



National  
Asthma  
Council  
AUSTRALIA

# The leading national authority for asthma knowledge

**ANNUAL  
REPORT 20**  
**25**

# Who we are

We are the national authority for asthma knowledge, leading the improvement of asthma care and management in Australia.

The National Asthma Council Australia is a not-for-profit organisation and is a collaboration of four member organisations:

- Australasian Society of Clinical Immunology and Allergy
- Australian Primary Health Care Nurses Association
- Pharmaceutical Society of Australia
- Royal Australian College of General Practitioners

## Our purpose

Leading the improvement of asthma care and management in Australia.

## Our role

Drive best practice with evidence-based guidelines, strategic focus, and collaborative partnerships.

## Our focus

- Develop and maintain relevant and accessible evidence-based guidelines for health professionals.
- Improve knowledge dissemination through inclusive and innovative delivery.
- Drive impact and wellbeing outcomes through effective and high-quality asthma education.
- Facilitate multi-disciplinary best practice care for people with asthma.
- Build collaborative approaches to issues that are important to health professionals and the community.

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[sensitivechoice.com](http://sensitivechoice.com)

## Acknowledgment of Country

*The National Asthma Council Australia acknowledges the Traditional Owners of Country throughout Australia and acknowledges their continuing connection to land, waters and community. We pay our respects to the people, the cultures and the Elders past and present.*

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## Chair's message



As I reflect on the past year and note the achievements of the hardworking people in this organisation, I do so with pride but also a touch of sadness, as this is my final Chair's message.

It has been rewarding to have led the National Asthma Council (NAC) through a significant 12 years, first as a director and then as chair, as we continued to grow and evolve to lead education and advocacy efforts, staying at the forefront of clinical knowledge and practice, and listening to and responding to key respiratory issues in the community. We took on the challenges and weathered the COVID pandemic years, and we now enter the new financial year with a strong foundation and positive strategic outlook.

Asthma is one of the most common chronic diseases that affects 2.8 million, or 1 in 9 Australians. Since our inception in 1989, the NAC has led key initiatives to improve the management of asthma and decrease asthma mortality rates in Australia. We continue to lead the improvement of asthma care and management in Australia, driving best practice with evidence-based guidelines, strategic focus and collaborative partnerships.

This year we had a key focus on the comprehensive revision and update of the national guidelines for asthma management - the NAC's Australian Asthma Handbook. Extensive review, development and writing work was undertaken to update the clinical content based on the available evidence. The updated guidelines website is well progressed and planned for launch later in 2025. This and many other initiatives would not be possible without the extraordinary contributions of our committees, advisory groups and staff.

Volunteering time and expertise is a commodity highly prized by the NAC and it should be recognised for the value it brings to the Australian community at large. The NAC would not exist without the significant time and contribution made by a range of professional and skilled individuals who contribute their expertise to the governance of the organisation, and the work of our expert committees and panels.

To that end, I sincerely thank the Australian Asthma Handbook Guidelines Committee Chair Prof Nick Zwar and the whole committee for their leadership on this significant project. I also acknowledge our Finance and

our Governance Committees, Pharmacists, General Practitioners and Nurses Asthma Advisory Groups and the Sensitive Choice Advisory Panel who all continued to work hard to guide and advance the work of the NAC over the year.

This year was also a notable time for extending and working on our stakeholder networks, enriching the work we do through collaborations both nationally and internationally. This was a focus for both the NAC Board and staff, and the NAC will continue to build its leadership and leverage over the coming years.

Throughout the year we made significant progress in updating and strengthening the governance of the organisation, in line with the principles of best practice to ensure effective governance, financial stewardship, risk management, leadership of strategic direction and legal and ethical compliance to support the delivery of the NAC's work. As always, I extend my sincere gratitude to my valued board colleagues, with the mix of clinical and non-clinical expertise around the board table, for their contributions over the year.

This annual report once again highlights the significant achievements of the NAC. I have been privileged to steer the NAC as Chair of the Board I am proud of our ongoing leadership and commitment to improving asthma care and management across Australia. Thank you to CEO, Ms Rhonda Cleveland, who has continued to lead a dynamic, adaptable and professional team.

As I leave the NAC, I look forward to watching it transition to the next phase, building on a strong foundational footing, to lead and leverage initiatives to improve asthma management, to reduce the impact of asthma on so many in this country.

Dr Joanna Wriedt  
Chair of the Board

## CEO's message

The past year has been one of continued progress and achievements in line with our Strategic Plan 2024–2026. I am proud of our Board, committees, advisory groups and staff working together to improve asthma care and management in Australia.

We delivered on our strategic goal of providing accessible evidence-based guidelines for health professionals with the updating of the Australian Asthma Handbook. The Guidelines Committee and supporting staff undertook significant evidence synthesis and guidelines development for the launch of the new website, timed for the second quarter of 2025. We ran some early webinars to provide information on the impending asthma guidelines changes. They were highly successful with enormous registration numbers from all over the country, including regional and remote areas, indicating the reliance of health professionals on the NAC for evidence-based asthma management guidelines.

We also continued our commitment to providing evidence-based resources by updating important charts and information papers, which were welcomed by health professionals and featured reputable general practice, nursing and pharmacy media publications. We remained committed to robust processes for development of all tools and resources with rigorous review of not only health professional resources but also Sensitive Choice approved products.

We continued our commitment to drive impact outcomes through effective and high-quality asthma education. Demand continued for our renowned asthma education program, which was once again funded by the Australian Government Department of Health, Disability and Ageing. Engagement with our asthma publications and resources increased. Highlights include growth across all digital platforms with over 1.4 million page views on our NAC website and hundreds of thousands of asthma action plan, chart and 'how to video' downloads.

Building on our collaborative advocacy approach remains a key priority and we continued to strengthen these efforts throughout the year. We contributed to national influence on key issues with the Lung Health Alliance and international influence with our ongoing partnership with, and participation in, global campaigns, and we engaged proactively with our member organisations.

We continued our reach and growth, welcoming new partners to our Sensitive Choice program, and extending our agreements with many valued corporate sponsors.

There wouldn't be progress without change and on this note, I share my utmost gratitude for our Board members and Guidelines Committee members whose term ended with us and who joined as new members, to generously contribute to the achievement of our strategic purpose. I am privileged to work alongside leading experts, striving to improve asthma care, and reduce hospitalisations and preventable deaths. Our work would not be possible without you.

Immense gratitude goes to Board Chair, Dr Joanna Wriedt, who after an incredible 12 years concludes her term at the end of 2025. Joanna has been instrumental in the NAC's strategic direction, providing exceptional leadership and guidance over the years. She has played a pivotal role in the growth of our organisation, ensuring that we are achieving our strategic purpose. Her insight and drive will be missed, however her impact will continue as we build upon her sound governance.

Our staff team worked diligently throughout an extremely busy year, across multiple administrative, educational, clinical and communications projects. I am grateful for their ongoing commitment, contributions and hard work and for their support for me as CEO.

The next 12 months will be a busy period focused on completing and launching the Australian Asthma Handbook, ongoing implementation initiatives and development of an extensive range of complementary resources. We are also working on website updates for both Sensitive Choice and NAC websites.

I look forward to working with our stakeholders to build our leadership, collaboration and advocacy efforts, so we can achieve our ultimate goal of reducing preventable deaths from asthma.

Rhonda Cleveland  
Chief Executive Officer

## Year in review



**143,218**  
Australian Asthma  
Handbook website visits



**982,545**  
NAC website visits



**137,451**  
Sensitive Choice®  
website visits



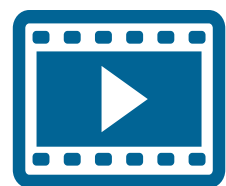
**455,655**  
Australian Asthma  
Handbook webpage  
views



**1.43M**  
NAC webpage views



**209,756**  
Sensitive Choice®  
webpage views



**403,594**  
NAC how-to video  
webpage views



**209,623**  
NAC asthma action plan  
webpage views



**115,584**  
NAC medication chart  
webpage views



**12%**  
increase in NAC eNews  
subscribers



**9%**  
increase in Sensitive  
Choice® eNews subscribers



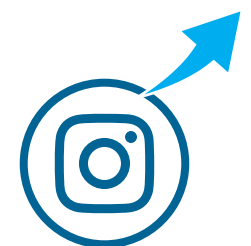
**38**  
education sessions/  
webinars delivered



