

# Asthma Australia

## Board Pack – Non-Executive Director

November 2020



# Asthma Australia's Background

Purpose - **To help people to breathe so they can live freely.**

Vision – **A community free of asthma**

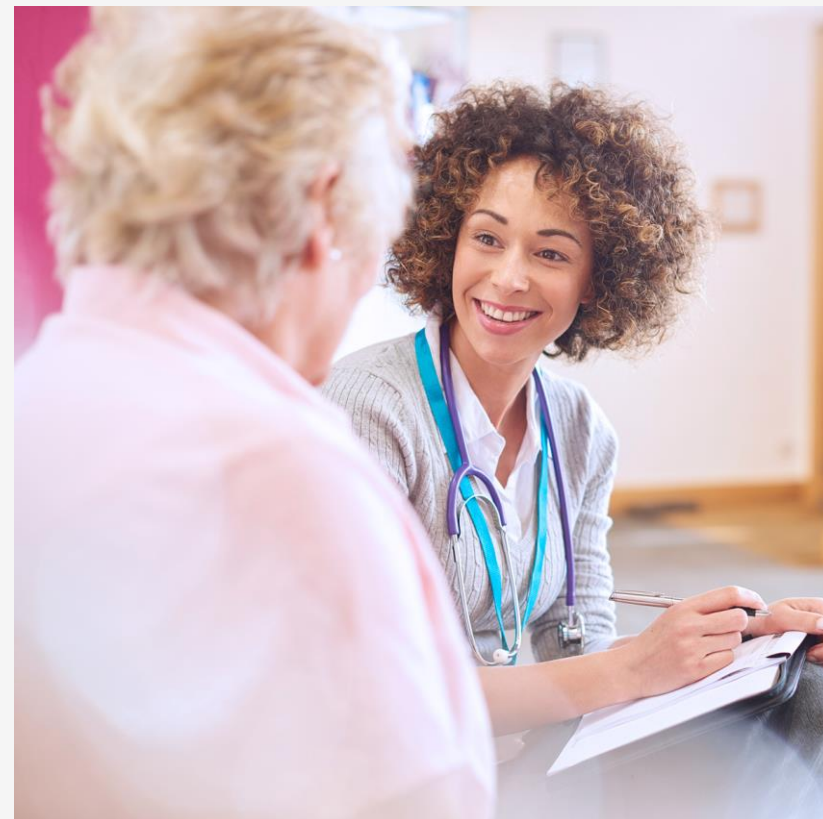
Values

- We know what works. We define what's next.
- We empathise. We empower.
- We're constant, reliable and resilient. We're dynamic and evolving.
- We're caring. We're courageous.
- We do serious work. We don't take ourselves too seriously.

Asthma Australia is a for-purpose, consumer organisation with a history of improving the lives of people with asthma, and the peak body for people living with asthma. They work with health professionals, researchers and governments to deliver evidence-based prevention and health strategies to more than half a million people each year. Since 1962 they have been finding the best treatments and practices to make sure life with asthma is the best it can be. The focus is on education and training to empower individuals and communities to improve the lives of people with asthma.

In 2017, a number of state-based Asthma Foundations merged to form Asthma Australia Ltd (New South Wales, Victoria, Queensland, Tasmania, South Australia and the Australian Capital Territory) Asthma Foundation of Tasmania wound up in 2018 and services were extended to Tasmania. Asthma Australia operates in partnership with the Asthma Foundations of Western Australia and the Northern Territory.

They are the leading consumer voice for asthma, and continually offer expertise to health and government bodies through submissions and policy statements. Asthma Australia's training program, for individuals, schools, workplaces and the wider community, helps to increase awareness and knowledge about asthma treatment and prevention.



# Strategic Plan 2018 - 2021

## COMPANY STRATEGY

### OUR PURPOSE

To help people to breathe so they can live freely.

