



# The Facts of Lifeblood

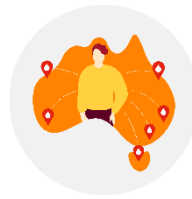
Use these facts and figures to add interest to your internal and external communications.

All statistics and figures in this document are accurate up to 31 December 2022. Do not change the wording of this information, it has been written in a specific way to ensure accuracy.

## Blood



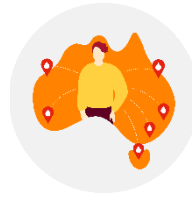
A new blood donor is needed **every 4 minutes**.



Each blood donation travels **on average 355km** from the donor to the patient who receives it.



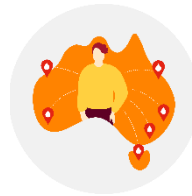
One blood donation is needed **every 18 seconds**.



Each blood donation travels 355km on average. That's like driving from Melbourne to Portland.



Australia needs **around 33,000 donations** every week to meet demand.

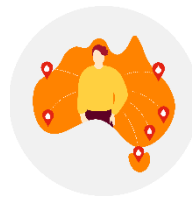


Each blood donation travels 355km on average. That's like driving from Sydney to Canberra.



**Lifeblood needs more than 1.6 million donations every year** to meet the demand for blood and blood products.

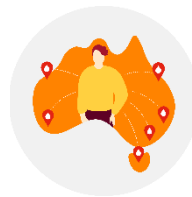
*In 2020/21 donors in Australia gave 1,596,803 individual donations.*



Each blood donation travels 355km on average. That's like driving from Brisbane to Fraser Island.



**Red blood cells only last 42 days** from when they're donated.



Each blood donation travels 355km on average. That's like driving from Adelaide to Port Augusta.



**1 in 3 Aussies will need blood or blood products in their lifetime**, only 1 in 30 donates.

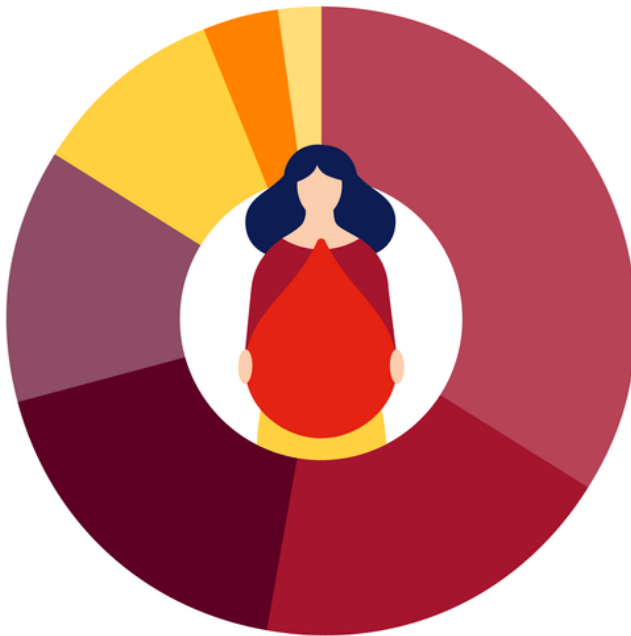


Each blood donation travels 355km on average. That's like driving from Perth to Augusta.



**1 blood donation can save up to 3 lives** (*must reference 'blood donation' and 'up to'*).

## How donated red cells are used



- 34% Cancer and blood diseases
- 19% Anaemia and other needs
- 18% Heart, organ and other non-orthopaedic surgeries
- 13% Stomach, kidney and other diseases
- 10% Fractures and joint replacements
- 4% Pregnant women, new mothers and young children
- 2% Road incidents, and other traumas

## Donors



Australia has **half a million active donors**

*502,019 in 2020/21*



If you are 18-75 years old and are feeling well, you may be able to donate blood.



Just over 3.5% of people in Australia donate blood, which is only about 500,000 people. That means **there could be more than 13 million Australians who may be able to donate, but don't.**

*(Based on approx. 25M total population, estimate 14M eligible and 500K donor panel)*



Each year around 100,000 people in Australia **donate blood for the first time.**

*In 2020/21 we had 98,402 people donate with us for the first time.*

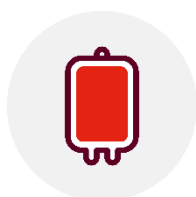
## Donation



Within 24-48 hours of donating your body will have fully restored your blood volume. *(Note: This must be phrased with 'blood volume' not just 'blood' as iron levels won't have replenished in that time.)*



Together, the total distance that blood donations travel in a typical week is around 4 million kilometres. That's like flying to the moon and back five times! *(n.b. Earth to moon distance = 384,400km)*



Each blood donation is around 470ml. Full volume.



