



**THE HON NICOLA ROXON MP**  
**Minister for Health and Ageing**

**MEDIA RELEASE**

7 November 2008

**Zaidee's rainbow hair net day**

Today is Zaidee's Rainbow Hair Net Day – a day to raise awareness of organ donation among schoolchildren and their families. It's also a timely reminder for all organ donors to discuss their decision with their family – and for parents to talk to their children about organ donation.

To help raise awareness of organ and tissue donation, Zaidee's Rainbow Foundation asks people to wear a rainbow hair net to work today. Last year, 100,000 people donned their rainbow hair nets. This year the foundation hopes to have more than 150,000 people supporting Zaidee's Rainbow Hair Net Day.

Zaidee's Rainbow Foundation was established in 2005 by Allan and Kim Turner, the parents of Zaidee who died in December 2004 at the age of seven from a cerebral aneurism. The Turners had discussed organ donation and consented to donate Zaidee's organs. Zaidee was one of only six children in Australia under the age of 16 to donate organs and tissue that year.

Throughout the year, Zaidee's Rainbow Foundation raises awareness through a range of activities, including the sale of rainbow shoelaces.

The Australian Government supports Zaidee's Rainbow Foundation. In 2008-09 the foundation will receive \$265,000 to help administer the foundation's community awareness campaigns.

With more than 1,800 Australians waiting for an organ transplant at any given time, raising awareness of organ and tissue donation has never been more important.

The Australian Government is committed to improving the nation's donation and transplantation system. Over the next four years, the Government will invest a record \$151.1 million to introduce a new coordinated national approach to organ and tissue donation based on the proven practices of world leading countries.

As a result, the Government is forming a new Organ and Tissue Donation and Transplantation Authority, which will be established on 1 January 2009, subject to the passage of legislation.

The reform measures include:

- \$67 million to fund dedicated organ donation specialist doctors and other staff in public and private hospitals;

- \$46 million to establish a new national approach to organ and tissue donation in Australia, including the creation of: a national authority to drive and coordinate national organ donation initiatives; and a network of organ and tissue agencies;
- \$17 million in new funding for hospitals to meet additional staffing, bed and infrastructure costs associated with organ donation;
- \$13.4 million to continue national public awareness and education; and
- \$1.9 million to support the families of deceased donors.

Increasing community awareness about donation is an essential part of the reform package. Together, governments and community need to give Australians clear, factual and relevant information about organ and tissue donation, and build public confidence in Australia's new donation system.

Family discussion about organ and tissue donation is critical to improving Australia's transplantation rate to save lives. When families have had the discussion and understand their loved one's wishes, we know that the family overwhelmingly consents to donation proceeding.

The Government will continue consultations as the reform package is rolled out. For updates on the implementation of the Government's organ donation agenda, go to [www.health.gov.au/internet/main/publishing.nsf/Content/organ-donation-nctf-report.htm](http://www.health.gov.au/internet/main/publishing.nsf/Content/organ-donation-nctf-report.htm)

To find out more about Zaidee's Rainbow Foundation, go to [www.zaidee.org](http://www.zaidee.org)

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