



14 April 2022

CHANGES AND OPPORTUNITIES

This week is Easter! It feels like only yesterday we were celebrating Christmas! It seems like this year is on fast-forward, but when I think back over the last few months a lot has changed and many of these changes have brought new opportunities. The successful listing of Trikafta on the PBS is a great example of both a change and opportunity for many people.

As always at Cystic Fibrosis Australia (CFA) we have been continuing to work hard to ensure we are getting the best outcomes for everyone living with cystic fibrosis (CF) across Australia.

There are a couple of changes and opportunities that I would like to update you on!

We have a new team member at CFA. Welcome Bianca Ferrari! Bianca has a wealth of knowledge in fundraising, volunteering, corporate partnerships, event management and marketing. Based on her extensive experience, it is no surprise that she is quite appropriately overseeing all of CFA's fundraising, marketing and community relations projects.

I am delighted to share that in her short tenure at CFA, Bianca has already secured for us a new national partnership! This is what she said about it...

As of this week, Cystic Fibrosis Australia has entered into a national partnership with Rehydraid to provide a 50% discount on their entire range of products. The owners of Rehydraid strongly believe that "those that require our products as a part of their personal care routine should not have to struggle financially to provide it for themselves or their loved ones."

SHOP HERE: <https://www.rehydraid.com.au/shop>

USE THE CODE: **CFA22**

If you or your loved ones may benefit from the electrolyte products that Rehydraid sell then I hope this helps you! Thank you Bianca for your hard work on this partnership and my sincere thanks to Rehydraid for their incredible generosity with the 50% discount code, which is valid for all of this year!

I am passionate about striving to continually add value to our community. In fact, each day I ask myself "what else can I do to support people living with CF?" I hope this partnership, and others upcoming in the future, will be beneficial to you.

One of the other questions I frequently ask myself is, "how can I sustain the work of CFA?" As the national peak body, CFA holds a special role in being your national "mouth piece" through our advocacy work but also we are on the cutting edge of CF research that we help fund through our research grants. We also oversee a range of other important national projects including the standards of care, peer review and the national data registry. There is a lot happening at CFA! However, these

important projects must be sustained financially. Because we are a charitable organisation we do need donations to enable our work to take place. Therefore, Bianca and I will be working on a range of fundraising initiatives. You'll hear more about this soon. If you would like to support our work by making a donation please [CLICK HERE](#).

I would also like to thank everyone who has supported us through making generous donations and everyone who replied to these emails with other offers of support. Thank you! You are amazing. I wholeheartedly believe that together we have the opportunity to help get the right outcomes for people living with CF.

On another note, I would like to remind you about our upcoming medical conference which is happening this August on 13th and 14th. This is a digital conference so you can watch it from the comfort of your own home and at your leisure because it will be recorded. Registrations are now open and lay people (which is those of us who aren't medical professionals) are welcome to attend as observers. This means you can't ask questions directly to the speakers but if you want to hear about all of the latest research and innovations in CF medical research then make sure you get your ticket today! Tickets are available [HERE](#).

I wish you all a wonderful Easter long weekend and may it be full of joy and hope as we look to the future which is full of opportunities.

Warmest regards to you all

A handwritten signature in black ink that reads "Jo Armstrong". The signature is written in a cursive, flowing style.

Jo Armstrong
CEO

Cystic Fibrosis Australia