Prospectus

Lung Foundation Australia's consumer engagement services

Partnering with consumers to protect the gift of breath

Lung Foundation Australia

About Lung Foundation Australia

For more than 30 years, Lung Foundation Australia has walked alongside people living with lung disease and lung cancer, helping them navigate some of life's hardest moments with care, knowledge and hope.

We provide trusted support through our nurses, peer support programs and social workers. We fund research that leads to better treatments. We speak out for people who need lung health to be taken seriously.

Everything we do helps protect the gift of breath, so that more Australians can breathe easier, live well and feel less alone.

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 First Nations' cultures and to Elders past and present. We acknowledge the overrepresentation of Aboriginal and Torres Strait Islander people in lung disease and lung cancer. We commit to working with communities to Close the Gap on lung health and build on the strengths of communities to lead the path to healthy lungs for all.

Our approach to consumer engagement

Lung Foundation Australia values collaboration across the health, research and industry sectors and champions meaningful consumer engagement as essential for improving outcomes for people living with lung disease and lung cancer. Our website receives over 1.8 million visits annually and generates more than 4,000 enquiries each year through online forms and our free national telephone service. Engagement continues to grow by 23% annually, reflecting our strengthening position in the sector.

We invite organisations to work with us to connect ethically and effectively with the lung health community, supporting awareness, participation and engagement in research, innovation and health service improvement activities that matter most to consumers.

To learn more about the impact of our partnerships and how we're driving change visit; **lungfoundation.com.au/about-us/our-impact/**

Connecting research and innovation with lived experience

Our Consumer Engagement offering brings to life commitments outlined in *Lung Foundation Australia's Corporate Plan* (2026–2030)[1] to drive life-changing research and innovation. It also operationalises key priorities from our *Consumer Engagement Strategy* (2025–2030)[2] and *Research Program Strategy* (2026–2030)[3].

We strengthen connection across the lung health community, working alongside people living with lung disease and lung cancer and the organisations advancing lung health – from clinicians and researchers to industry and government. By bringing lived experience together with expertise, we help accelerate research and innovation that leads to better prevention and early detection, better treatments, and better quality of life so more Australians can breathe easier and live well.

Our mechanisms for connecting with consumers include: Website content, electronic direct marketing, education events (webinars), newsletters, structured marketing campaigns and structured partnerships (advisory committees).

We provide consumer engagement through:

- promotion of clinical trials, research studies, service innovations and health initiatives
- awareness-raising of new therapeutics, devices, technologies and services relevant to lung health.

These services are available to academic, industry, health and government organisations with an interest in lung health and may be accessed independently of a formal strategic research partnership. All work is delivered within Lung Foundation Australia's established governance, quality and ethical frameworks.

[1] Lung Foundation Australia, Corporate Plan 2026-2030, https://lungfoundation.com.au/about-us/a-new-direction-for-australias-lung-health/
[2] Lung Foundation Australia, Consumer Engagement Strategy 2025-2030, https://lungfoundation.com.au/about-us/consumer-engagement-be-involved/
[3] Lung Foundation Australia, Research Program Strategy 2026-2030, https://lungfoundation.com.au/research/

Why partner with us

Lung Foundation Australia connects partners with a highly engaged and informed community, built through decades of national leadership in lung health. Our community spans multiple lung diseases including bronchiectasis, pulmonary fibrosis, chronic obstructive pulmonary disease (COPD), rare lung diseases and lung cancer.

Our consumer engagement approach is underpinned by a deep understanding of lived experience and strong connections across the health, research and policy landscape.

Our consumers are not only beneficiaries of our work – they are also active contributors. Through structured development pathways, our most experienced consumer partners contribute across five key areas:

- policy and advocacy
- community awareness
- research design and involvement (including material review and panels)
- strategy and program development
- communications and media engagement.

Engaging with Lung Foundation Australia strengthens the impact of your work supporting:

- clear, accessible and trusted communication with people with lived experience
- more feasible protocols
- more effective recruitment and engagement, and
- outcomes with greater potential to influence practice and policy.

By partnering with us, you are engaging with a prepared, supported and motivated community whose involvement is embedded in our organisational strategy and governed by our commitment to equitable, meaningful and sustained consumer partnership.

Credibility that drives consumer engagement

Lung Foundation Australia is a nationally recognised leader in information and support for people living with lung disease and lung cancer. Partnering with us gives you access to the credibility and confidence we've built with consumers, strengthening engagement from the outset. This reputation is backed by measurable consumer confidence.[4]

Third most common source of information accessed by consumers for support on lung conditions (after specialists and GP's).

Second most credible source of information, ranking above GP's.

Top 20 Trust Charities in Australia.[5] Was rated by independent agency Trust Logic.

A rich, engaged national database enabling targeted connection

Through detailed data analysis, we identify who to reach and how to reach them, developing tailored messaging and strong calls to action that drive consumers to connect with you.

Crafting high-impact communications

We have a proven track record of delivering effective campaigns, communications and engagement strategies. This expertise ensures that all materials resonate with our audience and inspire meaningful action.

[4] Lung Foundation Australia Aug 2024, The Lived Experience 2024 Research Report, unpublished
[5] 2025 Not-For-Profit TrustLogic Benchmark Report: Australia, https://www.trustlogic.info/resources, Accessed: 23/06/2026.

