

Community Profile Cards

The Elder Who Values Tradition

WHO THEY ARE:

A grandparent or respected Elder in the community who values history, customs, and family traditions.

WHAT THEY CARE ABOUT:

- Respect
- Rituals and cultural practices
- Family unity
- Keeping traditions alive

WHAT THEY MAY ASK:

“How does this choice honour our family values?”

“Does it fit with our beliefs, culture, or traditions?”

HOW TO COMMUNICATE WITH THEM:

Use respectful language, emphasise legacy, kindness, and how the decision supports community continuity.

The Parent Who Values Safety & Facts

WHO THEY ARE:

A mum, dad, or caregiver who wants clear, reliable information and prioritises their child's wellbeing.

WHAT THEY CARE ABOUT:

- Safety
- Evidence
- Clear procedures
- Knowing how things work

WHAT THEY MAY ASK:

“Is this safe?”

“What happens behind the scenes?”

“Who makes sure everything is done properly?”

HOW TO COMMUNICATE WITH THEM:

Use clear, simple facts, emphasise Australia's safety systems, and reassure them that everything is done with care.



The Scientist/Doctor Who Values Evidence

WHO THEY ARE:

A health worker, researcher, or scientist who understands biology and believes in helping others.

WHAT THEY CARE ABOUT:

- Science
- Accuracy
- Data
- Real-world outcomes

WHAT THEY MAY ASK:

“What impact does donation have?”
“What does the evidence show?”

HOW TO COMMUNICATE WITH THEM:

Use factual statements, statistics, and information about how lives are improved.

The Community Leader Who Values Helping Others

WHO THEY ARE:

A teacher, coach, principal, or volunteer who organises events and supports the community.

WHAT THEY CARE ABOUT:

- Teamwork
- Community wellbeing
- Inclusion
- Positive role modelling

WHAT THEY MAY ASK:

“How does this help our community?”
“Does this bring people together?”

HOW TO COMMUNICATE WITH THEM:

Use positive community-focused messages, highlight teamwork, and emphasise shared benefit.

The Teen Mentor Who Values Independence & Choice

WHO THEY ARE:

A high-school student or older sibling who believes people should make their own decisions.

WHAT THEY CARE ABOUT:

- Personal freedom
- Choice
- Fairness
- Self-direction

WHAT THEY MAY ASK:

“Is this something people get to choose?”
“Whose decision is it really?”

HOW TO COMMUNICATE WITH THEM:

Highlight that donation in Australia is an opt-in personal decision and that family conversations help people control their wishes.