

14 January 2022

OFF AND RUNNING

Only a week has gone by since I officially joined Cystic Fibrosis Australia (CFA) and I am feeling very positive. I am typically a glass half-full type of person, but I see my positivity for CFA more as informed optimism!

I have spent my first week at CFA getting to know staff members, corporate partners, ambassadors, community members and the friends and family of the CF world. Thank you to everyone who has reached out to me. Your warmth and openness have been truly humbling. I am looking to continue to develop these relationships and get to know more people across our community over the coming weeks and months.

I could not be more excited for the year ahead, and I hope you feel this excitement too. I recognise it is a challenging time for so many people with the ongoing COVID-19 pandemic, but I am hopeful for the future. I want to encourage you all to hold on to hope, no matter what you are currently experiencing.

We have the upcoming PBAC announcement on Trikafta and then the Medical Conference and 2022 promises to be busy and eventful. There are already a number of bright spots on the CF Calendar and over the next few weeks we will be sure to add a lot more.

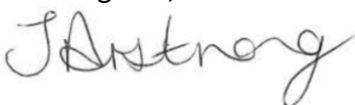
I am especially interested in Fundraising opportunities that can help CFA finance the future of CF Research and clinical improvement and this is an area that I am personally very passionate about. I feel privileged to be part of a community with so much creativity and energy and there are already a number of projects waiting in the wings.

Naturally I am still absorbing everything I've learned. I have had some time to reflect on the challenges we face and the sheer diversity of experiences that characterise life with cystic fibrosis. The science of CF is also truly kaleidoscopic, with so many factors and connections to account for.

My background is in strategic leadership, marketing and fundraising, but I've been a keen student of the medical side of CF for months now. With the combined resources of CFA's online education platforms as well as our lovely personnel and medical partners, I am gaining a deeper and deeper appreciation of the challenges you face.

There will be plenty more time to get to know each other. There will be time to talk shop and plan the future of this incredibly important cause. For now I want to offer you my thanks and re-affirm my absolute commitment to the future of all Australians living with CF. I am not only grateful to you for your warmth and candour, but for the awesome responsibility that you have entrusted to me.

Best Regards,



Jo Armstrong
CEO Cystic Fibrosis Australia