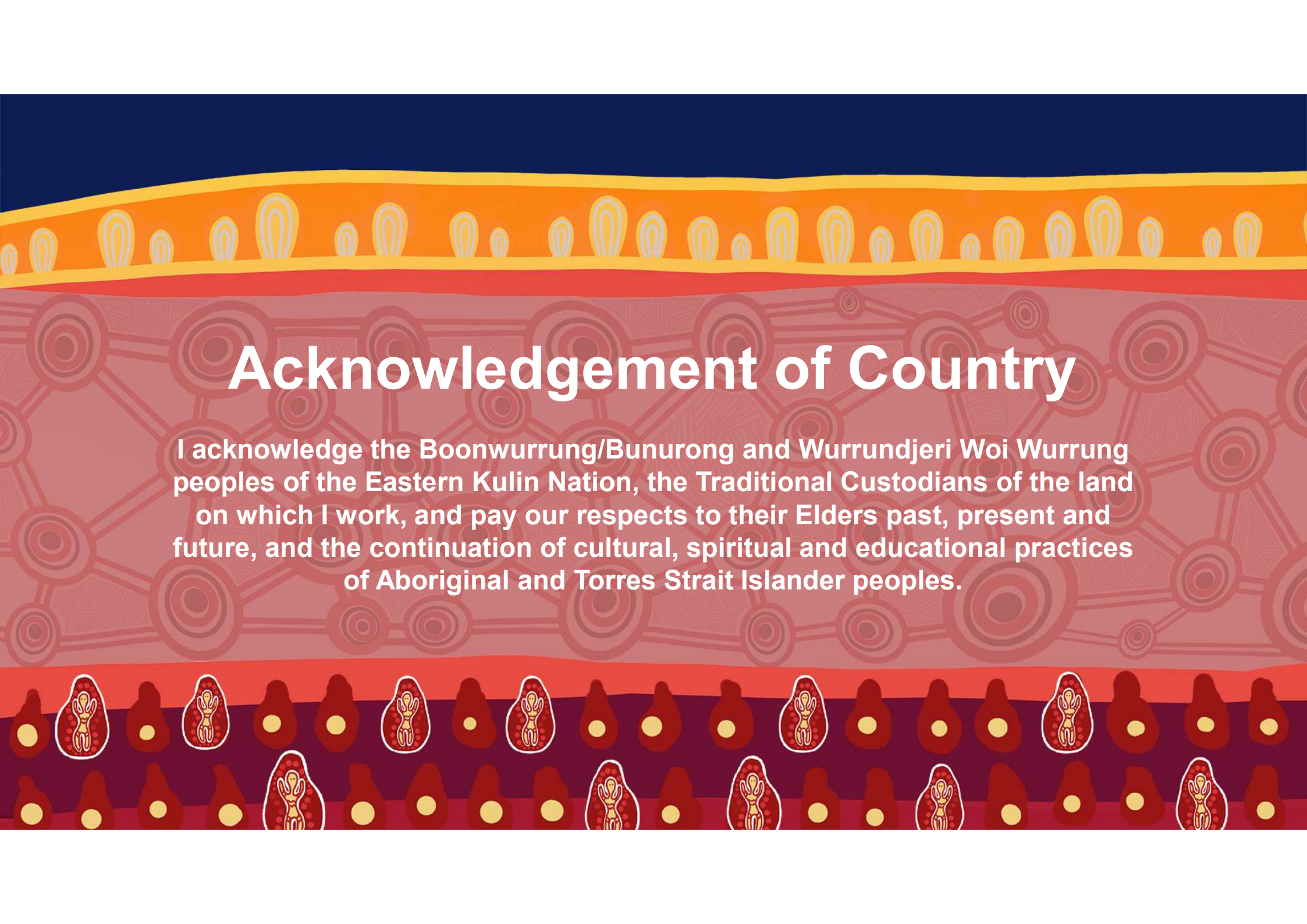


Building the Plasma Donor Panel in Australia

Stuart Chesneau, Chief Strategic Supply and Growth Officer
Australian Red Cross Lifeblood, Australia





Acknowledgement of Country

I acknowledge the Boonwurrung/Bunurong and Wurrundjeri Woi Wurrung peoples of the Eastern Kulin Nation, the Traditional Custodians of the land on which I work, and pay our respects to their Elders past, present and future, and the continuation of cultural, spiritual and educational practices of Aboriginal and Torres Strait Islander peoples.



