

World Blood Donor Day

Australia's national event

**YEAR
OF THE
BLOOD
DONOR**
2009



Australian Red Cross
BLOOD SERVICE

Overview of WBDD national event

FEDERATION SQUARE, MELBOURNE

- > 9.30 – 11.20am – Brunch and Ceremony
- > 11.30am – unveiling of art installations
- > 11.45am – 12.15pm – Dome viewing
- > 12.15pm – 12.45pm – outdoor cinema viewing of vignettes (short documentaries of donors and recipients personal stories)

Detail – brunch/ceremony

- > Australian Red Cross Blood Service welcome
- > Australian National Anthem
- > WHO speaker
- > IFRCs speaker
- > Blood recipient plays music
- > Brunch
- > FIODS speaker
- > ISBT speaker
- > Vignette adverts launched (30 second adverts made from vignettes)
- > Minister for Health and Ageing
- > Donor WBDD Recognition of Service Awards
- > Handover to 2010 host
- > Wrap up
- > Photo opportunities

Attendees

Full event

- > Representatives of WBDD founding partners
- > Senators and MPs
- > Local dignitaries
- > Donors and recipients
- > Australian Red Cross Blood Service
- > Other stakeholders

Cinema viewing

- > Above, plus more donors and recipients and general public

Detail – Unveil art installations

- > In order to capture national/international media we have put expressions of interest to students at the Victorian College of Arts (VCA) to come up with an ‘art’ installation for WBDD at Fed Sq
- > Art is a loose term – could be:
 - > Human art
 - > Sculpture
 - > Lighting
 - > Painting etc...
- > Minister unveils
- > Students will give guests a tour of installations



Detail – Dome tour

- > ARCBS gives tour of Year of the Blood Donor (YOBD) Dome and its installations
- > Also talk on YOBD and its success



Detail – outdoor cinema viewing – large screen Fed Sq

- > Invites sent to donors and recipients
- > Guests will be invited to wrap their hands around a warm cup of hot chocolate and enjoy some popcorn during the screening of a series of mini documentaries which celebrate the untold stories of nine inspirational Australians who give or have received life-saving blood. Entirely unscripted - spoken by these humble men and women in their own words - their stories will lift your spirits as you witness the enormous power of blood.
- > Create excitement in Fed Sq
- > Area carpeted red with bollards around (umbrellas available)



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