

# Lung health for all

A new direction for  
Australia's lung health

Corporate plan 2026 – 2030

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# Our story so far

Lung Foundation Australia was established in 1991 as the nation's dedicated charity for lung health, with a mission to support people living with lung disease and cancer, raise awareness of lung health, and fundraise for critical research. Over more than 3 decades, we have grown from a small advocacy group into a progressive leader in lung health – nationally trusted and internationally recognised. Our work remains deeply grounded in the lived experiences of individuals and communities at risk of or experiencing lung disease and lung cancer, ensuring our efforts are relevant, person-centred, and impactful.

In the past 5 years, Lung Foundation Australia has undergone a period of significant strategic transformation – broadening our service offerings, expanding our reach, deepening stakeholder engagement, strengthening organisational capability, and increasing our influence across the health sector and beyond. This growth has positioned us to lead with greater authority, respond with agility, and deliver lasting impact. Today, we are more strongly positioned than ever to fulfill our evolving mission.

The people we serve remain at the centre of our efforts – their voices, experiences, and health outcomes shape everything we do.

## Our highlights

Pioneering national lung health policies: We led national lung health policy as a peak body under the Australian Government Health Peak and Advisory Bodies program<sup>1</sup>, including development and delivery of:

- Australia's first National Strategic Action Plan for Lung Conditions in 2019<sup>2</sup>
- two Lung Cancer Blueprints<sup>3,4</sup>,
- the National Silicosis Prevention Strategy<sup>5</sup>
- the National Chronic Obstructive Pulmonary Disease (COPD) Blueprint<sup>6</sup>
- the National Pulmonary Rehabilitation Strategy<sup>7</sup>.

### National Lung Cancer Screening Program:

We championed the establishment of the National Lung Cancer Screening program, projected to save 12,000 lives<sup>8</sup> – the first new national cancer screening program in nearly 20 years, one of the fastest developed globally from ideation to implementation, and the first delivered in the digital age.

### Elevated lived experience to drive change:

We invested in and deepened our consumer-centric approach – capturing insights through national surveys (2020, 2024), supporting peer connection, and embedding lived experience into care, policy, and system improvements.

### Advocacy against vaping harms:

We acted early to address emerging risks, convening the National Young People and Vaping Roundtable in 2020 – influencing national strategy despite intense industry opposition – and continue to lead efforts to reduce vaping harms.

### Enhancing COPD care:

Building on our strong leadership in COPD-X, we partnered with the Australian Commission on Safety and Quality in Health Care to develop the 2024 COPD Clinical Care Standard – helping ensure people with COPD receive consistent, evidence-based care.

### Securing research funding for lung diseases:

We are a valued partner in research, and contributed to increased funding for lung disease research, including \$75 million via the NHMRC Chronic Respiratory Conditions grant.

**Recognised for excellence:** Voted NGO of Year in 2020 and 2024 and named an Employer of Choice in 4 of the past 5 years.

<sup>1</sup> Health Peak and Advisory Bodies Program | Australian Government Department of Health and Aged Care

<sup>2</sup> National Strategic Action Plan for Lung Conditions - Lung Foundation Australia

<sup>3</sup> Making Lung Cancer A Fair Fight: A Blueprint for Reform - Lung Foundation Australia

<sup>4</sup> The Next Breath: Accelerating Lung Cancer Reform in Australia - Lung Foundation Australia

<sup>5</sup> Overview - National Silicosis Prevention Strategy

<sup>6</sup> Transforming the agenda for COPD - Lung Foundation Australia

<sup>7</sup> National Pulmonary Rehabilitation Strategy Framework 2023 - 2026 - Lung Foundation Australia

<sup>8</sup> Cancer Australia. Report on the Lung Cancer Screening Enquiry. Surry Hills, NSW: Cancer Australia; 2020

# It's time to make lung health a priority for all

Over the past 12 months, Lung Foundation Australia undertook a comprehensive review of our 2020-2025 Corporate Plan and our broader impact on lung health across the nation.

This corporate plan is grounded in lived experience research, insights from national consultation roundtables, and interviews with key opinion leaders – each of which has greatly shaped our future direction.

## What we heard from the community

- Raise our profile so that Lung Foundation Australia is top of mind when people need support.
- Elevate lung health to receive the same attention and investment as heart health, mental health, and breast cancer.
- Clearly define what best-practice care looks like to empower people as partners in their care – and advocate for a health system capable of delivering timely, person-centred care.
- Reframe lung health away from shame and stigma, toward a positive message of healthy lungs for life.
- Ensure information and support are timely, accessible, and easy to navigate.
- Create more ways for people to contribute to change through advocacy, research, and peer support

We were also reminded that we are operating in a time of profound change and uncertainty. The burden of lung disease is growing. We live in a digital world where evidence is increasingly challenged by misinformation. The care people receive is too often shaped by postcode, income or race. Meanwhile, competition for funding, attention and influence – within both the lung health and broader charity sectors – has never been greater.

