

# Te Hā Ora

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## Annual Report

2021

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# Respiratory disease in New Zealand

 **3rd**  
leading cause of death

 **\$7 Billion**  
annual cost to NZ

 **87,500**  
hospital admissions

 **29,000**  
children affected

 **1 in 10**  
hospital stays attributed

**700,000**  
people live with  
a respiratory  
disease in NZ



That's  
**1 in 7**  
New Zealanders

## Our vision

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Be the leaders in respiratory health knowledge to improve respiratory health outcomes for all

## Our mission

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Develop and support respiratory health best practice through partnering, research, training and education

## Our goal

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To reduce hospitalisations for respiratory conditions by 20% by 2025



# President's report

On behalf of the Trustees it is my pleasure to report on our activities at the Asthma and Respiratory Foundation (ARFNZ) for the past 12 months ending 30 June 2021.

This past year has seen the Foundation deliver on key strategic areas despite COVID-19 interruptions. Our Board were able to meet regularly and monitor strategic outcomes, with excellent reporting from the Foundation's Chief Executive Letitia Harding and the team.

Letitia has worked hard with her team to increase Māori engagement, with the Heremana te Kōpūtōtara education shows reaching priority communities, and more Te Reo resources being produced and distributed. The Foundation also worked with the Liggins Institute at the University of Auckland to promote a new study which showed high asthma hospitalisation rates for Māori children. These statistics are of real concern to the Foundation, and will be an ongoing focus strategically.

It was pleasing to see how the ARFNZ team adapted and continued to deliver excellent work post-COVID lockdown – it was essential that the Foundation was able to continue to deliver planned activity, but also adapt to ensure that, as leaders in the respiratory health sector, we were delivering tailored messaging to our respiratory community about the pandemic and how to look after themselves.

The ongoing uncertainty of future funding following the COVID-19 pandemic has had an ongoing financial impact on our organisation. We do not receive contract Government funding and are heavily reliant on substantial grants and donations from the New Zealand community, which we are sincerely appreciative of.

I would like to acknowledge all of our funding partners and donors for their support, notably Pub Charity, which enables us to continue to achieve our goals and aspirations.

We are reminded that the vision of the Foundation is to 'be the leaders in respiratory health knowledge to improve respiratory health outcomes for all New Zealanders'. The delivery of the updated NZ Adolescent and NZ Adult Asthma Guidelines and NZ Child Asthma Guidelines, then the launch of NZ's first COPD Guidelines, clearly demonstrates this position. The guidelines signalled a fundamental change in asthma management in New Zealand. These guidelines will be used by health practitioners to provide simple, practical and evidence-based recommendations for the diagnosis, assessment and management of asthma and COPD.

The Foundation's communications strategy continues to deliver, with the ARFNZ website, social media (with a following of 14,000+ across multiple channels) and PR activity in particular continuing to have high engagement levels. These are effective channels for

communication with the Foundation's various audiences, from the general public to health professionals. If even one person has been helped by us talking about COPD, asthma, or vaping, then our work has been worthwhile.

Our Strategic Plan is reviewed regularly at our Board meetings, with Letitia reporting against the goals, outcomes and deliverables. In February of each year we hold a strategic planning meeting where we review and re-set our strategic plan for the next three years. This ensures we are always assessing and addressing the current needs of our respiratory community.

The Board also participated in an individual Trustee self-review process. This was a valuable exercise where we identified the skills and strengths of each Trustee to ensure that we have a balanced Board.

During the year the Board appointed Jeannine Stairmand, who brings a wealth of knowledge about governance, research and funding. I would like to thank all our Trustees for dedicating their time, skills and enthusiasm over the past year.

Like any organisation, the Foundation requires outstanding leadership to be successful in today's environment, and I thank CE Letitia Harding for her dedication, commitment and the professionalism that she brings to the Foundation – you are a true leader and as the Foundation's Chair I see these as the key qualities and ingredients to lead our professional team. I really appreciate your support and the passion you bring to this role.

Further acknowledgement has to go out to the ARFNZ Scientific Advisory Board, who provide the backing that the Foundation needs to be the national authority for respiratory health in New Zealand. On behalf of the Board, thank you for the time, professional input, and clinical advice that you provide our organisation.

Sir John Clarke, the Foundation's Chief Cultural Advisor – Māori, has contributed his wisdom over the past year, and has enabled the Foundation to better reach our most at-risk communities and provide them with the awareness and information they require.

I would also like to acknowledge the Foundation's staff – you are our greatest asset, and if it wasn't for your professionalism, your individual efforts and contributions to our organisation we would not be as successful as we are today.

Finally, I would like to thank all of our community, stakeholders and partners for your ongoing support over the past year.

Ngā mihi  
**John G. Knight**  
President

Our strategic areas...	How we have been making a difference...
<p><b>Increasing Māori engagement</b></p>	<ul style="list-style-type: none"> <li>Partnered with Te Taura Whiri i te Reo Māori to bring te reo Māori asthma education shows to Māori medium kura across Aotearoa, and to send vital respiratory resources to 71 Māori health care providers</li> <li>Continued to translate key resources into te reo Māori</li> <li>Worked with the University of Auckland to publicise new research showing high asthma hospitalisation rates for Māori children</li> </ul>
<p><b>Improving clinical best practice</b></p>	<ul style="list-style-type: none"> <li>Published NZ's first COPD Guidelines, providing a framework for diagnosis and management of COPD in a New Zealand context</li> <li>Hosted the biennial New Zealand Respiratory Conference in person in Wellington, with a record number of over 200 attendees from across the healthcare sector</li> <li>Relaunched the Asthma and COPD Fundamentals eLearning course</li> <li>Launched the new online resource store</li> </ul>
<p><b>Improving self-management and understanding of respiratory care</b></p>	<ul style="list-style-type: none"> <li>Provided free respiratory resources to rural communities</li> <li>Produced asthma self-management resources in Samoan and Simplified Chinese</li> <li>Updated our Asthma Emergency poster</li> <li>Produced a useful COPD Quick Reference Guide and Breathlessness strategies one-pager, as part of our COPD Guidelines</li> </ul>
<p><b>Maintaining financial stability and security</b></p>	<ul style="list-style-type: none"> <li>Launched our Friends of the Foundation business sponsorship programme, forming productive partnerships with ten like-minded businesses</li> <li>Successfully transitioned to digital donations</li> <li>Ran the most successful Breathe Better September yet, raising over \$20,000</li> </ul>
<p><b>Becoming leaders in respiratory health education</b></p>	<ul style="list-style-type: none"> <li>The new GINA guidelines followed the Foundation's pioneering approach around 2-in-1 reliever therapy</li> <li>After years of lobbying for regulations, the Smokefree Environments and Regulated Products Vaping Amendment Bill passed into legislation in August</li> <li>Attracted a record 5,000 new users to our Don't Get Sucked In vaping education website between February and June</li> <li>Appointed Dr James Fingleton as our new Medical Director</li> <li>Formed the Vaping Educational Advisory Group</li> <li>Co-Chaired the Global Alliance Against Respiratory Diseases (GARD) Advocacy and Partnerships Session</li> </ul>
<p><b>Raising the national profile of respiratory health in New Zealand</b></p>	<ul style="list-style-type: none"> <li>Established new partnerships and maintained relationships with health experts, educators, businesses, NGOs, and professional organisations to assist in increasing awareness of the Foundation and respiratory health</li> <li>Grew our combined social media following to 14,000+ across multiple channels</li> <li>Gained regular and ongoing coverage and mentions in the media, including TV, radio, online and print media</li> </ul>



# Chief Executive's report

I always really enjoy writing the CE message for the Annual Report as it allows me to reflect on all that we have achieved over the past 12 months. Often, we get so busy as a team, and as individuals, that we forget how much we do. Everyone needs that little pat on the back, so give yourselves one as well!

The Foundation has certainly risen to its vision statement of being 'the leaders in respiratory health knowledge to improve respiratory health outcomes for all New Zealanders', with challenging but significant milestones being achieved over this past financial year.

In August 2020 we launched our new corporate sponsorship programme 'Friends of the Foundation' (FoF), which forms valuable and productive partnerships with like-minded businesses who want to improve respiratory health outcomes for New Zealanders. Our partners include those in the healthy homes building industry, heating and insulation industries, and an energy provider.

We know that our FoF Sponsors really want to provide products that help people live in warm healthy environments, and know that part of that lies with education and accessibility. By working together, we can raise awareness of the issues, and help find solutions.

In the run-up to the Foundation's biennial National Respiratory Conference, Auckland went into lockdown, and we had to make a quick decision and alternative arrangements should the conference be unable to go ahead in person. But with our fantastic ARFNZ team, the conference organisers, and the support of our speakers and sponsors, we managed to host one of the most successful conferences to date.

The New Zealand Respiratory Conference was held in person at Te Papa Museum in Wellington in November, with a record number of over 200 attendees joining us from across Aotearoa and the healthcare sector.

The theme was 'Building the Foundation for Better Breathing', to celebrate the release of the 2020 NZ Adolescent and Adult Asthma Guidelines, the revised NZ Child Asthma Guidelines, and work towards releasing the first ever New Zealand COPD Guidelines. We had a dedicated Whānau Ora approach with the Te Whare Tapa Whā model underpinning the programme, which showcased some of the amazing work being done at the grass-roots and top-down political levels.

The session was opened up by Lady Tureiti Moxon, who

represented Māori calling on the Crown to recognise their tino rangatiratanga and mana motuhake through a stand-alone independent Māori Health Authority. Of course, it was in April this year that we saw this come to fruition with major health reforms and the Māori Health Authority announced.

We also saw a major change here at the Foundation, with our fantastic Medical Director Dr Stuart Jones stepping down after four years, and Dr James Fingleton taking the helm. Both Stuart and James are members of our Scientific Advisory Board, and we value the input and guidance that they and the other members provide to ensure the Foundation always delivers evidence-based medicine advice.

