

COMPANY STRATEGY

OUR PURPOSE

To help people to breathe so they can live freely.

OUR VISION

A community free of asthma.

OUR VALUES

- We know what works. We define what's next
- We empathise. We empower.
- We're constant, reliable and resilient. We're dynamic and evolving.
- We're caring. We're courageous.
- We do serious work. We don't take ourselves too seriously.

OUR 5 PILLARS



01

High performance, innovative culture



Building a high performance, innovative culture where our people bring their best selves to their roles.

02

Connected and Empowered consumers



Creating a digital ecosystem that provides more complete solutions for people with asthma.

03

Impact and Influence



Better outcomes by working with and across the system as a whole, combining an evidence based and person-centered approach, to deliver the right support, in the right place, at the right time.

04

Trusted, expert voice



People with asthma benefit from a strong, trusted expert who understands their needs.

05

Financial Sustainability



Generating increased revenue, managing costs, and focusing on a positive ROI across all we do.



**ASTHMA
AUSTRALIA**