This new corporate plan is our response to that reality. It puts people living with lung diseases at the centre of our efforts to advance an integrated, lifelong approach to lung health. Grounded in evidence and aligned with the World Health Organization's 2025 Lung Health Resolution<sup>9</sup>, it sets a clear course for impact – developed in partnership with the people we serve.



# Lung health in Australia

Our Lived Experience Survey encompasses a representative sample across Australia, covering both rural and metropolitan areas, with responses from 1,034 people with lung disease and 149 carers. The 2024 study offers a comprehensive understanding of the challenges and support needs of people with lung disease.

## Stigma both internalised and external

**3 in 5** people with lung disease and lung cancer have experienced stigma. It is most distressing when coming from health professionals.

Survey respondents feel negative judgment stemming from a **misunderstanding** of lung disease, assuming it is solely caused by smoking.

## Uncertainty, a lack of knowledge and confidence

**1 in 4** people are not confident in managing their lung condition.

**69%** of people have experienced a decline in their overall self-confidence.

Patients and carers want to see significant improvements in 3 key areas: **awareness, education, and access.**

## Isolation and living with an invisible disability

**78%** of people report moderate to significant impact on everyday activities.

**63%** of people experience moderate to significant impact on their social interactions.

Lung disease is a silent disability, a day-by-day proposition that impacts **all aspects** of physical, social and emotional wellbeing.

## Advocating for care in a fragmented system

**89%** of people present to a GP with symptoms, with 1 in 3 presenting more than 5 times before receiving a diagnosis.

Breathlessness (68%), persistent cough (50%), and fatigue (40%) are the most common **symptoms of concern.**

## Life altering physically and emotionally

**84%** of people report moderate to significant impact on their physical movement.

**69%** of people report an impact on their mental health and sense of wellbeing.

*“I live alone and manage alone, but not well. The mental toll is huge, and I don't feel supported.”*

## Being well informed

**74%** of people conduct their own research to find information on their lung condition.

**1 in 2** people access information from Lung Foundation Australia to guide them.

Having access to **trustworthy** information sources is crucial to empower individuals.

## Support from healthcare providers

**2 in 3** people who have accessed respiratory specialists find them the most helpful.

**58%** of people regard GPs as one of their most credible sources of information.

Having a healthcare team who is knowledgeable, caring, curious and empathetic is **highly valued.**

## Access to medication and treatment

**76%** of people take medication to help manage their condition.

**71%** of people keep up to date with recommended vaccinations.

There is a significant challenge in accessing resources and services, especially for those living in **regional** parts of Australia.

## Social support and community

**42%** of people get support from their friends or family.

**48%** of carers are supporting their parents.

**Peer support** groups provide connection and a sense of community, emotional support, and importantly, practical advice and information.

## Pulmonary rehabilitation

**2 in 5** people have completed pulmonary rehabilitation.

**58%** of people adapted their lifestyle to include exercise.

*“[Pulmonary rehabilitation] reassured me that I could cope with the exercise routine.”*

## Vision

# Healthy lungs for all.



## Mission

# To lead lung health and transform lives through impactful programs, policy, campaigns, and research.

## Values

### Trusted

We are a credible, evidence-based authority in lung health, disease, and cancer.

### Excellence

We set the standard through expertise, leadership and innovation – striving every day for the highest quality in everything we do.

### Impact-driven

We create meaningful, lasting impact in lung health, with a commitment to equity and addressing disparities.

### Collaborative and inclusive

We listen deeply, value lived experience and work together for better outcomes.

### Curious and innovative

We embrace new ideas and technologies, challenge the status quo, and remain responsive and adaptable in a changing world.

### Empathetic and fair

We approach our work with care, compassion, and fairness, and with a deep understanding of those we serve.

## Pillar 1



# Promote lifelong lung health and prevent disease

Lung Foundation Australia is dedicated to advancing lifelong lung health and the prevention of lung disease for all Australians at all stages of life, including the critical first 1,000 days. Lung health is essential to a healthy and productive Australia. The evidence is clear – there is much we can do to prevent lung disease and optimise lung health.

Effective prevention requires reducing exposure to key risk factors and addressing the broader social and environmental determinants that influence lung health throughout life.

Lung Foundation Australia will lead the way through evidence-based action and strong partnerships.

