

Media Release

The Hon Mary-Anne Thomas MP

Leader of the House

Minister for Health

Minister for Ambulance Services

Minister for Women



Monday, 22 December 2025

GIVE THE GIFT OF LIFE THIS FESTIVE SEASON

The Allan Labor Government is encouraging everyone to embrace the spirit of giving this festive season by rolling up their sleeves to donate blood — the ultimate gift of life.

Minister for Health Mary-Anne Thomas is making the call out following the launch of Lifeblood's Christmas and New Year Appeal at the Royal Children's Hospital (RCH) today.

It is a timely reminder that the need for blood donations doesn't slow down over Christmas and New Year – and that many kids at the RCH still need the support of Victorians no matter the time of year.

December and January can be one of the most challenging times for blood supply, as many regular donors take a break, leaving thousands of appointments unfilled and putting pressure on hospitals to meet patient needs.

Blood and blood products are used daily for patients undergoing surgery, people living with blood disorders, cancer treatments, trauma victims and women giving birth – with 33,000 blood and plasma donations needed every week in Australia to meet patient demand.

The launch of the appeal also provides the opportunity to thank the Victorians who joined thousands of fellow Australians who donated blood and plasma following the tragic Bondi terrorist attack last week.

Victorians already top the list of frequent donors nationwide with more than 167,000 active donors – making more than 477,200 individual blood and plasma donations in 2024/25.

Each year, the Labor Government, alongside the Commonwealth and other state and territory governments, contributes to the National Blood Authority to ensure Victorian hospitals can access blood and blood products when and where they're needed.

Victorians looking to give the gift of life by donating blood this holiday season can schedule an appointment by calling 13 14 95 or at lifeblood.com.au.

Quotes attributable to Minister for Health Mary-Anne Thomas

"You can't wrap up a blood donation and place it under the Christmas tree, but by giving blood or plasma, you can gift a fellow Victorian precious time with their family and loved ones at this special time of year."

"The simple act of donating blood and plasma can quite literally save someone's life – so as we all slow down to enjoy the break, there are few better ways to spend this time than making a donation at Lifeblood."

"Last week we saw thousands of Victorians show up at Lifeblood donor centres in solidarity with the victims of the horrific Bondi terrorist attack – I could not be prouder of everyone who rolled up their sleeves to help replenish blood and plasma supply at such an important time."