I have no conflict of interest to declare

Plasma growth and business context



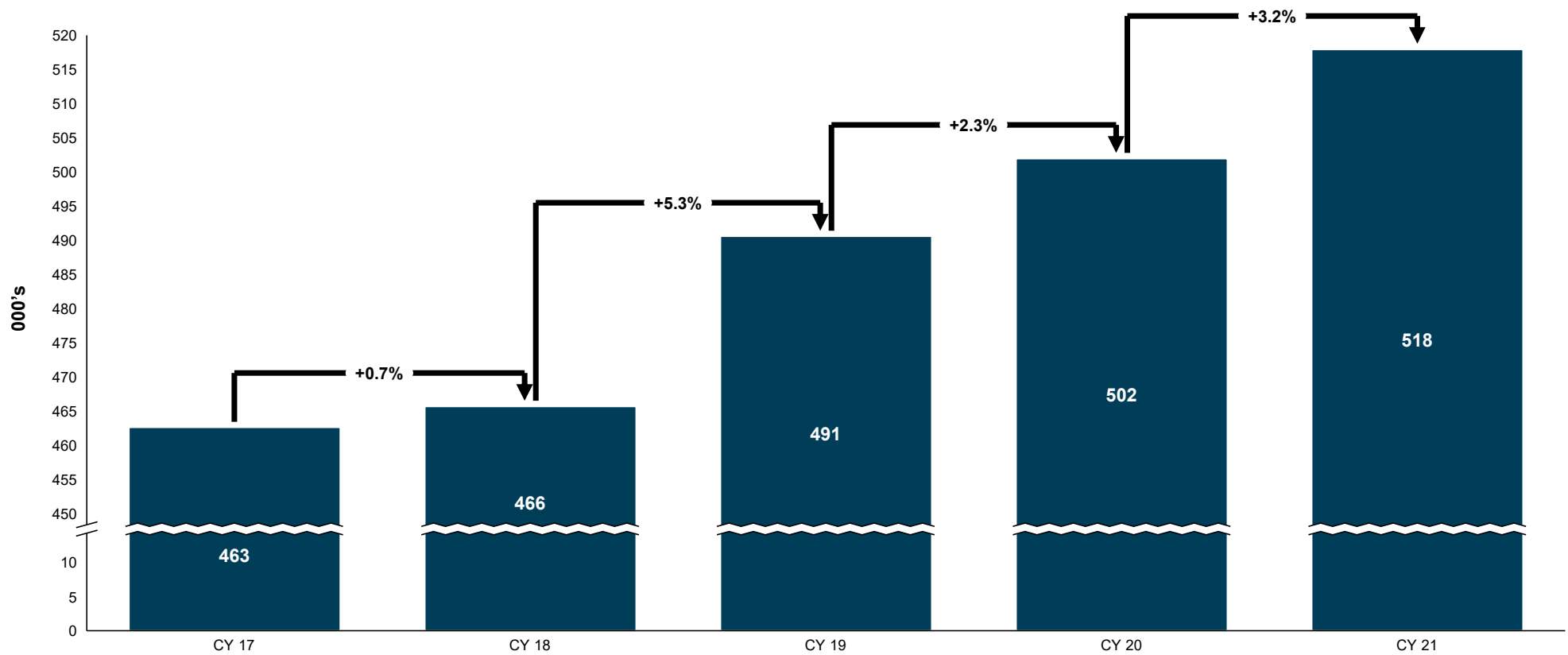
- Plasma collection +20 years
- Plasma growth approved through to 2025 (target: ~1300 tonnes)
- COVID impacts and red cell demand fluctuation
- Fast track donor panel growth

