



Asthma WA

2017 / 2018

54th Annual Report



OUR VISION

Our Vision

Western Australians
breathe better

Our Mission

Lead the education
and empowerment of
Western Australians to
take control of their
asthma

Our Values

- ❖ Respect
- ❖ Integrity
- ❖ Collaboration
- ❖ Commitment
- ❖ Excellence



PRESIDENTS REPORT



The past year has brought both challenges and opportunities for the Asthma Foundation of Western Australia (Asthma WA) and we have worked hard towards achieving our core purpose of helping Western Australians breathe better.

Asthma WA is dedicated to ensuring our services and programs meet the needs of people and communities affected by asthma, throughout Western Australia. We continue to provide support and assistance to large numbers of people affected both directly and indirectly by asthma.

Asthma WA works with Asthma Australia and acts as a conduit for Commonwealth funding used for local activities and programs. We have a strong relationship with Asthma Australia and continue to lobby and collaborate with them on issues which impact all Australians.

I am very proud of the many Asthma WA achievements in the last 12 months. We continue to provide services, support and assistance to large numbers of people affected by asthma in Perth and regional areas. Our Health Services personnel have over-achieved in most Key Performance Indicators within both State and Commonwealth contracts which reflects the commitment and passion of Asthma WA staff and the high quality of their work.

We have launched several exciting new projects this year including Lung Function Testing and a pilot study which, if successful, may operate in the long term to dramatically reduce the number of patients presenting to hospital emergency departments in Western Australia with asthma and lung related issues. This is an exciting project for Asthma WA and we look forward to providing progress updates.

Asthma WA has been preparing for the inaugural '*Long Lunch for Asthma*'. This new event will see over 750 people, including many new sponsors and supporters, coming together to support our cause. The success of this function will represent a major step in securing a key annual fundraising opportunity to ensure financial sustainability following the loss of the Freeway Bike Hike and Tackling Asthma events.

Asthma WA has welcomed several new Board members this year following the departure of a number of long serving Board members. We have recruited well to build a strong and diverse Board with the right skills mix to lead Asthma WA in the continuing challenging not for profit sector. A detailed Board strategy session for the Board was convened in June 2018 to reassess Asthma WA goals and objectives. I would like to take this opportunity to thank each of my fellow directors for their efforts, passion and skills in contributing to the work of Asthma WA.

On behalf of the Board, I would like to thank our volunteers, supporters and staff for their ongoing hard work and dedication to Asthma WA. We are privileged to have the support of so many people contributing to our cause.

CEO'S COMMENT



It's been a big year for Asthma WA, full of change, exciting new projects and a strong commitment to helping Western Australian's breathe better.

In June the Board endorsed our new strategic plan which sets clear direction for Asthma WA over the next five years. A new vision, mission, values and goals formed part of this plan and reflect the new direction of the organisation as well as an unwavering commitment to providing education and support to Western Australians so that they can take control of their asthma.

We have continued to work hard to support people living with asthma to help them with diagnosis, understand their condition and how to manage it. As part of that commitment, this year we introduced free lung function testing so that people living with asthma can better understand their condition and so that their GPs can ensure their medication plan is correct. I would like to thank Respiratory Scientist, Bill Smith, and his team at Respiratory Testing Services for working with us to launch this clinic, which is the first lung function testing program in Australia to be entirely bulk billed.

When we launched the first clinic all available places were taken within two hours of the announcement. This shows the desperate need for services of this kind. We have continued to hold clinics and hope to find additional funding in the next financial year to support increasing this service, particularly in regional areas.

This year we also began work with a large group of stakeholders including Department of Health, Bureau of Meteorology, Department of Water and Environmental Regulation, Department of Fire and Emergency Services and Department of Biodiversity, Conservation and Attractions to develop the first ever Asthma Alert. It is our hope that we will be able to develop an alert system which gives people time to prepare for a smoke event, so that they aren't caught without their medication and can make choices such as whether to go outside or stay indoors if smoke is predicted. Work continues on this project and we hope to launch the first stage of the alert system in early 2019.