One such important piece of 'advice' was New Zealand's first ever Chronic Obstructive Pulmonary Disease (COPD) Guidelines, published in early 2020. The Foundation produced the COPD Guidelines to provide simple, practical, evidence-based recommendations for the diagnosis, assessment, and management of COPD in clinical practice. We thank the Foundation's working group of respiratory health experts led by Dr Stuart Jones from Middlemore Hospital and Professor Bob Hancox from the University of Otago, and our own Research and Education Manager Joanna Turner, for their work in facilitating these.

Partnering with organisations and groups that really know how to reach their communities is important to the Foundation. We were honoured again to partner with Te Taura Whiri i te Reo Māori to bring the te reo Māori asthma educational show Heremana te Kōpūtōtara to Māori medium kura across Aotearoa, and to send vital respiratory resources to over 70 Māori health care providers. These partnerships are so important for the Foundation, as we know we cannot do it alone, so a special thanks to Te Taura Whiri i te Reo Māori for helping us to educate and improve respiratory health outcomes among at-risk and high-need populations.

After years of lobbying for regulations, we finally saw the Smokefree Environments and Regulated Products Vaping Amendment Bill passed into legislation in August 2020, and the Foundation attracted a record 5,000 new users to our 'Don't Get Sucked In' (DGSi) vaping educational website between February and June 2021.

We heard firsthand from concerned parents, schools and asthma societies that vaping in teens was a very real issue, and that the DGSi website was a pivotal educational tool they used to address this problem. The Foundation was also proud to establish the

Vaping Educational Advisory Group (VEAG), who provide continued and sage advice on all aspects of vaping, including its role in smoking cessation.

Nurturing not only national but international connections is so important to the Foundation. This is why, in the current climate of very little international travel, I was very pleased to be invited to Co-Chair the virtual Global Alliance Against Respiratory Diseases (GARD) Advocacy and Partnerships Session. Being able to share our experience in Aotearoa and also learn from other countries is so valuable.

In February 2021, the Foundation updated and took over sole management of the Asthma & COPD Fundamentals eLearning course. This was to ensure the learning available was aligned with the new NZ Asthma and COPD best practice guidelines, and that the course incorporated the latest research, with specific information for the New Zealand context.

The eLearning course consists of four online modules, in which a 'flipped classroom' provides a contemporary approach to CPD that gives health professionals an enjoyable and easily accessible professional development experience. The Asthma & COPD Fundamentals eLearning course has been endorsed by the College of Nurses Aotearoa (NZ) Inc. for 12 continuing professional development (CPD) hours, and we recommend the course to everyone involved with the management of asthma and COPD. A certificate and badge are sent to all those who complete the course.

As we continue to navigate the COVID-19 pandemic, the Foundation tries to adapt to new ways of working, and the challenges of reduced financial support.

We continue to answer thousands of enquiries from people who have respiratory conditions who wish to learn more about the lockdown levels, the vaccine roll-out and how COVID impacts them specifically. Without the generous donations from our supporters, donor family and grant providers we couldn't do all that we do at a national level — and we are so pleased to have you by our side. I'd also like to thank our wonderful Chair John Knight and our Board for all the mahi that they do. We are always so grateful for the time and expertise they generously volunteer. The Foundation is fortunate enough to have a highly skilled Board who govern across various health and commercial sectors, and who have an amazing amount of health care knowledge between them.

Also, thank you to Sir John Clarke, ARFNZ's Chief Cultural Advisor – Māori, for his teachings and guidance. My knowledge and experience is constantly enriched, and I am forever grateful.

Finally, thank you to our excellent staff here in Wellington, both past and present, because none of this is possible without them. Staff are the lifeblood of any organisation, and I am so proud to work alongside a dedicated team with such vigour, skill and passion.

Ngā manaakitanga

**Letitia Harding**  
Chief Executive

## Some of our achievements in the past year...

Published the first ever National Guidelines on COPD, providing a framework for diagnosis and management of COPD in a New Zealand context.

Partnered with Te Taura Whiri i te Reo Māori to bring te reo Māori asthma education shows to Māori medium kura across Aotearoa, and to send vital respiratory resources to 71 Māori health care providers.

Hosted the biennial New Zealand Respiratory Conference in person in Wellington, with a record number of over 200 attendees joining us from across the healthcare sector.

Launched our new business sponsorship programme Friends of the Foundation, forming productive partnerships with ten like-minded businesses who want to improve respiratory health outcomes for New Zealanders.

After years of lobbying for regulations, saw the Smokefree Environments and Regulated Products Vaping Amendment Bill passed into legislation in August, and attracted a record 5,000 new users to our Don't Get Sucked In vaping education website between February and June.

# Māori engagement

A key strategic goal of the Foundation is to address the inequities highlighted in our Impact Report, which shows high numbers of avoidable hospital admissions and deaths from asthma in the Māori population. This has been achieved by providing programmes to reduce health inequalities.

## Heremana te Kōpūtōtara

Heremana te Kōpūtōtara is an engaging musical show about asthma, presented by singer/entertainer Hinerongonui Kingi to kura kaupapa Māori throughout New Zealand.

There is a high rate of asthma in the Māori community, with large numbers of Māori tamariki being admitted to hospital every year, hence the need for asthma education in primary schools. The show educates tamariki and kaiako about how the lungs work, asthma triggers, how to self-manage, and what to do in an asthma emergency. It includes the te reo Māori words and expressions associated with treating asthma exacerbations in an emergency setting, and common asthma triggers, thereby helping to reduce the inequities in respiratory health highlighted in the Foundation's 2018 Respiratory Health Impact Report.

The opportunity to tour particular regions means we can focus on communities with the highest rates of prescribed asthma medication, hospitalisation, mortality and/or deprivation.

After a 'tour' has ended, each school is given an Asthma Emergency Kit, as well as an Asthma Triggers poster and an Asthma Friendly School certificate in te reo Māori, which can be proudly displayed in the school office. We also send a survey via Survey Monkey to get feedback and learn about which aspects of the show are most effective, and whether there are areas for improvement.

Although COVID-19 impacted our ability to deliver shows for much of 2020/21, the Heremana te Kōpūtōtara show was performed 20 times in 13 schools across the Wellington and Northland regions, and educated 1,781 students.



*Pictured: Sailor Show performer Hinerongonui Kingi with Foundation Chief Cultural Advisor Sir John Clarke*

# 1,781

*Tamariki and kaiako educated with Heremana te Kōpūtōtara shows*

# 7

*ARFNZ resources now translated into te reo Māori*

# 71

*Resource packs distributed to Māori health providers*

## Te Taura Whiri i te Reo Māori

A grant from Te Taura Whiri i te Reo Māori enabled the Foundation to deliver ten Heremana te Kōpūtōtara shows in te reo Māori to ten schools in the Porirua, Hutt Valley and the Greater Wellington region. The first five shows were during Te Wiki o te Reo Māori on 14-20 September 2020; the final five were performed in March 2021.

As part of this grant, 71 resource packs were distributed to Māori health providers throughout New Zealand. The packs included two asthma spacers and face masks supplied by Te Taura Whiri i te Reo Māori, along with ten each of the following te reo Māori resources:

- Child Asthma Action Plan
- Child Asthma Symptom Diary
- Managing Your Child's Asthma booklet
- 3 Stage Asthma Action Plan
- 4 Stage Asthma Action Plan
- AIR Asthma Action Plan
- COPD Action Plan

## Te reo Māori resources

The Foundation has seven of its most-utilised resources translated into te reo Māori. Resources such as the Managing your Child's Asthma booklet, Te reo Asthma Action Plans, and the Whakaora Ohotata Huangō (asthma first aid) poster are critical in providing access to information and tools for te reo-speaking households, schools, healthcare providers and communities. In 2020/21 we distributed more than 26,000 resources to 120 rural, iwi and Pasifika Health Centres, 120 early childhood education providers and 79 Māori medium primary schools – these included resources in te reo, Samoan and English. These vital resources work to reduce the language barrier to education and healthcare.



## University of Auckland study on children's asthma

In April 2021, the Foundation worked with the University of Auckland to publicise new research showing high asthma hospitalisation rates for Māori children.

The study, by the Liggins Institute, documented trends in the number and cost of hospital admissions and asthma prescriptions for children aged 0-14 from 2010-2019. It showed that Māori children were hospitalised with asthma at twice the rate of non-Māori children, and a larger proportion of Māori children had an asthma readmission within 90 days of their first admission.

The Foundation was pleased to assist in promoting the research, which ties in with our own Impact Report findings.

# Improving clinical best practice

Creating, disseminating, and measuring the uptake of Foundation resources is key to our goal of improving clinical best practice. The Foundation aims to always promote evidence-based medicine and knowledge, and work with allied health professionals, NGOs, and stakeholders to ensure that this is done nationwide.

## 1,334

Hard copies of COPD Guidelines and Quick Reference Guides distributed

## 85

Enrolments in the Asthma and COPD Fundamentals eLearning course

## 243

Attendees at the New Zealand Respiratory Conference

## COPD Guidelines

15% of Kiwis over the age of 45 have Chronic Obstructive Pulmonary Disease (COPD), which equates to 200,000 people. Over 5,500 people are newly diagnosed with COPD each year, and most cases are linked to smoking.

In 2019, a working group was formed from leading experts in COPD, including physicians, nurses, pharmacists and physiotherapists, to write the first-ever New Zealand guidelines. The source document is the COPD-X guide, with additional reference to GOLD.

The guidelines provide simple, practical, evidence-based recommendations for the diagnosis, assessment and management of COPD in clinical practice. The intended users are health professionals responsible for delivery of acute and chronic COPD care in community and hospital settings, and those responsible for the training of these health professionals.

The guidelines are written for the New Zealand context, and have also involved the creation of several new Foundation resources: a detailed self-management/action plan, a comprehensive breathlessness strategy document, and a one-page quick reference breathlessness guide.