Donor panel performance



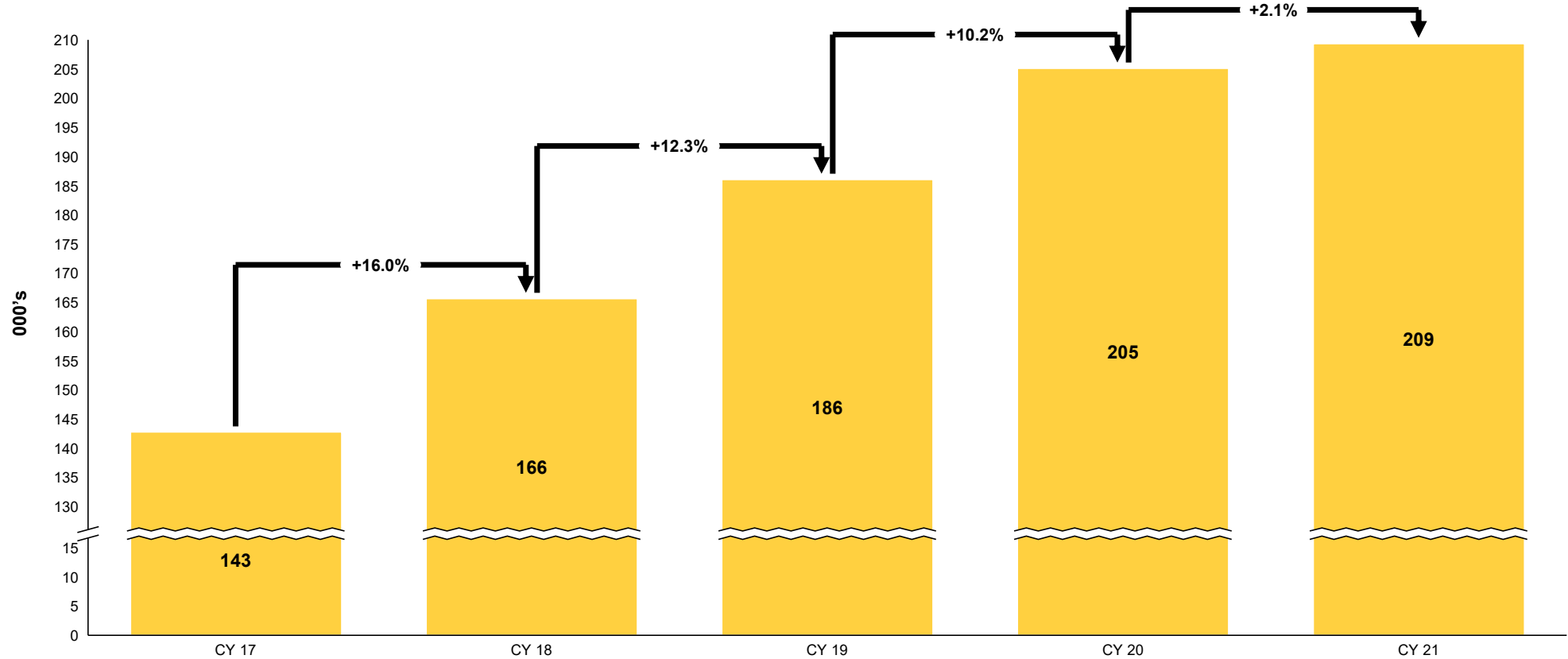
Donor panel is growing

Total panel



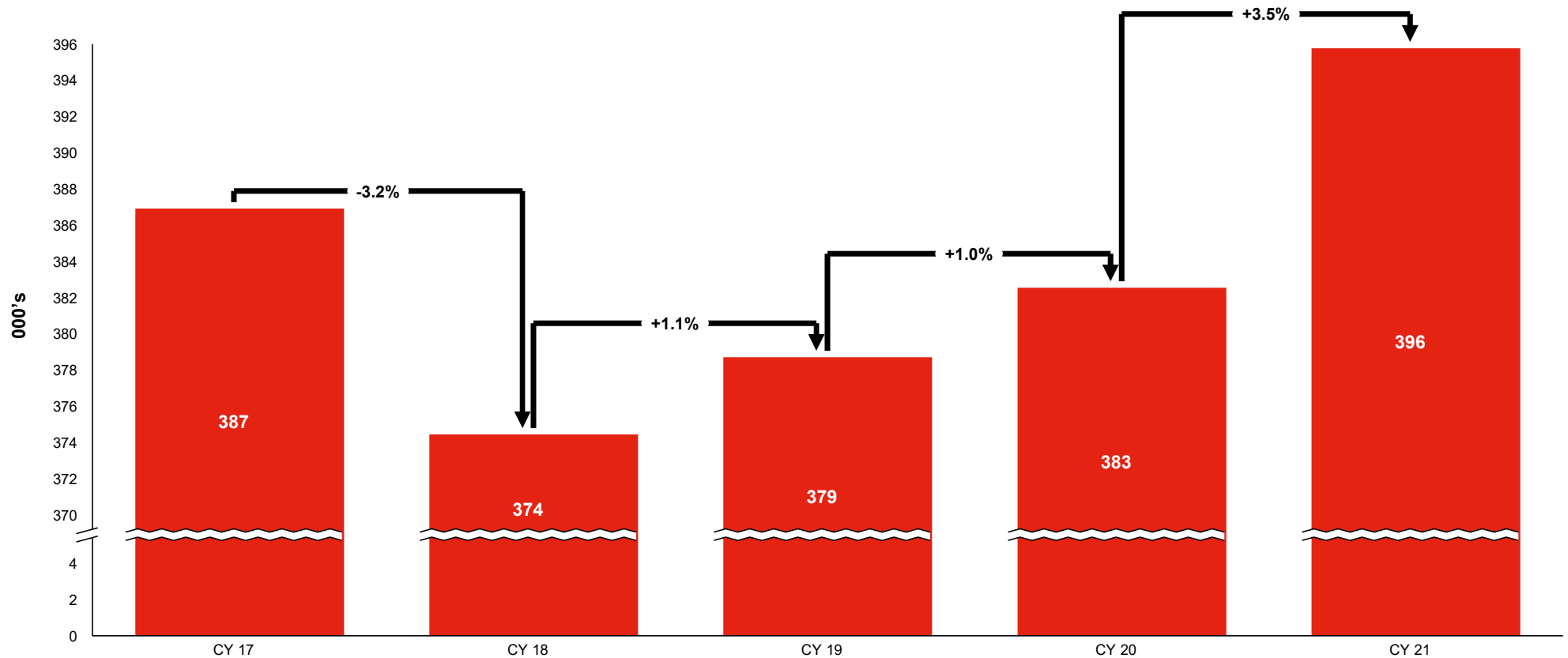
Growth profile has changed

Plasma



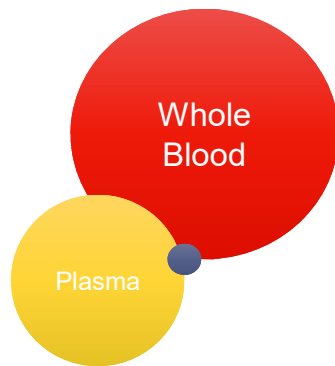
Growth profile has changed

Whole blood



Panel growth targets

2020/21 Actual



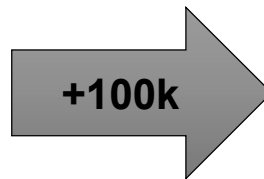
Total Donors: 502,000

(3.6% eligible population penetration)

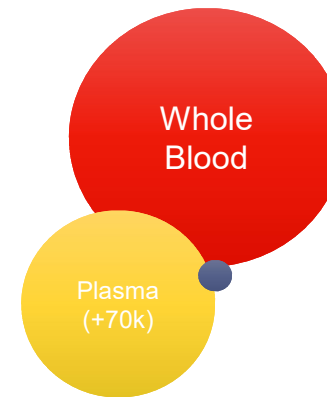
Whole blood Donors: 384,000

Apheresis Donors: 207,000

Flexible Donors: 94,000



2022/23 Target



Total Donors: 600,000

(4.4% eligible population penetration)