**12%**  
increase in NAC  
Facebook followers



**26%**  
increase in NAC  
LinkedIn followers



**21%**  
increase in  
Sensitive Choice®  
Instagram followers



**60**  
new Sensitive Choice®  
products approved



**4**  
new Sensitive Choice®  
partners



**2**  
tradeshows attended/  
exhibited



**25**  
media releases issued



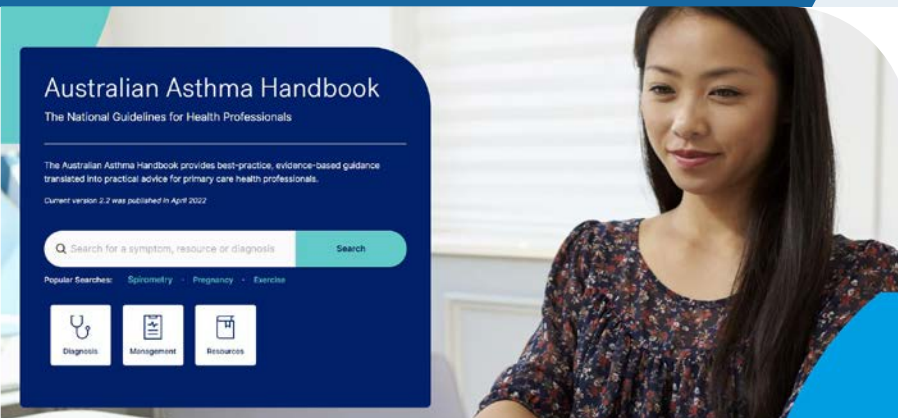
**5**  
joint media releases  
issued



**1,630**  
media mentions earned



# Australian Asthma Handbook



The National Asthma Council Australia (NAC) continues to lead the improvement of asthma care and management in Australia with the **Australian Asthma Handbook** – the national guidelines for primary health care professionals.

The **Australian Asthma Handbook** provides health professionals with the latest evidence-based, practical guidance for diagnosing and managing asthma in adults, adolescents and children.

## Reshaping asthma management in Australia: *Australian Asthma Handbook* update

During 2024–25, the NAC undertook a comprehensive update of the *Australian Asthma Handbook*. This included a major revision of evidence and clinical guidance, and a redesign of the website. The review was led by a multidisciplinary team of expert health professionals on the NAC Guidelines Committee, with significant clinical input from A/Prof Debbie Rigby, NAC Clinical Executive Lead.

The clinical update involved a comprehensive review of evidence and international guidelines to inform practical recommendations for Australian primary health care professionals based on the best available evidence. The website update included an extensive analysis of website user experience with a diverse group of general practitioners, nurses and pharmacists to align the new website with audience requirements.

Key objectives of the update were:

- translating evidence-based information into clinical practice for optimal patient outcomes and well controlled asthma
- raising awareness for primary health care professionals and consumers about asthma management and control
- contributing to a meaningful reduction in the burden of asthma as a chronic disease, through improved asthma diagnosis and management
- supporting a climate-resilient health system by addressing the environmental impact of poorly controlled asthma.

This review and update led to a planned launch of the *Australian Asthma Handbook*, scheduled in September 2025.

## Addressing over-reliance on SABA

Throughout 2024-25 the NAC continued working to address the issue of over-reliance on short-acting beta<sub>2</sub> agonists (SABA) to manage asthma. Managing asthma with SABA alone is associated with increased risk of exacerbations and is an indicator of poor asthma control. Australians are widely managing their own asthma with over-the-counter salbutamol, even though it is no longer recommended in guidelines. SABA alone is associated with worse asthma outcomes, compared with low dose inhaled corticosteroids (ICS) treatment.

In various media releases, webinars and editorials, health professionals were encouraged to stop prescribing or advising treatment with as-needed SABA alone to manage asthma in adults and adolescents. Health professionals were urged to prescribe anti-inflammatory treatment from day one, for asthma in adults and adolescents. This is a main focus of the updated *Australian Asthma Handbook* to be released in September 2025.

## Promoting OCS stewardship

The NAC also provided commentary on harm reduction and the cumulative risk of side effects from multiple short courses of oral corticosteroids (OCS). Oral corticosteroids such as prednisone and prednisolone are highly effective for acute management of exacerbations and life-threatening asthma.

However, evidence indicates that OCS use is common, increasing the risk of serious side effects and long-term harm. Growing evidence highlights the risks associated with repeated short courses, even at relatively low cumulative doses.

## Environmental impact of asthma treatment

The NAC continued its leading work throughout 2024-25 in reducing the environmental impact of asthma treatment. This focus has also been incorporated into the NAC's *Australian Asthma Handbook* with guidance for health professionals on reducing the environmental footprint of asthma treatment, including promoting lower-carbon inhaler choices and improving asthma control, which can lower greenhouse gas emissions.

This commitment began in the late 1990s when the NAC worked on the transition to CFC-free asthma in-halers – pressurised metered dose inhalers (pMDIs) – with the United Nations Environment Programme and also formed a national stakeholder working group consisting of regulatory,

pricing, health professional, pharmaceutical and health organisations to plan the transition to pMDIs with CFC-free propellants.

The transition to pMDIs with low carbon footprint continues to be a focus of respiratory organisations around the world. The NAC attends and contributes to briefings through its membership of the International Primary Care Respiratory Group (IPCRG), Global Action Against Respiratory Disease (GAARD) and Global Allergy and Airways Patient Platform (GAAPP) as well as its own member organisations.

In 2024-25 the NAC also continued significant input and participation in the National Implementation Committee of the Quality and Sustainable Asthma-care Roadmap, and major clinical input by A/Prof Debbie Rigby as the primary advisor for the earlier Roundtable Discussion Series – Optimising asthma inhaler use for better asthma and climate outcomes.

## Explore: [astmahandbook.org.au](https://astmahandbook.org.au)

The *Australian Asthma Handbook* is endorsed by peak organisations including:

- Australasian College for Emergency Medicine
- Australian Primary Health Care Nurses Association
- Pharmaceutical Society of Australia
- Royal Australian College of General Practitioners
- Advanced Pharmacy Australia.

## Website statistics – [astmahandbook.org.au](https://astmahandbook.org.au)

There were 143,218 website sessions and 455,655 page views of the *Australian Asthma Handbook* in 2024-25, indicating a high level of continued engagement with health professionals.

### TOP 5 POPULAR WEBPAGES VIEWED

1. Management
2. Management/adults
3. Management/children
4. Acute asthma/clinical
5. Diagnosis



# 455,655

**Australian Asthma Handbook**  
website page views



# Asthma management resources



The NAC plays a lead role in providing Australia’s primary health care professionals with high-quality, evidence-based asthma management resources. These tools are designed to be accessible and easy to use, to support best-practice care, and improve asthma outcomes.

Our resources are based on the *Australian Asthma Handbook* and developed in close collaboration with a multidisciplinary network of leading experts – including respiratory physicians, general practitioners, nurses, allergists, and pharmacists.

Resources are freely accessible, available for download or order via the NAC and Sensitive Choice® websites. The most popular single page on the NAC website continues to be the Asthma and COPD medications chart, with 115,584 views.

TOP 5 MOST POPULAR WEBPAGES VIEWED:

- 1. Asthma and COPD medications chart
- 2. About asthma action plans
- 3. How-to video library landing page
- 4. Asthma action plan/health professional page
- 5. Asthma action plan library page

TOTAL DOWNLOADS:



IN 2024-25, THERE WERE:



1.43M  
NAC webpage views



403,594  
NAC how-to video webpage views



209,623  
Asthma action plan total page views

Over 27,465 print copies of our resources were disseminated across Australia, including:

- Asthma Action Plan
- Asthma and COPD Medications Chart
- My Asthma Guide
- First Aid for Asthma Chart.

Explore: [nationalasthma.org.au/living-with-asthma/resources/health-professionals](https://nationalasthma.org.au/living-with-asthma/resources/health-professionals)

Asthma action plans

An integral part of asthma management is the development of a written asthma action plan by the person with asthma and/or their carer together with their doctor.

Asthma action plans continued to be one of the most downloaded items on the NAC website with over 90,000 downloads in 2024-25.

The importance of having an updated asthma action plan was widely promoted across NAC communications channels and through health professional and consumer media, highlighted in topics such as back-to-school preparation, pollen season and thunderstorm asthma and winter colds and flu season. This resulted in a high level of engagement across the various action plan pages on the NAC website, with over 200,000 asthma action plan page views.

Explore: [nationalasthma.org.au/health-professionals/asthma-action-plans](https://nationalasthma.org.au/health-professionals/asthma-action-plans)

How-to videos

Incorrect technique when using inhaled medicines is very common among patients with asthma or COPD. Regardless of the type of inhaler device prescribed, patients need individualised, repeated hands-on training in correct inhaler use.

The NAC’s how-to video library includes demonstrations of correct technique with all the main types of inhalers, as well as spacers and nasal sprays.

Videos are updated regularly through active collaboration with our extensive network of health professionals. New videos produced in 2024-25 included:

- How to use a metered dose inhaler with a spacer for adults
- How to use Easyhaler Bufomix and Salflumix devices

In 2024-25, there were 403,594 how-to video total page views.

