

Impact Report

July 2024 – June 2025



**Allergy & Anaphylaxis
Australia®**

Your trusted charity for allergy support





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Allergy & Anaphylaxis Australia

Allergy & Anaphylaxis Australia (A&AA) is a registered charity and national patient support organisation, dedicated to helping individuals and carers alike in managing allergic disease.

The community places a high value on evidence-based information and reaches out to A&AA for information, guidance, support and assistance, via our free National Allergy Helpline.

A&AA is a trusted voice and works closely with related areas in commonwealth and state government departments, food industry, health and teaching professionals, as well as the Australian community at large. We have a Medical Advisory Board and work in partnership with the Australasian Society of Clinical Immunology and Allergy (ASCI) through the National Allergy Council.

A&AA shares patient experiences and our expertise and knowledge to advocate for all Australians living with allergic disease to improve health and well-being.

Cover image: Food Allergy Week ambassador Paris on holiday in Venice, Italy.

A message from our CEO



The 2025 Impact Report will be my last as CEO. As I look back on the work of the past year, I am amazed by the strength of our small team and the scale of what we have been able to achieve.

The last 12 months has seen us completely overhaul the Allergy & Anaphylaxis Australia website to further our goal of making information on allergy management easily accessible – and easy to understand – for all. This has been a huge undertaking by the team who continue to review our information based on feedback and enquiries we receive, as well as the latest health advice. We also created Australia's first Food Allergy Travel Hub, which is packed with information, advice and resources for those travelling with allergy, including translated resources and chef cards in 21 different languages to help people eat out with more confidence.

We continue to advocate on your behalf to improve allergy care, including access to care no matter where you live in Australia. We continue to communicate with people daily; the focus groups we progressed in 2024 reinforced where we need to further direct our attention. Thank you for trusting our team of health professionals with the needs and challenges you have. A&AA's strength is in understanding allergy management outside the consultation room. While allergies cannot be 'cured' for the most part, we are best placed to help you live life with allergies rather than having allergies control your life.

I have always loved hearing from people expressing their gratitude for A&AA, whether they called our helpline, were educated via one of our Living with Allergies email guides or attended a webinar. They usually refer to our Allergy Educators by name, and they almost always express their astonishment at the level of care and commitment they received. This is all thanks to our dedicated team, who you can meet on page 15 of this report.

Of course, our ongoing partnership with ASCIA in the National Allergy Council has allowed us to continue our advocacy efforts on a large scale. Together we have continued to strive to improve the health and wellbeing of people with allergic disease.

I want to express my deep thanks to everybody involved in this important work. We can only help Australians with allergy because of your involvement, guidance and support. It is my sincere hope that you will continue to recognise our efforts and support our work as we remain committed to furthering this incredibly worthy cause.

Warm regards,



MARIA SAID AM

Our Direction

Theory of Change

A&AA has implemented a **Theory of Change methodology** to assist in identifying long term goals. The Theory of Change helps understand, evaluate and measure A&AA's impact. Achieving social change is not linear. We have adopted this methodology to strengthen our organisational monitoring, evaluation and learning

If we...

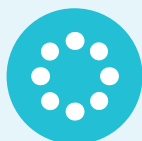
Connect people impacted by allergic disease including those at risk of anaphylaxis with support and information, raise awareness of allergic disease across the general community and advocate for healthcare and policy reform

by...

offering credible and evidence-based advocacy and information on allergic disease and the risk of anaphylaxis

we can...

improve the quality of life for all Australians impacted by allergic disease and those at risk of anaphylaxis



A&AA is a collaboration between...

Stakeholders

People with allergic disease including the risk of anaphylaxis and the people that care for or about them



Governments and other organisations



Health professionals and industry



The general community



Bringing together...

Inputs

Credible and evidence-based information



Expertise and lived experience



Effective collaborations and strategic partnerships



By...

Activities

Providing information on allergic disease including anaphylaxis, in a variety of accessible formats



Support services for people impacted by allergic disease including those at risk of anaphylaxis



Advocacy

Our Vision:

Improved quality of life for all Australians living with allergic disease

Our Purpose:

The trusted charity for allergy support. We listen, guide and educate Australians living with allergic disease. We advocate on their behalf to ensure their voice is heard

"It is hard to believe but in the not-so-distant past, there were no adrenaline injectors on the PBS, there was little community awareness of the management of food allergies and many families had very little support in the healthcare setting if they lived with a food allergy. Maria and her team have worked tirelessly to change this landscape"

Dr Preeti Joshi, Paediatric Allergy and Immunology Specialist



So that...

