

Asthma Australia 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 VALUES

WE LEARN WHAT WORKS and PLAN WHAT'S NEXT

We know we don't have all the answers. We listen, we experiment and search for what could be.

WE EMPATHISE and EMPOWER

We start from a place of understanding others and encourage people to be the best they can be.

WE'RE CARING and COURAGEOUS

We care about the people and the communities we work with and we maintain their trust. We challenge the way things are and set ambitious goals.

WE'RE INCLUSIVE and COLLABORATIVE

We value and respect each person's uniqueness and we seek diverse perspectives. We know we can be more creative when we solve problems together, rather than go it alone.

WE'RE PASSIONATE and PERSISTENT

We are driven by our purpose and we find joy in our progress.

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.

BUILD CAPABILITY and CAPACITY

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

SUSTAIN AMBITIONS – FY26 GOALS

Increase effectiveness of revenue generation and leverage our equity.

OUR IMPACT

To halve potentially preventable asthma hospitalisations by 2030.

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.

Strategic Goals FY26



STRATEGIC PILLAR 1: OPTIMISE ENGAGEMENT

Empower people with asthma to live healthier, fuller lives.

Support healthcare professionals to provide personalised asthma care.

Collaborate with targeted organisations and community groups to support people living with Asthma.

Identify digital and data solutions and partners to innovate and scale.



STRATEGIC PILLAR 2: PARTNER WITH COMMUNITIES TO ACT

Co-design and deliver innovative programs for high-risk communities.

Seek collaborative partnerships with targeted communities to reduce the impact of asthma.



STRATEGIC PILLAR 3: INFLUENCE SYSTEMS CHANGE

Raise the awareness of the impact of asthma to improve the profile with key influencers.

Lead the national focus on political advocacy to influence policy priorities of government.

Develop and promote an evidence-based asthma healthcare reform agenda.

Lead the National CURE Asthma Mission.

Strengthen Strategic Partnerships to amplify impact.

Fund and support research that strategically advances halving potentially preventable admissions.



STRATEGIC PILLAR 4: BUILD CAPABILITY AND CAPACITY

Ensure organisational structure is aligned to deliver the strategic plan.

Ensuring a high performing team is in place to deliver the strategy.

Efficient processes to ensure optimal delivery of our strategy.

Build and maintain fit-for-purpose systems, data and infrastructure to deliver on strategy.

Provide meaningful metrics on progress of strategic goals to inform decision making.

Instil and monitor governance and risk controls to ensure compliance and sustainability.

Continue to enhance a positive, high-performing and inclusive organisational culture and work environment.



STRATEGIC PILLAR 5: SUSTAIN AMBITIONS - FY26 GOALS

Diversify and grow mission-aligned revenue streams.

Enhance donor engagement and legacy giving to grow revenue.

Enhance government and corporate relationships.

Deploy funding to deliver impactful strategic initiatives.