## Strategic priorities

### 1.1 Champion lifelong lung health

Lung health is recognised and prioritised as a fundamental pillar of overall health, wellbeing, and productivity across all stages of life.

### 1.2 Strengthen protection against respiratory infections

Communities are protected against respiratory infections through strong immunisation programs, effective prevention strategies, and equitable access to care.

### 1.3 Reduce tobacco and vaping harm

Australia is moving decisively toward a tobacco- and vape-free generation, with real progress in reducing the harms of commercial tobacco and nicotine dependence.

### 1.4 Improve air quality

Australia's commitment to clean air ensures healthier lungs and communities, with strengthened policies, systems, and community action improving air quality nationwide.

### 1.5 Promote healthy, safe workplaces

Workplaces actively foster lung health through stronger protections, shared responsibility, and a culture of safety across all industries.

## Outcomes

- Lung health is embedded in national health strategies and policies across all life stages.
- Immunisation and prevention efforts reduce respiratory infections and their impact.
- Smoking and vaping prevalence continues to decline, particularly among young people and priority populations.
- Cleaner indoor and outdoor air leads to fewer lung health issues and stronger community protections.
- Work-related lung disease is reduced through stronger protections and safer practices.

## Pillar 2



# Advance lung health equity

Lung Foundation Australia is committed to improving lung health for all Australians, with a focus on those experiencing the greatest burden of disease and at greatest risk of poorer outcomes. The stark disparities in lung health across specific communities are unacceptable.

We are committed to advancing lung health equity for priority populations\*, including:

- Aboriginal and Torres Strait Islander people
- People living in regional, rural and remote areas
- People who smoke
- Workers currently and previously exposed to occupational hazards
- People from culturally and linguistically diverse backgrounds
- People experiencing socio-economic disadvantage
- Children and young people
- People living with a mental illness
- People living with disability
- Lesbian, Gay, Bisexual, Transgender, Intersex, Queer, and Asexual (LGBTIQ+) people.

## Strategic priorities

### 2.1 Close the lung health gap

Equity in lung health outcomes for Aboriginal and Torres Strait Islander peoples is progressed through culturally safe approaches, strong partnerships, and self-determined leadership and action.

### 2.2 Achieve equitable outcomes

Priority populations benefit from strengthened prevention, improved care experiences and health outcomes, and longer, healthier lives – contributing to improved lung health for all Australians.

### 2.3 Ensure equitable access

All Australians have timely access to high-quality lung health care, services, support, and information – including safe and effective medicines, vaccines and health technologies – that are accessible in the broadest sense, addressing cultural, financial, geographic, and other barriers to ensure services meet their diverse needs.

### 2.4 Overcome stigma

People with lung diseases are served by a system that respects them and provides compassionate, discrimination-free care, honouring their health and smoking status and history, culture, age, gender, sexual orientation, and education level.

### 2.5 Secure fair funding

Lung health services and research are funded equitably, in proportion to the burden of disease and guided by the needs and voices of those with lived experience.

## Outcomes

- Reduced lung disease prevalence and mortality among priority populations, closing the gap in outcomes.
- Equitable access to lung health care, support and information for all Australians.
- Respectful, stigma-free care that reflects people's identities and experiences.
- Aboriginal and Torres Strait Islander peoples lead lung health initiatives that reflect their priorities, cultures and strengths.
- Fair funding for lung health services and research, guided by disease burden and lived experience.

## Pillar 3



# Support people to live well with lung disease

Lung Foundation Australia is resolute in supporting every person at risk of, living with, or affected by lung disease. We place consumers at the centre of our work, upholding their right to receive personalised, high-quality support that meets their individual needs.

We will enhance health literacy, support shared decision-making, and foster effective self-management practices to empower consumers to actively participate in their care and lead healthier, more productive lives.

Strategic investment in a skilled workforce and integrated health system is vital to improving outcomes people with lung disease. By embedding consumer-led, evidence-based approaches and community-based supports alongside clinical care, we will enhance the system's ability to meet diverse needs.

## Strategic priorities

### 3.1 High quality care

People with lung disease receive timely diagnosis and equitable, evidence-based care tailored to their individual needs, regardless of income, background or postcode.

### 3.2 Informed and empowered consumers

Consumers understand what excellent care looks and feels like, and have the knowledge, confidence and tools to actively engage in their care and advocate for the best possible outcomes.

### 3.3 Increased awareness and trust

People recognise and trust Lung Foundation Australia's support services and programs as the go-to resource for navigating lung health, disease and cancer.

