of everything we do is to celebrate the stories of our community so that others are inspired to discuss donation with their families and to register as donors on the Australian Organ Donor Register.

Our goal is to help make sure that every Australian who needs a transplant one day has the best opportunity to receive that life-saving gift. Throughout our existence, we have contributed to an environment which has seen significant increases in the number of lives saved through organ and tissue donation.

We pride ourselves on our ability to communicate effectively, our values of empathy and compassion, remaining focused on delivering for all Australians and helping those who need it most to ‘make the most of life’.

Transplant Australia and our Community

Transplant Australia is a registered charity with the Australian Charities and Not For Profit Commission and a National Sporting Organisation with a Disability recognised by the Australian Sports Commission and Sport Integrity Australia. We are a DonateLife Partner recognised by the Organ & Tissue Authority. We are governed by a national Board of Directors and our network includes state committees and special interest groups.

Our community consists of all those touched by organ and tissue donation and transplantation as can be seen in the illustration. It starts with those waiting for a transplant through every stage of their journey as well as their carers, families and supporters. On the donation side, donor families and living donors are at the heart of what we do. Health care professionals also play a crucial role to enable donation and transplantation to take place.

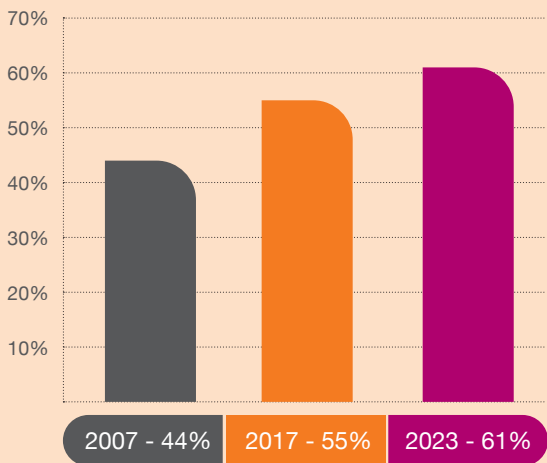
We are committed to helping our community through all stages of their journey back to the fullness of life. This can be illustrated in the following segmentation:



Transplant Australia Community Survey Highlights

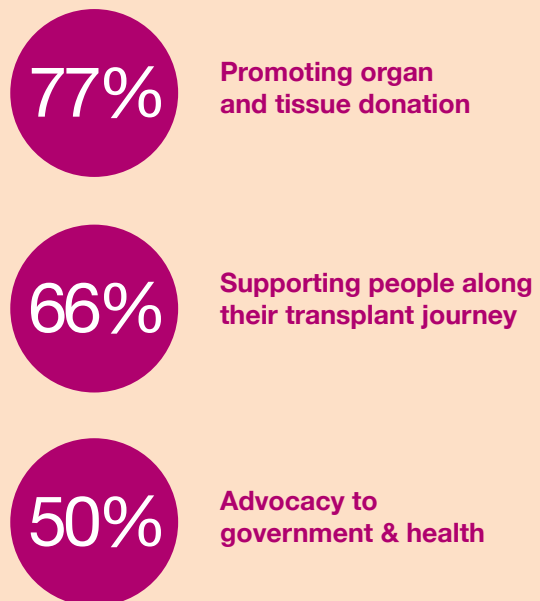
The Value of Membership

The value of membership continues to increase as benchmarked against previous surveys.



The percentage that rated Transplant Australia membership as valuable or extremely valuable.

The importance of what we do:



What our community wants

In 2023, Transplant Australia engaged with our community and key stakeholders to help inform the development of this Strategic Plan. A national survey was undertaken while 13 key stakeholders ranging from members, clinicians, nurses, funding agencies and sponsors were interviewed.

Topics ranged from the value of existing services and programs to the priorities to help our community. It also examined the support given by transplant units in a range of areas including nutrition, exercise advice and medication compliance.