In our effort to gain financial ground we made a fresh start with two new fundraising events. The Board took a leap of faith and undertook the challenge of launching a large new fundraising event, the Long Lunch for Asthma. The event was successfully held at Crown Perth in August 2018 and will provide a much-needed new source of income for the organisation.

We also established a new committee of Asthma WA supporters, ably led by Suzannah Lowson, who are working hard on our second new fundraising event, a Sunset Soiree to be held on Sunday 17th March 2019.

Both events represent a new future for Asthma WA. They have already and will continue to introduce us to new supporter networks and importantly raise awareness of our organisation and the important work we do.

I would like to take the opportunity to acknowledge the wonderful team at Asthma WA. They work tirelessly every day to change the future for people living with asthma to ensure they can breathe better.

They are an incredibly dedicated team whose passion for what they do is evident every day. We know that there is more to be done but I commend them for the way they have diligently worked this year to educate 4,220 individuals. They are a small team, but they are certainly having a large impact on the WA Community.

I would particularly like to thank Sarah McKenna, CFO and Jenny Howson, General Manager Health Services for their unwavering support, for their commitment to our cause and for the way they have supported the rest of the team through this year of change.

Most importantly however I would like to thank our community. The people who support us financially, with in-kind services, with their time and with their encouragement. Without their generous support we would not be able to do what we do, and we would not have the strength to wage our war against asthma.

To those people living with asthma I make you this promise. We will relentlessly pursue an improved quality of life for every Western Australian with asthma. With correct diagnosis and medication, our expectation is that people with asthma should enjoy good sleep and busy, active days, free of symptoms.



OUR BOARD AND MANAGEMENT

BOARD

Mr Cathal Smith – President
Mr Spencer Broad – Treasurer
Mr David McKenna
Mrs Lisa Viska

Mr Steve Mummery
Mr Chris Bath
Dr Petra Czarniak
Ms Fiona Lander

CHIEF EXECUTIVE OFFICER

Mr Ian Craig

CHIEF FINANCIAL OFFICER

Miss Sarah McKenna

GENERAL MANAGER – HEALTH & REGIONAL

Mrs Jenny Howson

INVESTMENT REVIEW COMMITTEE

Mr Spencer Broad
Mr Paul van de Ven
Mr Chris Bath

Mr Ian Craig
Miss Sarah McKenna

FINANCE, AUDIT & RISK MANAGEMENT COMMITTEE

Mr Spencer Broad
Mr Ian Craig
Miss Sarah McKenna

Mr Chris Bath
Mr Cathal Smith

PATRON

Governor-The Honourable Kim Beazley AC

VICE PATRON

Dr Ken Fitch AM

ADMINISTRATION

Ms Vanessa Seebeck
Ms Yolanda Arcaro

Ms Ellie Lucy

HEALTH SERVICES TEAM

Gwen Betland
Yvonne Ashworth
Melanie Preen
Shelley Harwood

Kate Green
Eleissa Fuller
Rael Rivers

HONORARY LIFE MEMBERS

Mr Vic Court AM
Dr Ken Fitch AM
Dr John Hobday
Dr Rod Mason
Mr Barry Rubie OAM
Dr Keven Turner AM
Mr David Webb

Mrs Roslyn Webb
Mr Grahame Young
Ms Margaret Seebeck
Prof. Alan James
Prof. Wayne Thomas
Coralanne Cranston
Christian

FOUNDATION ASSOCIATES

Mrs Doreen Ambler
Mrs Sue Fraser
Mr George Johnson
Dr David Mathias
Mrs Val McDonagh
Mr Robert Mitchell
Dr Mauro Mocerino
Mr Bruce Simpson
Mrs Pat Sinclair
Mrs June Steen-Olsen
Mr Geoff Airey
Elsie Tester

Mr Matthew Tweedie
Ms Sue Collett
Prof. Stephen Stick
Mr Rajpal Thethy
Mr Stan Perron
Prof. Geoffrey Stewart
Ms Charlotte Allen
Mr Ralph Sarich
Mrs Katie McMahon
Mr Shannon McMahon
E/Prof Louis Landau



FUNDING PARTNERS

PARTNERS AND SUPPORTERS



Australian Government
Department of Health



WAPHA
WA Primary Health Alliance



Government of Western Australia
Department of Health



HEALTH SERVICES



The Health Services Team were delighted to start 2018 by welcoming Ian Craig into the CEO role. As Ian had been in the organisation for the previous year, it was a smooth transition which provided stability for the team, coming almost in the middle of our financial year. Overall, the Asthma WA Health Services Team continued to provide services that not only met, but generally exceeded all funding contracts.

