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NEW ZEALAND

ANNUAL REPORT

2025



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Breathe
Easy 55
YEARS

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Our Chairperson's Report

When I wrote this report last year, we had just appointed a new CEO and were facing several confronting challenges.

We were contending with increased competition for funding, uncertainty about future government support, a health sector undergoing major reform, and a global and local economic climate filled with instability. Our operating model—shaped over many years—was proving inflexible, with a cost structure that was unsustainable. Our equity position was eroding, forcing the Board to confront some difficult choices. While we had recently completed a series of major investments that achieved short-term gains, they did not fundamentally address the long-term risks we were facing.

Most critically, we were concerned that Asthma New Zealand was not delivering the meaningful difference we aspired to for people living with respiratory illness—or those supporting them.

Today, thanks to the energy and commitment of our small but passionate team, the inspirational leadership of Claire Beard, and the backing of our funders, I'm pleased to report real and significant progress over the past 12 months.

As Claire outlines in her report, we've reshaped our operating model and refocused our resources on activities that deliver the greatest impact. This has allowed us to materially improve our financial position. While we still have work ahead to secure long-term funding certainty, we are far better placed to build a sustainable future.

Most importantly, we now have a renewed clarity of purpose.

We see our role as the galvanising voice of the patient within the respiratory sector. We're working collaboratively with the Thoracic Society of Australia and New Zealand (TSANZ), who represent respiratory care practitioners. We are constructively partnering with other asthma and respiratory educators and care providers across the country, to share ideas and improve the consistency and quality of care. We're also leveraging best-practice clinical guidance and resources from the Asthma and Respiratory Foundation of New Zealand (ARFNZ).

The health sector is not widely known for acting with one voice—this is equally true in the respiratory space. But we remain committed to fostering collaboration across the sector, a priority echoed by all participants in our recent strategic planning workshops. We believe this is the best path to improving respiratory health outcomes for all New Zealanders.

I'd like to sincerely thank our stakeholders:

- The Asthma Education Charitable Trust, for their financial support and shared vision
- Our many community funders, regular donors, and families who have contributed through bequests
- Our collection of respiratory delivery partners throughout Aotearoa, who share a goal to provide proactive and impactful respiratory education and support for patients and health professionals

I also extend my thanks to my fellow Board members for their unwavering support—and most importantly, to Claire and our dedicated team for their tireless efforts and enthusiasm.

While challenges remain, I'm confident our purpose is clear, our focus is right, and we have a fantastic team in place to help New Zealanders breathe easier.



Scott Green
Chairperson

A Message from our CEO

Asthma and COPD continue to affect around 915,000 New Zealanders — a sobering reminder of how widespread these conditions are across our communities. At Asthma NZ, we remain focused on reducing the burden of respiratory disease and supporting individuals and whānau to breathe easier and live better.

This year has been one of remarkable progress, reflection, and renewal.

We launched a refreshed Asthma NZ brand and new website, marking a new chapter in how we present ourselves to the public and connect with those we serve. We were proud to appoint our first Clinical Director, Dr Amy Chan, strengthening the clinical leadership that underpins our education and support services. And for the first time in four years, we recorded a financial surplus of \$191,388 — a testament to strong stewardship, clarity on direction and the growing support for our mission.

We also secured grant funding and support, from some amazing Grant Funders. This backing is enabling us to reach more New Zealanders in meaningful, scalable ways — including the development of our new Telehealth Pilot, that provides free GP visits to those most in need, which will be rolled out over the coming year.

Our revised strategic direction — shaped through engagement with over 60 stakeholders — affirms our commitment to reducing hospitalisations and ensure kiwis with respiratory conditions are thriving. As part of this effort, we've also strengthened internal systems, introducing updated staff PDPs, health and safety reporting, policies, and board reporting, to ensure our team is well-equipped to deliver lasting impact and remains accountable.

This year, we were also proud to:

- Make 523 school visits, supporting children, families, and educators with asthma education.
- Deliver 1369 face-to-face patient visits through our 3x visit model, providing personalised support and guidance.
- Conduct 62 spirometry tests to improve diagnosis and treatment plans.
- Train 966 health care professionals and community groups.

We've also built direct connections with over 1300 GP clinics, pharmacies, aged care facilities, school nurses & community groups, reinforcing the importance of coordinated respiratory care and increasing access to our services across the motu.

One of the most exciting developments has been the signing of five high-profile New Zealanders as Asthma NZ Ambassadors. I would personally like to thank Julian and Ardie Savea, Mea Motu, Anika Todd, Steve Devine and Olivia Shannon, for sharing their stories with our community. Their voices and platforms are helping us reach more people with life-saving messages and reduce stigma around respiratory conditions.

As CEO, I'm incredibly proud of the Asthma NZ team — their passion, professionalism, and purpose drive everything we do. We are evolving and growing, but our mission remains steadfast: empowering people with the knowledge, tools, and support to manage their respiratory health and live full, healthy lives.