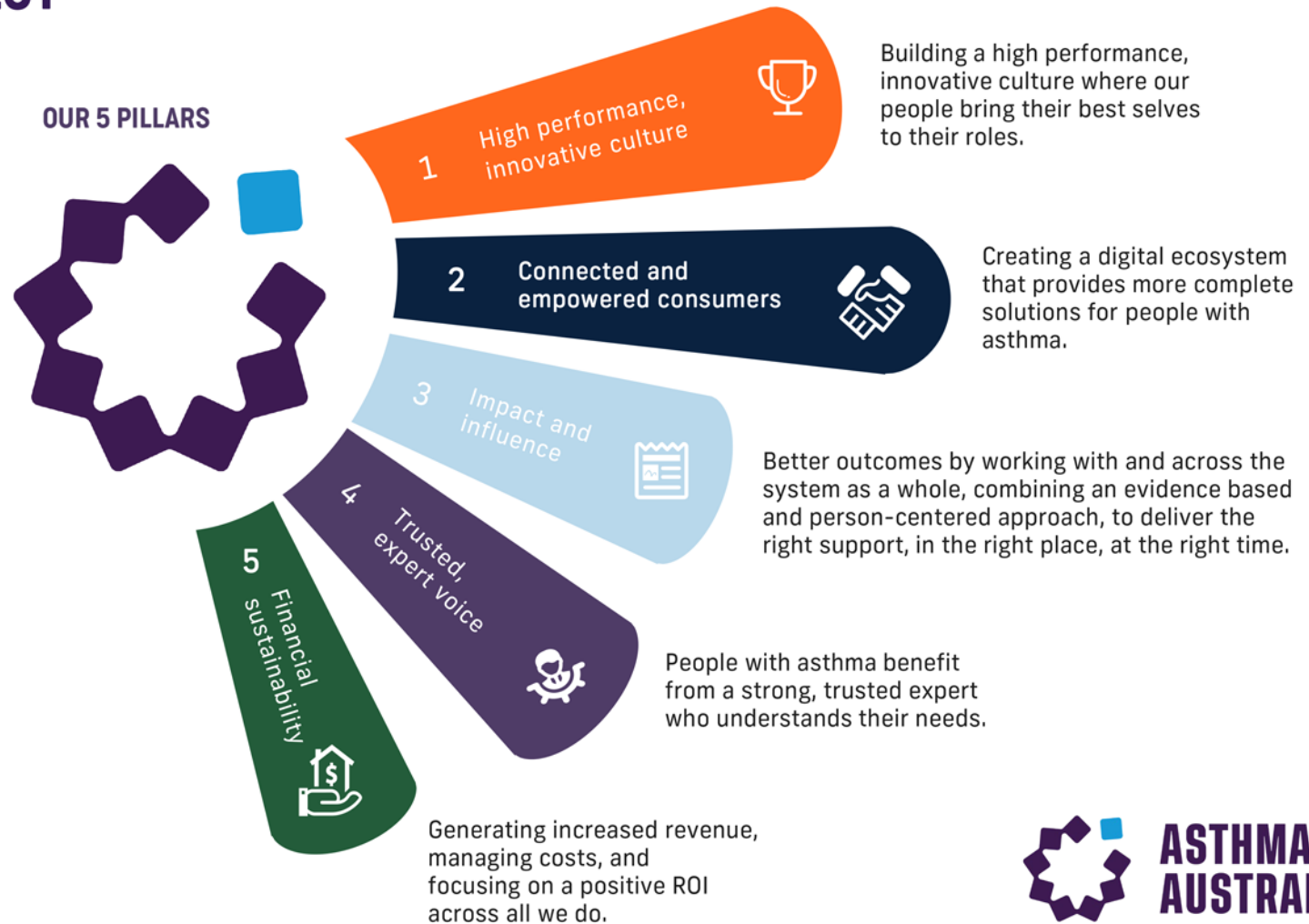
### OUR VISION

A community free of asthma.

### OUR VALUES

- We know what works. We define what's next
- We empathise. We empower.
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### OUR 5 PILLARS



# Asthma Australia's Future

Asthma deaths and hospitalisations in Australia have been relatively static for almost two decades. Asthma Australia has an opportunity to lead the change that is needed to reduce the avoidable burden of this disease for individuals, families, communities and the health system.

The organization has achieved much in their first three years of operation as a national entity. They have established a strong foundation and have a reasonable sense of the lay of the land.

Their current 3-year strategic plan 2018 – 2021 will shortly expire. Their next strategic plan will be the most important plan that they will develop over this decade. The key challenge is to clarify where to focus their efforts to maximise impact and go from good to great.

Alongside confirming their future strategic direction, Asthma Australia are focused on embedding a CX (customer experience) framework and to work with our customers to design solutions that will deliver greater impact.

They are expecting the board and leadership team to work closely together over the next 6 months to articulate the strategy that will set their direction over the next decade and enable them to deliver tangible outcomes to improve outcomes for the 1 in 9 people living with asthma.