As symptoms of COPD tend to start slowly over a few years, many people may not realise they have COPD. As a result, many patients attribute their cough to "getting old", being "unfit" or having a "smoker's cough", and may not seek medical attention. Educating healthcare professionals working in primary care to adopt best practice guidelines improves the diagnosis, treatment and management of COPD in primary care, and reduces the numbers being admitted to hospital.

The burden of COPD among Māori is one of the most significant health disparities in New Zealand: hospitalisation rates for Māori are 3.5 times higher than non-Māori, non-Pacific, non-Asian rates, and COPD mortality is 2.2 times higher. Māori whānau also have greater exposure to environmental triggers, such as smoking and poor housing. Similar considerations apply to Pacific peoples, who also bear a disproportionate COPD burden.

Addressing the specific burden suffered by these at-risk groups and providing targeted, culturally safe care, must begin with a clinical self-audit by the healthcare professional. The goal is to see an improvement in healthcare delivery and an improvement in statistics across at-risk groups in those DHBs where Māori and Pacific peoples are statistically over-represented.

End-of-life care is also important in advanced COPD. Advance care planning for patients and their family/whānau also forms part of these new guidelines, and again this is part of providing culturally safe care in the New Zealand context.



## Online eLearning Fundamentals

The Asthma and COPD Fundamentals eLearning course consists of four online modules covering asthma and COPD diagnosis, management, and treatment. In addition, it teaches health professionals skills to recognise and improve poor health literacy in their practice and to practise in a culturally safe manner.

The clinical content of these modules was updated in line with the revised NZ Child Asthma Guidelines (updated June 2020), the NZ Adolescent and Adult Asthma Guidelines 2020 and the new NZ COPD Guidelines 2021. The look and feel of the course has also been significantly updated and modernised, including the addition of a voice-over component to enhance learning.

The Fundamentals course is designed for all registered health professionals: nurses, pharmacists, occupational therapists, physiotherapists and GPs - but it is predominantly nurses who undertake this continuing professional development. It offers an effective way for health professionals to update their knowledge, aligning the latest clinical research with clear guidance on the appropriate pharmacological stepwise management algorithms, inhaler selection, non-pharmacological management, and best practice health literacy. Participants evaluate the modules on completion of the course, providing satisfaction ratings and qualitative feedback.

From 1 May 2021, the Foundation began hosting the Fundamentals

eLearning course in-house, and moved the course away from Whitireia NZ to allow more flexibility to market the course to targeted audiences. This has also enabled the Foundation to attach Google analytics to the website, which could not be done before.

The eLearning addresses the significant health disparity that exists for Māori and Pacific peoples with asthma and COPD in New Zealand, and gives clear guidance for health professionals to provide targeted, culturally safe patient care.

The fact that the course is online also increases accessibility to continuing education and provides a flexible and effective way to access up-to-date clinical knowledge at a self-directed pace.

## New online resource store

In January 2021, the Foundation moved the resource printing and the management of our online store (Shop Asthma) to Streamline Print & Mail, who also print and distribute our appeal letters. This has allowed the creation of a professional and modern website, with two distinct categories for accessing resources: a 'Downloads' page and a 'Shop' page for placing orders for print resources. Streamline provide monthly reports for stock 'sold' via the online store, a current stock report, as well as a host of back-end analytics.

# Improving self-management

Education on respiratory illness remains a priority and sits within the Foundation's strategic plan under 'Improving Self-Management'. One way to achieve this is by producing and providing patient-centred, health-literate resources. These resources come in a number of forms, from hard copy brochures and leaflets to training devices and posters.

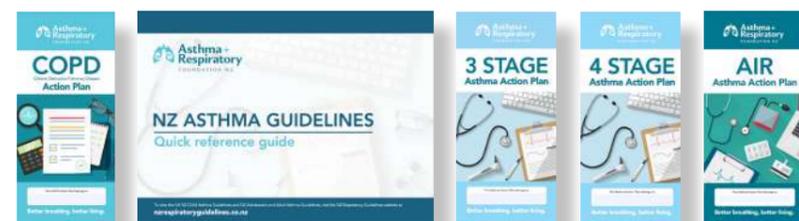
# 1,011

My Asthma App downloads

## Asthma and COPD action plans

It is best practice for everyone who has asthma or COPD to have an action plan, as recommended in the NZ Child Asthma Guidelines, the NZ Adolescent and Adult Asthma Guidelines, and the new NZ COPD Guidelines.

An asthma action plan is an agreed, written, personalised plan that advises on which asthma medication to take each day, recognising symptom deterioration and the appropriate action that needs to be taken, and what to do if you are having an asthma emergency. The plan should form part of the consultation with the doctor or healthcare practitioner, and should be made available to all parties involved in a patient's care.



The action plans can be used as an educational tool, and help to reduce asthma exacerbations, emergency GP/After Hours visits, and hospitalisations. They can also help patients explain to others how to care for their asthma or COPD, and what to do if symptoms are worsening or the patient has an asthma or COPD emergency.

In the past year, the SMART asthma action plan has been replaced by the new AIR asthma action plan, and we have updated the existing 3 Stage and 4 Stage asthma action plans to align with the 2020 NZ Adolescent and Adult Asthma Guidelines.

The three adolescent and adult asthma action plans are now available in a digital 'fillable' format for healthcare practitioners and nurses to download and complete. This allows for plans to be saved in an electronic copy, emailed to patients via ManageMyHealth, and shared with other family members, schools, sports clubs etc.

Providing action plans in other languages such as Māori, Samoan and Simplified Chinese, means that language is not a barrier to health education and information.

# 15,410

Hardcopy asthma action plans distributed in English, te reo Māori, Samoan and Simplified Chinese

# 4

Languages represented throughout the Foundation's resources – te reo Māori, Samoan, Simplified Chinese and English

## Samoan Language Resources

Over the last year, the Foundation has worked on strengthening the respiratory health of the Samoan community, by translating all of our key resources into Samoan. This has given the Samoan community better access to the information and tools needed to manage their respiratory health.

Resources now produced in Samoan include the COPD Action Plan, Child and Adult Asthma Action Plans, the Child Asthma Symptom Diary, as well as a comprehensive booklet titled Managing your Child's Asthma.

Pacific populations have historically been quite difficult to reach. By removing a potential language barrier, the Foundation hopes to encourage more Pasifika people to engage with their respiratory health. This is pivotal to our goal of reducing respiratory illness in the Pasifika community. Across all age groups, hospitalisation rates for respiratory disease are very high for Pacific peoples. Bronchiectasis and childhood pneumonia mortality rates in particular are higher for Pacific peoples than for other ethnicities.

Translating ARFNZ's resources into Māori and Pacific languages demonstrates the Foundation's commitment to improving health literacy and access to targeted information – this is imperative to reducing inequities. Work is now under way to start translating our key resources into Tongan.



## My Asthma App

The My Asthma App provides key asthma information, first aid steps, and customisable asthma action plans to users at the touch of a button and is a vital resource for New Zealanders with asthma – especially when out and about, as people can easily access the app on their mobile phones.

Upgrades are planned in 2021, including updates to align with the new asthma guidelines and technical enhancements. New

features are also in the pipeline such as adding the ability to log asthma symptoms and flare-ups to aid in self-management of the individual's asthma. This will help to ensure that the app becomes a tool for daily management of asthma, rather than a single use download.

The app is available free on Android and iOS devices from Google Play and Apple App stores.

# Security and stability

The creation of multiple and reliable income streams is vital to the continued operation of the Foundation. This is achieved through robust financial processes, taking a novel approach to revenue streams, and our new Friends of the Foundation programme.

# 10

Companies signed up as Friends of the Foundation

# \$110,000

Raised in sponsorship income

# \$450,665

Received in grants

## Grant applications

The Foundation receives no ongoing contracted government funding, so grants from our generous funders are vital to fund the work we do. Each year, we apply for grant funding from a variety of organisations.

In the COVID-19 environment, it has become increasingly tough to secure grant funding. The Foundation is aware of this reality and is factoring it into planning of future activities.

In 2020/21, the Foundation was fortunate to receive funding and support from the following major grant providers: Pub Charity, the Lotteries Grants Board, Lion Foundation, Te Taura Whiri I te Reo Māori, Four Winds, Milestone Foundation, the Pelorus Trust and the Trust House Foundation.



## Giveaways to Drive Donations

Exploring different mediums for donations is important for our future sustainability. In 2020/21, ARFNZ ran two 'Donate to Win' campaigns, in September 2020 (for Breathe Better September) and May 2021 (for World Asthma Day). The campaigns were promoted on social media and asked people to donate to be in the draw to win a prize,

For World Asthma Day, people were asked to donate to be in to win prizes donated by our Friends of the Foundation and partners, including a signed Highlanders shirt and a \$250 Shoe Clinic voucher.

For Breathe Better September, we ran a prize draw where anyone who raised \$20 or more went in the draw to win some great prizes from businesses including F45 North Wellington, Dyson, Essano, Ecostore, Beauty Bliss, Tea Pea, Redcurrent, Henrietta Soaps, New World, Whittakers, Farrah's, ZLand, My Food Bag, Fullair, Daily Good, Swarovski, and Bambini.

The Foundation will continue to grow this concept to drive donations. Using new and existing partner relationships for campaigns and giveaways adds value to both their brand and ours.

We were also pleased that transitioning from cheques to credit cards was not a problem for our donor base, and the transition went smoothly.

## Friends of the Foundation

Launched in August 2020, Friends of the Foundation is the Foundation's corporate sponsorship programme. It provides both a revenue stream for the organisation and a key avenue to engage businesses across New Zealand.

When we select organisations to partner with, we ensure that their values align with our mission, and that each partner receives the appropriate recognition for their support, and benefits according to their sponsorship level.