THE MOST POPULAR HOW-TO VIDEOS WERE ABOUT HOW TO USE:

- Turbuhaler
- Standard pMDI
- Spacer with a pMDI inhaler
- Nasonex
- RespiMAT.

Explore: [nationalasthma.org.au/health-professionals/how-to-videos](https://nationalasthma.org.au/health-professionals/how-to-videos)











NEW

## How to use a metered dose inhaler with a spacer for adults video

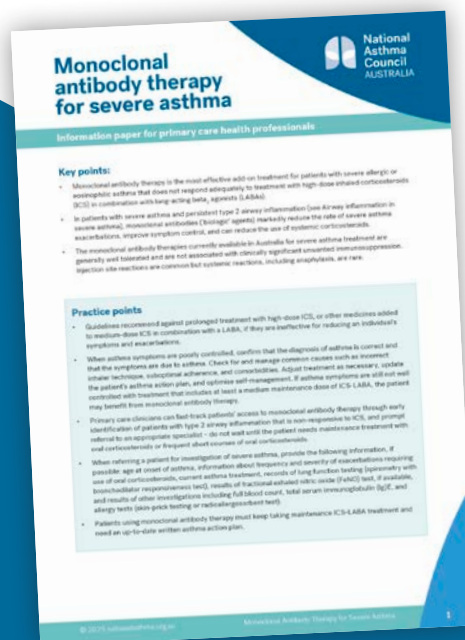
This new instructional video provides step by step guidance on using a metered dose inhaler with an AeroChamber spacer with a pMDI and how to use an AeroChamber spacer with a mask. It is available on the NAC website how-to video library.

NEW

## How to use Easyhaler Bufomix and Salfumix devices

This new instructional video was developed to highlight how to use Orion Pharma's Easyhaler dry powder inhalers for asthma and COPD.

The Bufomix Easyhaler and Salfumix Easyhaler, ICS-LABA products were listed on the Pharmaceutical Benefits Scheme (PBS) in Australia in April 2024 and are featured in the NAC's 2024 *Asthma and COPD medications chart*. The video provides steps and tips for patients using the inhaler to ensure the correct device technique which is essential for optimal asthma management.



NEW

## Monoclonal antibody therapy for severe asthma chart

The *Monoclonal Antibody Therapy for Severe Asthma* Wall Chart lists the four monoclonal antibody treatments available in Australia in March 2025: benralizumab, dupilumab, mepolizumab, and omalizumab.

Monoclonal antibody therapies are subsidised by the PBS for patients in specialist care who meet strict criteria. The new chart complements the updated *Monoclonal antibody therapy for severe asthma* information paper and includes photographs and notes about each medication.

Along with the updated information paper it helps health professionals navigate this complex clinical area, including key practice points, information about use in pregnancy and ongoing care of patients receiving monoclonal antibody therapy.



UPDATED

## Monoclonal antibody therapy for severe asthma information paper

This information paper is an evidence-based resource for primary care health professionals to help explain the latest treatment options for patients with severe asthma.

This updated resource will assist GPs to fast-track patients' access to monoclonal antibody therapy through regular review and early referral to an appropriate specialist.

## Education and training



The Asthma and Respiratory Workshop Education Program is a highly regarded training program for up-skilling primary health care professionals. This nationally recognised program delivers high quality education, peer-led training, and practical resources to support best-practice asthma care.

The program is designed for general practitioners, nurses, pharmacists, and allied health professionals, the program and aims to:

- translate evidence into practice through interactive, clinically relevant sessions
- promote national consistency in asthma and chronic respiratory disease management
- equip clinicians with the latest tools, guidelines, and patient education materials
- foster peer-to-peer learning through expert-led workshops and webinars.

Explore: [nationalasthma.org.au/health-professionals/education-training](https://nationalasthma.org.au/health-professionals/education-training)

Our team of expert healthcare professionals continued to deliver high-quality educational workshops across metropolitan and regional areas of Australia. Their ongoing commitment to improving asthma management education, aligned with the latest guidance in the *Australian Asthma Handbook*, is deeply valued.

More than 1500 healthcare professionals participated in our workshops and discipline-specific webinars. These training sessions supported general practitioners, primary health care nurses, community pharmacists, and asthma and respiratory educators, ensuring broad reach and relevance across the primary care sector.

## Workshops

Demand for the NAC's Spirometry Training Course remains consistently strong, driven by the proven effectiveness of our face-to-face delivery model. These workshops offer valuable hands-on experience while maintaining strict adherence to infection control protocols.

Over the reporting period, we successfully delivered 31 workshops, meeting our target and receiving exceptional participant feedback across all sessions.

Our long serving spirometry presenter and respiratory scientist, Trevor Borgas, delivered a National Asthma Week 'spirometry road show' which included 5 back-to-back workshops. The regional areas included Broken Hill, Dubbo (2 workshops), Orange and Bathurst. The feedback received was overwhelmingly positive, with communities expressing deep appreciation for the support and engagement provided.

### Workshops/webinars held across Australia:

Mildura (Vic), Shepparton (Vic), Townsville (Qld), Mackay (Qld), Cairns (Qld), Robina (Qld), Orboast (Vic), Wangaratta (Vic), Geraldton (WA), Broken Hill (NSW), Dubbo (NSW), Orange (NSW), Bathurst (NSW), Armidale (NSW), Tamworth (NSW), Canberra (ACT), Robina (Qld), Wollongong (NSW), Melbourne (Vic), Bendigo (Vic), Purfleet (NSW), Halls Gap (Vic) Hunter Valley (NSW), West Moreton (Qld).





Evaluation results were overwhelmingly positive:

- 99% of workshop attendees strongly agreed that their educational needs were fully met.
- Between 95% and 98% of participants reported that their learning objectives were completely fulfilled across almost 31 spirometry workshops.
- Our spirometry workshops extended into Indigenous communities and rural regions that had previously not received formal training. This initiative significantly broadened access to education and equipped local health professionals with the skills necessary to deliver vital respiratory testing services.

## Webinars

We delivered seven webinars including a PraxHub webinar about the *Australian Asthma Handbook*.

These one-hour sessions were accredited by both the Royal Australian College of General Practitioners (RACGP) and the Australian College of Rural and Remote Medicine (ACRRM) as Continuing Professional Development (CPD) activities.

### Praxhub Webinar: Breathing life into asthma management

On 18 March 2025, the NAC hosted a Praxhub webinar, delivering essential updates based on the review of the *Australian Asthma Handbook*.

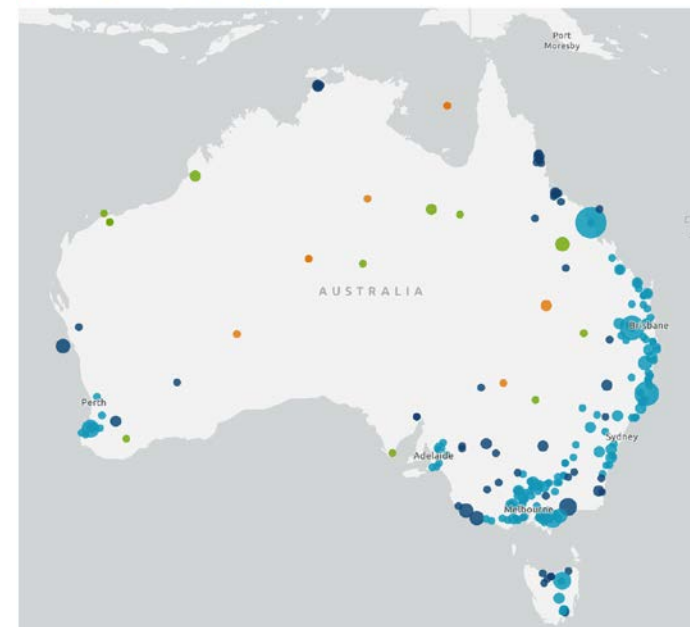
Over 500 health professionals registered for the webinar which was led by A/Prof Debbie Rigby, NAC Clinical Executive Lead. Over 1,000 people also watched the webinar recording. Participants joined from all over Australia including rural and regional areas.

#### Members who commenced edu (in remote areas)

Unique number of members who commenced/attended any portion of the education (excluding "major-cities")

Member Remoteness

inner-regional outer-regional remote very-remote



Workshops:

31

Spirometry Training Course



Webinars:

3

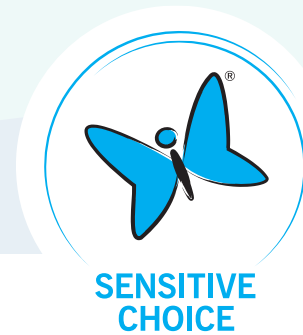
Take a Breath – Asthma/ COPD Medications & Devices

3

Asthma & COPD – They Do Overlap  
Asthma in Spring – Allergies & Thunderstorms

*“This course is important for all nurses and GPs. It covers all aspects of spirometry. I really enjoyed it and got a lot from the course.”*

– Qld Spirometry workshop attendee



Sensitive Choice®

## Empowering people to live better with asthma and allergies

The NAC's Sensitive Choice® program continues to provide information, guidance and resources to the millions of people living with asthma and allergies. The Sensitive Choice® blue butterfly provides consumers with a way to identify products and services that have the potential to benefit people living with asthma and allergies.

