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 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

Influence policy, systems, service delivery.

RESEARCH

Prevention, management, remission, cure.

BUILD CAPABILITY and CAPACITY

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

GROW SUPPORT & REVENUE

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

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.

ASTHMA AUSTRALIA

STRATEGIC GOALS FY27

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.
- Lead coordinated action in communities experiencing the greatest asthma burden.

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.
- Strengthen Strategic Partnerships to amplify impact.

STRATEGIC PILLAR 4: RESEARCH

- Renew and relaunch the National Asthma Research Program.
- Focus on translation of evidence into practice.
- Progress the CURE Asthma plan.

STRATEGIC PILLAR 5: 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 6: GROW SUPPORT & REVENUE

- 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.