2014 - 2015
50TH ANNUAL REPORT
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About us

Our Vision
Asthma Foundation Queensland – leadership, excellence and innovation in asthma assistance, care and research.

Our Purpose
Through innovation and leadership Asthma Foundation Queensland will provide support for the health and wellbeing of every person with asthma and linked respiratory conditions, to help them breathe better.

Our Values
Innovation
Leadership
Commitment
Integrity
People
Performance
Advocacy
It is with great pleasure that I present my second report as Chairperson of Asthma Foundation Queensland. There have been no changes to Board membership this year and we are blessed with a great combination of Directors who have been with the Foundation for several terms providing a great deal of experience and corporate knowledge, along with a number of relatively new Directors who bring a range of additional skills and fresh ideas.

The year marked the significant milestone of 50 years since the beginning of Asthma Foundation Queensland. We must thank and congratulate the vision and commitment of the people who began the organisation with humble beginnings back in 1965. Our records show that while there were many Directors in the beginning there were no staff, therefore there was extensive personal and financial commitments from the Directors to initiate and grow the new organisation. It is now our role to honour that legacy and ensure that the organisation continues with its vision and mission to support people with asthma in the same way that motivated those early Directors.

The move to the new building in Costin Street at Fortitude Valley has provided a great working environment for the Foundation staff including a training room for education sessions and meeting rooms for the Board and staff. The sale of the Ballow Street property also allowed us to deposit surplus funds into an investment account which provides ongoing revenue for the Foundation. The current city edge location is also likely to experience capital growth in coming years and the plethora of construction sites in the vicinity is testament to this potential.

We have continued our strong relationship with Asthma Australia and the other Foundations. We are partnering with these groups for the development of several initiatives including a new national website and intranet, nationally accredited asthma training programs, a combined investment strategy, and several significant national reports including The Hidden Cost of Asthma report and the National Asthma Strategy which will be proposed to the Federal Government as a blueprint for a comprehensive national approach to combating asthma over the next five years.

In late 2014 the Board made the strategic decision to engage with Asthma Foundation NSW for the purposes of investigating a merger between our two organisations. The not-for-profit environment is getting more competitive and challenging. As a responsible Board we need to consider our long term future, as well as how we maximise the output from our resources so that we can provide the best quality programs for people with asthma. While there have been ongoing discussions between all of the Asthma Foundations for several years, our Board was keen to achieve the benefits of a merger as soon as possible.

A memorandum of understanding was signed in November 2014 and a merger sub-committee with representation from both Boards have been engaged in regular meetings
in preparation for a proposal to be put to the memberships of both organisation at their Annual General Meetings scheduled for late 2015. If the proposal is supported, it is anticipated that the two organisations will merge at the start of 2016. It has been mandated that there will be no loss of services in each of the two jurisdictions, but rather that there will be enhanced levels of activity in each of the states.

While we have been moving ahead with our merger plans with Asthma Foundation NSW there are also continuing discussions between the Foundations, Asthma Australia and the National Asthma Council for a national merger. While these discussions are gaining momentum there is not a clear outcome at this stage, although we are hopeful that this broader merger will also take place in the not too distant future. In the meantime our relationships with those organisations will continue as usual while we progress our own merger plans.

The Board held a strategic planning day at the end of March to review all aspects of the business and to provide guidance for the Senior Management Team for the development of the business plan and budget. The workshop focussed on goals, challenges and strategies for improving what we do. This has lead to a series of more dedicated reviews of the commercial arms of the business and the Board has made investments in these areas to ensure their long term development and viability. In a somewhat uncertain funding environment having control over revenue generation is a considerable benefit for the organisation.

We have continued to enjoy and are grateful for support from both the State and Federal governments. Both of these grants come to a conclusion at the end of the next financial year and together with Asthma Australia we will be engaging with government representatives to explain how our programs and services support the health of people with asthma and reduce impacts of the condition upon the health care system.