During 2017/18, individual asthma education sessions were provided to 4,220 people. This exceeded our target by 169%. This was supported by 132 community education sessions (176% above target) and included 257 sessions provided in rural and remote WA via telehealth. We continued to experience strong support from health professionals across the state, with referrals being received from hospital Emergency Departments and wards, General Practitioners and Respiratory Specialists, nurses, allied health providers, and consumers who self-refer. Our mission is to ensure that Western Australians Breathe Better, and we believe that we have met and exceeded our mission this year, yet again.

Asthma WA has an ongoing focus to support minority and vulnerable groups, with a focus on indigenous and CALD populations. Through our service provision, Asthma WA have been actively involved in supporting the community through individualised education sessions with 'Street Doctor'. 'Street Doctor' is a mobile medical health service that provides accessible health care to marginalised, disadvantaged and homeless people in our community, who often find it difficult to access primary health services. Our Respiratory Educators regularly attend street-based clinics in Ashfield to provide ongoing services in this community. In addition to this we provide group talks at Bandyup Women's Prison and Boronia Pre Release Centre, talks to social groups via Arche Health and the Healthy Lifestyle's Program and NAIDOC week celebrations.

The Telethon funded Manage My Asthma Kids Club has continued to grow with another 397 families signing up this year. Asthma WA had an interactive booth during the Telethon weekend in 2017, with 'Puff' our asthma dragon mascot being a big hit at the Kids Carnival. Asthma WA has again received funding from Telethon in 2018. This funding will enable us to teach coaches, referees and PE teachers about asthma, how it affects a child's ability to compete, and how a coach can help kids manage their symptoms while playing at their very best. Asthma WA will create an online training package and some supporting documentation, such as an '8 Tips for Exercising with asthma' tipsheet and helpful expert videos. Watch this space!



As part of our individualised service provision, Asthma WA feels very strongly that correct and accurate diagnosis is integral to symptom management. We were very excited this year to partner with Respiratory Testing Services to host Lung Function Clinics. The aim of this partnership is to ensure that everyone in WA can have their asthma correctly diagnosed through not just spirometry, but a full lung function test. A key component to this relationship with Respiratory Testing Services was the agreement that all client referrals received via Asthma WA would be bulk billed so there were no out of pocket expenses to the consumer. Since an initial email announcing the partnership in March 2018, more than 300 people have been referred to via Asthma WA and attended a Lung Function Clinic. We hope to extend this service to regional WA in the future.

Our Respiratory Health Educators also maintain close relationships with pharmaceutical company representatives. A benefit of these relationships is the opportunity for new engagement pathways with health professionals that refer to the education services that the Health Service Team provides. With the support of various pharmaceutical companies Asthma WA Respiratory Educators were also able to provide a professional development seminar to the West Australian Practices Nurses Association with over 100 attendees.

Our ongoing highlight in service provision continues to be our Telehealth program. Utilising Video Conferencing technology is increasing our reach and service provision opportunities in a manner that continues our dedication to individualised service provision in a manner that is accessible, cost effective and convenient for the consumer. We estimate that we have saved 46,766 kilometres by taking the service into a person's home or local hospital, rather than having them travel to Perth.

Through our Telehealth Service Asthma WA also provides Professional Development education which continues to be a notable success. From July 2017 to June 2018 twelve education sessions were broadcast to 202 video conferencing sites, including regional hospitals, GP surgeries and Non-Government organisations throughout all regions. Participant numbers have been high, with the estimated annual total at 721 health professionals receiving education. This professional development not only increases workforce capacity throughout the state, but also raises awareness of Asthma WA services state-wide.