Key sponsorship benefits include, but are not limited to:

- Opportunities to collaborate with the Foundation through our social media channels
- Listing on the dedicated Friends of the Foundation webpage on the Foundation's website with sponsor logo, description, and link to sponsor website.
- Sponsor logo featured in the Foundation's external communication such as e-newsletters, Better Breathing magazine and annual report.
- Right to use the Friends of the Foundation logo on sponsor's website and digital channels.
- Full-page sponsor story or advert in our quarterly Better Breathing magazine (for Gold and Silver sponsors).
- Dedicated vlog/blog from the Foundation's Chief Executive

regarding sponsorship and/or related campaign or initiative (Gold sponsors).

- Exhibitor stand and/or registration for two attendees at the NZ Respiratory Conference and NZ Respiratory Achievers Awards (Gold sponsors).

The financial target was for Friends of the Foundation revenue to reach \$100,000 by the end of the financial year. This target was exceeded, with \$110,000 in sponsorship income being recorded. Additionally, the Foundation has secured strong partnerships with reputable national and international organisations.

The Foundation is delighted to have established a revenue stream that, when matured, will help to create significant funding where accountability will not be required in the same way as it is for grant funding. The partnerships we form also work to increase our national audience, which will help drive opportunities to push our key messages across New Zealand.

Our Friends of the Foundation partners are playing a key part in our main campaigns throughout the year too, by providing prizes and increasing awareness of the campaigns among their audiences.

We look forward to welcoming more Friends in the year to come.

Our Friends of the Foundation partners (as at 30 June 2021):

**Gold:** Dyson, eHaus

**Silver:** Warmer Kiwi Homes (EECA), RCR Infrastructure, Pink Batts, HRV

**Bronze:** Daikin, Pulse Energy, Health Based Building, SmartVent



# Leaders in respiratory health

The Foundation has expert resources designed to educate health professionals and the public on respiratory health. A key goal is to get these resources into the hands of those who need them, and lead education in respiratory health across New Zealand.

## 32,893

Page views on the 'Don't Get Sucked In' vaping education website

### Don't Get Sucked In – Vaping Education and Advocacy

The Foundation continues to raise awareness of the misconceptions and harm that vaping causes in the community through our channels.

With increasing concerns from health organisations, educators, and medical professionals around the rapid uptake of youth vaping, the Foundation's 'Don't Get Sucked In' (DGSi) campaign aims to give young people the tools and information to make an educated decision. The DGSi website saw a huge increase in visits in the last quarter of the financial year as teen vaping became a hot topic in the media and many schools reported vaping epidemics.

Our Chief Executive received multiple invites to present on vaping to high schools. We heard first-hand from concerned parents, schools and asthma societies that vaping in teens was a very real issue, and that the DGSi website was a pivotal educational tool they used to address this problem.

The Foundation also established the Vaping Educational Advisory Group (VEAG) in November 2020, who provide continued and sage advice on all aspects of vaping, including its role in smoking cessation.

Our profile increased as an influential party supporting and pushing for action to help reduce harm caused to youth and other at-risk communities by vaping. After years of lobbying for regulations, we finally saw the Smokefree Environments and Regulated Products Vaping Amendment Bill commence in November 2020.



Don't Get Sucked In downloadable posters in English and te reo Māori.

## 4,700

Resources distributed to health professionals at GP CME

### GP Conference and Medical Exhibitions

To raise awareness and promote the educational resources provided by the Foundation, it is essential to have access to large numbers of GPs and nurses. This enables us to discuss the resources and services provided by the Foundation and to answer questions on respiratory health. The GP CME North and South are two of the largest GP conferences in New Zealand, with over 1,600 delegates visiting both conferences.

The August 2020 GP CME South was converted to a virtual event, two days prior to the 'live' conference, due to Auckland being placed in Level 3 lockdown and the rest of New Zealand being placed in Level 2. The event was hosted virtually via the Whoova app.

GP CME North took place in Rotorua in June 2021 and was a live, in-person event. Over 800 health professionals and 168 speakers attended the event. The Foundation appreciated the opportunity to connect with GPs and nurses working in primary care, particularly those with an interest in respiratory medicine.

Foundation staff gained an insight into how our resources are being used in primary practice, and how we could further support health professionals working in primary care.



ARFNZ Research & Education Manager Joanna Turner at GP CME Rotorua.

### International Engagement

Nurturing not only national but also international connections is very important to the Foundation. However, in the current COVID-19 pandemic environment, international travel is extremely limited. With that in mind, Letitia was delighted to be invited to Co-Chair the virtual Global Alliance Against Respiratory Diseases (GARD) Advocacy and Partnerships Session. This enabled the Foundation to share its experience in Aotearoa, and also to learn from other countries and their approaches.

GARD is a global collective of respiratory organisations who combine their knowledge and strength to improve health outcomes of those who live with respiratory conditions worldwide. From this alliance, GARD is able to improve surveillance of these conditions and advocate for action, helping to better diagnose and prevent respiratory conditions in the future.

The knowledge gained from international conferences helps to inform the Foundation's resources and guidelines to better manage respiratory disease in New Zealand.

Our research and resources are often used internationally, demonstrating that the Foundation's work is not only relevant and valued within New Zealand, but also overseas.

For example, GINA, the Global Initiative for Asthma, released its strategy framework 2021 update, and the recommendations changed to follow a similar approach to the Foundation's asthma guidelines.

The international strategy now has a separate algorithm based on the preferred option of a 2 in 1 reliever therapy for people living with asthma. Last year, the Foundation was the first to recommend a separate stepwise approach like this in its guidelines. GINA have now followed this recommendation.

The 2 in 1 reliever therapy, in which patients receive both a preventer and reliever treatment at the same time, allows close titration of both components of treatment in response to changes in asthma control.

# Breathe Better September 2020

The Foundation's fifth Breathe Better September respiratory awareness month took place in September 2020. The campaign focussed on encouraging New Zealanders to become Better Breathing Heroes by signing up for a challenge to raise funds and awareness for the 700,000 Kiwis who live with a respiratory condition, and start thinking about how they can improve their own respiratory health.

The Foundation established a dedicated campaign website, [breathebetterseptember.co.nz](http://breathebetterseptember.co.nz), using the Raisely fundraising platform. This made it simple for people to sign up, track their progress, and donate. Almost 70 people signed up to be Better Breathing Heroes, and the website saw over 18,000 sessions from more than 12,000 users.

One of our Heroes, Lisa MacKay, a chef from Morrinsville, raised an amazing \$7,000 throughout the month. Lisa, who has lived with asthma since she was a child, undertook a variety of fundraising activities including raffling off baked goods, exercise challenges, and a charity auction.

Plenty of New Zealand businesses got in on the Breathe Better September action, with our Friend of the Foundation eHaus raising an impressive \$3,500. Harvey Norman, a long-time supporter of Breathe Better September, kindly donated a bed for auction, raising \$3,000 on TradeMe.

We also ran a prize draw, where anyone who raised \$20 or more went in the draw to win some great prizes. Many businesses supported us by donating goods and services. A big thanks to F45 North Wellington, Dyson, Essano, Ecostore, Beauty Bliss, Tea Pea, Redcurrent, Henrietta Soaps, New World, Whittakers, Farrah's, ZLand, My Food Bag, Fullair, Daily Good, Swarovski, and Bambini.

The Foundation ran a Better Breathing Art Competition, open to all school aged and preschool children. The theme for 2020 was 'Te Hā Ora', which translates to 'the breath of life'. We received a record 64 entries from creative tamariki across Aotearoa. The lucky winners of the prizes generously donated by Micro Scooters were Macée Eva Blair, Yet Long Leung, and Taneora Pihima-Brown.

Overall, a total of \$23,340 in donations was raised throughout the month, which was a new record for the Foundation.



# World Asthma Day 2021

World Asthma Day is the annual education campaign hosted by the Foundation on the first Tuesday of May each year, raising awareness for one of New Zealand's most prevalent respiratory illnesses, asthma.

This year was particularly special, as we launched a dedicated New Zealand Asthma Awareness Day: Aotearoa - Te Rā Whakaarohia te Huangō. The name was gifted to us by our Chief Cultural Advisor - Māori, Sir John Clarke.

We were excited to give Aotearoa New Zealand its own unique Asthma Awareness Day for the first time, recognising that New Zealand has particularly high asthma rates, serious respiratory health inequities, and unique challenges to face.



The theme for World Asthma Day was Uncovering Asthma Misconceptions, and the Foundation put out a press release about the myth that people with asthma can't enjoy sports, and how to participate safely in winter sports if you have a respiratory condition.

Activities on the day included a live Facebook Q&A session with our new Medical Director and respiratory specialist Dr James Fingleton, who answered real-time queries from our online respiratory community. The session had good engagement with the respiratory community, and was viewed 645 times.

The Foundation also created a dedicated website for World Asthma Day, [worldasthmaday.org.nz](http://worldasthmaday.org.nz), which will be used for donations moving forward.

Aotearoa - Te Rā Whakaarohia te Huangō was promoted through the Foundation's social media and PR channels, and a fundraising campaign ran alongside where people were asked to donate to be in to win prizes donated by our Friends of the Foundation and partners, including a signed Highlanders shirt and a \$250 Shoe Clinic voucher.

The Donate to Win campaign raised almost \$2,000 in digital donations.



ARFNZ Medical Director Dr James Fingleton

# New Zealand Respiratory Conference 2020

The New Zealand Respiratory Conference 2020 (NZRC) was the Foundation's largest conference to date, with more than 200 attendees from across New Zealand joining us at Te Papa, Wellington on 5-6 November. The event attracted health professionals from a variety of professions, including GPs, nurses, pharmacists, specialists, educators, and researchers.

After a year of uncertainty due to national and regional COVID-19 lockdowns, the Foundation was relieved and delighted to proceed with the in-person conference. We decided to run a virtual conference via the Whova app simultaneously, for those who could not attend the live event due to DHB travel bans or budget constraints. All delegates who registered for the live, in-person conference were automatically registered for the virtual conference too.