Sensitive Choice® is a global program with trademarks in over 65 countries. People with asthma and allergies can look out for the reassuring blue butterfly around the world.

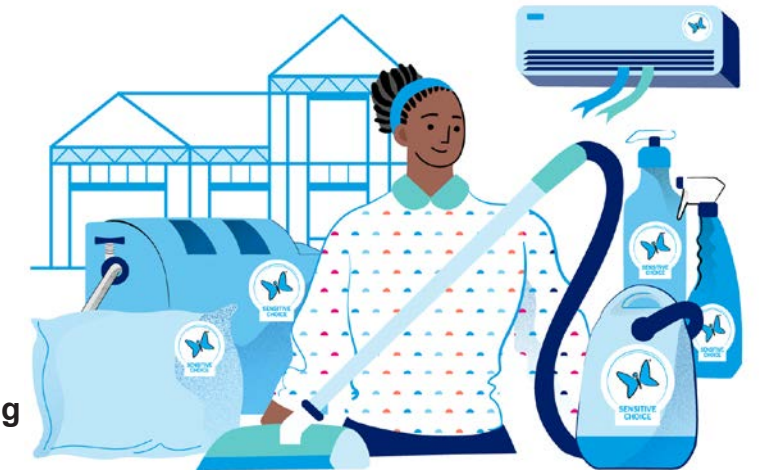
People can find hundreds of Sensitive Choice® approved products globally, ranging from bedding and construction materials to cleaning agents, carpets, air purifiers, vacuum cleaners, paints, and even baby products.

### A rigorous review process

Every product and service that receives Sensitive Choice® approval has undergone a rigorous, independent assessment to ensure it meets its claims and has a proven potential to improve the quality of life for those living with asthma and allergies.

Applications are reviewed by the NAC Product Advisory Panel, a multidisciplinary group of leading experts who volunteer their time and expertise. The panel comprises of experts and professionals, including:

- allergist
- chemical engineer
- epidemiologist
- general practitioner
- lawyer
- nurse
- paediatrician
- respiratory physician
- pharmacist.



Each submission is evaluated against current clinical evidence and public health priorities, with a focus on safety, efficacy, and relevance for people living with asthma or allergies.

A significant proportion of initial applications are declined or require substantial revision before further consideration, highlighting Sensitive Choice's commitment to quality.

Over the past year, the Sensitive Choice® program has continued to expand, welcoming 60 new products into its approved range of products and services, along with the introduction of four new partner brands.

Sensitive Choice® empowers consumers to make informed decisions to potentially provide better health outcomes. The program seeks to encourage innovation in product development, inspiring manufacturers to develop products that are appropriate for people with sensitivities such as asthma and allergies.

Explore: [sensitivechoice.com](https://sensitivechoice.com)



61

total program partners globally



4

new partners joined the program



60

new products approved





## Digital engagement



**13,862**  
eNews subscribers  
(9% increase)



**13,500**  
Facebook followers  
(1.5% increase)



**2,300**  
Instagram followers  
(21% increase)



**137,000**  
website sessions  
**209,756**  
webpage views

## MOST POPULAR WEBSITE PAGES

1. Indoor humidity levels fact sheet
2. Pollen and hay fever fact sheet
3. Midea air magic product page
4. Sensitive Choice® approved products and services landing page
5. Product category – Air purification

## Consumer engagement

In 2024–25, our Sensitive Choice® program featured prominently at two major consumer expos, to raise awareness of asthma and allergy management. Participation in tradeshows provides:

- dissemination of educational materials on asthma and allergy management
- access to guidance and information from NAC representatives
- sharing of valuable industry knowledge from Sensitive Choice® partners
- interactive displays showcasing the Sensitive Choice® approved products and partners
- awareness about the program and its rigorous product approval process.

Some of our Sensitive Choice® approved partners joined us at the exhibition events, showcasing their products and services on our stand. This maximises our joint brand visibility and raises their profile as an asthma and allergy friendly product or service provider – a key point of difference that often sets them apart from competitors in their industry. Partners on the stand have a representative to provide their expertise and speak directly to consumers about their products and their Sensitive Choice® approval.

These collaborations lead to extensive cobranded campaign outputs across multiple channels such as blogs, eDMs, social media content and print collateral. At every event, we host competitions for attendees to enter for the chance to win a range of Sensitive Choice® approved asthma and allergy friendly prizes.

## Pregnancy, Babies and Children's Expo, 5–6 October 2024

The Pregnancy, Babies and Children's Expo is Australia's largest and world's longest running early parenting event. At this event, Sensitive Choice® connected with thousands of expecting parents, carers and families seeking health information. This event aligns with Sensitive Choice's most engaged audience demographic of females aged 35-55 years, who either live with asthma or allergies or are caring for someone in their family who has asthma or allergies.

The Sensitive Choice® exhibited to over 8,000 attendees across the two-day event, distributing 1,500 showbags filled with resources and partner print assets.

The competition offered \$4,500 worth of prizes, with 20 prizes given away thanks to partners including Daikin, ecostore, Koh, Protect-A-Bed and Tontine. A mailing list sign-up secured over 600 new subscribers.

We were joined on stand with:

- Daikin and their Sensitive Choice® approved split system air conditioners and air purifiers
- Tontine and their Sensitive Choice® approved pillows, quilts and bedding products
- FESS and their Sensitive Choice® approved saline nasal sprays, washes and gels.

## Melbourne Home Show, 11–13 April 2025

The Melbourne Home Show attracted 27,000 homeowners, renovators, and builders. Sensitive Choice® engaged these audiences about the program, sharing resources about eliminating common household allergic triggers, directing them to find Sensitive Choice® approved products to help achieve a more hygienic, asthma and allergy free home.

Sensitive Choice® showcased at this event with:

- Coway and their Sensitive Choice® approved air purifiers
- NWT and their Sensitive Choice® approved dehumidifiers.

The Sensitive Choice® competition offered 20 prizes worth over \$4,000, thanks to our partners at Koh, Protect-A-Bed, NWT, Noirot and Herington. A mailing list signup secured 300 new subscribers.

## Key awareness campaigns

The Sensitive Choice® program participated in awareness campaigns throughout the year and invited partners to take part by supplying them with media kits that included visual assets and key messages to use across multiple digital platforms.

### World Sleep Day, 14 March 2025

- **Key messages:** Make sleep health a priority. At least one-third of people with asthma have sleep disturbance, associated with worse asthma symptoms.
- **Results:** 49,000+ paid social impressions, 22,000 social media reach, 7,000+ social content interactions.

### World Asthma Day, 6 May 2025

- **Key messages:** Asthma affects as many as 262 million people worldwide. Sensitive Choice® is dedicated to helping people live better with asthma and allergies.
- **Results:** 5,600 owned social media impressions, 56 total partner content pieces published, over 8,000 earned social views.

### World Allergy Week, 29 June–5 July 2025

- **Key messages:** Between 30 and 40% of the global population have allergies, affecting one in 5 Australians and New Zealanders. Key facts and statistics about common allergic triggers and how to manage them were shared.
- **Results:** 80 total partner content pieces published, 50,356 owned social impressions