Asthma WA, whilst having a core business of providing direct services for people with asthma in our community, also has a focus on the changing face of the health system, and building sustainability into the future. Through the Sustainable Health Review being undertaken by the state Government, Health Services in WA are being encouraged to embrace collaborative service provision with a focus on chronic conditions and co-morbidities. Asthma WA is working closely with both State and non-Government organisations to ensure that we are involved in the planning of service provision into the future. This includes collaboration with hospitals, Health

Boards, respiratory organisations, to undertake service mapping and gap analysis, research and pilot projects, all with the focus of advocacy for people with respiratory conditions

Overall, 2017/2018 has been another positive year for the Asthma WA Health services Team. I am proud of our achievements, not only in exceeding contracted KPI's, but to expand services provided throughout Western Australia. This would not have been possible without the dedication and commitment of each and every one of our team members, who consistently go over and above normal duties to provide the best service they possibly can to help us achieve our goal – Helping West Australians Breathe Better.

4,220 people attended individual asthma education sessions

132 Community Education sessions held

257 people educated in rural and remote areas

721 health professionals attended professional development

300 Lung Function Clinics

879 Members in the Manage My Asthma Kids Club



Comments / Feedback from our Service Users:

- ❖ Education is really important – I now really understand the triggers for my condition - when away from work I don't get asthma therefore don't require medication - I think this service is excellent and necessary to educate.
- ❖ My patient believes that this service is essential as there is nothing else available in rural areas - it encourages her to learn more about her condition - keep up the good work.
- ❖ The educators very helpful made it easy, very patient and understanding - much appreciated.
- ❖ It was wonderful. It perked me up for days. Brought me from being down to knowing how to handle the disappointment. Educator was genuinely concerned about me and explained my illness in my language so I understand. Can't thank enough. Sent me a device I can use to put over my puffer so I can press it down. Before telehealth clinic I thought "I'm not that bad, I don't need it" but now I know that I do so I don't get really bad.
- ❖ Medication explanation. How and when to use ventolin and steroid. Gave me lots more information. Great to talk to someone who actually understood asthma. Absolutely worthwhile. Gave me details doctor didn't like how and when to wash spacer.
- ❖ I think it's an amazing program. When you don't feel well, you don't feel like travelling for four hours, so this was the best thing. Educator was very very nice and helpful. Like a doctor's appointment but more time to ask questions and be shown how to take medicine properly.
- ❖ It was great for the whole family to be involved in the session to get expert advice.
- ❖ Outstanding Information and knowledge I received from the Educator in regards to an Asthma Plan, how to use the puffer and spacer, Asthma First Aid and the Asthma Control Pack. Rael helped me feel more confident in an event of an emergency.

FUNDRAISING REPORT

Despite holding no major fundraising events in FY18, donors remained steadfast in their support of Asthma WA and a total of \$118,780 was raised this year.

Special thanks go to corporate partner Bupa, who raised over four and a half thousand dollars through collection tins and fundraising events. We would also like to thank Keith Munday, who held his second “Augusta Walk” in memory of his daughter Fallon, raising over three thousand dollars to support Fallon’s fund.

Fallon’s fund seeks to support people with asthma by providing timely, reliable and affordable access to prescribed asthma medications. In FY18 over four thousand dollars was distributed to support families struggling to pay for asthma medications.

Our gratitude also goes out to Lotterywest, whose IT grant has helped provide Asthma WA with new IT infrastructure. We also thank Channel 7 Telethon Trust for supporting our “Manage your asthma” children’s program and supporting our new sports program targeting asthma education for adolescents.

Asthma WA is very excited about our August 2018 event, the Long Lunch for Asthma. This will be the inaugural fundraising event for Asthma WA, providing a six-course degustation menu with matched wines at the stunning Crown Towers ballroom. Our catchphrase – “Tell the office you won’t be back.”