How we connect you with our community

We connect you with our community at the level of engagement your project requires, from broad awareness to targeted outreach and deep collaboration with trained consumer representatives.

Broad reach: promotion via our website research board, and consumer (~15k) and health professional (~10k) e-newsletters, with opportunities to tailor content by disease.

Consumer representatives: deep collaboration with access to 260+ Consumer Representatives and advisory groups, supporting research, clinical, and innovation activities.

Targeted engagement: direct outreach to consumers who have opted in to research opportunities, and audiences segmented by disease, geography, and demographics.

Health professional network: connect with clinicians engaged in research, clinical, and education initiatives.

Proven outcomes for our partners

Australia-Pacific Pharmaceutical Partner – Consumer Advisory Recruitment

Working with an Australia-Pacific pharmaceutical company, we identified and sourced **25 people with lived experience** of pulmonary arterial hypertension and their carers living in the greater Sydney area. With 48 hours of engagement Lung Foundation Australia had secured all the necessary eligible participants for a qualitative 4-hour focus group.

Commercial Pharmaceutical Partner - Communication and Media Engagement

We partnered with a pharmaceutical company preparing a Pharmaceutical Benefits Advisory Committee (PBAC) submission for a COPD therapy, connecting them with highly engaged consumers. These authentic lived-experience insights strengthened the national awareness campaign by **illustrating the real-world burden of COPD** and the potential of improved treatment access.

MRFF Funded Research Partner – Clinical Trial Recruitment

Partnering with Lung Foundation Australia on an MRFF-funded COPD and asthma study generated **60+ expressions of interest** through targeted consumer outreach, significantly exceeding recruitment targets and enabling rapid participant enrolment.

Our commitment to operational and ethical excellence

Lung Foundation Australia operates within a robust ethical, governance and quality framework to ensure all consumer engagement activities meet the highest standards of integrity, safety and accountability. These commitments are underpinned by our Research Strategy Governance Framework, which ensures all activities are culturally safe, strategically aligned, and consistent with national quality benchmarks, including National Health and Medical Research Council and Medical Research Future Fund (MRFF) and the National Safety and Quality Health Service Standards. Through this approach, we enable fair, equitable and balanced partnerships between consumers and the research community.

How the partnership works

Step 01

Explore your needs: initial consultation and needs assessment

Our team will discuss your needs, explore partnership feasibility, and identify the most suitable engagement approach aligned to your objectives. This may include working with trained consumer representatives, targeted outreach through our communication channels, or a combination of both.

Step 02

Shape the engagement approach: tailored proposal

We outline the recommended approach, whether that's matching trained consumer representatives, using targeted outreach channels or designing a bespoke engagement strategy.

Each proposal clearly sets out the scope, timelines, deliverables and investment.

Step 03

Prepare for delivery: planning, briefing and set-up

Once confirmed, we set the partnership up for success by:

- matching consumers based on experience, skills and engagement level
- managing confidentiality and conflicts of interest.

For communication activities, our marketing team will review and prepare content and when finalised, manage the distribution through select channels to the agreed audience.

Step 04

Deliver the partnership: consumer outreach, recruitment and activation

We manage engagement end-to-end from audience activation and consumer briefing to delivery, feedback, and impact reporting, using an iterative approach to optimise outcomes.

How we structure consumer engagement services and pricing

Our consumer engagement services are priced competitively to support meaningful partnerships and drive outcomes across the lung health sector. We aim to provide fair, sustainable access to high-quality engagement that reflects both the impact and effort involved.

Access to our community through our research board, newsletters, electronic direct marketing communications (to either community, research, or health professional cohorts) is provided on a fixed-fee basis. Consumer engagement services are delivered using a tiered pricing model to support equitable access, transparency, and sustainability across the lung health sector. Tier allocation is based on the primary purpose and funding context of the engagement.

Pricing tiers

We apply a tiered approach to reflect partner types:

Tier 1: Industry / Commercial

Full cost recovery rates apply to contracted research organisations, market research companies, pharmaceutical companies, biotechnology companies, medical device manufacturers, and other private sector organisations. Pricing reflects the scope of work and level of support required.

Tier 2: Government partnership

Negotiated rates apply to government-funded bodies engaging Lung Foundation Australia at a program or system level (e.g. Commonwealth and State Departments of Health, Primary Health Networks, and commissioned health service initiatives). Pricing reflects scope, scale, and public benefit.

Tier 3: Academic, medical research institutes and not-for-profit organisations

Subsidised, cost-recovery rates apply to investigator-initiated and non-commercial research led by universities, clinician researchers, medical research institutes, and not-for-profit organisations. This tier recognises funding constraints and supports public interest research.

Fee components

Fees may include consumer remuneration, access to internal expertise (e.g. marketing and advocacy), project coordination and administration, and disbursements charged at cost.

We welcome the opportunity to discuss your requirements and identify the most suitable approach. Initial conversations are obligation-free and designed to provide clarity on scope, options, and indicative investment.

Partner with us

Meaningful change in lung health starts with the people it affects most. We can connect you with them.

If you're committed to outcomes that reflect the needs of people living with lung disease and lung cancer, we are ready to work with you please email us at **research@lungfoundation.com.au**

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