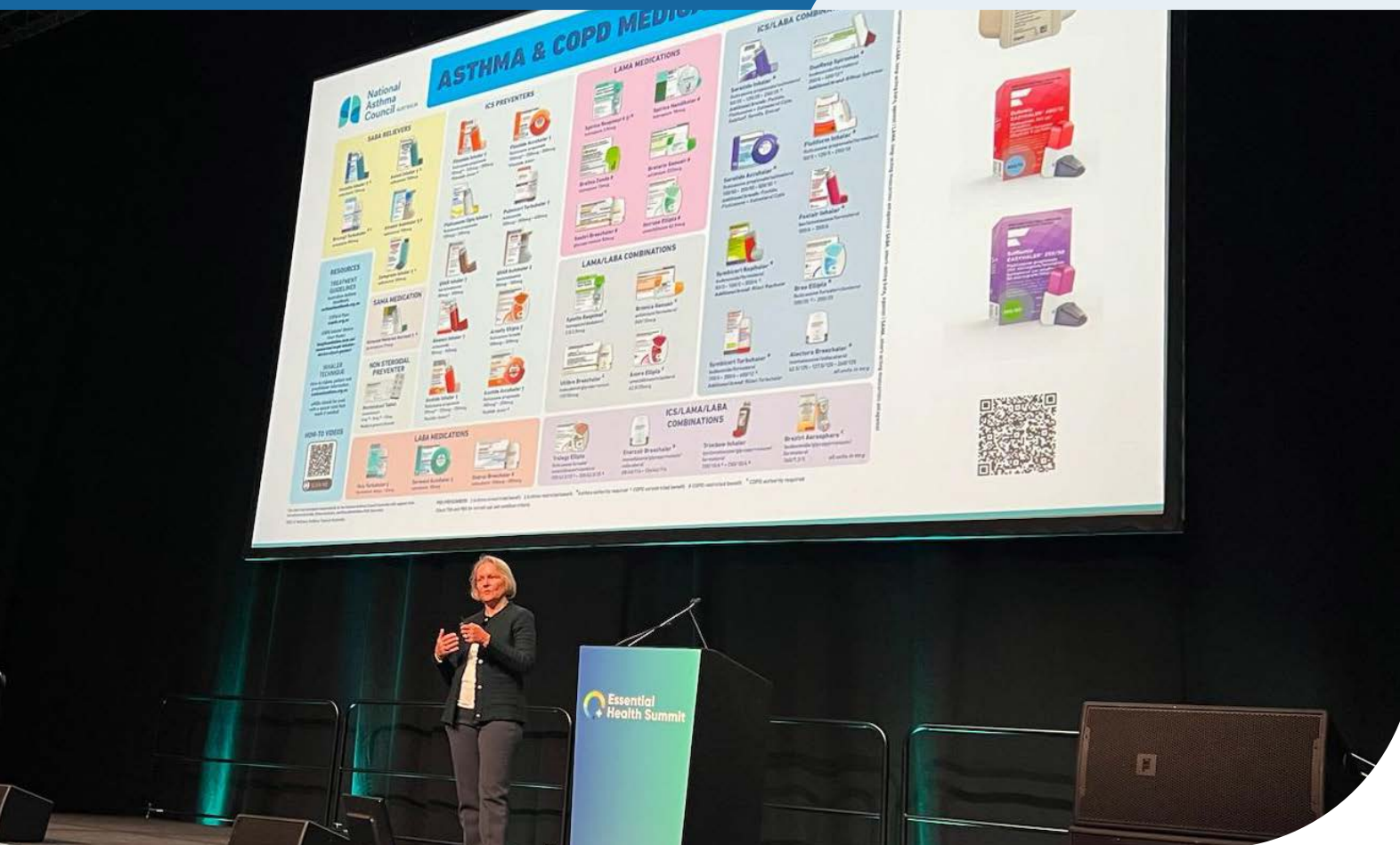
### National Asthma Week, 1–7 September 2024

- **Key messages:** Asthma affects one in 9 Australians, about 2.8 million people. Make a Sensitive Choice® and find asthma and allergy friendly products.
- **Results:** 50 total partner content pieces published, 65,000 owned social reach.





## Leadership and advocacy



## Campaigns and initiatives

In 2024–25, the NAC continued to network with key stakeholders by participating in major conferences, professional forums and national and international campaigns. It was an effective way to strengthen visibility, share expertise and join collaborative efforts on key issues to raise awareness for both health professionals and consumers.

### APNA Essential Health Summit, 25–27 July 2024, Adelaide

The NAC had a visible presence at The Essential Health Summit – a joint conference by the Australian Primary Health Care Nurses Association (APNA) and the Australasian Society of Lifestyle Medicine. APNA is a member organisation of the NAC.

The NAC's Clinical Executive Lead, A/Prof Debbie Rigby, delivered a presentation on asthma medications and inhaler technique. The session provided practical, evidence-based strategies to optimise treatment outcomes and attendees were encouraged to visit the NAC stand to explore the range of asthma management resources.

### PSA Conference, 2–4 August 2024, Sydney

The NAC exhibited and presented at PSA24, the annual conference of the Pharmaceutical Society of Australia (PSA), one of the NAC's member organisations. The NAC hosted an exhibition stand, to highlight and share our latest asthma resources and educational tools. A major focus was the launch and promotion of new supplementary inhaler labels and accompanying information cards, designed to support pharmacists in improving patient understanding of inhaler use and medication adherence. The NAC also promoted the IPCRG Asthma Right Care slide rules and challenge cards at the exhibition stand, which were highly popular.

### National Asthma Week, 1–7 September 2024

During National Asthma Week, the NAC highlighted that asthma is one of the most prevalent chronic diseases in Australia. Campaign materials were developed and shared with health professional organisations to promote the importance of asthma management such as ensuring correct medication use and device technique and having an up-to-date asthma action plan.

The *Understanding asthma* video series was also developed, featuring Dr Joel Ten, GP and spokesperson for the NAC. Topics included:

- What does asthma look like?
- What does asthma feel like? Understanding asthma symptoms.
- What is the difference between asthma relievers and asthma preventers?

### World Lung Day, 25 September 2024

On World Lung Day, the NAC joined GAAPP in sharing 'The Global State of COPD' Report, infographics and social media assets, created by the 'Speak Up for COPD' coalition to drive change to tackle the global lung health crisis, and the 'Lung Health for Life' Report. These resources were created to educate health professionals on improving care for people living with chronic respiratory diseases.

### Pollen season campaign, 2024

The NAC once again partnered with Melbourne Pollen to make daily pollen forecasts widely available to people with asthma and allergies. The NAC's Sensitive Choice® website hosted daily pollen forecasts for a wide range of sites across Australia including Melbourne, Bendigo, Geelong, Ballarat, Canberra, Campbelltown, Brisbane, Perth and Adelaide. A social media campaign directed people to the pollen forecasts and updated consumer information about being prepared for the pollen season and managing asthma and allergies effectively. A series of podcasts recorded with NAC spokespeople including Dr Joel Ten, Prof Sheryl Van Nunen OAM and Clinical A/Prof Greg Katsoulotos raised awareness about various asthma and allergy topics.

### NAPSA Congress, 2–17 January 2025, Brisbane

At the National Australian Pharmacy Students' Association (NAPSA) Congress, NAC engaged with over 250 pharmacy students from across Australia and New Zealand via a student education workshop and dissemination of resources at NAPSA's trade expo. It was a valuable opportunity to connect with future pharmacists and introduce them to the NAC's health professional and consumer asthma management resources. The IPCRG Asthma Right Care slide rules and challenge cards were highly sought after by students at the Congress.

Dr Joel Ten and  
Prof Sheryl Van Nunen OAM





## Primary Health Care Nurses Day, 5 February 2025

On APNA's Primary Health Care Nurses Day, the NAC joined a day to celebrate the vital work nurses do in primary health care settings, including vital asthma management, education and care. This year's theme was 'Treating the whole person'.

We profiled our long-standing, valued NAC Board member and primary health care nurse, Julianne Badenoch. Julianne says she values her work as a primary health care nurse because it is an opportunity to become an integral part of a person's life journey, and it is a privilege to provide holistic care.

We value the contributions of primary health nurses on the NAC's Nurses Asthma Advisory Group and our many networks and organisational collaborations.

## MedsAware Week, 10–16 March 2025

The NAC supported Advanced Pharmacy Australia's MedsAware Week with a focus on reducing carbon footprint in Australia through inappropriate or unnecessary prescribing, dispensing and purchase of inhalers. Medicines have important benefits in curing and preventing diseases and improving symptoms. However, medicines can also impact the world around us.

The NAC promoted minimising waste by prescribing the right medications to treat asthma effectively, discouraging excessive over the counter purchases of inhalers and promoting return of used and unwanted inhalers to a pharmacy for safe and responsible disposal.

***“Thank you, National Asthma Council Australia for your support of MedsAware Week and helping us empower more people to think safely and sustainably about medicines.”***

Advanced Pharmacy Australia

## Thank Your Pharmacist Day, 13 March 2025

Thank Your Pharmacist Day is a day to celebrate the dedication of all pharmacists as an increasingly critical part of the health care team. The NAC acknowledges the vital work done by pharmacists, particularly their commitment in supporting patients with asthma and other respiratory diseases.

We're privileged to have the input of experts such as Advanced Practice Pharmacist, Clinical A/Prof Debbie Rigby, the NAC's Clinical Executive Lead, and advice from the members of our Pharmacists Asthma Advisory Group and pharmacist members of our Guidelines Committee including Dr Jenny Gowan AM and Prof Bandana Saini.

## IPCRG 8th Scientific Meeting, 10–12 April 2025

The NAC participated in the 8th Scientific Meeting of the IPCRG, which brought together global leaders in primary respiratory care. The event focused on implementation science, clean air and planetary health, tobacco cessation, and adolescent respiratory health.

NAC's engagement supported international knowledge exchange and reinforced its leadership in primary care respiratory education and innovation.

## World Asthma Day, 6 May 2025

The NAC highlighted World Asthma Day as an important reminder about the impact of asthma in Australia and around the world. The Global Initiative for Asthma (GINA) promotes this day every year to raise awareness about the important role that government, policy makers, health professionals and industry all have to make a difference to improve the management of asthma.