The activity of the Board has continued to be supported by the work of several sub-committees. The Finance Audit and Risk Committee ably chaired by Mr Richard Willis scrutinises many aspects of the financial performance of the organisation along with a supervisory role in relation to risk matters. The Medical Programs and Research Advisory Committee chaired by Professor Ian Yang provides advice on clinical and health related issues with respect to asthma as well as supervising the research program including the Foundations support of local PhD and Honours students and the funding support for the contribution to the National Research Program conducted by Asthma Australia. The Fundraising and Communications Committee chaired by Ms Sue Holzberger provides advice on the revenue raising aspects of the organisation as well as our communications and marketing activity. We are extremely grateful for the ongoing support and contributions from members of these committee which includes Directors as well as other supporters who freely give their time guide and support the work of the management team and staff.

While there have been many wonderful activities and events over the year, the next 12 months promises to be even more eventful with the planning for the proposal to members for a merger with Asthma Foundation NSW and all the activity that is likely to flow from the outcome of that decision. A decision not to merge will still result in better economies and enhanced outcomes through future collaboration. A decision to merge will provide a unique opportunity to combine the skills, experience and commitment of two Foundation Boards and staff with the promise of an exciting new beginning at the end of our first 50 years.

Marita Cowie
Chairperson
Asthma Foundation Queensland
I am very pleased to present my first report as CEO of Asthma Foundation Queensland. It has been a great privilege to lead the organisation over the last eight months and I have been very fortunate to have highly skilled and committed colleagues to work with me on providing the best programs and services for people with asthma and linked conditions across the vast state of Queensland.

2015 marked the 50th year of the Foundation and there have been many activities to recognise and celebrate this significant milestone. In April we were guests of our Patron, His Excellency the Honourable Paul de Jersey AC, Governor of Queensland, at Government House to celebrate our 50th Anniversary. At the event we presented the Charles Mitchell PhD scholarships to two research students. The scholarships recognise the considerable contribution of Professor Mitchell who served for 25 years as a volunteer member of the Board, including the last five years as Chairman. The 50th Anniversary event also enabled our many supporters to mingle with Foundation staff and Board members in the stately ambience of Government House.

As part of the 50th year celebrations the Foundation partnered with Asthma Australia in May to host the National Asthma Conference, the premier event for asthma health professionals in the country. I would like to acknowledge our supporting partners, the National Asthma Council, Asthma Foundation New Zealand and the Australian Government Department of Health and Ageing, along with corporate partners, AstraZeneca, Mundipharma, Bird Healthcare and Novartis. We were blessed with high calibre international key speakers including Professor Mika Mäkelä from Finland, Doctor Mark Levy from the UK and Associate Professor Lutz Beckert from New Zealand as well as high profile Australian speakers and other practitioners doing interesting and innovative work in the respiratory field. The event was a huge success attracting over 300 attendees and strong support from sponsors.

The conference also served as a boost for the development of the next National Asthma Strategy which is being developed by Asthma Australia and the National Asthma Council. Key issues identified from the conference have been incorporated with feedback from consumers and health professionals in the development of the new strategy. The strategy will be presented to the Australian Health Ministers’ Advisory Council in October 2015. The strategy will become the delivery mechanism for the National Health Priority; programs, services, research and advocacy activity across the country.

We continue to roll out the Federal Government funded Adolescent and Child Asthma Program and the Community Support Program in schools and the community under our agreement with Asthma Australia. The programs allow us to provide asthma first aid training to teachers and school support staff as well as providing a referral service for hospitals and general practitioners. This means that patients can receive comprehensive asthma information in support of the personalised advice provided by their health practitioner.
We are also active in providing other services to the 400,000 Queenslanders affected by asthma with funding support from the State Government. This includes the 1800ASTHMA Helpline service which provides asthma information free of charge, along with a range of support services under the Asthma Assist program. Consumers can also access information from our website including video clips on asthma management topics, and we have a huge array of printed materials available. Our role in training health professionals is also considerable and have provided direction for how we develop our structures and processes to generate more revenue to support the work of the Foundation. We are fortunate to have these sources of discretionary income which also provide another key point of contact with the community. I must also acknowledge the enormous support that we receive from the community with a huge team of volunteers who assist in the Op Shops as well as the many supporters who make the donations that enable the ongoing viability of this enterprise.

