

The Master Key Data Sheet

Why the Conversation Matters

*Australia's donation system is one of the safest and most respectful in the world – but families still need to confirm the donor's wishes.

Knowing the answer makes all the difference.

★ When families KNOW the person's wishes:

8 out of 10 families say YES.

They feel confident, calm, and supported because they already understand what their loved one wanted.

- ✓ less stress
- ✓ more certainty
- ✓ clearer decision
- ✓ greater comfort

★ When families DO NOT KNOW the person's wishes:

Only 4 out of 10 families say YES.

Not knowing creates worry, confusion, and uncertainty.

- ✓ harder decision
- ✓ more questions
- ✓ more doubt
- ✓ greater emotional pressure

★ THE MASTER KEY

Sharing your wishes creates certainty.

Certainty unlocks kindness.

Kindness unlocks the Gift of Time.

This is why a simple, gentle family conversation is called "The Master Key."