To our donors, funders, partners, and supporters — thank you. Your belief in us makes this work possible. You are helping thousands of New Zealanders breathe easier, and we are deeply grateful.

Breathe Easy – Nothing else matters when you can't breathe.



Claire Beard
CEO

2024/2025 Highlights

New and Different

| | | |
|---|---|---|
| Launched New Asthma NZ website | Aims to deliver improved information, navigation and easier referral process | ✓ |
| Completed rebranding of Asthma NZ | Create a fresh brand that represents our organisation effectively | ✓ |
| Appointed Clinical Director | Improved clinical oversight and escalation | ✓ |
| Tabled our first profit in 4 years - \$191,388 | Improved financial sustainability, operating model and cash reserves | ✓ |
| Revised the Asthma NZ Strategy – with engagement of over 60 stakeholders | Set clear direction, and ensure Asthma NZ are responding to the needs of patients and the respiratory sector | ✓ |
| Secured the largest amount of grant funding ever - \$652,962 | Securing support from valuable partners, that can see the positive and material impact we are having on the community | ✓ |
| Signed 5 amazing high profile New Zealanders as Ambassadors | Using high profile kiwis, to help raise awareness and share key education information | ✓ |
| Revised organisational processes – staff PDPs, policies, health and safety reporting, board reporting | Ensuring we are a well-run, efficient operation that maximises impact for patients, delivers clarity and is accountable | ✓ |
| Designed and secured funding for new Telehealth Pilot | Secured funding and designed a telehealth programme that will see free GP visits provided to those most in needs within this Lakes District | ✓ |
| Connection made with over 500 GP clinics and pharmacies | Raising awareness about our services with key partners, and driving referrals to our free services for patients | ✓ |
| Attended our first H&S Trade Show | Growing awareness amongst businesses of the risks of respiratory health and their role and obligations with H&S planning | ✓ |



Together, we are making a difference — one breath at a time.

Service Delivery & Reach

School visits made
523

Face to face visits – (our 3 + visit model)
863

Spirometry Testing
62

Group health care professional training sessions delivered
776

COPD Support Group
190

Direct connections & education with GP clinics, pharmacies, aged care facilities, school nurses & community groups
1300+

Unique visits to our website annually
26,000

Follower engagement across our social channels
9,000+

Members active on our e-Shop database
5000+

Every donation, every partnership, and every conversation brings us closer to a future where no one is left struggling to breathe.



Grant funding

In the past year, fundraising has continued to play a vital role in enabling us to deliver free, high-quality respiratory support to individuals and whānau across Aotearoa. Thanks to the generosity of our funders, we secured grant funding for 2024–2025 to support our nurse-led services, education initiatives, and operational costs. We are proud to share this is the largest amount we've received in recent years.

The funding environment remains highly competitive, with increasing demand and a tightening landscape. In response, Asthma NZ has actively pursued funding opportunities to continue delivering the essential services our communities rely on. Grant funding remains central to supporting the salaries of our nurse educators, who are at the heart of our mission in homes, schools, workplaces, and communities. In addition, grants have enabled key initiatives such as telehealth pilots, resource development, and the provision of essential tools like asthma spacers to ensure comprehensive, patient-centred care.

In 2024–2025, grant funding supported several meaningful initiatives:

Educational Video Development: We prioritised creating accessible asthma education videos for individuals and whānau, addressing a key gap identified across the communities we serve. As part of this, we hosted a day at Eden Park with our Asthma NZ ambassadors to capture practical, engaging content on managing asthma while staying active and living well. These videos will be shared online to inspire and educate tamariki, rangatahi, and their whānau with real stories and tools to support safer asthma self-management.

Health Professional Training: We delivered nationwide training for health professionals to ensure consistent, evidence-based asthma and COPD care, helping reduce preventable hospital visits and improve long-term respiratory health.

Website Development: Grant funding allowed us to enhance our website functionality, improve access to up-to-date information and resources, and expand our reach to support people in rural and remote areas.

Telehealth Pilot in Rotorua: With support from the Rotorua Charitable Trust, we launched a telehealth pilot to improve access to asthma education in Rotorua. This initiative addresses regional inequities by reaching individuals and whānau who face barriers to in-person care. It also includes free GP visits for those most in need, ensuring they receive the education and support to manage their respiratory health confidently.

We are deeply grateful for the continued support of our grant partners and donors, whose generosity enables us to make a tangible difference in the lives of people with asthma and COPD. Their support ensures we can continue offering free, high-quality services, education, and resources where they're needed most. Looking ahead, Asthma NZ remains committed to securing sustainable funding, nurturing strong relationships, and ensuring our services remain free and accessible to all who need them.