Our Op Shops and Art Union continue to be a strong feature of the organisation. While there were challenges in both operations over the last 12 months, reviews in both areas have provided direction for how we develop our structures and processes to generate more revenue to support the work of the Foundation. We are fortunate to have these sources of discretionary income which also provide another key point of contact with the community. I must also acknowledge the enormous support that we receive from the community with a huge team of volunteers who assist in the Op Shops as well as the many supporters who make the donations that enable the ongoing viability of this enterprise.

The biggest potential change on the horizon for the Foundation is the anticipated merger with Asthma Foundation NSW. A new merged entity would generate efficiencies and greater productivity allowing us to provide extra services. The teams of both Foundations have been hard at work preparing the documentation to go to a vote of members at our Annual General Meeting in November. We hope that this will be the first part of a wider process of coming together of asthma organisations across the country for greater cohesiveness and unity of purpose.

We farewelled a number of key staff over the last 12 months. I would like to acknowledge their considerable contributions to the Foundation during their time with us and wish them well for the next chapter of their careers. As a not-for-profit organisation we typically attract caring and committed employees and I am often touched by the contribution that our staff make in their work for the Foundation in service to the community and especially people with asthma. It has been a pleasure to work with them over the last 12 months and we will continue to strive to meet our vision and mission into the future.

You will find many other stories in this annual report that feature the Past, Present and Future of the Foundation. We thank you for your interest and support and we welcome any contribution that you can make to the Foundation’s work. We look forward to the next 50 years of service to people with asthma and their carers.

Dr Peter Anderson
Chief Executive Officer
Asthma Foundation Queensland
Celebrating 50 years

From the early 1960’s there was a growing perception in the community that an organisation was needed to support those people in Queensland with asthma, and so Asthma Foundation Queensland was born on 29th April, 1965. Since that time we have been dedicated to informing and supporting people with asthma and helping them to live well.

In an article published in the Courier Mail in 1965 the first Chairman of the Board for the Asthma Foundation of Queensland, Sir Charles Davidson said “The main aim of The Asthma Foundation of Queensland is to seek some of the answers (to what is and what causes asthma) and apply the knowledge to saving Queensland lives.”

Fifty years on we continue our mission to support Queenslanders affected by asthma.
Celebrating 50 years
1965 – 2015
National Asthma Australia conference held in Brisbane


Ballow Street, Fortitude Valley premises purchased

Mr Neil Doherty introduced the irst recycling collections

Inaugural National Asthma Conference hosted in Brisbane

First Op Shop opens at Mitchelton

Asthma friendly schools program commenced

Asthma education in schools initiated

1800 infoline introduced

Recycling warehouse opened

Foundation website launched

“Asthma Centre” in Ballow Street is opened by Sir Walter Campbell, Governor of Queensland

Asthma educators training introduced

Inaugural World Asthma Day forum

Asthma control packs introduced for consumers

E-newsletter for health professionals introduced

Move to Costin Street premises in Fortitude Valley

Move to national website

Asthma friendly schools program commenced

First Ruby Research Ball

State funding began for Chronic Disease Management

Flipchart for health professionals introduced

Asthma 8 Ways Workshops introduced for Aboriginal and Torres Strait Islander Health Workers

National Asthma Australia conference held in Brisbane
Asthma Foundation Queensland is committed to funding research to help find a cure for asthma.