## Outcomes

- Improved health literacy and self-management among people with lung disease and their healthcare teams.
- Equitable, high-quality care.
- Integrated support across the care continuum.
- A stronger, more consumer-focused health system.
- Recognition of Lung Foundation Australia as a trusted leader in lung health.

## Pillar 4



# Drive life-changing research and innovation

Lung Foundation Australia is committed to driving meaningful, person-centred research and innovation that places people with lung disease at the centre. By aligning our research agenda with consumer-led priorities, we will deliver more relevant outcomes and drive change where it's needed most.

Research strengthens our ability to prevent, diagnose, and manage lung disease and lung cancer through evidence-based action. We're also leveraging digital innovation, data, and evaluation to improve access and impact, and translating evidence into policy and practice to influence lung health at scale.

## Strategic priorities

### 4.1 Consumer-led research

Invest in research that reflects the priorities and lived experience of people with lung disease, ensuring their voices shape the future of lung health.

### 4.2 Digitally enabled and data-driven

Technology, data, and insights are leveraged to inform best practice and expand access to inclusive, person-centred lung health services.

### 4.3 Impact measured, demonstrated and shared

The impact of services, research, and innovation is consistently measured, clearly demonstrated, and transparently shared to drive continuous improvement and accountability.

### 4.4 Evidence translated into action

Research evidence is actively translated into policy and practice, leading to more integrated, evidence-based solutions and improved lung health outcomes.

## Outcomes

- Increased investment in lung health.
- Lung health research delivers greater impact by aligning with the lived experience and needs of people with lung disease.
- Digital innovation and data improve access, equity, and outcomes in lung health care.
- Clear, transparent impact drives learning, accountability, and better results for people with lung disease.
- Research is translated into policy and practice, improving lung health at scale.

# Seven guiding principles

will enable Lung  
Foundation  
Australia's  
contribution to  
this vision

- 01 Lived experience-driven**  
Engage people at risk of or living with lung disease and cancer to ensure our work addresses the issues that matter most to them.
- 02 People and culture**  
Build and nurture our staff and volunteer culture to achieve our Mission.
- 03 Operational excellence and sustainability**  
Uphold the highest standards in governance and financial integrity to ensure ongoing success.
- 04 Collective action**  
Build connections to extend our reach, address gaps, and strengthen national capacity for an integrated approach to lung health.
- 05 Digital capability**  
Lead lung health digital capabilities and integrate technology to deepen engagement and impact.
- 06 Monitor, evaluate, and adapt**  
Continuously monitor, evaluate, and reflect on the value and impact of our work – and adapt our approaches in response to evidence and learning.
- 07 Brand**  
Maintain and strengthen our position as Australia's leading lung health charity to grow our profile, expand our influence, credibility, and impact.

# A vision for collective action

At Lung Foundation Australia, achieving healthy lungs for all requires partnership and collective action. Lasting change in lung health can only happen when we work together—across sectors, communities, and industries—to promote lifelong lung health and create equitable lung health outcomes.

We partner with consumers, communities, healthcare professionals, researchers and governments to drive measurable change. We partner to create for positive change, to extend our reach, address gaps, and align efforts to maximise impact.

We take a strategic approach to collaboration—knowing when to lead, collaborate, or back initiatives to drive progress and deliver meaningful outcomes. Our role will evolve over time, guided by evidence, opportunity, and impact, and we remain committed to enabling others to take ownership of aligned initiatives.

Together, we are building a national movement driven by multisectoral collaboration - one that puts lived experience and lung health at the centre of public health priorities and creates a lasting legacy of lung health for all.

## Our 4 domains of collective action:

### Lead

We lead initiatives aligned with our strategic priorities to deliver effective, high-impact outcomes.

