

<b>Purpose</b>	Helping Australians breathe better				
<b>Vision</b>	A Community Free from Asthma				
<b>Landscape</b> <i>What is critical for the future?</i>	<ul style="list-style-type: none"> <li>Asthma remains a critical disease for Australians</li> <li>Perceptions have changed relative to other diseases</li> <li>Government funding will increasingly be outcome-based</li> <li>Donors and partners are also looking for outcomes</li> <li>Merging has provided an opportunity for better outcomes</li> </ul>				
<b>How we will succeed</b>	We will become more systemic in our activities – from fund-raising to delivering outcomes	We will embed our merger to create a solid base for delivering outcomes for people with Asthma		We will continue to promote both Asthma and ourselves to maximise outcomes	
<b>Strategies</b>	<b>Impact &amp; Influence</b> Better outcomes by taking an evidence-based approach to programs and working with the system as a whole	<b>Merger Integration</b> Effectively consolidating our merger provides a strong base for delivering sustained outcomes	<b>Trusted, expert voice</b> People with Asthma benefit from a strong, trusted expert and unified representation	<b>Income growth &amp; diversity</b> We will reduce our reliance on any single source of funding and ensure all our fundraising is efficient	<b>Become more holistic</b> Exploring relationships with partners in related areas to provide more complete solutions for people with Asthma
<b>Strategic Initiatives</b>	<ul style="list-style-type: none"> <li>Stronger evidence-based programs</li> <li>Roll-out project management and evaluation approach</li> <li>Review strategic framework for research</li> <li>Embed consumer perspective into program design</li> </ul>	<ul style="list-style-type: none"> <li>Complete merger integration program</li> </ul>	<ul style="list-style-type: none"> <li>Improve stakeholder engagement</li> <li>Strengthen Asthma Australia profile</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate and prioritise fundraising initiatives</li> <li>New commercial initiatives</li> <li>Strengthen grant application process</li> </ul>	<ul style="list-style-type: none"> <li>Reinforce impact of asthma, address misperceptions</li> <li>Engage with potential partners in related areas</li> </ul>
<b>Key Result Areas</b>	<ul style="list-style-type: none"> <li>People with Asthma</li> <li>HR / People</li> </ul>	<ul style="list-style-type: none"> <li>Financial</li> <li>Stakeholders</li> </ul>		<ul style="list-style-type: none"> <li>Brand / Reputation</li> <li>Process Effectiveness</li> </ul>	