This year we contributed to the following programs:

**Asthma Australia National Asthma Research Program – 2014**
Dr Caroline Lodge, The University of Melbourne  
*The relationship of breast milk oligosaccharides and microbiome with asthma and lung function in children up to 18 years.*

Dr Lorraine Smith, University of Sydney  
*Development and testing of a personalised goal-setting self-management App for adolescents with asthma.*

Mr Simon Forsyth, University of Queensland  
*Understanding asthma related mortality in ex-prisoners.*

**Asthma Foundation Queensland Honours Students Bursaries**
School of Biomedical Science, University of Queensland  
Miss Anushma Kumar – supervised by Professor Peter Sly  
Miss Megan Landgraf – supervised by Professor John Upham  
Miss Jennifer Keller – supervised by Dr Stuart Mazzone  
Mr Callum Miller – supervised by Dr Stuart Mazzone

**Asthma Foundation Queensland Charles Mitchell PhD Scholarships**
Miss Johanna Schagen – Dr Emmanuelle Fantino and Prof Peter Sly  
Miss Liisa Murray – Prof John Upham

“Support from Asthma Foundation Queensland allowed me to complete the study, and I am very grateful for that support”

**Professor Sheree Smith PhD**
I received Asthma Foundation Queensland support for my PhD study in 2001 on an investigation of the health promoting and risk taking behaviours of adults with acute asthma. From this research immeasurable opportunities have arisen. The publication of the study’s findings led me to receiving the inaugural post-doctoral bursary to the University of Oxford’s Department of Primary Care. After my time in Oxford I was fortunate to work in research at St Mary’s Hospital, Paddington, London in the Respiratory and Infectious Diseases Department which is part of Imperial College. After leaving the UK, I was invited to complete a research program at the National Institutes of Health, in the United States and continue to collaborate with US colleagues.

I’m currently a Professor of Nursing at the University of Western Sydney and have a Visiting Professorship with Imperial College London. Every day I work on something I love which is continuing to develop and undertake high quality respiratory research seeking to improve the health of adults with respiratory conditions.
Johanna Schagen – Queensland Institute of Medical Research

I was one of the inaugural recipients of the Charles Mitchell PhD Scholarships in 2014.

I work at the Queensland Children’s Medical Research Institute, where we study the relationship between lungs and the environment, and how this impacts upon asthma.

As the recipient of the Charles Mitchell PhD Scholarship I will follow about 100 children during their first year of life, and study their immune response to bacteria and virus, and how this relates to their risk of having asthma later in life.

The way the immune system recognises and responds to these bacteria and viruses seem to be important in determining whether the risk of asthma is increased or decreased later in life.

Knowing more about the risk of developing asthma will help inform how we prevent asthma and ultimately find a cure.

Asthma in Queensland

1 in 10 Queenslanders suffer from asthma\(^1\)

Asthma is most prevalent in Inner Regional areas\(^2\)

Percent of the population with current asthma by remoteness, 2011/2012

<table>
<thead>
<tr>
<th>Remoteness</th>
<th>Percent of Population with Current Asthma</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Cities</td>
<td>12%</td>
</tr>
<tr>
<td>Inner Regional</td>
<td>14%</td>
</tr>
<tr>
<td>Outer Regional and Remote</td>
<td>10%</td>
</tr>
</tbody>
</table>

Health System Impact of Asthma

Total asthma related presentations in Queensland public emergency departments 12 528 in 2014/2015\(^3\)

Total admitted patients with a principal diagnosis of asthma in Queensland Hospitals 8469 in 2014/2015\(^4\)

\(^1\) Produced by the AIHW and the Australian Centre for Airways disease Monitoring (ACAM) at the Woolcock Institute of Medical Research.

\(^2\) ABS 2012. Australian Health Survey: First Results, 2011-12. ABS Cat. no. 4364.0.55.001. Canberra: ABS.

\(^3\) Emergency Department Information System, Queensland Government Department of Health

\(^4\) Queensland Hospital Admitted Patient Data Collection, Department of Health (July to April)
From the start of 2014, I had been planning to do the Oceanway Walk from Coolangatta to the Spit on the Gold Coast for my 57th birthday, as I was already a part of the Gold Coast Mid Week Walking group who met regularly.

The Oceanway Walk is about 36 kilometres, and I had anticipated that it would take my old bones about eight hours. It is not a huge task; older and less fit people than me have done it, but it was still a big challenge for me.