### Collaborate

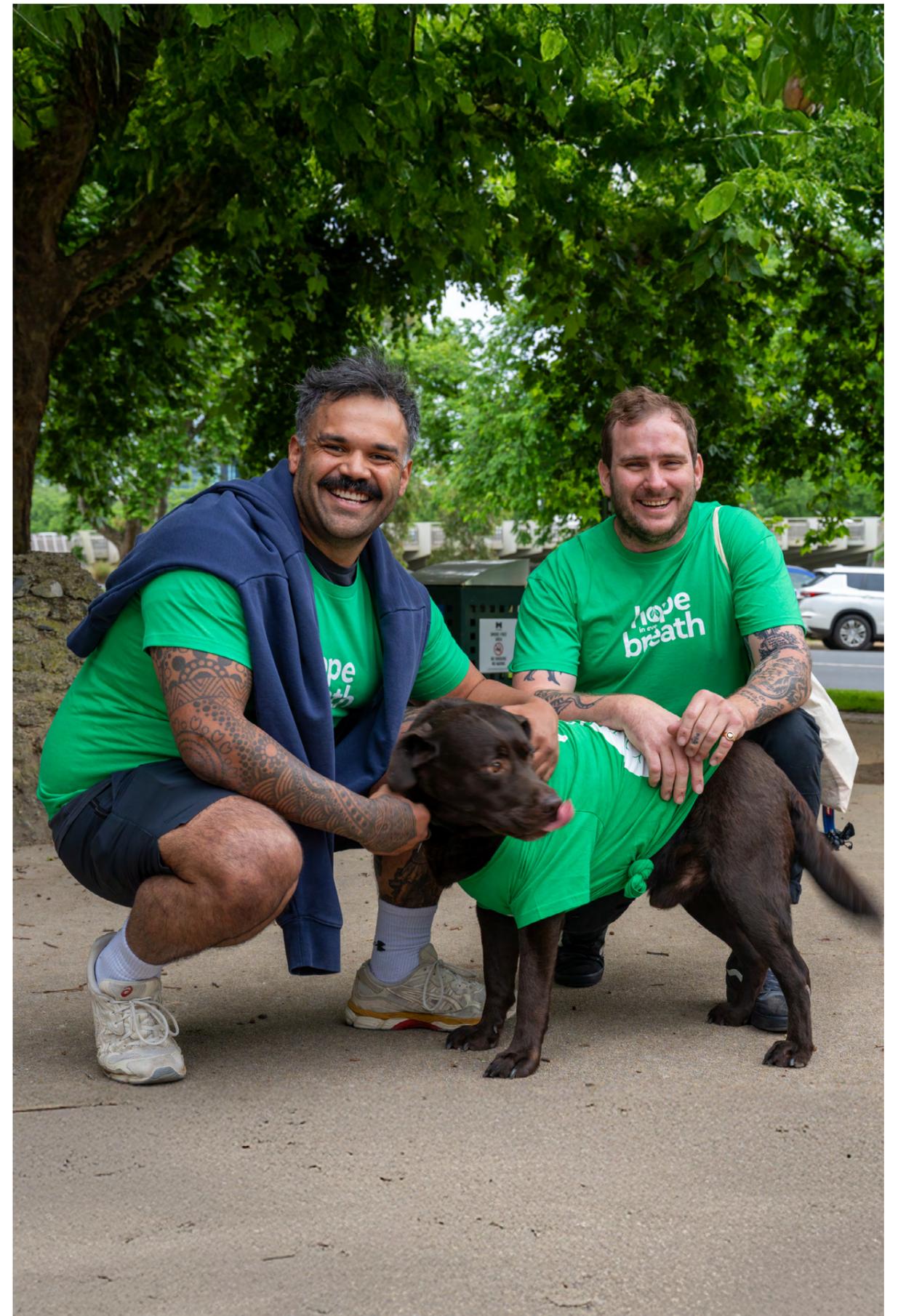
We work alongside diverse stakeholders to co-design, co-deliver and co-invest in initiatives that accelerate systemic change.

### Enable

We bring added value to efforts led by others - offering data, insights, experience, and connections to amplify shared goals

### Enrich

For priority populations including Aboriginal and Torres Strait Islander peoples we enrich lung health acknowledging activities are best led by and for these communities.





# Our measures

We will regularly measure, demonstrate and share the impact of our work towards achieving our Mission.

Targets	Key indicators
<b>Lung health for life</b>	<ul style="list-style-type: none"> <li>• Incidence and prevalence of priority lung diseases across all life stages</li> <li>• Mortality</li> <li>• Burden of disease</li> <li>• Investment in lung disease research</li> </ul>
<b>Equity</b>	<ul style="list-style-type: none"> <li>• Disparities in lung health risk factors, care experiences, and outcomes among priority populations, with a particular focus on Aboriginal and Torres Strait Islander peoples</li> <li>• Availability of lung health services, access rates, and patient-reported access and experience</li> </ul>
<b>Prevention and early detection</b>	<ul style="list-style-type: none"> <li>• Smoking and vaping rates</li> <li>• Immunisation coverage</li> <li>• Air quality standards and monitoring capacity</li> </ul>
<b>Treatment and care</b>	<ul style="list-style-type: none"> <li>• Quality of life</li> <li>• Health literacy</li> <li>• Consumer engagement in care</li> <li>• Community engagement with LFA, including awareness, reach, and participation in programs and initiatives</li> <li>• Lung cancer screening participation</li> <li>• Percentage of lung cancers diagnosed with early stage I and II lung cancer</li> <li>• Healthcare utilisation</li> <li>• Hospital admissions and potentially preventable hospitalisations</li> </ul>
<b>Reach</b>	<ul style="list-style-type: none"> <li>• Number of people engaging in Lung Foundation services</li> <li>• Number of people supported by 1800 Lung Health Support Line including uptake of priority populations</li> <li>• Number of people participating in lung health campaigns</li> </ul>