# Current Board

## David Simmons, OAM, FAICD - Chair.

David Simmons holds a number of director roles in the community and health sectors. The former Australian Government Minister is a non-executive director of Western Health Alliance Limited. He is also a former director of the Hunter Medical Research Institute, a former Chair of the Bathurst Hospital Board, a former Chair of the National Heart Foundation (NSW Division), and a former Director of General Practice Training Valley to Coast Limited. From 2012 to 2015 David was the Chair of Western NSW Medicare Local

## James Wright - Treasurer.

James Wright is the Chief Investment Officer at JBWere, managing the Markets and Investment Strategy Group, a position he has held since 2013. Mr Wright has a strong finance background in strategy, economics and portfolio management, including a previous position as ING Investment Management Chief Investment Officer and Head of Equities where he was on the Asian Leadership Team. He has been active in Asthma Foundation New South Wales and Asthma Australia roles since 2014.

## Paul Sinclair AM – Non-executive Director.

Paul Sinclair is a community pharmacist and pharmacy-business operator with more than three decades of experience in the sector. Paul Sinclair is a Past President of the Pharmacy Guild of Australia, NSW Branch, Past National Vice President of the Pharmacy Guild of Australia and past Board member of Asthma Foundation Queensland and New South Wales. Paul Sinclair is also a past Chair and board member of the Australian Association of Consultant Pharmacy and has had a long involvement with a number of community based not-for-profit organisations. He is a strong advocate for community pharmacy and for the full utilisation of pharmacists in primary health care.

## Rosemary Calder - Non-executive Director.

Rosemary Calder is a leading health and social policy expert and is Professor of Health Policy at the Mitchell Institute, Victoria University. She leads the Australian Health Policy Collaboration, a national network of collaborating organisations and experts focussed on population health improvement through translation of evidence to policy and practice.. Rosemary has extensive experience in policy and organisational management and board governance in the not for profit sector. She is a sociologist and began her career as a journalist.

## Simone Carton - Non-executive Director.

Simone Carton is CEO of the Australian and New Zealand Society of Palliative Medicine, a specialist medical society that promotes the practice of palliative medicine and facilitates professional development and support for its members. Simone has experience as a director on the Boards of the former Asthma Foundation ACT and the Australian Multiple Birth Association. As a parent of children with asthma, Simone also has personal experience with the challenges facing people with asthma and values the important support Asthma Australia provides.

## Samantha Clark- Non-executive Director.

Samantha is an executive with 20+ years experience across Medical, Media, Retail, Travel, Sport and Recreation, FMCG and Not-for-profit sectors. Samantha spent several years at QML Pathology working closely with Clinical, Medical and operational experts overhauling marketing, governance framework, and policies around integrated health. Samantha has experienced firsthand the consequences of severe asthma and the impact it has on wellbeing. Her personal connections to asthma, coupled with an MBA, Industry Fellow and Certified qualifications, allows her to demonstrate strong leadership, diverse skills, and passion in data-led customer-centric transformations. Currently Group General Manager – Marketing Operations at Super Retail Group and Member of the QUT Alumni Board, Samantha is looking to optimise, progress and empower organisations

## Terry Evans - Non-executive Director.

Terry Evans is an experienced lawyer and company director. He currently performs the role of Chair for the University of South Australia Senate, the Adelaide and Hills Local Hospital Network (\$450M budget), and is a director of the Northern Adelaide Medicare Local. Mr Evans was the Managing Director and Chair of Minter Ellison SA and retains a role as a Special Counsel. He has provided strategic and legal advice to the Asthma Australia Board over the last three years.

## Louise Schaper– Non-executive Director.

Louise has built a career around digital innovation to drive better health. After completing her Bachelor of Science to be an Occupational Therapist, she experienced first hand the risks and inefficiencies resulting from our reliance on paper-based healthcare systems. This led her to her passion for health informatics in shaping a new future for Australian healthcare. Louise has a Ph.D. in Information Systems (Health Informatics), 20+ years in healthcare, with 9+ years' at the executive level. She has extensive experience leading change and growth in the highly complex health sector. She is currently the CEO of the Health Informatics Society of Australia, Honorary Research Fellow and Lecturer at the University of Melbourne, Non-Executive Director of Daylesford and Macedon Tourism Ltd and Owner and Company Director of Comperio Pty Ltd.