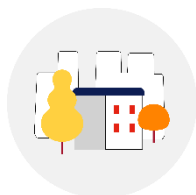
In a year, if you added them all up, the total distance that blood donations travel in Australia is around 208 million kilometres. That's the equivalent of the distance from earth to the sun and a third of the way back! *(n.b. Earth to sun distance = 149.6m kms)*



Leave about an hour for a blood donation and about an hour and a half to donate plasma or platelets.



The furthest distance a blood donation travelled outside Australia in the last year is 15,562kms. This was a matched blood donation for a specific patient in the U.S.

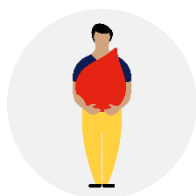


Each of our four cutting-edge blood processing facilities processes around 2,800 blood, 220 platelet and 3,700 plasma donations every day.



There are 76 permanent donor centres across Australia, and 21 mobile or pop up donor centres that will visit over 300 locations this year.

## Lifeblood Legend achievements



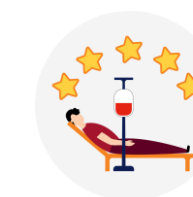
Highest number of donations ever recorded?  
1,173 – James Harrison



Maximum number of plasma donations per year – 26 donations.  
Within 4 years it's possible to hit 100 plasma donations.



Minimum number of years to reach 100 blood donations – 25 years.



Highest number of donations in the last year (1 March 2020 – 31 May 2021)  
700 – 3  
800 – 2

## Plasma



Plasma is a powerful part of blood that can be used in 18 different life-giving ways.



It can take up to 15 plasma donations to make a single dose of some plasma medicines, which is why so many donors are needed.



You can donate plasma by itself. It's a lot like giving blood, and just as rewarding.



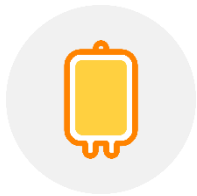
Demand for plasma is at an all-time high.



Around half of all donations in Australia today are actually plasma donations.



It takes about two and a half blood donations or just one plasma donation to make a dose of Albumex® 4, which is used for treating shock and blood loss.



Lifeblood needs to collect the equivalent of an additional four petrol tankers worth of plasma this year – that's around 90,000 extra donations. (2021/22)



It only takes a small portion of a plasma donation to make a dose of Rh (D) Immunoglobulin. But, we can only get the plasma used to make it from a small pool of special anti-D donors.



We need at least 15,000 additional plasma donors this year to support Australia's growing plasma needs. *(Note This is a simplified version of this approved message: There are currently 182,000 plasma donors in Australia. We need at least 250,000 donors to support Australia's growing plasma needs. 2021/22)*



It takes around eight blood donations or just three plasma donations to make a 200ml dose of Intragram® P, a treatment for immune and blood disorders. Many people with these conditions need Intragram® monthly or sometimes more often than that.



Global demand for one plasma product, immunoglobulin (Ig), has been growing at around 7 per cent each year over the past decade.

## The Facts of Lifeblood



Australia is one of the highest per capita consumers of Ig.

This growth is being driven by more accurate diagnoses of treatments, plasma products being prescribed to treat more conditions and also because we're lucky enough to have a healthcare system in Australia that gives us access to them.



Medical research and innovation are finding new uses for plasma treatments, meaning more plasma will be needed in the future.



We want to collect close to 1,023,000 plasma donations in the current financial year, that works out to be around 2,800 plasma donations every day!

## Plasma can be used in 18 life-giving ways



Protect against tetanus



Fight infection during bone marrow transplants



Protect people exposed to hepatitis B



Help during complex heart surgery



Support patients with severe kidney diseases



Protect people against measles



Protect kids against chicken pox



Fight against tetanus infection



Prevent clots in patients with rare blood disorders



Help stop critical bleeding



Treat complications from liver disease



Protect newborns against Rh disease



Protect people with immune deficiencies



Treat complications from severe burns



Treat patients with haemophilia B



Prevent deep vein thrombosis in patients with rare blood disorders



Treat brain disorders



Treat rare inherited blood disorders

## Platelets



Platelets only last 7 days.