We were proud to deliver another two days of respiratory best practice, with this year's theme being 'Building the Foundation for Better Breathing' – a reference to the NZ Adolescent and Adult Asthma Guidelines, the revised Child Asthma Guidelines, and New Zealand's first ever COPD Guidelines. The conference was the first in-person event where each of the three Guideline lead authors presented the guidelines.

## 2020 NZRC

### New Zealand Respiratory Conference

It was also the first opportunity to present the new Fundamentals eLearning course, which has been updated to align with the new asthma and COPD guidelines.

Presenting 20 sessions across two days, the NZRC provided delegates with topical presentations on issues including vaping and e-cigarettes, COVID-19, and healthy housing. There was certainly plenty of information to take in, and the feedback we received was overwhelmingly positive: a great mix of topics from the 21 engaging speakers, a dedicated Te Whare Tapa Whā session, moving patient stories, and the chance to network with suppliers and colleagues.

Attendees benefited from increased respiratory knowledge and management strategies, and a great opportunity to share and converse with health professionals working in the respiratory space, particularly given that 2020 was marred by national and regional lockdowns. NZRC is also now accredited by The Royal New Zealand College of General Practitioners (RNZCGP) for continuing professional development credits.

The Marketing and Communications team engaged delegates and sponsors, setting up meetings via the community page of the app, promoting prize draws, and educating sponsors on how to export contacts/leads for post-conference engagement. They posted live on Facebook and Twitter throughout the conference, engaging with the Foundation's respiratory community.



ARFNZ team singing our waiata, after the opening welcome and reply (mihi whakatau) on day 1 of the conference.



ARFNZ Research and Education Manager Joanna Turner at the NZRC registration desk.

# Raising our national profile

*Growing our coverage in national and local media across print, television, radio, and online promotes our strategic goals and secures the Foundation as a leading authority in the respiratory health space. This coverage enables the Foundation to continue to highlight key issues such as inequities in access to healthcare and the effect of vaping on youth, and highlights the need for more funding to truly reach those who need the most support.*

## 214

Media mentions across radio, print, online and television

## Public relations and media

The Foundation strives to gain media coverage across numerous topics related to asthma and respiratory conditions, to raise the profile of the issue in New Zealand. We highlight international days such as World Asthma Day and campaigns such as Breathe Better September, and provide seasonal advice – for example, on how to safely participate in winter sports when you have a respiratory condition.

The Foundation also responds to other events that affect people with respiratory conditions – for example fires and the COVID-19 pandemic. We provide spokespeople to speak with the media, most notably Chief Executive Letitia Harding, Research & Education manager Joanna Turner, Medical Director Dr James Fingleton and Sir John Clarke, Chief Cultural Advisor – Māori.

Our profile in the media has been steadily increasing, and the Foundation is seen as a credible source of information on respiratory-related topics. The media coverage we get also ensures that the general public and the respiratory community are provided with information that's important to them, on seasonal changes or unprecedented events for example.

Through our media profile, we are visibly advocating for those with respiratory disease in New Zealand, along with at-risk communities including Māori and Pacific communities, youth and children.

## Social media and online channels

Social media continues to be a core channel for distributing the Foundation's content and news and promoting awareness campaigns to the New Zealand respiratory community and general public.

Over the last financial year, all our social channels have continued to see increases in followers and engagement. Social media plays a vital role in communicating directly with the respiratory community, and this has never been more important than in these times of COVID-19 restrictions. The channels allow us to share information and resources and engage directly with our followers.

The Foundation has Facebook, Twitter, LinkedIn and Instagram social media accounts, and

## 14,131

Followers across Facebook, Instagram, LinkedIn and Twitter

## 18,000

Copies of the Better Breathing Magazine distributed nationally

YouTube to host our video content. All channels cater to a different audience demographic, and drive ground-level engagement with our content. They help increase our public and political profile, promote our events, and increase awareness of the Foundation's strategic goals and mission.

## E-Newsletters and Better Breathing Magazine

The Foundation sends E-newsletters (eDMs) on a regular basis with relevant news stories and content for each of our target audiences: the respiratory community, health professionals and education providers.

These eDMs keep the Foundation's stakeholders informed of our activities, and raise our profile. They promote our initiatives, the information and support that we offer the respiratory community, and our work in research and education.

This year, the Foundation's quarterly printed newsletter continued its transformation into a 'magazine-style' publication, with more extensive editorial content, alongside latest news, events and

updates for health professionals, health organisations, community groups and the general public.

We have partnered with experts in respiratory health to provide content and insights – for example running a piece on breathing techniques by respiratory physiotherapist Tania Clifton-Smith. This kind of content helps raise the profile of the Foundation as the leader in respiratory health education, research and advocacy.

The newsletter also provides value to the Foundation's partners, as an avenue to get their own messages out about products and services that are of value and interest to the respiratory community.



## Website

The Foundation's website provides key information about respiratory conditions, downloadable resources, news and general interest stories, and a portal to research and statistics. Our homepage continues to be the key landing page for visitors to our website, with links from our main website to all the Foundation's other offerings including the Asthma Fundamentals eLearning course, the Sailor the Pufferfish website, and our resource store.

The website also publishes all media releases and news articles from the Foundation, as well as hosting online versions of our Better Breathing magazine.

While the website showed a decrease in visitors in the last financial year, this can be mostly attributed to the COVID outbreak in the 2019/2020 financial year, which saw a significant spike in visitor numbers the week New Zealand went into lockdown. When this is taken into account, the site has continued to perform strongly, and the high session time indicates that people are spending time on our website – reading content and finding the information they require.

## Partnerships

Establishing partnerships with like-minded health experts, educators, businesses, NGOs, and key professional organisations is critical in increasing awareness of the Foundation, our initiatives, and the work that we do for the New Zealand respiratory community.

ARFNZ's extended team, including the Scientific Advisory Board (SAB), continue to have significant input into our initiatives, from key research such as the new COPD Guidelines, to reviewing content for our Better Breathing Magazine, or press releases on topical subjects such as vaping and e-cigarettes.

The Foundation's Chief Cultural Advisor – Māori, Sir John Clarke, continues to be an important part of the Foundation's whānau, teaching us Te Reo and sharing his input on a number of projects and initiatives, as well as being a spokesperson for the Foundation to reach Māori communities who are most at risk.

Our new Friends of the Foundation programme has allowed us to build many new partnerships, as well as nurturing existing relationships for mutual benefit.

# Dedicated and experienced board

The Foundation team is governed by a volunteer Board of Trustees who ensure that the Foundation achieves its strategic goals along with the Chief Executive. The details below are current as of 1 October 2021.



## John Knight - President

John has been involved with Asthma Hawke's Bay for over 20 years, with over 15 years as president. During this time, Asthma Hawke's Bay has gone from being a small society to becoming a registered charitable trust, which now receives DHB funding and employs three asthma educators.

John has a sound understanding and knowledge of management and governance roles, along with outstanding strategic and leadership skills. John currently works in the real estate industry and is a member of Business Mentors.



## Janice Kuka (Ngāti Ranginui and Ngāi Te Rangī)

Janice's current role is Managing Director at Ngā Mataapuna Oranga, a Māori PHO covering the Western Bay of Plenty and parts of the Eastern Bay of Plenty.

Janice comes from a professional background within the health industry and has experience both in hospital and community sectors. She sits on a number of health boards in Tauranga, as well as Auckland.



## Ruth Gardener

Ruth is a registered nurse and a lecturer at the Otago Polytechnic School of Nursing. Prior to this she worked as a clinical nurse respiratory educator at Dunedin Hospital and in a general practice.

Ruth is committed to advocating for people with respiratory conditions to ensure they have access to education and services to help them manage their disease. To assist this process, Ruth believes, primary, secondary and tertiary care providers need to work closely together to effectively use, strengthen and develop services for people.



## Cheryl Davies (Ngāti Raukawa, Ngāti Wehiwehi)

Cheryl has managed the Tū Kotahi Māori Asthma Trust over the past 22 years. Tū Kotahi was formed as the first Māori Asthma Society in New Zealand in the early 1990's.

Cheryl has presented at a number of conferences both nationally and internationally with a focus on discussing Māori and respiratory illnesses and healthy housing.

Cheryl has a keen interest in research involving Māori and has been involved with a number of key research projects over the past 17 years.



## Phillip Aldridge

Philip is an experienced Executive Manager and Director. He is currently Executive Director of the Health and Safety Association of NZ (HASANZ). Philip has worked across both private and government sectors and has held management roles at Infratrains NZ, Telecom New Zealand, AgITO, The Treasury, and the Foundation for Research, Science and Technology (FRST). He has led mergers/amalgamations, set up private/public partnerships, developed and successfully implemented strategic plans, managed a NZ\$2 billion investment portfolio and developed new channels to market. He has a BSC (Hons), an MBA, and has studied at Sloan School of Management (MIT) in Boston.



## Paul Larson

Paul has owned Larson's Pharmacy, a large community pharmacy in Green Island, Dunedin for 20 years, and has also previously owned a city-based pharmacy in Dunedin and a rural pharmacy in Ranfurly.

Paul has extensive work experience prior to entering community pharmacy and has held roles at the National Poisons Centre in Dunedin, Dunedin Hospital as a Medicines Information Pharmacist, and as a Hospital Pharmacist in Palmerston North and Gisborne. Paul also owns Henrietta Soaps Limited and Green Island Post and Café.

Paul has a wide range of governance experience and is currently a board member on Wellsouth PHO, Propharma Southern Advisory Committee, and the Dunedin Urgent Pharmacy. Paul has also previously been on several boards including Consumer NZ, where he was also Chair of their Audit and Risk committee.



## Jeannine Stairmand (Ngāti Porou)

Jeannine is a member of the Cancer Control and Screening Research Group, working on the 'C3 Qualitative Study: Cancer care journeys and clinical decision making', of which Associate Professor Louise Signal is the Principal Investigator.