Originally it was just about achieving something on a personal level, but it soon became a little more. Workmates and fellow walking group members suggested that they come along with me and that there may be an opportunity to raise funds for charity.

I chose to fundraise for Asthma Foundation Queensland because I have been directly and personally impacted by the condition.

My grandfather died as a result of asthma, my father migrated to Australia to assist in managing his asthma, I have been in intensive care three times with asthma, and two of my children have suffered from it.

When I developed symptoms as a child the treatment was penicillin and cough medicine. Today we have preventatives, effective relievers and management programs.

The work of Asthma Foundation Queensland has aided me in getting my condition under control, and I want to help the Foundation continue to help others.

2014 saw the inaugural Oceanway Walk as our major fundraising event for the year, which raised just over $1000. The walk has grown into other activities for asthma including kayaking, hiking, stand up paddle boarding, walking, cycling, dinners, BBQs, lunches, day cruises and day trips all with the aim to raise funds for Asthma Foundation Queensland and to explore the outdoors while enjoying the company of others.
During late 1988 the Foundation started clothing collections with rag bins strategically placed across the greater Brisbane area and donations were delivered to a wholesale purchaser. In 1997 the introduction of a warehouse and sorting operation allowed for increased collections however sales continued to be to other charities and the Fijian market. The first Foundation run retail outlet was opened at Mitchelton in 1998 which proved quite successful, and additional sites gradually followed.

Fast forward to 2014, and the Foundation is operating five shops, however the move from Ballow Street to our current premises at Costin Street meant that we lost our warehouse and sorting facility and shops had to rely on their own donations to a large extent.

With a new Retail Operations Manager assisting the Shop Managers, this year there were a number of significant improvements to the look and feel of our shops at Mitchelton, Zillmere, Annerley, Hillcrest and Goodna.

A strategic review of our retail operations lead to plans for a new flagship store and warehouse at Coorparoo along with the closure of the Goodna shop. The addition of the warehouse at Coorparoo would once again enable the collection, sorting and distribution of goods to be centralised.

In the new year we will look for opportunities to open new stores in the greater Brisbane areas, Toowoomba and Rockhampton. The planned merger with Asthma Foundation NSW also offers the opportunity to expand our recycling and retailing operations interstate.

The Op Shops are our window to the world and provide an opportunity for the Foundation to engage with members of the community in a way that allows them to sample the range of services that we offer.

This could be recycled clothing, but also Art Union tickets, volunteering, community fundraising, asthma accessories or information about asthma and our services.
On 5th March, 1977, the Foundation ran its first Art Union which was televised on Channel 0 in Brisbane with a profit of $2,158. Since that time the Art Union has built from two per year to seven per year generating significant income to support the purpose of the Foundation.

A review of the Art Union business was undertaken in 2014/2015 and we will look to put in place a number of strategies which will make the operations stronger going forward.

We have been blessed with the Art Union staff who genuinely enjoy engaging with their regular ticket buyers, and have a strong commitment to asthma. Indeed one of the call team has been working the phones for over 30 years. At the end of each lottery we roll out the barrel (we actually still use the historic wooden barrel) to draw the lucky winners.

The best job each Art Union is to call the prize winners almost without exception the winner cannot believe that they have won and on many occasions have to call back to verify the win.

In future the work of the Art Union team will reflect the change in title to Call Centre and Lottery Services. The phone service skills along with the knowledge and commitment to asthma will be used to engage more with our supporters and to promote other aspects of the business.

“I have been supporting Asthma Foundation Queensland Art Union since 1994.

I have been personally affected by asthma throughout my life, and in 1994 I sadly lost my fiancée Lisa to an asthma attack.

My son Luke also has asthma and has been hospitalised three times in his 12 years.”

Our bicentennial winner – Rob
Supporting people affected by asthma

In 2014 we distributed 1371 Asthma Control Packs to people with asthma and 3250 to health professionals.

We spoke with 739 people via our Asthma Assist Infoline.

We trained 367 schools and 5881 school staff.