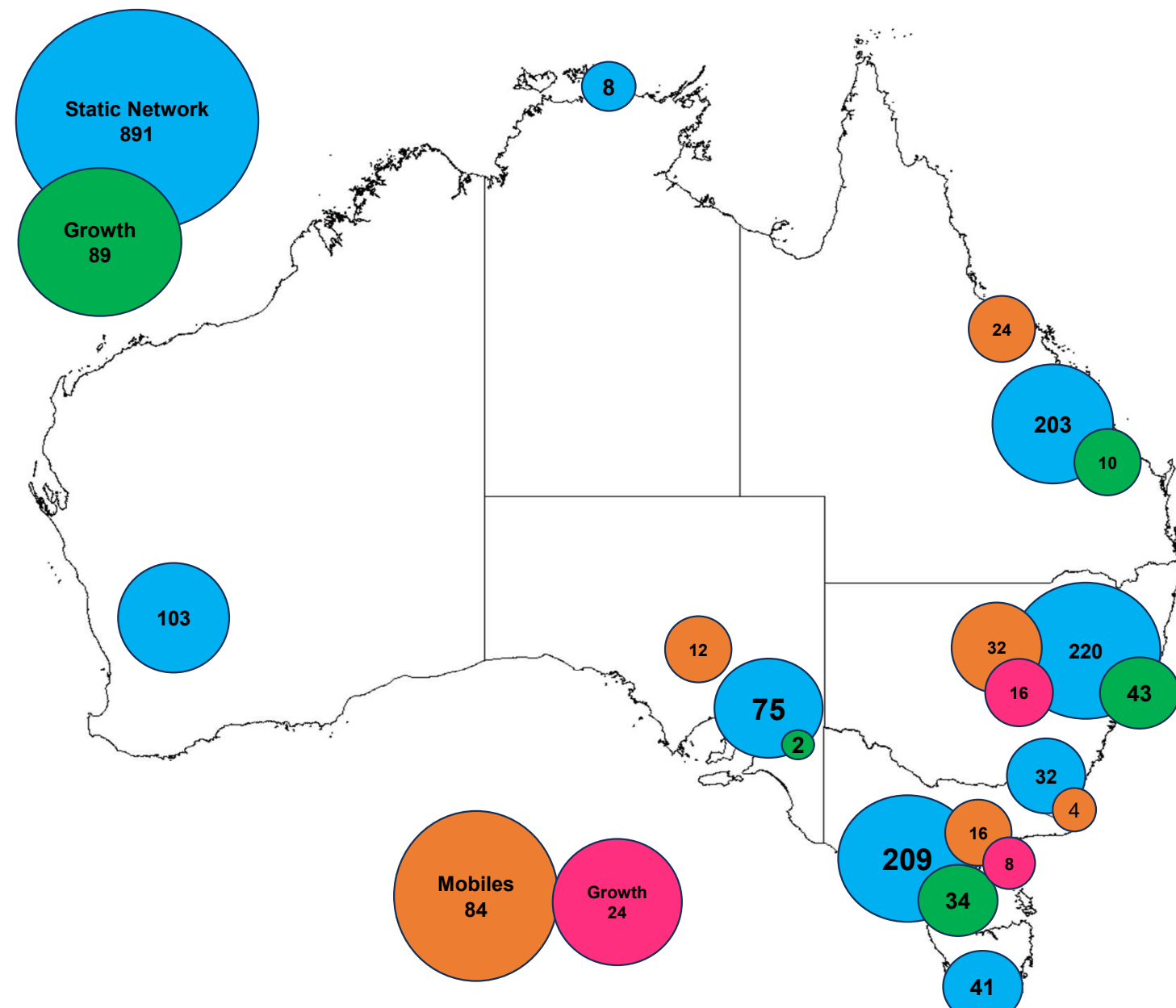
Whole blood Donors: 418,000

Apheresis Donors: 276,000

"Year of the Blood Donor"

Panel management and Donor Centre network





National Overview (Couches)

- 975 couches currently
- +113 couches (12%)
 - 24 mobile couches
 - 89 static couches
- Primarily realised in 2022
- Refurbishments of existing sites
- Relocations / moving existing sites on lease expiry
- New static centres

Optimising existing centres

A targeted strategy across the network

76 static donor centres
18 mobile trailers
5 pop up operations



Growth sites

- Grow both whole blood and plasma
- Expanded opening hours and increased staffing



Optimiser sites

- Regional sites
- Increase plasma collections / plasma predominant
- Increase efficiency within existing staffing



Mobiles & pop-ups

- Whole blood only
- Grow Whole Blood and keep our red cell inventory strong

Going for growth

50% of static centres providing approx. 70% of collections, with a donor panel that can support plasma growth.