# Pillar 1

## Lung health for all

# Lung Foundation Australia Corporate Plan 2026 - 2030

### Pillar 1: Promote lifelong lung health and prevent disease

### 2030 key deliverables

Strategic priorities	What we will do	
<p><b>1.1 Champion lifelong lung health:</b> Lung health is recognised and prioritised as a fundamental pillar of overall health, wellbeing, and productivity across all stages of life.</p>	<ul style="list-style-type: none"> <li>Reframe lung health as a critical factor across the life course with the goal of achieving lung health for all Australians at all stages of life. This will also connect us to more people, supporters, and partners.</li> <li>Advocate for the implementation of the National Preventive Health Strategy 2021-2030<sup>10</sup> and embed lung health in national and state preventive health strategies, education curricula, and chronic disease frameworks.</li> <li>Deliver campaigns that promote lung health at every life stage - from early childhood through to older age.</li> </ul>	<ul style="list-style-type: none"> <li>Build a strong evidence base that highlights the economic, social, and health benefits of investing in lifelong lung health.</li> <li>Develop and launch an Early Years and Children's Lung Health Strategy to prioritise healthy lung development from the start.</li> <li>Partner with health leaders and cross-sector collaborators to position lung health as a national public health priority, elevate its political visibility, and tackle its broader social and environmental determinants.</li> </ul>
<p><b>1.2 Strengthen protection against respiratory infections:</b> Communities are protected against respiratory infections through strong immunisation programs, effective prevention strategies, and equitable access to care.</p>	<ul style="list-style-type: none"> <li>Advocate for vaccination access and uptake for people with lung diseases, including setting adult vaccination targets and countering misinformation and disinformation.</li> </ul>	<ul style="list-style-type: none"> <li>Advocate for reforms in health and technology assessment processes to fast-track access to new and novel treatments that reduce the burden of lung disease.</li> </ul>
<p><b>1.3 Reduce tobacco and vaping harm:</b> Communities are protected against respiratory infections through strong immunisation programs, effective prevention strategies, and equitable access to care.</p>	<ul style="list-style-type: none"> <li>Advocate to governments for the implementation of the Tobacco Free Generation initiative<sup>11</sup> and the National Tobacco Strategy 2023-2030<sup>12</sup>.</li> </ul>	<ul style="list-style-type: none"> <li>Continue to invest in and partner on research, monitoring, and awareness-raising efforts among priority populations - including children and young people - about the health risks of tobacco, vaping, and nicotine products.</li> </ul>
<p><b>1.4 Improve air quality:</b> Australia's commitment to clean air ensures healthier lungs and communities, with strengthened policies, systems, and community action improving air quality nationwide.</p>	<ul style="list-style-type: none"> <li>Raise awareness of the critical importance of clean air for lung health across all communities and sectors.</li> </ul>	<ul style="list-style-type: none"> <li>Implement Phase 2 of our Carbon Neutral Program and take further action to reduce our organisational emissions.</li> </ul>
<p><b>1.5 Promote healthy, safe workplaces:</b> Workplaces actively foster lung health through stronger protections, shared responsibility, and a culture of safety across all industries.</p>	<ul style="list-style-type: none"> <li>Partner to advocate for policies and practices that prevent occupational lung diseases, including the inclusion of high-risk occupations in the eligibility criteria for the national lung cancer screening program.</li> </ul>	

<sup>10</sup> National Preventive Health Strategy 2021-2030 | Australian Government Department of Health and Aged Care

<sup>11</sup> Tobacco Free Initiative

<sup>12</sup> National Tobacco Strategy 2023-2030 | Australian Government Department of Health and Aged Care