Asthma is one of the most common chronic non-communicable diseases that affects over 260 million people globally. In Australia, 2.8 million, or one in 9 Australians, have asthma.

The NAC also promoted an interactive asthma treatment access map, developed by GAAPP, to coincide with GINA's theme for World Asthma Day. The map was designed to visually represent how countries perform in terms of asthma care. It can be used as an awareness and advocacy tool for better asthma care and equitable treatment access worldwide.

***“A big thank you to Debbie Rigby from the National Asthma Council Australia for leading an insightful and engaging workshop on inhaler use! This collaborative event between QPSA and NAPSA was a fantastic way to celebrate World Asthma Day.”***

Vera Nordh, Pharmacy student, UQ.

The Queensland Pharmacy Students' Association (QPSA) invited the NAC's Clinical Executive Lead, A/Prof Debbie Rigby to present at their World Asthma Day education workshop. The workshop was shared live by NAPSA to bring the workshop to a wider student audience online.

## World Family Doctor Day, 19 May 2025

On World Family Doctor Day the NAC acknowledged the dedication and compassion of family doctors and primary care teams who make significant differences in patients' lives every day. This year's theme emphasised the vital role of family medicine in supporting mental health and resilience.

## RSV Awareness Week, 1–7 June 2025

The NAC promoted the Immunisation Foundation of Australia's RSV Awareness Week by sharing information to raise awareness that respiratory syncytial virus (RSV) doesn't only impact young children – it also impacts people of all ages. Adults over 60 years of age have higher rates of serious complications with RSV infection. People with asthma and chronic obstructive pulmonary disease (COPD) are at even greater risk.

The NAC also shared the Lung Foundation Australia's messaging about the RSV vaccine that is available free for pregnant women to protect their newborn, for people aged 60+, and people aged 50–59 with certain medical conditions (including lung diseases).

## RUM Inhaler Collection Launch, November 2024

The NAC continued to target the environmental impact of asthma treatment by improving education for primary health care professionals about reducing inappropriate or unnecessary prescribing and dispensing of inhalers, and the importance of gaining and maintaining good asthma control.

In November 2024 the NAC partnered with Return Unwanted Medicines project (RUM) to launch an Inhaler Collection pilot focussing on supplementing this messaging with new avenues for appropriate disposal and incineration of inhaled therapies through local pharmacies.

The pilot included a control group of selected pharmacies providing community members opportunities to dispose of unwanted inhalers through their local pharmacy. The unwanted inhalers are collected and disposed of through incineration, meeting legislative requirements specifying high temperature incineration as the required treatment for pharmaceutical waste.

The ongoing pilot continues to be successful, with audits and data interrogation against dispensing data used to estimate positive environmental impacts. Final reporting and pilot completion are scheduled for 2026.

Explore: [returnmed.com.au](https://returnmed.com.au)





## Partnerships and collaborations

### Member organisations

The NAC is a collaboration of four member organisations, representatives of which comprise NAC's Board as nominee directors, alongside the NAC's independent directors.

The NAC's member organisations are:

- Australian Primary Health Care Nurses Association (APNA)
- Australasian Society of Clinical Immunology and Allergy (ASCIA)
- Pharmaceutical Society of Australia (PSA)
- Royal Australian College of General Practitioners (RACGP)

Member organisations provide the NAC with a strong connection with the peak bodies, representing Australia's primary healthcare professionals. The NAC works in collaboration with member organisations by sharing essential asthma management resources, news, advocacy and promotional campaigns.

### International partnerships

In 2024-25 the NAC continued its collaborations with international networks, working together to share evidence, knowledge and resources to raise awareness about asthma and lung health. The NAC is an active member of the:

- International Primary Care Respiratory Group
- Global Initiative for Asthma

- Global Allergy and Airways Patient Platform
- United Nations Environment Programme
- Global Alliance Against Chronic Respiratory Diseases.

### Asthma and Airways Career Development Fellowship

The NAC co-funds the Asthma and Airways Career Development Fellowship with the Thoracic Society of Australia and New Zealand (TSANZ). The fellowship provides \$60,000 over a year to help mid-career investigators establish themselves as independent, self-directed researchers and foster the development of high-quality respiratory research across Australia and New Zealand.

Dr Jemma Mayall was announced as the recipient of the 2025 Asthma and Airways Career Development Fellowship. Dr Mayall's research team discovered that increased inflammasome activation is a common feature of all phenotypes of asthma but is most prominent in non-T2 severe asthma and obesity-associated asthma, which have no effective therapies.

Her team has already developed a remarkable new inflammasome-targeting compound, AR23B, however additional research is required to progress AR23B into asthma therapy.

Dr Mayall plans to use the fellowship to be able to develop AR23B into an appropriate therapy for the improved treatment of all asthma that also protects against viral infections, which are more severe in asthma.



Pictured L-R: A/Prof Debbie Rigby, NAC Clinical Executive Lead; Dr Jemma Mayall, Fellowship recipient; Prof Natasha Smallwood, TSANZ President.

### Medical Research Future Fund Projects (MRFF)

In 2024-25 the NAC continued its contributions to support researchers in the development and submission of their MRFF grant applications regarding asthma and respiratory health.

Three MRFF projects are supported in-kind by the NAC:

- Personalising the management of obesity-associated asthma using medical nutrition therapy and physical activity prescription, led by Dr Hayley Scott, The University of Newcastle. (The Individualised Diet and Exercise Intervention for Optimising Asthma Control and Lung Function: IDEAL Study.)
- Enhancing adherence and self-management in the treatment of respiratory conditions, led by A/Prof Johnson George, Monash University. (ENGAGEMENT Study.)
- Dispensing patient empowerment and self-management skills through technology enabled interventions delivered by community pharmacists, led by Prof Bandana Saini, The University of Sydney.

### Lung Health Alliance

The NAC continued its collaborations with the Lung Health Alliance, alongside other key respiratory organisations including Asthma Australia, Cystic Fibrosis Australia, Lung Foundation Australia and TSANZ.

Key highlights included:

- a CEO meeting of all Lung Health Alliance member organisations
- combined voice on a Lung Foundation Australia media release urging Australians not to become complacent about annual COVID-19 vaccinations
- sharing of a Lung Foundation Australia survey about the ongoing impact of COVID-19 on individuals and communities
- continued support of Asthma Australia's CURE ASTHMA work.

### Better Health Channel

The NAC continued as a key information partner on the Victorian Government's Better Health Channel website, [betterhealth.vic.gov.au](https://betterhealth.vic.gov.au).

This valuable dissemination channel assisted the NAC to expand our reach to consumers with the provision of 'asthma management' and 'asthma explained' content shared on the Better Health Channel website. These two asthma resources received 8128 webpage views during 2024-25.

*"I have been privileged to have been on the NAC Guidelines Committee since 2011 and committees prior to that. It's an honour to work with many eminent respiratory specialists, GPs, asthma educators and a brilliant medical writer."*

Dr Jenny Gowan AM

### HealthDirect

The NAC continued its provision of consumer asthma management information on the Australian Government's HealthDirect website, [healthdirect.gov.au](https://healthdirect.gov.au).

The NAC's content on the HealthDirect website attracted 2,297 visits and clicks to the NAC website, primarily on links to asthma action plans, consumer fact sheets and first aid charts.

NAC health professional resources such as the Asthma and COPD medications chart and Allergic rhinitis treatments charts were made available to nurses on the HealthDirect Health Information and Advice Service, to assisting them in responding to consumer calls about asthma related enquiries.

### Volunteers

The NAC is proud of its wide network of volunteers generously giving their time and expertise to contribute to the NAC Board, Finance Committee, Guidelines Committee, Asthma Advisory Groups (nurses, pharmacists and GPs) and the Sensitive Choice® Product Advisory Panel.

National Volunteer Week (19 to 25 May) celebrates the power of volunteering, bringing people together with the theme 'Connecting Communities'. Volunteering creates lasting relationships that enrich lives and strengthen communities. It fosters community engagement, connection and belonging.

The NAC noted the week by thanking all our valued volunteers, who work together to improve asthma care and management in Australia and importantly, the lives of people with asthma.



## In the media

Throughout 2024-25, the NAC continued to be the trusted source for asthma and respiratory health information, and for reliable and reputable commentary on topical issues. Thirty media releases, including 5 joint media releases with partnering organisations, were issued during the year about important respiratory health issues affecting the community and about new resource updates from the NAC.

### Act now to avoid the ‘back-to-school asthma spike’

Dr Geshani Jayasuriya, Guidelines Committee member, was the NAC spokesperson for the annual back to school media release aimed at consumer media. The story appeared across various newspapers including Geelong Times (Times News Group), the Surf Coast Times, the Ballarat Times and the Riverine Herald.