Initial Outcomes

People have access to credible information about allergic disease and anaphylaxis



Governments, the community and institutions recognise their role and responsibility in the prevention, management and treatment of allergic disease and anaphylaxis



People with allergic disease including those at risk of anaphylaxis are respected/heard and understood when they speak up about their needs



Leading to...

Final Outcomes

Improved model of care for people living with allergic disease including those at risk of anaphylaxis



People impacted by allergic disease including those at risk of anaphylaxis feel physically and emotionally supported



Food allergy management is standard business practice for organisations, wherever food is consumed



Enabling...

Impact

Improved quality of life for all Australians impacted by allergic disease including those at risk of anaphylaxis

Australia's Allergy Burden



8+ million

Australians live with allergic disease such as allergic rhinitis, eczema, asthma, insect, medication and food allergy¹

Food Allergy & Anaphylaxis



7%

of the Australian population have proven food allergy²



1 in 10 infants

have proven food allergy³



3x more likely

Australian-born children of Asian-born parents are three times more likely to have food allergy, compared to Australian-born, non-Asian children⁴



76%

of people with food allergy have avoided travel because of food allergy concerns⁵



84%

of people with food allergy have avoided a social gathering because of their allergy⁶



2 in 3 adults + 3 in 4 caregivers

experience psychological distress related to managing food allergies⁷



51% increase

in anaphylaxis presentations to emergency departments in public hospitals from 2015-2020, reaching 11,594 cases in 2019-20⁸



7.2

presentations of anaphylaxis per day to Victorian emergency departments in 2024, up from 6.5 per day in 2023⁹

The total financial cost in 2024 is estimated at

\$18.9 billion

with an average financial cost of \$2,318 per person living with allergic disease¹

68.9%

of people with allergic disease are of working age (15 to 64 years)¹

\$15.1 billion

was the cost of lost productivity in 2024¹

First Nations people are twice as likely to present at hospital with asthma and other allergy-related illnesses, with emergency department presentations significantly increasing between 2018 to 2023¹¹

Children of **East-Asian born parents** have a higher rate of most allergic conditions (excluding asthma) in the first 6 years of life¹⁰

Allergic Rhinitis

Treatment, including allergen immunotherapy, can improve outcomes in rhinitis, yet allergic rhinitis remains **underdiagnosed** and **undertreated**¹²

Allergic rhinitis is a persistent condition that **frequently goes unnoticed** in primary care¹³

Almost

1 in 4 Australians

have allergic rhinitis¹⁴

Allergic Rhinitis is most common in people aged

15-54 years¹⁴



Eczema

Up to

36%

of Australian children aged under six years have eczema¹⁵

Up to

48%

of adults have experienced eczema at some time in their lives¹⁵

40%

of people living with eczema have poor self-esteem and lack confidence¹⁶

Parents can spend an average of

22 hours per week

on eczema-related tasks¹⁷

60%

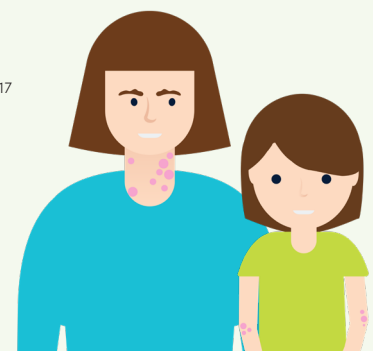
of parents wake up 2+ times per night to care for their child with eczema¹⁷

32%

wake up 3+ times per night¹⁷

67%

of parents said work performance was affected by fatigue, missed time and decreased productivity¹⁷



My story:

Exercise-induced Anaphylaxis

Experiencing anaphylaxis after exercising changed the course of Lauren's life forever

My name is Lauren and I have exercise-induced anaphylaxis. I was 16 years old when I had my first reaction. My mum and I were at a kickboxing class, and although we normally partnered together, we hadn't that time. I held the kickboxing bag, taking hits from my partner as my skin started to prickle until it felt as though it was raging against my blood. I recall looking over at my mum and silently begging her to just look at me as my mind grew foggier. I knew something wasn't right, but I wasn't able to put it into words.

I was already under the care of an allergy specialist and when we described my symptoms, he gave me the words for what had happened that day. **Exercise-induced anaphylaxis is a condition in which anaphylaxis occurs either during or after exercise. I had never heard of the condition so being diagnosed with it was shocking.**

I was handed an ASCIA Action Plan that perfectly described the timeline of my symptoms: urticaria (hives) followed by brain fog and dizziness due to my blood pressure dropping.