3 Workplace workshops
4 General Practice Education workshops
Asthma and anaphylaxis training for 80 childcare educators

- We held 22 Live well with asthma workshops with 222 attendees in:
  - Waterford West
  - Inala (3)
  - Beenleigh
  - Spring Hill
  - Mango Hill
  - Kedron
  - Cleveland
  - Longreach
  - Bellara
  - Kingaroy
  - South Brisbane (5)
  - Mt Gravatt
  - Mackay
  - Woodgate
  - Nambour
  - Logan Central

- We held 19 Helping others workshops – for carers of people with asthma attracting 198 carers in:
  - Caboolture (6)
  - Toowoomba
  - Wacol (4)
  - West End
  - Gympie
  - South Brisbane
  - Spring Creek
  - Southport
  - Woolloongabba
  - Bowen
  - Newstead

- We trained 9 sports clubs throughout Queensland in:
  - Maryborough
  - Mt Isa
  - Gympie
  - Townsville
  - Rockhampton
Achievements against 2014/2015 Business Plan objectives

Key Management Area 1
Service Delivery and Program Development

By 2015 all Queenslanders shall have access to high quality services and information about their asthma and linked conditions.

Achievements
Implementation of a Customer Relationship Management system to enable recording of comprehensive patient management data enabling ongoing follow-up of callers to support improved asthma care.

Challenges
Maximising reach of our face to face programs into regional and rural areas of Queensland due to geographical distances.

Key Management Area 2
Research and Evaluation

The Foundation’s commitment to accessible services will be underpinned and strengthened by leadership in research, evaluation and continuous quality improvement. We aim to spend 10% of our total budget or $500,000 per annum in this important area by 2015.

Achievements
Continued Investment in the National Asthma Research Program along with the funding of Charles Mitchell Scholarships for two Brisbane based PhD students.

Challenges
Inability to reach our targeted investment of $500,000 in research and evaluation due to challenging financial times in the not-for-profit sector.

Key Management Area 3
Partnerships and Strategic Alliances

The Foundation will collaborate with key state and national stakeholders to advocate for additional support and resources for people with asthma and their caregivers and advance the cause of asthma and related linked conditions in general.

Achievements
Building strong relationships with other Asthma Foundations and Asthma Australia through our joint conference, website, training programs, reports and other programs.

Challenges
Partnering with Queensland Health through the respiratory network, hospital and health services.

Supporting Medicare Locals in their successful bids to become Primary Health Networks (Brisbane North Medicare Local and Brisbane South Medicare Local).

Challenges
Having the capacity to fully engage with external stakeholders.

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Supporting Medicare Locals in their successful bids to become Primary Health Networks (Brisbane North Medicare Local and Brisbane South Medicare Local).

Challenges
Having the capacity to fully engage with external stakeholders.
Key Management Area 4

Profile Building

Score

Challenges
Starting from a low base of community awareness.

Achievements
Profile building with health professionals through our engagement with hospitals, general practitioners and other health services.

Our 50th Anniversary activities and our external facing operations (Op Shops, Community Fundraising, Art Union and Education activities) also provide opportunities for increasing awareness of the presence and activities of the Foundation.

Key Management Area 5

Productivity

Score

Challenges
By 2015 the Foundation will maintain a minimum investment of $5 million to grow service deliveries and program development now and for the next 50 years and to ensure the Foundation’s continued financial security.

Achievements
The planned merger with Asthma Foundation New South Wales will provide efficiencies and enhanced outcomes for the new entity.

A successful National Conference and strong research and evaluation portfolio of activity.

Challenges
A financially challenging not-for-profit environment has meant that we have not reached the $5 million investment target.

Key Management Area 6

People and Culture

Score

Challenges
Our Foundation will be widely regarded as an employer of choice dedicated to supporting our people through a culture of leadership, participation, continuous improvement, recognition for achievements and work life balance.

Our people are dedicated, focused and caring professionals committed to excellence in service delivery.

Achievements
An Education Team with an average of over 10 years of service. High quality programs and services which are respected across the health sector.

Challenges
Staff turnover in some key areas.