MAJOR DONORS

Asthma WA is extremely grateful for the support received from our dedicated community of donors and fundraisers. We would like to express our special appreciation to the following people and organisations for their exceptional generosity:

Keith & Leonie Munday
Combined Charities Assoc Inc
Ralph & Patricia Sarich
Steven Penglis
Fred & Carol Lovegrove
Christian
Colin Law

Rajpal & Jyoti Thethy
Stan Perron
The International Assoc of Lions Club District 201W1
Shannon & Katie McMahon
Cornelis Van Dalsen
Vicki Murphy

Shreeve & Carslake Pty Ltd
Sherkane Pty Ltd
Paul McGrath
Terence Prindiville
John Foster
Rotary Club of Balcatta
Peter Flanigan & Rosemary Griggs

BOARD MEMBERS

Cathal Smith - President

Cathal is a lawyer who has worked in various overseas jurisdictions. In recent years, Cathal has been involved in various pro bono activities including the Princes Trust (London), the Australian Business and Community Network and Asthma WA since 2008, offering his expertise on other committees. Cathal holds the position of President of Asthma WA.



Spencer Broad CPA - Treasurer

Spencer Broad is a Director of South Perth based accounting and financial advisory firm, Acute Business Services. Mr Broad specialises in corporate and domestic taxation, business services and financial consulting. He holds a Bachelor of Business from Edith Cowan University, is a Certified Practising Accountant (CPA) and a fellow of the Institute of Public Accountants IPA).

Spencer joined the Board in October 2011 and has served as Treasurer since 2013.



David McKenna

David is a partner of the firm Mills Oakley. He has a B. Juris and LLB and was admitted to practice in Western Australia in 1980. He practiced initially as a solicitor with the Legal Aid Commission for seven years and since 1987 has practiced solely in the area of insurance litigation. He currently practices in the area of property, transport, liability, asbestos litigation and professional indemnity insurance. David became a Board member of Asthma WA in 2009.



Lisa Viska

Lisa is a Registered Psychologist with over 30 years' experience in both the private and public sectors. During this time she has worked as an educational counsellor, a university lecturer and as a private practitioner. She has devoted a substantial part of her career to developing and delivering a range of psychological and educational training packages across a broad range of areas. Lisa is currently running a small private practice whilst also working in the area of Employee Assistance counselling and Critical Incident Response. Lisa joined the Board in December 2009.



Steve Mummery

Steve is a Civil Celebrant who is authorised by the Attorney General's Department. Steve was also the CEO of WA's most loved charity, the Channel 7 Telethon Trust between Aug 2009 and Dec 2017. In the nine years Steve was at the helm of Telethon, the charity raised \$180 million for the kids of WA. Steve has over twenty-five years media experience. In 2002, Steve and his partner also launched well-known brand Boost Juice into W.A. owning and operating three key stores in Perth for eight years. Steve also served on the Board with Breast Cancer Care W.A for nine years.



Chris Bath

Chris Bath is a Chartered Accountant and Member of the Australian Institute of Company Directors. He has broad experience in the energy and resources sector, having held the role of CFO for companies operating in Australia, Indonesia and South-East Asia and more recently General Manager. Mr Bath has significant knowledge in the areas of commercial management, financial management, risk management and governance and has a strong interest in the role of culture and leadership to successfully deliver outcomes.



Petra Czarniak

Dr Petra Czarniak is a Senior Lecturer in the School of Pharmacy and Biomedical Sciences at Curtin University. She is a registered accredited pharmacist with a broad range of experiences that include many years' in community pharmacy, as a senior pharmacist at the WA Poisons Information Centre and teaching at various universities in Western Australia for a number of disciplines including medical, pharmacy, chiropractic and nursing students. Petra completed a Master of Pharmacy on the genetics of multiple sclerosis and a PhD investigating off-label and unlicensed prescribing of medicines in paediatrics and the stability of lincomycin hydrochloride in aqueous solution and intravenous infusion fluids. Her current research interests include the quality use of medicines, medication misuse, extended clinical services in pharmacy, stability of off-label and unlicensed drugs and antimicrobial stewardship.



Fiona Lander

Fiona Lander is a Partner with Deloitte Australia, working in the Public Sector Consulting area. She was previously an Executive General Manager with Perth Airport Pty Ltd for almost seven years, where she had responsibility for a range of functions including policy, government relations, stakeholder engagement, communications and media management, customer complaints, marketing, business systems and risk management, human resources and information technology. Prior to joining Perth Airport, Fiona held a range of Senior Executive roles in human service portfolios in the State Government for 15 years, most recently as Executive Director, Department for Child Protection. Fiona holds a Bachelor of Arts (Social Science), an Executive Master of Public Administration and is a Graduate of the Australian Institute of Company Directors. Fiona holds a number of non-executive director Board positions including Vice President - Meerilinga Young Children's Foundation and Board Member & Nominations Committee Member – Youth Focus.