Jeannine is a nurse with a Postgraduate Diploma in Public Health who has worked in the Māori and public health fields for the past 20 years.

Jeannine's interest in cancer stems from her work in Māori health, public health and health promotion, particularly breast and cervical screening. Jeannine's research interests include Māori health, cancer and health promotion and prevention. Jeannine undertakes community service activities and is a ministerial appointment to the National Kaitiaki Group.

# Committed and cohesive team

The Foundation team is made up of a group of dedicated individuals who work tirelessly to help New Zealanders breathe better. The details below are current as of 1 October 2021.



## Letitia Harding - Chief Executive

Letitia has over 25 years extensive experience in the health sector, which includes the introduction of new health technologies, improving access to medicines, initiating imaging and diagnostic trials and establishing international healthcare networks.

Letitia holds a Bachelor of Science, a Post Graduate Diploma in Business and a Masters in Health Management, from the University of Auckland.

Letitia has sat on a number of international and national advisory boards, and been an invited speaker at both New Zealand and overseas conferences. Her most recent appointments include; GINA (Global Initiative for Asthma) 2020 advocate and being recognised as a leader in the field of Asthma; Chair of the Patient Focal Group Planning Committee and Co-Chair of the Western-Pacific Region for GARD - the Global Alliance Against Chronic Respiratory Diseases.

Letitia has held senior management positions in both the corporate diagnostic and pharmaceutical industry, and collaborated with many NGOs over the years - which ignited her passion for the not-for-profit sector.



## Joanna Turner - Research and Education Manager

Joanna is responsible for overseeing and managing the development and implementation of key education programmes. She sits on the ARFNZ Scientific Advisory Board and assists in the development and dissemination of the NZ Child Asthma Guidelines, the NZ Adolescent and Adult Asthma Guidelines, and the NZ COPD Guidelines.

Joanna is a registered pharmacist with an extensive background working in community pharmacy. She believes that through education and provision of high-quality tools to primary health care providers, the best outcomes can be achieved for New Zealanders, particularly for our Māori people who carry a greater burden of respiratory illness.



## Harriet Duncan - Grants and Fundraising Manager

Harriet is responsible for the Foundation's Grants programme as well as seeking out new fundraising opportunities.

Harriet has worked as both a NZ Lotteries advisor and an in-house lawyer before turning her hand to fundraising in a voluntary capacity for her children's kindergarten in Karori for the past four years. Harriet holds a Law degree and a Bachelors degree majoring in Criminology and Art History.



## Kate Davidson - PR and Communications Advisor

Kate is responsible for the PR and comms activity delivered by Asthma and Respiratory Foundation NZ. Kate has worked in external and internal communications at a variety of Government departments, NGOs, and member organisations over the past ten years.

Kate enjoys helping organisations to tell their stories by creating compelling content for print and online channels. Originally from the UK, Kate trained as a journalist in London and worked in a range of editorial and media roles before relocating to New Zealand in 2008.



## Sam Treseder - Marketing and Communications Advisor

Sam is our Marketing and Communications Advisor and works to promote the organisation and its activities across all our channels, as well as leading our in-house graphic design.

Sam has previously worked with charity organisations in the UK and has prior experience coordinating a recruitment team focused on finding high quality educators for disadvantaged schools across England and Wales.



## David Barclay - Corporate Sponsorship and Engagement Advisor

David leads the Friends of the Foundation sponsorship programme and is responsible for acquiring new sponsors and account managing existing sponsors. Through growing the portfolio of sponsors for the Foundation, David also works closely with the marketing team to help raise the profile of the Foundation through our sponsors.

David has worked in the sponsorship industry both in the UK and New Zealand. Most recently he worked for a Wellington-based events company on its sponsorship for industry-leading conferences. In the UK he worked for a sponsorship consultancy agency and a professional cycling team, focussing on both sponsorship strategy and sponsorship acquisition, before moving out to New Zealand in 2018.



## Dunia Cullingford - Office Administrator

Dunia holds a Law Degree and a Bachelor of French Language and Literature from her home state in Brazil. Prior to this role, Dunia had experience working in the NGO sector and has worked in a variety of customer service and administration roles both in the UK and NZ.

**\*Special thanks to previous employees during this Financial Year; Hannah Soult, Victoria Fairweather, Catherine Fell and Ruby Parker**

# Our supporters

The Asthma and Respiratory Foundation NZ is an independent charity that relies entirely on donations, grants, sponsorships and bequests. The Foundation is sincerely grateful to everyone who chose to donate and support our cause during this past financial year.

## Our family of donors

We value you so much. The much-needed support you give so selflessly tells us that you hold a special place in your heart for those who struggle to breathe freely. We feel enormous gratitude to you because without you we would not be able to continue with the vital work we do, to improve the health outcomes for New Zealanders whose lives have been affected by respiratory disease.

Your reasons for giving are many – a family member affected by asthma or a respiratory condition, a parent, your child, a work colleague, or you may have lost a loved one to a respiratory condition. Thank you for honouring these individuals, without you – we simply couldn't do it.

## Our major supporters

A special thank you to the many generous organisations that believe in the Foundation's work and have supported us throughout the year. Without this, our efforts to improve New Zealanders' respiratory health could not happen.

Estate of Allan Arthur Goodwin  
Anna Wilson  
Apex Medical  
Astra Zeneca  
Estate of Barbara Robyn Jean Rainsford  
Chingford Trust  
Daikin  
De'Longhi New Zealand  
Dyson  
EECA (Warmer Kiwi Homes)  
eHaus  
Estate of Elizabeth Kennedy  
Four Winds  
Harvey Norman  
Health Based Building  
Estate of Henry George Sparks

Estate of Hilda Osborne  
HRV  
Estate of Ian Douglas Smith  
Ian and Beverley Newton  
Estate of Jeffrey Edward Thomas  
Estate of Joan Neilson Benevolent Trust  
Te Taura Whiri i te Reo Māori - The Māori  
Language Commission  
Lion Foundation  
Estate of Maurice Terence Smith  
Milestone Foundation  
Minister's Discretionary Fund  
Ministry of Social Development  
Estate of M J Cranefield  
NH Taylor Charitable Trust  
Noel Leeming

NZ Lottery Grants Board  
Pink Batts  
Pub Charity  
Pulse Energy  
RCR  
SmartVent  
Trust House Foundation



# Financial report

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## Entity Information

### Asthma Foundation Group For the year ended 30 June 2021

'Who are we?', 'Why do we exist?'

#### Legal Name of Entity

The Asthma Foundation Group refers to Te Ha Ora The Asthma And Respiratory Foundation Charitable Trust and Kia Manawanui Charitable Trust. Kia Manawanui Charitable Trust is an independent Trust with its own Trustees and governance however due to its close relationship and strong alignment of purpose with the Foundation the two entities have been consolidated for financial reporting purposes.

#### Entity Type and Legal Basis

Both entities have Charitable Trust and are Registered Charities

#### Registration Number

CC53035 / CC56398

#### Group's Purpose or Mission

To be the leaders in respiratory health knowledge to improve respiratory health outcomes for all.

The Foundation develops and supports respiratory health best practice through partnering, research, training and education to achieve its mission.

#### Group Structure

Both Trust Deeds state that there must be between seven and nine Trustees. Both Trusts currently have seven Trustees that constitute the governance board, and who attend regular face to face and teleconference meetings. Trustees/governance members may lead sub-committees as determined by our annual work plan and priorities.

#### Main Sources of Entity's Cash and Resources

Te Ha Ora The Asthma And Respiratory Foundation Charitable Trust's activities are funded by revenue from Donations, Grants, Corporate Sponsorship, Membership fees, Resource Sales, the Sensitive Choice Programme, and Interest Revenue from term deposits.

Kia Manawanui Charitable Trust generates passive income from an investment portfolio managed by a third party.

#### Main Methods Used by Entity to Raise Funds

Te Ha Ora The Asthma And Respiratory Foundation Charitable Trust raises funds through Donations, Grants, Corporate Sponsorship, Membership fees, Resource Sales, Friends of the Foundation Programme, and Interest Revenue from term deposits.

#### Entity's Reliance on Volunteers and Donated Goods or Services

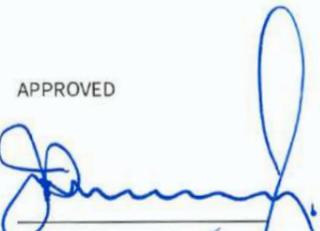
Both Te Ha Ora The Asthma And Respiratory Foundation Charitable Trust and Kia Manawanui Charitable Trust relies on Board Members volunteering their time and expertise to complete work in essential governance roles. It relies on the general public for cash donations as an important income stream.

## Approval of Financial Report

### Asthma Foundation Group For the year ended 30 June 2021

The Trustees are pleased to present the approved financial report including the historical financial statements of Asthma Foundation Group for year ended 30 June 2021.

APPROVED



Trustee

Date 24<sup>th</sup> September 2021



Trustee

Date 24/9/21



## Statement of Financial Performance

### Asthma Foundation Group For the year ended 30 June 2021

'How was it funded?' and 'What did it cost?'

	NOTES	2021	2020
<b>Revenue</b>			
Donations, fundraising and other similar revenue	1	991,954	931,187
Revenue from providing goods or services	1	261,946	281,533
Interest, dividends and other investment revenue	1	147,184	33,885
Other revenue	1	608	49,525
<b>Total Revenue</b>		<b>1,401,692</b>	<b>1,296,129</b>
<b>Expenses</b>			
Volunteer and employee related costs	2	606,741	628,368
Costs related to providing goods or service	2	661,053	603,397
Other expenses	2	52,843	46,009
<b>Total Expenses</b>		<b>1,320,637</b>	<b>1,277,773</b>
<b>Surplus/(Deficit) for the Year</b>		<b>81,055</b>	<b>18,356</b>

## Statement of Financial Position

### Asthma Foundation Group As at 30 June 2021

'What the entity owns?' and 'What the entity owes?'