Coping with the additional demands of planning for the merger in addition to usual busy workloads.
Asthma has been recognised for centuries, but poorly understood. Early treatments in the 19th and early 20th centuries included ‘asthma inhalations’ or ‘cigarettes’, containing substances like opium, belladonna, stramonium and even tobacco. However, it became clear that inhaling smoke was generally irritating and damaging to airways.

When Asthma Foundation Queensland was established in the mid-1960s, asthma was still not well understood. For example, at that time, asthma was sometimes confused with anxiety. A Queensland Health Education Council Publication from the late 1960s states that asthma is ‘seldom serious’, ‘worry makes asthma worse’ and recommends ‘avoid talking about asthma in the child’s hearing and try hard not to be too sympathetic.’

In the 1980s there was massive growth in the scientific understanding of asthma. However, asthma deaths steadily climbed to a peak of almost 6 deaths per 100,000 population by 1989. In 1999, asthma was declared a National Health Priority in Australia and the first National Asthma Strategy began. Since 1990, asthma death rates have fallen steadily and have now plateaued at less than 2 per 100,000 population. This improvement has been attributed to many factors, including increased awareness, development of asthma guidelines, increased use of inhaled corticosteroid preventers and other initiatives. However, in Australia today, 1 in 10 people have asthma and almost 400 people a year still die of asthma.

Current asthma management focuses on having an asthma action plan in consultation with your doctor, achieving good control of asthma symptoms, taking daily preventer medication if prescribed, maintaining a healthy diet and lifestyle and being able to recognise an asthma flare-up and take appropriate action.

A new National Asthma Strategy for 2016-2020 is currently being developed. Research is revealing specific factors involved in asthma. Therapies and medications are being developed that can act specifically on these factors. The links between asthma and allergy continue to be explored and there is ongoing research into ways to prevent the onset of asthma. In future we are likely to see improved approaches to asthma management, specifically targeted to an individual’s needs.
Now accepting referrals

This year has seen the introduction of a formal program enabling health professionals to refer people with asthma to Asthma Foundation Queensland for education and ongoing support in managing their asthma.

The referral program enables general practitioners and hospital based health professionals to target patients they deem at risk of asthma related complications and refer them to the Foundation for six weekly contact. This regular contact enables the Foundation’s education team to monitor the person’s level of control, determine factors that may be impacting upon their asthma and make recommendations to improve the way they self-manage their condition.

Almost 150 people were referred to the Foundation’s program this year, with the person most commonly referred being aged 12 – 25 years. The referral program has provided an innovative and acceptable way in which to reach people in the 12 - 25 year age group, who experience asthma related ill-health but typically do not contact the Foundation themselves for support and information.

The referral program is expanding rapidly and during 2015-2016, it is anticipated over 300 people with asthma will be referred by their health professional for individualised asthma education.
Reaching the hard to reach
Despite being classified as a National Health Priority in the late 1990s, the impact of asthma on the community remains substantial and asthma deaths within Australia is high when compared with other countries.

Research in recent years has highlighted people most at risk of dying from asthma and the picture is clear our vulnerable are most at risk.

It has been known for some time that Indigenous Australians, people living in remote areas and people from areas of lower socioeconomic status are more likely to die from asthma. 1 More recently, research has shown that inequalities in health, drug and alcohol use, psychosocial issues, poor health literacy and social isolation are also associated with a significant number of asthma related deaths. 2

2014-2015 has seen Asthma Foundation Queensland expand its commitment to people with asthma by focusing attention on the asthma related needs of people experiencing homelessness. The Foundation identified the need for intervention after viewing the outcomes of the 500 Lives 500 Homes project led by Micah Projects Inc which highlighted that asthma affected one-third of people involved in the project, three times the national incidence of 10%.

In response, Asthma Foundation Queensland partnered with Micah Projects Inc to deliver asthma education and support to people experiencing homelessness.

The innovative workshops provided residents of Brisbane Common Ground with a safe and supportive environment in which to seek information and support in managing their asthma whilst having their questions answered by skilled asthma professionals.

