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MEDIA RELEASE

ASTHMA PROUD TO PRESENT NEW PRESIDENT

World Asthma Day today is a significant time for asthma services and those living with the disease around the world. The Asthma Foundation of WA sees no better time to announce the appointment of prominent Perth businessman and nationally recognised sports administrator, Mr. Darren Beazley, as the President of the Board of the Asthma Foundation of WA.

Mr Beazley is very well known and respected within the Perth business world. Mr Beazley will bring an outstanding range of skills and experience to the role of President of the Asthma Foundation of WA. He was recently appointed as the Director of Commercial Operations for the Perth 2011 ISAF World Championships. Prior to that, Mr Beazley was the General Manager of Strategic Partnerships for the Fremantle Football Club in the AFL.

CEO of the Asthma Foundation of WA, Mr. John Gummer says, "Darren Beazley has been a member of the Board of the Asthma Foundation of WA since June 2008. At the recent AGM of the Asthma Foundation of WA, Board members unanimously elected Darren to the role of President. Like many charitable organisations, the Asthma Foundation of WA faces significant challenges in the current economic environment. We needed a President who not only understood the impact of asthma, but also had the skills, experience and proven ability to make a positive financial impact. Darren Beazley easily satisfies all of these requirements".

As someone who has firsthand experience with asthma, and who has played competitive level cricket and WAFL during his life, Mr Beazley understands the importance of managing asthma appropriately. As part of World Asthma Day today, Darren hopes that the community, corporate sector and Government will each support the message "You can control your asthma" by encouraging people to access and support the services of the Asthma Foundation of WA.

President of the Asthma Foundation of WA, Darren Beazley says "I am humbled to have been given the opportunity to play a role with a highly respected and proactive not for profit organisation in the Asthma Foundation of WA. I have learnt a great deal in my first twelve months on the Board and have an understanding of the issues that the Foundation must address in the next few years. Asthma is something that over 225,000 Western Australians live with every day. As we have seen in recent weeks in the international media, respiratory function is something we all take for granted and just expect to sustain our busy lives. Poor respiratory function can be insidious and whilst not always apparent, a loss in that function significantly reduces our quality of life."

Mr Gummer said "Darren Beazley's ability to work collaboratively with the community and the corporate sector to achieve goals that benefit the long term sustainability of an organisation is of great application to us at the Asthma Foundation of WA. We look forward to a bright and enduring future".

Mr Beazley said, "It may surprise many Western Australians to know that in 2007, 385 Australians lost their lives as a result of asthma. This is a figure that is not only shocking, but deeply troubling as death from asthma, with the correct treatment, is something that is largely avoidable.

I am confident that the Western Australian Government together with our corporate supporters understand that, now more than ever, their support of the Asthma Foundation of WA is required to ensure that the Foundation carries on its vital work. The Asthma Foundation of WA is blessed to have an enthusiastic and talented team of staff; however, to continue to undertake research, education programs and advice to the general public, they have to have the financial backing of the broader community.

I look forward to working with Vice President Warren Campbell, the Board of the Asthma Foundation of WA and CEO, John Gummer in the years ahead to guarantee that such financial backing ensures that asthma mortality becomes a 'thing of the past'.

Media interviews and photographs are available with Darren Beazley and John Gummer.

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For interviews regarding World Asthma Day and families impacted by asthma, please also feel free to contact the Media Contact on the details above.