# Pillar 2

## Lung health for all

# Lung Foundation Australia Corporate Plan 2026 - 2030

### Pillar 2: Advance health equity

### 2030 key deliverables

Strategic priorities	What we will do	
<p><b>2.1 Close the lung health gap:</b> Equity in lung health outcomes for Aboriginal and Torres Strait Islander peoples is advanced through culturally safe approaches, strong partnerships, and self-determined leadership and action.</p>	<ul style="list-style-type: none"> <li>• Co-design and deliver culturally safe, community-led initiatives in partnership with the Aboriginal Community Controlled Health sector.</li> <li>• Build on our Reflect Reconciliation Action Plan: Building Strong Foundations<sup>13</sup> by achieving our Innovate Reconciliation Action Plan: Implementing Change.</li> </ul>	<ul style="list-style-type: none"> <li>• Establish burrwutj, a dedicated Aboriginal and Torres Strait Islander Lung Health Team, in collaboration with Aboriginal and Torres Strait Islander health organisations.</li> <li>• Work in partnership with Aboriginal and Torres Strait Islander peoples, communities and organisations to ensure the national lung cancer screening program is culturally safe and enables widespread participation.</li> </ul>
<p><b>2.2 Achieve equitable outcomes:</b> Priority populations benefit from strengthened prevention, improved health outcomes and experiences, and longer, healthier lives – contributing to improved lung health for all Australians.</p>	<ul style="list-style-type: none"> <li>• Co-design and amplify our work to ensure it is accessible and responsive to the diverse needs, strengths, and experiences of different priority populations.</li> </ul>	<ul style="list-style-type: none"> <li>• Collaborate with other sectors (e.g., environment, transport, education, housing) to embed lung health in broader public policy and advocate for policies and practices that address the upstream drivers of lung health inequities.</li> </ul>
<p><b>2.3 Ensure equitable access:</b> All Australians have timely access to high-quality lung health care, services, support, and information that meet their needs.</p>	<ul style="list-style-type: none"> <li>• Test and embed innovative new approaches to consumer activation and health literacy.</li> </ul>	<ul style="list-style-type: none"> <li>• Advocate to remove access barriers by expanding models of care, strengthening pathways to care – including Telehealth and mobile clinics – and improving access to affordable, essential lung medications and services.</li> </ul>
<p><b>2.4 Overcome stigma:</b> People with lung diseases are served by a system that respects them and provides compassionate, discrimination-free care, honouring their health and smoking status and history, culture, age, gender, sexual orientation, and education level.</p>	<ul style="list-style-type: none"> <li>• Introduce a new brand and value proposition that reframes lung health as a priority for life.</li> </ul>	<ul style="list-style-type: none"> <li>• Leverage our leadership to campaign against stigma and mobilise the sector through strong partnerships and collective action.</li> </ul>
<p><b>2.5 Secure fair funding:</b> Lung health services Lung health services and research are funded equitably, in proportion to the burden of disease and guided by the needs and voices of those with lived experience.</p>	<ul style="list-style-type: none"> <li>• Together with the Lung Health Alliance, advocate to governments for increased, sustained, and stable investment in lung disease and lung cancer.</li> <li>• Work with health sector leaders to secure long-term prevention funding that addresses the upstream drivers of lung health inequities, reflecting its impact on health, wellbeing, equity and system sustainability.</li> </ul>	<ul style="list-style-type: none"> <li>• Empower and partner with people with lived experience to inform funding priorities, shape advocacy efforts, and co-design solutions that reflect community needs and aspirations.</li> </ul>

# Pillar 3

## Lung health for all

### Lung Foundation Australia Corporate Plan 2026 - 2030

#### Pillar 3: Supporting people to live well with lung disease

#### 2030 key deliverables

Strategic priorities	What we will do	
<p><b>3.1 High quality care:</b> People with lung diseases receive timely diagnosis and equitable, evidence-based care tailored to their individual needs, regardless of income, background or postcode.</p>	<ul style="list-style-type: none"> <li>• Support workforce development and education and strengthen health systems to deliver high quality care.</li> <li>• Launch COPD-X 3.0 – a fit for purpose, future-ready digital platform to support the delivery of evidence-based care.</li> <li>• Advocate to governments for increased access to and funding of pulmonary rehabilitation services.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue supporting the successful rollout of the National Lung Cancer Screening Program to enable widespread participation.</li> <li>• Expand our 1800 service to include the National Lung Cancer Screening Hotline as a key resource for program entry, information and guidance.</li> <li>• Invest in new models of care to support the full care continuum, including nurse-led and community-based services.</li> </ul>
<p><b>3.2 Informed and empowered consumers:</b> Consumers understand what excellent care looks and feels like, and have the knowledge, confidence and tools to actively engage in their care and advocate for the best possible outcomes.</p>	<ul style="list-style-type: none"> <li>• Place lived experience at the centre of our work by launching Phase 2 of our Consumer Engagement Strategy, implementing its commitments to deepen insight and responsiveness, and providing opportunities for consumers to lead, support, inform and partner in our work.</li> </ul>	<ul style="list-style-type: none"> <li>• Expand community connections through our national Peer Support program.</li> <li>• Launch and activate our community Lung Champions and Ambassadors program, including leadership pathways for people with lived experience to participate in decision-making at all levels.</li> </ul>
<p><b>3.3 Increased awareness and trust:</b> People recognise and trust Lung Foundation Australia’s support services and programs as the go-to resource for navigating lung health, disease and cancer.</p>	<ul style="list-style-type: none"> <li>• Enhance our outreach and communication efforts to raise awareness and build trust.</li> <li>• Expand our Telehealth service to include specialist respiratory nurses and social support for all priority lung diseases.</li> </ul>	<ul style="list-style-type: none"> <li>• Grow and embed our Specialist Lung Cancer Nurse model of care in additional hospitals.</li> <li>• Broaden our Occupational Lung Disease Support Program to include mesothelioma.</li> </ul>