Such was the success of this initiative, staff of both Micah Projects and Footprints, a not-for-profit organisation which also provides outreach support to people in social and economic disadvantage, received asthma training to assist them in delivering the best possible care to people with asthma.

1. AIHW 2014. Mortality from asthma and COPD in Australia. Cat. no. ACM 30. Canberra: AIHW

Our commitment to expanding our efforts to support people from low socio-economic environments in managing their asthma remains steadfast and will expand into 2016 and beyond in an attempt to redress the burden clearly facing many people living with asthma.
Financial Summary 2014/2015

Key financial highlights

— Total revenue: $2.9 million
— Investment income growth as a result of asset sales in 2014
— Key contributors to income were the commercial arms: Op Shops and Art Union.

Revenue Streams

The Foundation is committed to increasing funding into research and educational programs and as a result, has reviewed operations and implemented strategies aimed at growing revenue streams in the future.

Results Overview

The Foundation has had a very challenging year. Revenue has decreased due to a loss of bequest and donation revenue. Management have reviewed operations and implemented staffing and resource allocation to address operational shortfalls.
Investment Portfolio

The investment portfolio held by the Foundation is monitored by the Finance Audit and Risk Management committee and the Board of Directors as well as management. It is reviewed on a month by month basis. It is managed by UBS Wealth Management in accordance with the Foundation’s investment policy which specifies a conservative risk approach. The investment portfolio is diversified and is made up of cash, fixed term investments, domestic equities and international equities. It is the ambition of the Foundation to allow the investment portfolio to continue to grow and not to be used for operational requirements.

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Thank you for your support

Asthma Foundation Queensland gratefully acknowledges the support of government, companies, trusts, foundations, members and individuals who help us to provide support for Queenslanders affected by asthma.

**Department of Health**
- Asthma Australia – Adolescent and Child Asthma Program (ACAP)
- Asthma Australia – Community Support Program (CSP)

**Queensland Health**
- Chronic Disease Self-Management Program
- Statewide Respiratory Clinical Network

**Indigenous Respiratory Outreach Clinic**

**The Australian Centre for Health Services Innovation (AusHSI)**

**Brisbane Broncos Charities Fund**

**Gambling Community Benefit Fund**

**Department of National Parks, Sport and Racing**

**Blue Dress Day Fundraisers**
- Abacus ALS
- ANZCRO
- Bundaberg Christian College ELC
- Burnie Brae
- Coolnwynpin State School
- Cribb Street Childcare Centre
- Friendly Society Private Hospital
- Genesis Gym - Cairns
- Highland Reserve State School
- Life Esteem
- Merrimac State School
- Ramsay State School
- Saint Stephen’s College
- Shalom Christian College - Townsville
- Education
- St Michael’s College
- Sunshine Day Care
- Sunshine Day Care
- Woodstock State School

**Corporate Support**
- Anti-Slip Solutions
- Cold Rock Ice Creamery Chermside
- Di Bella Coffee
- Hudsons Coffee Pindara
- Lions Club of Bunya Inc
- Path Developments
- The Professionals Ferny Hills

**Bequests**
- Estate of Barbara Alice Minissale
- Estate of Elsie Jean Ellis
- Estate of Jack Jacobs
- Estate of Karen Ellen Madsen
- Estate of Rex Clarence Drinkwater
- Estate of Robin Michael Furniss
- The Hart Family Perpetual Trust
- The Thomas and Vera Condie Trust

**Merrimac State School celebrating Blue Dress Day**
Asthma Foundation Queensland Board

Back Row: Richard Willis, Daryl Kibble, Jonathan Blockidge, Marita Cowie (Chair)
Front Row: Chris Attard, Jo Osborne, Dr Simon Bowler, Sue Holzberger, Prof Ian Yang

Asthma Foundation Queensland former Presidents

Sir Charles Davidson
The Hon Keith Hooper MLA
Mr Arthur Rogers OBE
Mr Edward Benson
Dr Brian Todd
Mr Peter Cole
Assoc Prof Charles Mitchell

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