	NOTES	30 JUN 2021	30 JUN 2020
<b>Assets</b>			
<b>Current Assets</b>			
Bank accounts and cash	3	375,976	1,973,974
Debtors and prepayments	3	138,973	85,752
Investments (current)	3	79,145	-
Work in Progress	3	16,475	-
Other current assets	3	4,328	8,384
<b>Total Current Assets</b>		<b>614,897</b>	<b>2,068,110</b>
<b>Non-Current Assets</b>			
Property, Plant and Equipment	5	67,527	73,599
Intangibles	3	23,749	30,164
Investments (non current)	3	1,363,720	-
<b>Total Non-Current Assets</b>		<b>1,454,996</b>	<b>103,763</b>
<b>Total Assets</b>		<b>2,069,893</b>	<b>2,171,873</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Creditors and accrued expenses	4	25,849	63,497
Employee costs payable	4	20,860	20,735
Revenue Received in Advance	4	101,104	246,616
Other current liabilities		-	-
<b>Total Current Liabilities</b>		<b>147,813</b>	<b>330,848</b>
<b>Total Liabilities</b>		<b>147,813</b>	<b>330,848</b>
<b>Total Assets less Total Liabilities (Net Assets)</b>		<b>1,922,080</b>	<b>1,841,025</b>
<b>Accumulated Funds</b>			
Retained Earnings	6	1,841,025	1,822,669
Accumulated surpluses or (deficits)	6	81,055	18,356
<b>Total Accumulated Funds</b>		<b>1,922,080</b>	<b>1,841,025</b>

## Statement of Cash Flows

Asthma Foundation Group  
For the year ended 30 June 2021

Account	2021	2020
<b>Cash Flows from Operating Activities</b>		
<b>Cash was received from</b>		
Donations, fundraising and other similar receipts	844,397	932,264
Receipts from providing goods or services	186,607	454,151
Interest, dividends and other investment receipts	26,858	33,885
Cash receipts from other operating activities	608	49,525
GST	(8,214)	21,460
<b>Cash was applied to</b>		
Payments to suppliers and employees	(1,280,539)	(1,295,323)
<b>Total Cash Flows from Operating Activities</b>	<b>(230,283)</b>	<b>195,961</b>
<b>Cash Flows from Investing and Financing Activities</b>		
<b>Cash was received from</b>		
Receipts from sale of investments	0	0
Payments to acquire property, plant and equipment	0	1,400,000
<b>Cash was applied to</b>		
Payments to acquire property, plant and equipment	(46,888)	(20,547)
Payments to purchase investments	(1,320,828)	0
<b>Total Cash Flows from Investing and Financing Activities</b>	<b>(1,367,716)</b>	<b>1,379,453</b>
<b>Net Increase/ (Decrease) in Cash</b>	<b>(1,597,998)</b>	<b>1,575,414</b>
<b>Cash Balances</b>		
Cash and cash equivalents at beginning of period	1,973,975	398,561
Cash and cash equivalents at end of period	375,977	1,973,975
<b>Net change in cash for period</b>	<b>(1,597,998)</b>	<b>1,575,414</b>

## Statement of Accounting Policies

Asthma Foundation Group  
For the year ended 30 June 2021

'How did we do our accounting?'

### Basis of Preparation

The group has elected to apply PBE SFR-A (NFP) Public Benefit Entity Simple Format Reporting - Accrual (Not-For-Profit) on the basis that it does not have public accountability and has total combined annual expenses equal to or less than \$2,000,000. All transactions in the Performance Report are reported using the accrual basis of accounting. The Performance Report is prepared under the assumption that the entities will continue to operate in the foreseeable future.

### Goods and Services Tax (GST)

The Foundation is registered for GST. All amounts are stated exclusive of goods and services tax (GST) except for accounts payable and accounts receivable which are stated inclusive of GST.

Kia Manawanui Trust is not registered for GST. All amount are stated inclusive of goods and services tax.

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### Income Tax

Both Te Ha Ora The Asthma And Respiratory Foundation Charitable Trust and Kia Manawanui Charitable Trust are wholly exempt from New Zealand income tax having fully complied with all statutory conditions for these exemptions.

### Bank Accounts and Cash

Bank accounts and cash in the Statement of Cash Flows comprise cash balances and bank balances (including short term deposits) with original maturities of 90 days or less.

### Changes in Accounting Policies

There have been no changes in accounting policies. Policies have been applied on a consistent basis with those of the previous reporting period.

### Revenue Recognition

Interest revenue is accounted for on an accrual basis.

Revenue from the sale of goods is recognised when the Foundation has transferred to the buyer the significant risks and rewards of ownership of the goods.

Receipts from appeals, donations, sponsorships and legacies are recognised when they are received.

Revenue from grants is recognised when the grant conditions have been met. Any funding received where conditions have not been met is recognised as a liability at balance date.

### Annual Leave Liability

A liability for annual leave is accrued and recognised in the statement of financial position. The liability is equal to the present value of the estimated future cash outflows as a result of employee services provided at balance date.

### Accounts Receivable

Accounts Receivable are recorded at net realisable value.

### Intangibles

Website development costs and Software are capitalised as an intangible asset on the basis of the costs incurred to develop and bring to use the website.

Costs associated with maintaining the website are recognised as an expense when incurred.

During the year, amortization of 50% DV has been applied to the website development.

### Property, Plant and Equipment

Depreciation has been charged in the financial statements as follows:

- Furniture and Fittings 13% - 67 DV
- Building Fit-out 10% DV

Fixed assets are recorded at cost less accumulated depreciation and are reviewed for impairment annually.

### Charitable Status

The Inland Revenue Department has approved both Te Ha Ora The Asthma And Respiratory Foundation Charitable Trust and Kia Manawanui Charitable Trust for legal charitable and donee status. Both entities are exempt from income tax subject to the sections within the Income Tax Act 2007, and are registered as charitable entities under the Charities Act 2005, Charities Commission Registration number CC53035 and CC56398.

### Portfolio Investments

The Group has elected to step up to Tier 2 PBE accounting standards and apply:

PBE IPSAS 28 Financial Instruments: Presentation.

PBE IPSAS 29 Financial Instruments: Recognition and Measurement.

PBE IPSAS 30 Financial Instruments: Disclosures to account for the portfolio investment held with Forsyth Barr.

The investment portfolio is measured at fair value within the Statement of Financial Position to accurately represent the market value at balance date.

- Current Investments comprise of investments in cash and fixed interest instruments.

- Non-Current Investments comprise of investments in equity instruments. Movements in fair value are recognised through surplus or deficit within the Statement of Financial Performance.

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# Notes to the Performance Report

## Asthma Foundation Group For the year ended 30 June 2021

	2021	2020
<b>1. Analysis of Revenue</b>		
<b>Donations, fundraising and other similar revenue</b>		
<b>Donations</b>		
Bequests	209,271	140,117
Donor Appeal	256,626	270,073
Donation Point Tap Income	416	1,026
Donor Appeal - Breathe Better September	19,831	10,902
Donor Appeal - World Asthma Day	-	3,684
<b>Total Donations</b>	<b>486,143</b>	<b>425,802</b>
<b>Grants</b>		
Other Grants	76,296	110,899
Pub Charity Grant	429,514	388,896
Pub Charity Grant - Conference	-	5,589
<b>Total Grants</b>	<b>505,810</b>	<b>505,385</b>
<b>Total Donations, fundraising and other similar revenue</b>	<b>991,954</b>	<b>931,187</b>
<b>Revenue from providing goods or services</b>		
Corporate Sponsorship	133	3,372
Friends of the Foundation Income	39,167	-
Fundamentals Online e-learning	8,081	7,621
Marketing Income	1,100	599
NZ Respiratory Conference	118,343	-
Printing.com Resource Sales	23	1,974
Sensitive Choice	95,100	255,642
Symposium Income	-	12,325
<b>Total Revenue from providing goods or services</b>	<b>261,946</b>	<b>281,533</b>
<b>Interest, dividends and other investment revenue</b>		
Dividend Income	15,131	-
Interest Income	10,016	33,885
Revaluation Profit/(Loss)	122,037	-
<b>Total Interest, dividends and other investment revenue</b>	<b>147,184</b>	<b>33,885</b>
<b>Other revenue</b>		
Gain on Disposal of Fixed Assets	95	-
Other Income	513	318
Wage Subsidy Income (COVID-19)	-	49,207
<b>Total Other revenue</b>	<b>608</b>	<b>49,525</b>

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	2021	2020
<b>2. Analysis of Expenses</b>		
<b>Volunteer and employee related costs</b>		
Salaries and Wages	600,685	601,939
Travel and Accommodation	1,896	20,009
Staff Expenses/Team Building	1,295	1,468
Professional Development	2,866	4,952
<b>Total Volunteer and employee related costs</b>	<b>606,741</b>	<b>628,368</b>
<b>Costs related to providing goods or services</b>		
Education	247,139	170,556
Fundraising and Grants	61,503	63,774
Governance	24,244	29,997
Marketing and Communications	70,697	85,283
Other Costs	257,470	253,787
<b>Total Costs related to providing goods or services</b>	<b>661,053</b>	<b>603,397</b>
<b>Other expenses</b>		
Audit Fees	9,732	12,481
Depreciation	42,901	32,073
Income Tax Expense	209	-
Loss on Disposal of Assets	-	1,455
<b>Total Other expenses</b>	<b>52,843</b>	<b>46,009</b>
	<b>2021</b>	<b>2020</b>
<b>3. Analysis of Assets</b>		
<b>Bank accounts and cash</b>		
Petty Cash	50	21
Short Term Bank Deposit	-	1,400,000
Westpac Cheque Account	83,440	352,478
Westpac Main Account	36,465	-
Westpac Online Saver 01 A/c	202,648	40,251
Westpac Salaries Account	53,374	41,224
<b>Total Bank accounts and cash</b>	<b>375,976</b>	<b>1,833,974</b>
<b>Term Deposits</b>		
Westpac Investment 81 a/c	-	140,000
<b>Total Term Deposits</b>	<b>-</b>	<b>140,000</b>
<b>Debtors and prepayments</b>		
Accounts Receivable	128,559	42,901
Accrued Interest	267	1,978
Prepayments	10,147	40,872
<b>Total Debtors and prepayments</b>	<b>138,973</b>	<b>85,752</b>
<b>Work in Progress</b>		