Angela Brown
Grants & Fundraising
Relationships Manager



Nurse Lead update

This past year has been one of transformation, resilience, and deepened purpose for the nursing/education team at Asthma NZ. With the ever-changing landscape of New Zealand's health system, our team has continued to demonstrate unwavering commitment to improving the respiratory health outcomes of Kiwis, and ensuring that people with respiratory conditions are supported, educated, and empowered to breathe easier.

Every day, our nurses are out in communities, schools, homes, and clinics delivering one-on-one patient and whānau education. It is a real privilege to be welcomed into someone's home or space and this privilege is never taken for granted. Respiratory education is life-changing and, in many cases, lifesaving. Through personalised education approaches, we support individuals and whānau to better understand their condition, to use their inhaler devices correctly, manage emergencies and most importantly improve their quality of life. When patients have the knowledge and tools to manage their asthma, patients experience fewer asthma attacks, fewer GP visits, less reliever and oral steroid use and fewer hospitalisations.

Alongside our commitment to our patients and their families, our team continues to support health professionals through asthma and COPD courses and tailored workshops, equipping them and (indirectly) their colleagues with the tools to support patients and whanau with asthma and COPD management.

To the dedicated nursing and education team I work with everyday at Asthma NZ – your mahi, both the seen and unseen is inspiring, thank you! The impact of your work goes beyond clinical outcomes – you create a space and time for patients to receive respiratory education in a way that is meaningful to them. Your compassion and specialised knowledge help close equity gaps and change lives. It is a pleasure to work alongside you.

Over the last year, we have been fortunate to work with teams and individuals across the healthcare system. They have shared in our passion for driving and contributing to change in the respiratory sector and leading by example. These relationships are precious and reinforce that we are not alone in trying to improve outcomes for patients but rather a collective agency, driven with purpose.

As we look ahead to the next year, our nursing and education team's focus remains clear – to support even more patients and health professionals around the country, contributing to improved health outcomes and ensuring every kiwi with a respiratory condition has the support and tools they need to thrive.

Katie Faaiuso
Nurse Lead



Celebrating Respiratory nurse educators

International Nurses Day was a chance to celebrate the respiratory nurses making a real difference in communities across Aotearoa.

Respiratory nurses play a vital role in improving health equity, access, and outcomes for the 1 million Kiwis living with asthma or a respiratory condition. Their work spans homes, clinics, classrooms, and communities — empowering patients with the education, tools, and confidence they need to take control of their health.

International Nurses Day is celebrated around the world every May 12, the anniversary of Florence Nightingale's birth. ICN commemorates this important day each year with the production and distribution of the International Nurses' Day (IND) resources and evidence. The 2025 theme underscores the critical role a healthy nursing workforce plays in strengthening economies, improving health systems, and ensuring better outcomes for communities worldwide.

To mark International Nurses Day, we asked four of our nurse leaders and partners to share what drives them:

“Respiratory nurses and educators are fundamental in contributing to improved respiratory health outcomes of Kiwis in Aotearoa. They work in a variety of environments — from hospitals and research to communities and homes. I am proud to be one of these nurses and privileged to work with an incredible team of respiratory nurse educators who consistently and passionately work alongside patients and whānau, providing education, support and advocacy. I'm passionate about using a holistic approach. Addressing the issues that prevent people from living well with their respiratory condition — like work, school, housing, or other health and social needs — is key to improving asthma control. It's so rewarding to see people take ownership of their health once they have the tools and knowledge to do so.” — **Katie Faaiuso, Nurse Lead, Asthma NZ**

“I'm passionate about respiratory health, especially in rangatahi, because healthy lungs play a vital role in overall development and wellbeing. When rangatahi struggle to breathe, it can affect everything — from their ability to play and learn, to their long-term health. By focusing on prevention, education, and access to care in the community, I hope to support whānau in giving their tamariki the healthiest start possible.” — **Sky Mans, Respiratory Specialist Nurse (Nehi Mātanga Hā), Te Manu Toroa**

“As a nurse educator with Asthma NZ, we're able to follow someone's respiratory health journey and influence it by teaching them about better health management and control. We have the opportunity to support and advocate for patients to be the key directors of their health. Seeing an improvement in their respiratory health over time is super rewarding. The ability to make even a small difference in someone's life and having a positive impact on their quality of life is what makes my job worthwhile.” — **Genesis Suaalii, Nurse Educator, Asthma NZ**

“I have been a respiratory nurse educator for over four years. I really enjoy spending time with people from all walks of life — respiratory illness affects many people and their whānau within Aotearoa. I feel extremely privileged to hear people's stories. Then I get to empower them with knowledge and skills to breathe better. It's an honour to support people living with a range of respiratory conditions and be a part of their journey to better health.” — **Jen Stevens, Nurse Educator, Asthma NZ**

To all nurses driving better health across Aotearoa — thank you!