The results show the valued role that Transplant Australia has in supporting all Australians touched by donation and transplantation; raising awareness of the importance of organ and tissue donation; and supporting the physical and mental wellbeing of our community. While Transplant Australia is aligned with community expectations there is more work to be done to achieve our goals.



Support & Resources

The top 4 priority areas for additional resources and support are:

> Mental health & wellbeing



> Pre-transplant resources



> Support & education about living donation



> Opportunities to honour donors



Vision

All people,
all transplants,
making the most
of life

Intended Impact

To support all those on the
transplant journey to have
the best chance of a healthy
life while encouraging all
Australians to embrace organ
and tissue donation

Values and Behaviours

Celebrate

We engage positively to celebrate and champion the journeys, stories and achievements of our community to help promote the gift of life.

Fairness and Compassion

We value the demonstration of empathy, honesty and integrity in all our engagements.

Inclusion and Diversity

We embrace diversity, respect people's differences and seek to help all people realise their full potential.

Person First

We are committed to helping empower and educate recipients, living donors, donor families and carers.

Collaborate

We work respectfully and positively with our membership, the organ and tissue donation and transplant sectors using an evidence and research-based approach to achieve our shared goals.

Sustainability

We strive for a healthy and resilient body, mind, community, system and organisation.

Our Approach



Advocacy & Storytelling

Promoting best practice policy and the powerful stories of our community.

In recent years, Australia experienced stalled donation rates, rising demand for transplants and inequity in access to transplantation around the country. Through celebrating, promoting and emphasising the people and the systems we can advocate for sustainable and positive change long-term.



- > Australia's Donation Rate 19.3 DPMP
- > 36% Australians registered
- > Consent Rate 55%
- > 1,800 Australians waiting for a transplant

Initiatives	Overview	Why its important	How we will view success	Enablers
1. Hearts & Minds	Capturing and motivating the hearts and minds of the public through the inspiring, engaging and emotive stories	Sharing the lived experience of transplantation and donation resonates with the public and creates a human connection and tangible reason to support our cause	<ul style="list-style-type: none"> - Continued recognition as the leading community media voice providing professional commentary - Harnessing our community to share their journeys through storytelling - Increased touchpoints in the community amplifying our messages 	<p>Storytelling embedded into all programs</p> <p>A database of lived experience</p>
2. Advocacy	Through advocacy, raising the profile of the need for people to register as a donor, consult their loved ones and maximising of every available organ and tissue	Higher donor registration leads to higher family consent which in turn saves more lives	<ul style="list-style-type: none"> - Trusted advocacy relationship with governments and the sector - Positive influencer with decision-makers overseeing our sector 	<p>Member-based advocacy network</p> <p>Advocacy Advisory Group</p>
3. Innovation & Engagement	Supporting innovation and research for the betterment of patients	Representing and advocating for the patient and their families is core to what we do and our role in driving innovation and change	<ul style="list-style-type: none"> - Positive collaborator with the professional donation and transplantation sector - Improved understanding of the dynamics that lead to successful transplantation - Active alliances to help meet the community's needs 	<p>Alliances with like-minded professional groups</p> <p>Evidence-based research with underlying consumer-engagement</p> <p>New Advisory Groups to inform</p>

Active Lifestyles

Enabling healthy lifestyles through physical activity.

Providing programs, pathways and events for the transplant community to enable healthy and active lifestyles, bodies and minds. We believe that by participating in an active lifestyle, people can make the most of life and the gift they have been given.