VOLUNTEERS

Asthma WA acknowledges and thanks the many volunteers who assist us with administration tasks, data entry, expos and mail outs. In FY18 Asthma WA welcomed our “volunteer” Volunteer Coordinator Deb Marks. Deb has been instrumental in growing our numbers of volunteers this year and we would like to thank the following for the generous donation of their time and expertise:

**Christian
Coralanne Cranston
Teresa Di Lisa**

**Sue Collett
Melissa Buckley
Patti Fritz**

**Elsie Tester
Bernadette Doyle
Dylan Marks**

Many people forget that the Board of Asthma WA are volunteers and contribute their time, knowledge and resources to help guide Asthma WA, participating in sub-committees such as the Finance, Audit & Risk Management Committee and the Investment Review Committee. The value of our Board members is often overlooked, but never taken for granted.

At the 2017 AGM Asthma WA farewelled President Mr Tony Carter and Board members Mr Warren Campbell and Dr Lydia Kilcullen. All three were thanked for their respective terms of six, ten and four years of service.



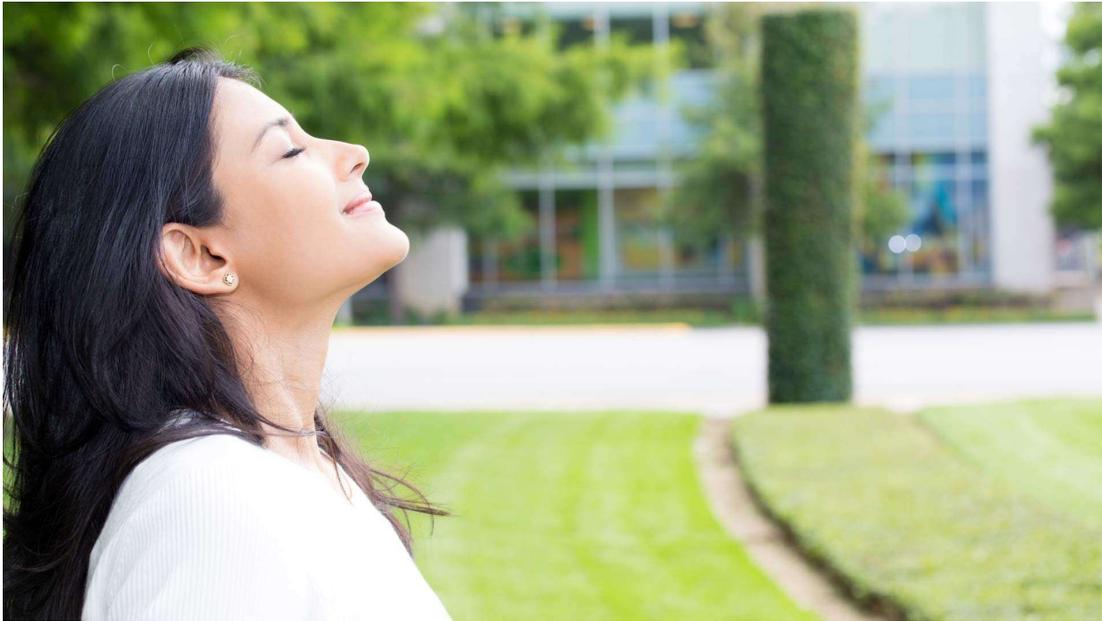
In FY 2018 over 700 volunteer hours were contributed towards Asthma WA’s governance, vision and mission for an estimated value of \$35,400. Every volunteer aids Asthma WA in achieving our vision of Western Australians breathing better, and we are very grateful for their service.

BEQUESTS

Asthma WA remains eternally grateful to the people who have decided to support the Foundation through a bequest. These individuals leave a legacy of support that will help those suffering from asthma and we honour the following people for their gifts received this year:

**Laura Mary Clarke
Kim Warwick Williams**

**Alexa Hoffman
Harry Frederick Carter**



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