# Pillar 4

## Lung health for all

# Lung Foundation Australia Corporate Plan 2026 - 2030

### Pillar 4: Drive life-changing research and innovation

### 2030 key deliverables

Strategic priorities	What we will do	
<p><b>4.1 Consumer-led research:</b> Invest in research that reflects the priorities and lived experience of people with lung disease, ensuring their voices shape the future of lung health.</p>	<ul style="list-style-type: none"> <li>• Realign our Lung Health Research Strategy to embed a consumer-led approach to priority setting across the life course.</li> <li>• Continue to invest in lived experience research to ensure consumer insights inform our understanding of the challenges of living with lung disease and highlight opportunities for improvement.</li> <li>• Support research funding that builds respiratory research capability and productivity, strengthening the workforce needed to deliver impact.</li> </ul>	<ul style="list-style-type: none"> <li>• Achieve the 10-year goal of the Lung Health Hope Research Program by raising and investing \$50 million in lung disease research.</li> <li>• Act as stewards of lung health research by partnering with consumers, researchers, and policymakers to deliver impactful, person-centred research through strategic collaboration.</li> <li>• Establish a dedicated Research and Partnership team to lead investment, build strategic collaborations, and monitor research impact, including equity outcomes.</li> </ul>
<p><b>4.2 Digitally enabled and data-driven:</b> Technology, data and insights are leveraged to inform best practice and expand access to inclusive, person-centred lung health services.</p>	<ul style="list-style-type: none"> <li>• Initiate Phase 2 of our Digital Evolution and Technology Capability program to improve access to Lung Foundation Australia’s support services and resources.</li> <li>• Strengthen data capability to monitor service reach, identify gaps, and support evidence-informed decision-making that advances equity and impact.</li> </ul>	<ul style="list-style-type: none"> <li>• Share insights, publish findings, and contribute thought leadership to advance practice across the lung health and broader health sectors.</li> </ul>
<p><b>4.3 Impact measured, demonstrated and shared:</b> The impact of services, research, and innovation is consistently measured, clearly demonstrated, and transparently shared to drive continuous improvement and accountability.</p>	<ul style="list-style-type: none"> <li>• Establish a dedicated Impact, Data and Insights team to better measure outcomes and inform decision-making.</li> </ul>	<ul style="list-style-type: none"> <li>• Embed equity-focused performance measures and data collection across all Lung Foundation Australia initiatives, and advocate for their adoption across the health system to monitor disparities and drive equitable action in lung health.</li> </ul>
<p><b>4.4 Evidence translated into action:</b> Research evidence is actively translated into policy and practice, leading to more integrated, evidence-based solutions and improved lung health outcomes.</p>	<ul style="list-style-type: none"> <li>• Continue leading in lung health education and training, shaping best practice and building workforce capability.</li> <li>• Develop innovative clinical engagement and audit tools to support quality improvement across the health system.</li> </ul>	<ul style="list-style-type: none"> <li>• Expand the Lung Learning Hub as a national centre of excellence for professional development and education in lung health.</li> </ul>

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## Acknowledgement of Country

Lung Foundation Australia acknowledges the Traditional Custodians of the lands on which we work throughout Australia and their unceded sovereignty of and continuing connection to land and sea. We pay our respects to their cultures and to Elders both past and present. We acknowledge the overrepresentation of Aboriginal and Torres Strait Islander people in lung disease and lung cancer. In the spirit of reconciliation, we reaffirm our commitment to collaborating with communities to improve lung health and leverage community strengths to lead and guide the journey towards healthy lungs for everyone.

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Lung Foundation Australia,  
Level 4, 12 Cribb Street  
Milton QLD 4064  
PO Box 1949, Milton QLD 4064  
[enquiries@lungfoundation.com.au](mailto:enquiries@lungfoundation.com.au)  
[lungfoundation.com.au](http://lungfoundation.com.au)  
Free call 1800 654 301

