

ORGANISATIONAL STRATEGY ON A PAGE

OUR PURPOSE

To help people breathe better so they can **live freely**

OUR VISION

No one **experiences** a life restricted by asthma

OUR MISSION

Driving **person-centred** approaches and influencing systems change

OUR STRATEGIC PILLARS

OPTIMISE ENGAGEMENT

Scale up digital and data personalised engagement to improve asthma outcomes.

PARTNER WITH COMMUNITIES TO ACT

Reduce the impact of asthma in communities with high risk factors for asthma and poor asthma outcomes.

INFLUENCE SYSTEMS CHANGE

Address systemic issues affecting asthma outcomes by influencing priority policies, systems and service delivery, enabling healthcare and contributing to translation of research discoveries.

RESEARCH

Prevention, management, remission, cure.

GROW SUPPORT & REVENUE

Diversify and grow mission-aligned revenue to support strategy delivery.

BUILD CAPABILITY and CAPACITY

Align our people, culture, processes and technology to deliver our strategy.

OUR VALUES

**WE LEARN WHAT WORKS
and PLAN WHAT'S NEXT**

**WE EMPATHISE
and EMPOWER**

**WE'RE CARING and
COURAGEOUS**

**WE'RE INCLUSIVE and
COLLABORATIVE**

**WE'RE PASSIONATE and
PERSISTENT**

OUR PRINCIPLES

-  We put the voice and lived experience of people with asthma at the centre of what we do.
-  We use data, information and insights as evidence to test assumptions and inform decision making.
-  We honour the trust of those we serve and hold ourselves to account to always act with integrity.