



# Asthma Australia

Board Pack – Non-Executive Director

September 2019

# Asthma Australia's Background

Asthma Australia's vision is a community free of asthma. The organisation is a for-purpose, consumer organisation with a history of improving the lives of people with asthma by delivering evidence-based prevention and health strategies.

Asthma Australia is 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 also 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.

Asthma Australia's current priorities include:

- Maximising individuals' accessibility of and adherence to evidence-based treatments and medications for asthma
- Providing the information, education, resources and tools individuals need, in the form that they need it
- Addressing community safety
- Mapping and building solutions within the systems that surround people with asthma
- Improving current primary and secondary care systems and protocols
- Addressing environmental triggers that affect asthma health with air quality our current area of focus
- Investing in and influencing research that addresses our priority areas, answers our priority questions and is likely to contribute to tangible benefit for people with asthma

In addition, Asthma Australia is currently working on a reinvigorated [National Asthma Research Program](#) to generate improvements in the lives of people with asthma.



# Strategic Plan 2018 - 2021

## High Performing, Innovative Culture

Building and fostering a high performance, innovative culture where our people bring their best selves to their roles

## Connected and Empowered Consumer

Creating an ecosystem that provides more complete solutions for people with asthma as they move through their lives, providing the right supports, in the right way, at the right time.

## Impact & Influence

Better outcomes by working with and across the system as a whole, combining an evidence based and person centred approach, to ensure supports are delivered in the right way, in the right place, at the right time.

## Trusted, Expert Voice

People with asthma benefit from a strong, trusted expert who understands their needs.

This is about strengthening our position as the trusted expert, the organisation you turn to when you have any questions, concerns re asthma or need help. It is about being a key reference point for info, advice, support, opinion.

## Financial Sustainability

Becoming financially sustainable is not limited to generating revenue, it also encompasses managing costs and a focus on positive ROI across all we do

# 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 - Board 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.

## Marita Cowie - Non-executive Deputy Chair.

Marita Cowie is the CEO of the Australian College of Rural and Remote Medicine. She is a current member of a number of ministerial, commonwealth and state government committees in Queensland relating to general practice, health and medical education. Marita joined the Asthma Foundation QLD Board in April 2013 and has been a member of the Asthma Australia Board since May 2014. She holds a Master of Education, a Bachelor of Arts (Clinical Psychology) and a Bachelor of Business (Communication).

## 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.

## Rob Stobbe – Non-executive Director.

Rob Stobbe is Chief Executive Officer of utility SA Power Networks, a position he has held since 2010. Mr Stobbe has held senior management positions across infrastructure sectors including electricity, water, gas, rail and telecommunications, both in Australia and overseas. He is Chair of Operation Flinders Foundation, and a Board member of Business SA, Energy Networks Association, and the James Brown Memorial Trust.

## Nicholas Thornton – Non-executive Director.

Nicholas Thornton is an experienced leadership and performance educator, currently the Director of the Lauriston Institute and HR Manager (Teaching) at Lauriston Girls' School. Mr Thornton oversees recruitment, wellbeing, recognition and ongoing professional learning of teaching staff, enabling the school to work toward the best educational outcomes for students. He is a former Regional Director and Principal in the government education service and General Manager of disability services for SCOPE, and a former teacher.

# 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 9 NEDs with three leaving at the end of the year, meaning there is an opportunity to appoint three (3) 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 held in various capital cities around Australia. They are held in person as they 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. In particular, 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
- Strong networks across industry and ability to foster relationships for the organisation
- Industry skills particularly general practice, primary health care, health service design and delivery, and clinical governance
- Experience in organisational digital transformation – in any industry
- Experience in a consumer marketing environment
- People from diverse backgrounds encouraged to apply

# For more information

**For all enquiries please contact**  
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