

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