- Increased opening hours
- Increased staffing
- Increased appointment availability

Metro /
suburban

~13 couches

~80 hours week
Mon-Fri: 7am-8pm
Sat-Sun: 8am-3:30pm



Donor Awareness and Marketing





★ Idea

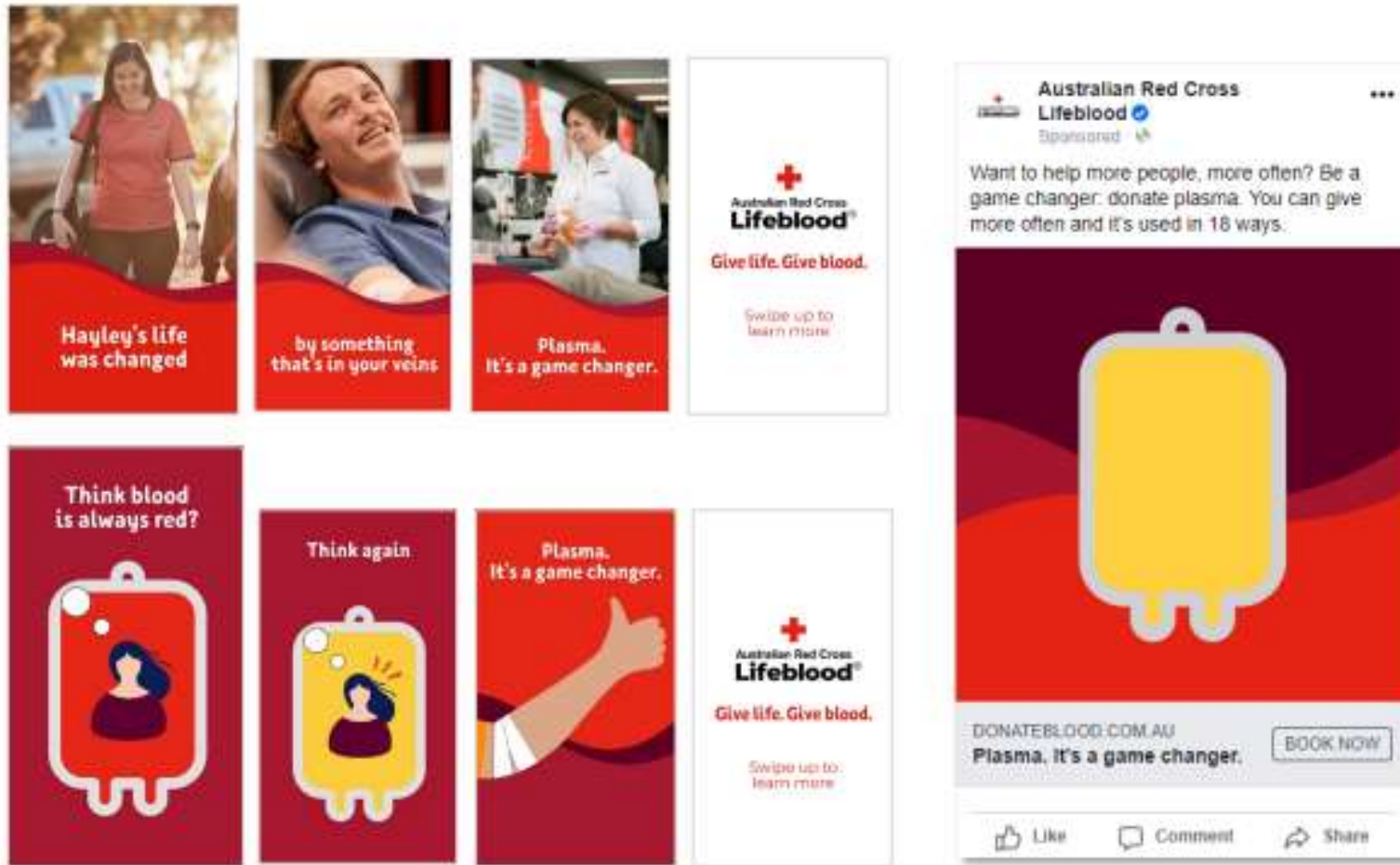
We're the **Lifeblood** of Australia

A creative platform that shifts the focus from what you can do as an individual, to what we can do as a collective. Targeting every community to join forces and be the Lifeblood of Australia.