## Dr Christopher Pearce– Non-executive Director.

Dr. Christopher Pearce has been involved in Health Informatics for over 20 years. Trained in Rural and Remote Medicine and General Practice, he worked for 13 years in rural Victoria. He assisted with the early adoption of GP desktop systems in the area and in developing distance education programs. He was a member of the Information Management Strategy Group (the first committee to advise the federal government on GP Informatics) and the General Practice Computing Group. Since moving to Melbourne in Y2000, he remains a practicing clinician in emergency, anaesthetics and general practice.



## Michele Goldman - CEO

**Michele is a strategic thinker with a strong background in marketing and communications, whose career has spanned both the corporate, not-for-profit sectors, and social enterprise sector.**

As the Chief Executive Officer of Asthma Australia, she leads the organisation's mission to provide person centred healthcare services, education and training, fund and commission research and undertake advocacy to reduce harmful impacts of asthma and support people to live freely. She is passionate about driving collaborative approaches to achieve progress, and developing partnerships to increase organizational capacity and impact. In 2017 she was instrumental in bringing together the Asthma Foundations of New South Wales and Queensland, ACT, Victoria and South Australia to form a unified, national body, Asthma Australia. Ms Goldman is also a non-executive director of community services provider Jewish Care. She has a Bachelor of Business and is a graduate of the Australian Institute of Company Directors.



# Governance

## Structure

Asthma Foundations Australia is a company limited by guarantee registered with the Australian Charities and Not-for-profit Commission (ACNC) with DGR Item 1 status.

## Composition

The board consists of up to nine (9) Non-Executive Directors and the CEO. There are currently nine (9) NEDs with two leaving at the end of the year, meaning there is an opportunity to appoint two (2) new Non-Executive Directors.

## Tenure

3 years with a maximum of 3 terms.

## Frequency of Board Meetings

Board meetings are held 6 times per year and are usually held in person in various capital cities around Australia. With the onset of COVID-19, travel has been restricted and board meetings through 2020 have been held via videoconference – this will be reviewed as health and travel policies change through the course of the pandemic. Meetings are 4 hours duration.

Videoconference facilities are available for other, shorter meetings held during the year.

Many Directors are also members of one or more Board Committees.

## Remuneration

All Non-Executive Directors volunteer their time, energy, professional and governance expertise to Asthma Australia.

# The Opportunity – Non-Executive Director

Asthma Australia are looking for people who are committed to their vision and purpose. They will need someone who is reliable, resilient, dynamic and caring. They are wanting someone who can influence and inspire others to grow and try new ways of thinking.

One of Asthma Australia's goals is to build capacity in health professionals and community services in accommodating people with asthma, they will need someone who will help in building evidence-based and cost-effective strategy. They will also need someone with strong, relevant networks within the health and education sectors.

Excellent communication skills and a strategic approach is a necessity, along with excellent skills in managing a variety of stakeholder relationships. They are looking for someone who can help to increase their digital presence and allow their services to become more accessible.

You will have solid governance or leadership experience and a good understanding of the Australian not for profit sector (or a preparedness to learn). You will be committed to excellence in governance to ensure the Board continues to operate with effectiveness and rigour. It is essential that you have a genuine interest in positively contributing to Asthma Australia.

## Key Selection Criteria

- An entrepreneurial mindset – we challenge the status quo
- Professional experience within philanthropy or fundraising, and/or
- Professional experience in impact investment and/or social enterprise
- Strong networks across industry and ability to foster relationships for the organisation
- People from diverse backgrounds are encouraged to apply





# Further Information

## **Asthma Australia website**

<https://asthma.org.au/>

## **Asthma Australia Annual Report 2018-19**

[https://asthma.org.au/wp-content/uploads/About\\_Us/AA4\\_Annual-Report-1819-Final-Approved.pdf](https://asthma.org.au/wp-content/uploads/About_Us/AA4_Annual-Report-1819-Final-Approved.pdf)

## **Asthma statistics information**

<https://www.aihw.gov.au/reports/asthma-other-chronic-respiratory-conditions/asthma/data>

<https://www1.health.gov.au/internet/main/publishing.nsf/Content/portal-Asthma>

## **Asthma Australia in the news**

<https://www.smh.com.au/national/how-asthmatics-are-unknowingly-putting-themselves-in-danger-20191231-p53nty.html>

<https://www.smh.com.au/business/companies/csl-targets-asthma-treatment-in-billion-dollar-research-pipeline-20191204-p53gqa.html>





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