- > 28% of recipients never receive physical activity encouragement from their unit
- > 85% were highly motivated to get active

Initiatives	Overview	Why its important	How we will view success	Enablers
1. Transplant Games and Community Celebration	Coming together to celebrate the gift of life through engagement with major sporting, musical and artistic events	There is no better way to showcase and celebrate the gift of life than through a demonstration of capability and community through large scale events	<ul style="list-style-type: none"> - Continued growth of Transplant Games as the flagship program to help our community celebrate life - Showcasing the achievements of our community to highlight the benefits of an active life 	Continued and broadened relevance of the Games
2. Transplant Active	Enabling active participation in social, organised and virtual settings to support healthy bodies and minds	Getting back to a healthy and active lifestyle can be daunting and filled with uncertainties. We believe starting small, starting locally, and discovering community builds confidence	<ul style="list-style-type: none"> - Transplant Active embedded in the lifestyles of recipients and their families 	Transplant Active across Australia Transplant Active Hub
3. Sporting Pathways	Creating partnerships and pathways to support participation to suit all levels of goals, ability and motivation	As capability and confidence builds, some strive to excel while others are simply rewarded through belonging to a team or community of like-minded people. Sport and activities bring people together	<ul style="list-style-type: none"> - Increased opportunities for transplant recipients to get back to life through sport and physical activity 	Transplant Pathways Program Transplant Active Digital Hub

Transplant Education & Support

Empowering our community to manage their health and live their best lives.

The transplant journey is a roller-coaster of strong emotions as recipients adapt to their new lives, taking its toll not only on the individuals but their family and support network. Through education and furthering connections within our community we hope to empower all on their journey to live their best life.



- › 61% of member value or highly value Transplant Australia
- › 92% of our community want mental health and wellbeing support
- › 75% want community connection and peer support
- › 86% value pre-transplant resources

Initiatives	Overview	Why its important	How we will view success	Enablers
1. Transplant Journey	Creating and sharing educational resources and supporting information that complements health care professionals at all stages of the transplant journey	In an overwhelming time, a trusted source of information and practical advice is reassuring and empowering	- Transplant recipients and their families are better informed and empowered	Professional Networks to inform new and improved resources on all stages of the transplant journey
2. Community Connections	Building a community locally and across the country through shared experiences, compassion and understanding	Providing opportunities for connecting and minimising feelings of isolation are key to supporting emotional and mental health which are vital at every point of recovery	- We are the preferred support organisation in each state and territory	Nationwide network of support services both physically and online Active State Committees Mentor programs to help people on their journey
3. Inclusive Support	Playing our part to ensure equity in the transplantation system and that people are given the best chance to receive a transplant	Australian transplantation system is stretched as it caters for individuals from different backgrounds, including those who are culturally and linguistically diverse and from First Nations backgrounds, geographic locations, demographics and age profiles - all entitled to equality in care and support	- That we are truly representative with increased engagement and appreciation with all people waiting and receiving a transplant	Diverse focus group programs to ensure content relevance Reconciliation Plan and collaboratin with NKITT (foundation pillar)



Capability

These are the important foundations that underpin our strategic pillars to enable our long term sustainability and success of the charity for the benefit of our community.

Governance and Risk

Good governance by the Board across the whole charity, including State Committees, is paramount to ensure our reputation amongst all stakeholders is preserved and maintained. Our Governance policies extend beyond traditional areas and increasingly take into account all Environmental, Social and Governance (ESG) Principles. This includes good reporting practices and being accountable for donations, grants and investments.

People and Leadership

Leadership is essential if we are to meaningfully contribute to the growth of donation and transplantation in Australia. Elements of trust and ethical principles with positions statements based on evidence are vital, especially in an era of

multiple and disparate voices trying to be heard by government, the media and the public. We pride ourselves on our inclusivity and realise we need to embark on a journey of listening to embrace all, particularly our first Nations' People.

Financial Strength and Systems

The transplant community needs a strong voice and this is only achieved if we are a stable and capable organisation.

A significant focus must be growth and diversification of our income streams. This will be possible with the creation and investment of time into new programs to meet our community's needs which will attract new grant opportunities.

At the heart of good representation are systems which help deliver benefits for our community. With limited resources the role of effective and innovative systems is more crucial than ever to help us deliver our mission.



tr^{ansplant} australia

the national charity for organ
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Transplant Australia Ltd
National Office



p. (02) 9922 5400



Freecall: 1800 827 757

e. contactus@transplant.org.au

w. www.transplant.org.au