BRAND BEHAVIOUR

Reframe blood donation as a community act.

Plasma 'game changer' campaign



Personalisation

Customer Experience (CX)

- Program of work focussing on ‘moments that matter’
- Moments that can make the difference in a donor choosing to donate again
- Focus on retention and reducing lapsing donors

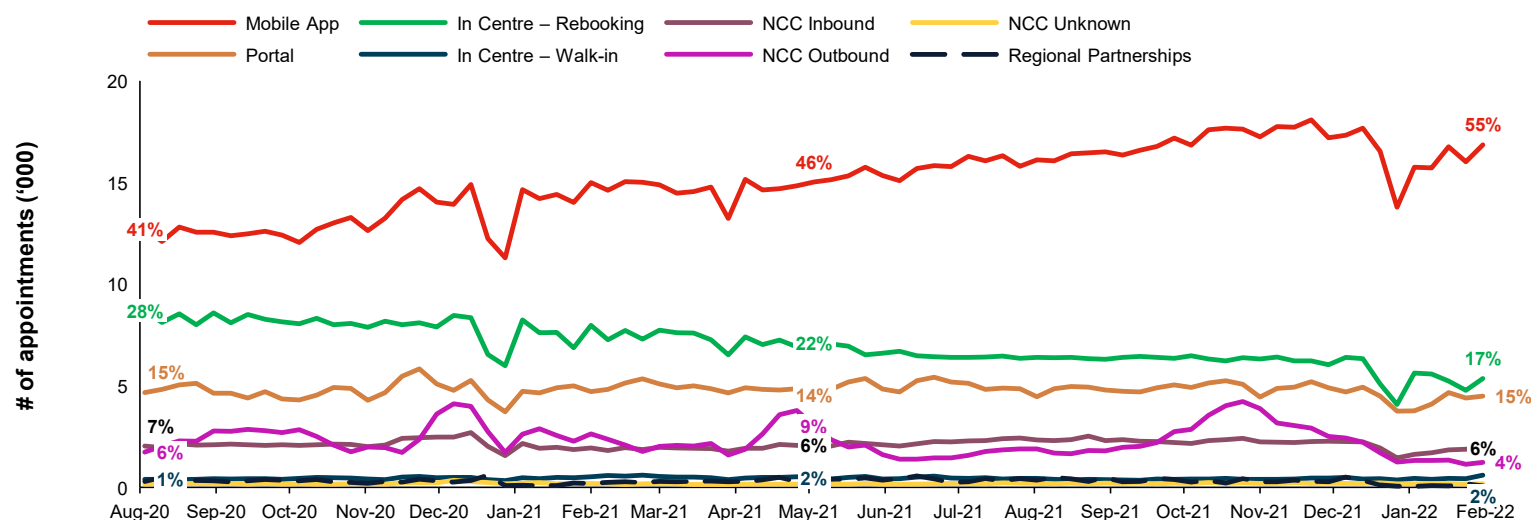


Machine learning and AI

- Deliver communications via the donor's preferred channel
- Tailored to donor journey / donation lifecycle stage
- Consistent communications across channels
- Enhancing donor segmentation and persona development

Digital / self-service

Plasma total appointments booked by booking source and week booked into



- Mobile app is the single biggest source for plasma appointments
- 14-point growth in total appointments over the past 18 months
- Self-service now making up 70%+ of total appointments (App & Portal).

Conclusion

- Accelerating growth coming out of the pandemic
- Aligned network and panel strategy (multi-focused)
- Personal – digitalised experience with community connection