## Patients, hospitals and products



In 2020/21 Lifeblood delivered:

- 1,116,000 blood products to hospitals and healthcare providers around Australia.
- 867 tonnes of plasma to CSL Behring for use

## Cancer and leukaemia\*



One third of all donated red cells go to people with cancer and blood diseases.

*(Note: must be phrased as 'donated red cells' as this does not include plasma or platelet donations).*



One average patient needs 18 people to donate blood each month. The average treatment time for leukaemia, lymphoma and myeloma is eight months, but it can last for years.



On average, one acute leukaemia patient needs nine units (2.25 litres) of red cells each month, or 36 units (just over 1 litre) of platelets each month.

\* source: <https://www.leukaemia.org.au/>



## Milk



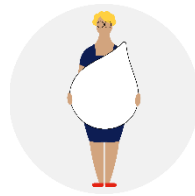
In 2020/21 Lifeblood fed 1,060 vulnerable babies with donated breast milk.



Lifeblood Milk has collected 2,320 litres of milk this year. (2020/21)



When babies are born early, they can face some unique and serious health challenges. Donated breast milk may reduce the risks of those health challenges because it's easier to digest than formula, protects the gut and improves feed tolerance.



Lifeblood Milk supplies milk to 30 partner hospitals across three states. (SA, QLD, NSW and TAS)



In the last 12 months, Lifeblood Milk has had 275 mums donate milk to support Australia's smallest and most vulnerable babies.

## Microbiome



Faecal microbiota for transplant (FMT) is when we collect a stool from a healthy donor, process and test it, then transport it to clinicians to transplant it into a patient with the aim to relieve symptoms or treat a disease.



Our Microbiome pilot is focused on treating recurrent *Clostridioides difficile* infection, a pervasive, life-threatening bacterial infection of the digestive system. Faecal microbiota for transplant (FMT) successfully treats recurrent *C. difficile* in 70-90% of cases.

## Lifeblood



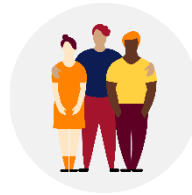
Lifeblood delivers life-giving blood, plasma, transplantation and biological products for world-leading health outcomes.



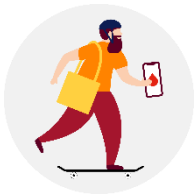
Our organisation began in 1929 when Dr Lucy Bryce, Melbourne Hospital's first bacteriologist and clinical pathologist, approached the Australian Red Cross to suggest they manage a panel of volunteer blood donors. From that, Australia's first major Blood Transfusion Service was born — one of the first in the world.



At Lifeblood, we're here for all Australians. Although our life-giving role started over 90 years ago with blood, today we support more people in more ways than ever before.



We're more than blood. We're Lifeblood. We changed our name in 2019 to reflect all the different ways we support Australian lives — through blood, organ matching, tissue typing, donated breast milk and more.



Social following  
Facebook ~319k (319,541)  
Instagram ~42k (42,357)  
Twitter ~19k (18,840)  
LinkedIn ~25k (25,634)

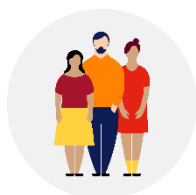
## Lifeblood Teams and our partnerships



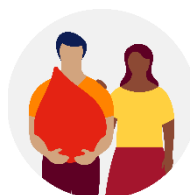
Our **group blood donation program, Lifeblood Teams**, is a social responsibility program for workmates, friends, team mates and communities who want to volunteer to make a difference.



The Lifeblood Teams program contributed over **85,124 donations in FY2020/21** (a 4.9% growth on last financial year)



36.6% of Australia's blood donations in FY2020/21 were **made by community groups and organisations** as part of our group donation program, Lifeblood Teams.



Plasma made up **62% of donations** from the Lifeblood Teams program – that's 361,174 plasma donations in FY2020/21.



There were 13,281 Lifeblood Teams in FY2020/21. (a 6% increase in new groups in the last financial year)



Just over 20,000 new donors joined the Lifeblood Teams program in FY2020/21