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	2021	2020
Method Digital Classroom	16,475	-
<b>Total Work in Progress</b>	<b>16,475</b>	<b>-</b>
<b>Other current assets</b>		
GST	3,208	6,120
Printing Stock	1,119	2,264
Withholding Tax Paid	1	-
<b>Total Other current assets</b>	<b>4,328</b>	<b>8,384</b>
<b>Intangibles</b>		
Website	129,082	113,082
Less Accumulated Depreciation on Website at Cost	(105,333)	(82,918)
<b>Total Intangibles</b>	<b>23,749</b>	<b>30,164</b>
<b>Investments</b>		
Forsyth Barr Investment Portfolio (current)	79,145	-
Forsyth Barr Investment Portfolio (non-current)	1,363,720	-
<b>Total Investments</b>	<b>1,442,865</b>	<b>-</b>

	2021	2020
<b>4. Analysis of Liabilities</b>		
<b>Creditors and accrued expenses</b>		
Credit Cards	2,295	572
Accounts Payable	15,804	46,444
Accruals	7,750	16,481
<b>Total Creditors and accrued expenses</b>	<b>25,849</b>	<b>63,497</b>
Revenue Received in Advance	101,104	246,616
<b>Employee costs payable</b>		
Annual Leave Liability	20,860	20,735
<b>Total Employee costs payable</b>	<b>20,860</b>	<b>20,735</b>

	2021	2020
<b>5. Property, Plant and Equipment</b>		
<b>Furniture and Fittings</b>		
Furniture and fittings owned	92,207	92,207
Accumulated depreciation - furniture and fittings owned	(42,622)	(34,355)
<b>Total Furniture and Fittings</b>	<b>49,586</b>	<b>57,852</b>
<b>Other Fixed Assets</b>		
Fixed assets	63,710	49,297
Accumulated depreciation - fixed assets owned	(45,769)	(33,550)
<b>Total Other Fixed Assets</b>	<b>17,941</b>	<b>15,747</b>
<b>Total Property, Plant and Equipment</b>	<b>67,527</b>	<b>73,599</b>

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	2021	2020
<b>6. Accumulated Funds</b>		
<b>Accumulated Funds</b>		
Opening Balance	1,841,025	1,822,669
Accumulated surpluses or (deficits)	81,055	18,356
<b>Total Accumulated Funds</b>	<b>1,922,080</b>	<b>1,841,025</b>
<b>Total Accumulated Funds</b>	<b>1,922,080</b>	<b>1,841,025</b>
	2021	2020
<b>7. Commitments</b>		
<b>Commitments to lease or rent assets</b>		
Less than one year	57,140	51,760
One to five years	6,960	47,447
<b>Total Commitments to lease or rent assets</b>	<b>64,100</b>	<b>99,207</b>

At the time of the performance report preparation, the Asthma Foundation is in negotiation in regards to renting new premises with a planned move date in September 2021. Also, there is intention to negotiate a surrender of the remaining Woolstore lease which expires in May 2022.

#### 8. Contingent Liabilities and Guarantees

There are no contingent liabilities or guarantees as at 30 June 2021 (Last year - nil).

#### 9. Events After the Balance Date

There were no events that have occurred after the balance date that would have a material impact on the Performance Report (Last year - nil).

#### 10. Ability to Continue Operating

Both entities will continue to operate for the foreseeable future.

#### 11. Covid-19

On 30 January 2020, the spread of novel Corona virus (COVID-19) was declared a public health emergency by the World Health Organisation. On 25th March 2020, New Zealand was placed into Alert Level 4 lockdown to combat the pandemic. In the months following, and up to the date the financial statements were authorised for issue by the Board, the country has cycled in and out of various Alert Levels, some of which have included further lockdowns and restrictions on citizen movement and activities for extended periods.

The Board will continue to monitor impact of COVID-19 on the entities but at the date of signing this report the Board does not believe the entity has been or will be adversely financially affected by the pandemic. The known and expected impacts of the virus on the entity include:

- Uncertainty around future grant income and ability for those entities to make grants at the same level as prior to COVID.
- Donor (public) appeals have been impacted through this time.

The Board maintain the view that the Trust has sufficient resources that it will continue to operate as a going concern provided operational targets are met.

#### 12. Related Parties

The Group regards a related party as a person or an entity with the ability to exert control individually or jointly, or to exercise significant influence over the Group.

Transactions between closely related entities:

- Kia Manawanui Charitable Trust paid a grant of \$60,000 to The Asthma and Respiratory Foundation which has been eliminated for the consolidated accounts purposes (2020: 0).
- \$1,400,000 of retained earnings from The Asthma and Respiratory Foundation was transferred to Kia Manawanui Charitable Trust Capital which has been eliminated for the consolidated accounts purposes (2020: 0).

# Structure and governance

## Organisational structure

Asthma and Respiratory Foundation NZ is New Zealand's national authority on respiratory disease, and promotes education, research and advocacy aimed at providing better respiratory health for all New Zealanders. The Foundation's goal is to lessen respiratory hospitalisations and GP visits and to encourage government funding in this area. The Foundation is a charitable trust, headed by Chief Executive Letitia Harding and a small team of staff that operate out of its Wellington office.

## Our Board

Our organisation is governed by a Board which ensures the Foundation is well managed and focused in its activities. The Board also determines organisational policies and assures good financial management.

## Scientific Advisory Board

Our Scientific Advisory Board is comprised of New Zealand's leading experts in respiratory health service delivery and research. The group brings quality assurance and strong credibility to the Foundation's work by approving all major projects and publications, including position statements on health issues and research proposals.

## Advisors

Dr James Fingleton is a Clinical Leader for Respiratory at Capital and Coast District Health Board. He chairs the Scientific Advisory Board and is Medical Director of the Foundation. Sir John Clarke is the Foundation's Chief Cultural Advisor - Māori, and advises the Foundation on tikanga Māori.

## Funding

The Foundation is heavily reliant on the support of our generous donors, major sponsors, including Pub Charity and New Zealand Lotteries Grants, other grant funders, sponsors, and bequests.

## Financial reporting

The financial statements in this report reflect the activities of the Asthma and Respiratory Foundation NZ only. Regional partners, being autonomous organisations, publish their own independent financial statements.

## Regional partners

Patient care services are carried out by regional partners. Each partner fulfils its local role according to how it can address its community's needs.

Services may include:

- One-on-one advice about asthma and respiratory health
- Asthma and COPD support groups
- Spirometry testing (lung function testing)

### North Island

Asthma Waikato  
Asthma and Respiratory Management BOP Inc  
Eastern BOP Asthma and COPD support group  
Gisborne and East Coast Asthma Society (Inc)  
Breathe Hawke's Bay  
Tu Kotahi Māori Asthma Trust (Lower Hutt)  
Mahi Tahi Hauora  
Manawatū Breathe Easy  
Horowhenua Breathe Easy Group

### South Island

Marlborough Asthma Society  
Nelson Asthma Society  
CanBreathe  
Otago Asthma Society  
North Otago Asthma Society  
Southland Asthma Society

*Our regional partners are autonomous organisations.*

# Directory

## Patron

Her Excellency The Rt Hon Dame Patsy Reddy

## Kaumātua

Peter Jackson

## Board

John Knight, President  
Janice Kuka  
Ruth Gardener  
Cheryl Davies  
Philip Aldridge  
Paul Larson  
Jeannine Stairmand

## Medical Director

Dr James Fingleton, BM, PhD, FRACP

Special thanks to Dr Stuart Jones who was our Medical Director from September 2017 to April 2021

## Chief Cultural Advisor – Māori

Sir John Clarke, KNZM, CNZM

## Scientific Advisory Board

Dr James Fingleton, Chair  
Dr Stuart Jones  
Dr David McNamara  
Professor Richard Beasley  
Professor Lutz Beckert  
Professor Richard Edwards  
Professor Bob Hancox  
Mr John Kristiansen  
Ms Betty Poot  
Mrs Zoë Manderson  
Mrs Nicole Corna  
Dr Adrian Trenholme  
Professor Jim Reid  
Ms Joanna Turner  
Mrs Letitia Harding

## Staff

*Chief Executive: Letitia Harding  
Research and Education Manager: Joanna Turner  
Grants and Fundraising Manager: Harriet Duncan  
PR and Comms Advisor: Kate Davidson  
Marketing and Communications Advisor: Sam Treseder  
Corporate Sponsorship and Engagement Advisor: David Barclay  
Office Administrator: Dunia Cullingford*

*A special mention to Hannah Soult, Victoria Fairweather, Ruby Parker, and Catherine Fell, who were also part of the Foundation team during this reporting period.*

## Life Members

Justice Anthony J Ryan  
Angela Scott QSM  
Alison Wilkie

## Solicitors

Tuia Group

## Accountants

Deloitte

## Auditors

Moore Markhams

## Contact Details

85 The Terrace, Ground Floor, Wellington Central, Wellington, 6011  
PO Box 1459, Wellington 6140  
04 499 4592  
asthmafoundation.org.nz  
Facebook.com/asthmaandrespiratoryfoundation  
Instagram.com/asthmaandrespiratoryfoundation  
LinkedIn.com/company/arfnz/  
Twitter.com/asthmafoundation

## Registered charity

CC53035



**Te Hā Ora**

**Asthma and Respiratory Foundation, 2021**