### Flu vaccine urgent to help protect asthma patients this winter

The NAC issued a media release with supporting statements from the PSA, urging health professionals to talk to their asthma patients about why they need to get the flu vaccine without delay. A/Prof Debbie Rigby was quoted in articles published in the Australian Journal of Pharmacy (AJP), Pharmacy Daily, Retail Pharmacy and the PSA website. A story was also published in Croakey - The Zap Health Report.

### Leading health groups urge Australians with asthma to get flu vaccine

The NAC and the PSA joined together in a consumer media release to urge Australians with asthma to get the flu vaccine and not delay. Stories were published in the Times News Group papers including the Geelong Times, Bendigo Times, Ballarat Times and Bellarine Times and also the Centralian Today.

### Updated monoclonal antibody therapy for severe asthma information paper and wall chart

A media release was issued to health professional media about the updated monoclonal antibody therapy for severe asthma information paper and a new accompanying wall chart. Articles were published in Medicine Today, Medical Forum WA and the Rural Doctors Association of Australia member e-newsletter.

### Anti-inflammatory treatment from day one: the new message for asthma in adults and adolescents

A media release was issued to health professional media regarding an NAC PraxHub webinar about the updated *Australian Asthma Handbook* guidelines. Stories were published in various media outlets including the limbic, Medical Forum WA and Pharmacy Daily.

### 2025 Asthma and Airways Career Development Fellowship

A media release was sent to health professional media regarding the announcement of Dr Jemma Mayall as the recipient of the 2025 Asthma and Airways Career Development Fellowship, jointly funded by the NAC and The Thoracic Society of Australia and New Zealand.

### Joint media release – Australians urged not to be complacent with annual COVID-19 vaccination

The NAC supported a joint media release about the importance of vaccination against COVID-19, led by Lung Foundation Australia and supported by the Lung Health Alliance and other organisations.

### Extreme grass pollen forecast for Albury Wodonga

A joint media release with Sydney Pollen Count and Forecast was issued warning Albury Wodonga residents to prepare for high levels of grass pollen. Stories ran across ABC Online, Prime 7 TV Albury, WIN TV News Albury (Channel 9), ABC Goulburn Murray Breakfast, ABC Central Victoria and The Border Mail.

### Could your Christmas tree make you sick?

The focus was on potential risks from both real and artificial Christmas trees, quoting Prof Sheryl van Nunen OAM. Stories ran in Perth Now, 7News.com.au (national), ABC Goldfields Regional Mornings, ABC Adelaide Drive,



ABC Northern Tas, ABC Online, MindFood magazine and Ngaarda Radio.

### Don't ignore asthma as bushfires escalate in Victoria

A media release was issued in mid-December as bushfires hit the Grampians National Park area, with A/Prof Debbie Rigby providing advice to local residents with asthma.

### NAC cautions vigilance for asthma medication added to 60-day dispensing list/Leading asthma body issues caution for asthma medication on 60-day dispensing list

The focus of the health professional and consumer media releases for National Asthma Week was the 60-day dispensing of eligible asthma medication. A/Prof Debbie Rigby clearly communicated that while the NAC supports cheaper medicines for consumers, this needed to be balanced with the need for vigilance around medication expiry and wastage. Publications that published the NAC position included The Medical Republic, Allergy and Respiratory Republic, newsGP, AusDoc, thelimbic, AJP, Australian Pharmacist, Australasian Pharmacy and BioPharmaDispatch.

### Update to popular asthma wall chart for health professionals

A health professional media release about the Asthma and COPD medications chart resulted in extensive coverage including thelimbic, Allergy and Respiratory Republic, The Medical Republic, Medical Forum WA, Rural Doctors Association of Australia e-news, Retail Pharmacy and Pharma in Focus.

### 35 years later asthma deaths halved but experts say asthma deaths are preventable/In 35 years asthma deaths halved, but experts say they are preventable

The annual Australian Bureau of Statistics report on asthma mortality data was again commissioned by the NAC and developed into health professional and national consumer media releases. This resulted in extensive media coverage across a wide range of print, online, radio and TV media outlets. A radio release was also prepared with news grabs from Prof Peter Wark, NAC director and Guidelines Committee member, aired on radio stations nationally 334 times.



Another challenging grass pollen season ahead for Victorians

The NAC undertook joint media activity with AirHealth, operators of Melbourne Pollen and other forecast sites across Australia. Hundreds of stories appeared across print/radio/TV and online media nationally. This included both health professional and consumer media outlets, reaching many diverse audiences across Australia, including indigenous media and extensive regional areas. Prof Frank Thien was the NAC spokesperson at the media launch alongside the Victorian Health Minister, the Bureau of Meteorology and Melbourne Pollen.

It's not too late to fight winter flu – especially if you have asthma

A media release reminding people with asthma to get their flu shot was distributed with Dr Joel Ten as NAC spokesperson. An initial story was published by the Courier Mail health writer that also ran across 10 other News Limited papers including the Daily Telegraph (NSW) and The Advertiser (SA). The story was picked up in print and online editions across all 11 News Limited papers nationally. The story also ran on Victorian radio stations including Radio 3AW and Radio GOLD as well as the Perth Radio 6PR and 6ix 'Weekend with Simon Beaumont' program. Stories also appeared in senior's magazine 'Your Life Choices' and Yahoo News Australia published a story that again ran across all News Limited papers.

Supplementary labels for asthma inhalers to remove confusion

A media release was sent to pharmacy media about the new inhaler labels and cards developed by NAC and PSA. A feature story appeared in Australian Pharmacist as well as Pharmacy Daily and Australian Journal of Pharmacy.



Pictured L-R: Dr Evelyn Wong, Deputy Chief Health Officer; Dr Edwin Lampugnani, AirHealth; Minister for Health, Hon. Mary-Anne Thomas MP; Prof Frank Thien NAC spokesperson; Bri Macpherson, Bureau of Meteorology.

The NAC continued to be the source for reliable and reputable commentary, with medical and consumer media frequently contacting the NAC for expert advice and input into news stories for their online and print publications:

MEDICAL

- In the June 2025 edition of Insight+ by the MJA, A/Prof Debbie Rigby discussed the effectiveness of monoclonal antibody therapies as an add-on treatment for patients with severe asthma. This was featured on the Insight+ website, social media and Insight enews that reached 60,000 GPs.
- NAC Director and Guidelines Committee member Prof Peter Wark was interviewed for a story in The Medical Republic regarding the impact of physical exercise on asthma.

Aerosol			Dry Powder Inhaler (DPI)		
Pressurised metered dose inhaler (pMDI)	Breath-actuated pMDI	Soft Mist Inhaler (SMI)	Single dose DPI – capsule	Single dose DPI – blister	Multidose DPI – reservoir
Aerosphere	Autohaler	Respimat	Breezhaler	Accuhaler	Easyhaler
Metered dose inhaler			HandiHaler	Ciphaler	Genuair
Rapihaler			Zonda	Ellipta	Spiromax
					Turbuhaler
INHALE SLOW and STEADY			INHALE QUICK and DEEP		

- A story was published in newsGP about helping patients reduce complications during the pollen season. It recommended investigating appropriately to confirm or refute an asthma diagnosis as outlined in the *Australian Asthma Handbook*.
- A/Prof Debbie Rigby was asked to write a feature story about 60-day prescriptions and the shelf life of asthma inhalers for MJA Insight+ Magazine.

PHARMACY

- A/Prof Debbie Rigby was quoted in an AJP article on changes to the *Australian Asthma Handbook* and how pharmacists can adapt.
- A/Prof Debbie Rigby was quoted in an AJP article on several single inhaler therapies for the treatment of severe asthma.
- The AJP published an article advising pharmacists on how to address patients demanding SABA medication, including quotes from A/Prof Debbie Rigby.
- The AJP published an article about increased mortality risk associated with SABA overuse including quotes from A/Prof Debbie Rigby.
- The Conversation commissioned an article about the forthcoming *Australian Asthma Handbook* update that was written by Dr Stephen Hughes and Prof Bandana Saini from the NAC Guidelines Committee titled, 'Using a blue inhaler alone is not enough to manage your asthma'. This was re-published on various other news websites including The University of Sydney website.
- Retail Pharmacy Magazine included a respiratory feature in their March 2025 print issue titled 'Annual Asthma Check Up'. The piece extensively quoted Dr Geshani Jayasuriya as the NAC spokesperson with back-to-school tips for children with asthma.
- Several news items were included in PSA Today eNews for pharmacists about new NAC asthma management resources.

NURSING

- A four-page article was published in the summer 2024 edition of APNA's Primary Times magazine about thunderstorm asthma.
- A three-page article was published in the winter 2025 edition of APNA's Primary Times magazine about changes to the *Australian Asthma Handbook* and relevance to primary health care nurses.
- Several news items were included in APNA's The Connect eNews for primary health care nurses about new NAC asthma management resources.

CONSUMER

- The Missing School 'Live & Learn' podcast featured Dr Joel Ten as a guest talking about the impact of asthma on children and their families
- The Sensitive Choice® program was mentioned in a Better Homes and Gardens article about the 5 best hypoallergenic mattresses for a cleaner sleep in 2025.
- Adele Taylor was interviewed for a story about air-conditioner cleaning tips on the ABC Radio South Australia Afternoons program. This was syndicated across ABC stations including ABC North and West SA, ABC Broken Hill and ABC West Coast SA.
- The NAC Sensitive Choice® website was quoted as the place to verify allergy inclusive products in a blog titled 'Her Canberra'.
- The Herald Sun approached the NAC regarding the hay fever season in Victoria. Prof Sheryl van Nunen OAM was interviewed, and the story appeared in all News Limited newspapers – Daily Telegraph (NSW), The Advertiser (SA), The Courier Mail (Qld), The Mercury (Tas), NT News as well as ABC Hobart Drive program and on the Body & Soul website.
- ABC Radio SA approached the NAC regarding how often people with asthma and allergies need to clean their air-conditioning units. Adele Taylor spoke to the ABC Afternoons program, and the interview also ran across all ABC SA stations including ABC North and West SA Afternoons, ABC Broken Hill Afternoons and ABC West Coast SA Afternoons.
- The Nine Network newspapers approached the NAC for expert commentary in an early thunder-storm asthma warning story in August. This appeared in The Age, the Sydney Morning Herald, The Brisbane Times and WA Today.
- A/Prof Debbie Rigby was interviewed by Channel 7 for a story on thunderstorm asthma warnings which was played 113 times across the national Sunrise breakfast program, Channel 7 5pm national news, Channel 7 evening news at 6pm nationally and also Prime 7 Local regional news nationally.
- The NAC was asked to provide asthma advice for BUPA member publications. A/Prof Debbie Rigby provided detailed information, used across all BUPA digital media platforms.

Explore: [nationalasthma.org.au/news](https://nationalasthma.org.au/news)

**Dry Powder Inhaler (DPI)**

- Accuhaler
- Turbuhaler
- Genuair
- Breezhaler
- Easyhaler
- Handihaler
- Ellipta
- Spiromax
- Zonda
- Ciphaler

**Inhale QUICK and DEEP**

- Requires QUICK and DEEP inhalation (over 2-3 seconds)
- Good for people with normal inspiratory flow
- No need to shake
- Does not require spacer
- Green actuator
- Usually has dose counter
- Reduced environmental impact

**Aerosol Inhaler (pMDI)**

- All pressurised metered dose inhalers (pMDI)

**Inhale SLOW and STEADY**

- Requires SLOW and STEADY inhalation (over 3-5 seconds)
- Requires breath-holding coordination
- OR spacer OR breath actuated device
- Good for poor inspiratory flow (very young, very old, severe disease)
- May not have dose counter

**Soft Mist Inhaler (SMI)**

- Respimat reusable

**Inhale SLOW and STEADY**

- Requires SLOW and STEADY inhalation (over 3-5 seconds)
- Requires breath-holding coordination
- Good for poor inspiratory flow (very old, severe disease)
- Has a dose counter
- Reduced environmental impact

**INHALE SLOW and STEADY**

**INHALE QUICK and DEEP**

Please return empty inhaler to pharmacy for safe disposal



## Board directors



**Dr Joanna Wriedt (Chair)**  
Lawyer, Independent Director



**Ms Julianne Badenoch**  
Registered Nurse, Registered Midwife,  
Australian Primary Health Care Nurses  
Association, Nominee Director



**Prof Amanda Barnard**  
General Practitioner, Royal Australian  
College of General Practitioners,  
Nominee Director



**Mr Robert Farrier**  
Pharmacist, Pharmaceutical Society  
of Australia, Nominee Director



**Mr Ben Gargett**  
Independent Director, Chartered Accountant  
and Registered Company Auditor



**Dr Roger Sexton AM**  
Independent Director, General practitioner



**Prof Sheryl van Nunen OAM**  
Clinician and Medical Educator,  
Australasian Society of Clinical  
Immunology and Allergy, Nominee Director



**Prof Peter Wark**  
Adult Respiratory Physician,  
Independent Director

### Board sub-committees

We would like to acknowledge the work of our two board sub-committees: the Finance Committee, which oversees NAC's financial management and advises the NAC Board, and the Governance Committee, which ensures the NAC's governance aligns with contemporary best practice.

#### Finance Committee

- Mr Robert Farrier (Chair)
- Dr Stephen Hughes
- Mr Peter Norman
- Mr Joe Tang
- Mr Ben Gargett
- Ms Kylie Baxter

#### Governance Committee

- Ms Julianne Badenoch (Chair)
- Mr Robert Farrier
- Prof Amanda Barnard

## Committees, advisory groups and staff

### Australian Asthma Handbook Guidelines Committee

The Guidelines Committee oversees the development and updating of the *Australian Asthma Handbook*, Australia's national guidelines for asthma management.

The Guidelines Committee is comprised of a multidisciplinary team of leading health professionals dedicated to asthma, including primary care clinicians and respiratory specialists.

In 2024-25 we welcomed three new members – Ms Adele Berry, Dr Amanda Lucci and Prof Bandana Saini. We farewellled Prof Helen Reddel AM, and Ms Naomi Fenton, valued and long-standing Guidelines Committee members.

**Prof Nick Zwar** (Chair)  
General practitioner

**Ms Adele Berry** (from December 2024)  
Nurse practitioner

**Ms Naomi Fenton** (until January 2025)  
Nurse practitioner

**Dr Jenny Gowan AM**  
Pharmacist

**Dr Geshani Jayasuriya**  
Paediatric respiratory physician

**Clinical A/Prof Gregory Katsoulotos**  
Respiratory physician and allergist

**Dr Amanda Lucci** (from August 2024)  
General practitioner

**Dr Brett Montgomery**  
General practitioner

**Prof Helen Reddel AM** (until October 2024)  
Respiratory physician

**Prof Bandana Saini** (from March 2025)  
Pharmacist and lead researcher

**Prof Peter Wark**  
Respiratory physician

### Asthma Advisory Groups

The Asthma Advisory Groups aim to provide expertise and advice from a health professional perspective. Their purpose is to maintain the relevance, accuracy and impact of the NAC's work and to facilitate engagement between the NAC and key stakeholders in general practice, pharmacy and nursing.

#### General Practitioners Asthma Advisory Group

**Prof Amanda Barnard**

**Dr Ian Charlton**

**Dr Joel Ten**

**Dr Sanjiva Wijesinha**

**Dr Russell Wiseman**

**Dr Madan Mariappan**

**Dr Peter MacIsaac**

#### Nurses Asthma Advisory Group

**Ms Charlotte Allen**

**Ms Julianne Badenoch**

**Ms Elisabeth Leahy**

**Ms Veronica Stevenson**

**Ms Sonia Schweis**

#### Pharmacists Asthma Advisory Group

**Ms Helen Bowden**

**Mr Robert Farrier**

**Mr Mark Feldschuch**

**Ms Katie Hayes**

**Dr Stephen Hughes**

**Ms Karalyn Huxhagen**

**Ms JiaMin Liao**

**Mr Joshua Perry**

**Ms Toni Riley**

**Prof Bandana Saini**

**Dr Kim Watkins**



Sensitive Choice® Product Advisory Panel

The Sensitive Choice® Product Advisory Panel considers products and services for acceptance into the Sensitive Choice® program, through a rigorous application process. The panel can consist of a range of experts including:

- allergist
- chemist
- engineer
- general practitioner
- immunologist
- lawyer
- pharmacist
- respiratory physician.

Staff

- Rhonda Cleveland**  
Chief Executive Officer
- Clinical A/Prof Debbie Rigby**  
Clinical Executive Lead
- Sophia Ljaskevic**  
Manager Marketing and Communications
- Sonya Bamford**  
Project Manager Clinical Education and Guidelines
- Adele Taylor**  
Business Development Manager Sensitive Choice®
- Rebecca Percoco**  
Program Manager Sensitive Choice®
- Lesley Cain**  
Executive Assistant
- Julia Browne**  
Special Projects Manager
- Sal Lokvancic**  
Program Coordinator Clinical and Education
- Yvonne Halaifonua**  
Project Officer
- Madeleine Mutter**  
Digital Communications Officer

Consultants

- Donna Le Page**  
Le Page Public Relations
- Dr Lyn Roberts AO**  
Strategic Advisor, Lyn Roberts & Associates
- Vanessa Searing**  
Marketing Consultant for Sensitive Choice® New Zealand

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Our work is enabled by the contributions of a valuable network of health professionals and organisations. Thank you to all who contributed to our vital work this year.

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