I went to school after my appointment with my new adrenaline device in my bag; I was confused and scared. I told my friends in the hopes of receiving comfort but they responded with, "I would rather die than have to give up sport."

I reacted a week later and although I had my adrenaline with me, I was second guessing myself. It was the middle of winter and I had walked 10 minutes to the bus stop. When I stepped onto the bus, I knew it was happening again. My skin felt like it was on fire and my brain was foggy. There were no seats left so I sat on the floor. When we got to school, I walked to the office where panic seized me and I was unable to speak. Luckily my brother was with me, but neither of us wanted to make the decision to use my adrenaline. In hindsight, I did everything wrong in that scenario but I didn't know any better.



Lauren is the Marketing Assistant at Allergy & Anaphylaxis Australia and an Allergy 250k camp peer mentor.

I avoided anything that would be titled 'exercise' for two years because I was fearful of going into anaphylaxis again. As time went on, the list of things I could no longer try started to pile up: I mourned the marathon I wouldn't run, feared dancing at a party. In conversation with my allergy specialist, I slowly returned to exercise with immense fear but a stubbornness that could not be persuaded. I learnt that my reactions depended on a high heart rate and body temperature.

My allergy burden only stops when I'm not moving. When I am moving, my thoughts are jumping to my heart rate, my body temperature, how I'm going to carry my adrenaline, where I would lie down if needed. My limits start at a 10-minute walk and can span into a 45-minute workout. Learning to manage my risk of anaphylaxis and relationship with exercise has been challenging, but I hope to help others like me through my work.

Our story: Enduring Eczema

Struggling to keep her baby's eczema under control, Palesa felt helpless until she found the right support

It's the middle of the night, the baby is crying, and Palesa is desperately googling for answers. Her beautiful three-month-old is in distress, constantly scratching the once-perfect newborn skin that has erupted in angry, itchy dry patches all over her little face and body.

"It was horrible because she would scratch all night and couldn't rest," Palesa recalls. "When I held her to my chest she would try to scratch her face against my clothes." At its worst, the eczema flare-ups on Kat's cheeks resembled third-degree burns, painfully red, raw and at risk of infection.



The days brought no relief: while her peers played happily at daycare, Kat was forced to wear mittens to stop her scratching her skin, which prevented her from joining in. "I was so worried that wearing mittens all the time would restrict her development, because babies use their hands to learn," Palesa says. "She wasn't involved in any positive play, she was just held while she cried."

Trying to manage Kat's eczema was a relentless burden that affected the whole family. Stressed and sleep-deprived, they visited their GP and tried googling for answers, but encountered a mountain of conflicting information. The family tried eliminating foods from Kat's diet and even installed a water filtration system in their home after reading that toxins in the water were to blame, but nothing helped.



With her eczema now under control, Kat is able to play freely.

As South Africans, they also found it impossible to find photos of eczema on dark skin and the materials they were given only pictured pale skin with eczema that looked nothing like their baby's. Palesa resorted to uploading images of Kat into Google Image Searches to see if there was anybody out there with something similar, but found nothing.

"You're constantly researching and whatever you try it's not working - you feel helpless as a parent" - Palesa

Allergy & Anaphylaxis Australia receives calls on our National Allergy Helpline every day from parents in the same position. Our Allergy Educators provide practical advice, evidence-based resources and emotional support, but for every person they reach, there are many more in need of help.

Now a bright and bubbly toddler, Kat still has eczema on her face, hands and feet, but her family has it under control after finally receiving specialist care. It's no longer as severe as it once was and is being managed effectively with topical steroid creams and ointments. Palesa just wishes she could have received specific eczema advice sooner, rather than wading through masses of misinformation while her baby's condition worsened.

Our Impact and Influence



14,400+ Health Professionals

Our team attended more than **16 medical and food service conferences** across Australia, including nursing conferences for the first time, reaching more than 14,400 health professionals. Allergy & Anaphylaxis Australia provided a patient perspective of allergy management and brought our knowledge of allergy management to the healthcare front line.

"Whenever I have needed to contact A&AA there is always a prompt response, the Allergy Educators are easy to talk to and exchange emails with and I always feel confident in the information they provide. It's really reassuring having that resource available (I have been contacting them for 17 years)."

Leah



Our expertise is in-demand



A&AA reviewed more than **43 documents for third parties** including the ASCIA Paediatric Committee, Global Asthma and Allergy Network, NSW Department of Education, Royal Australasian College of Physicians and the National Allergy Centre of Excellence



A&AA Allergy Educators actively contributed to more than **49 working groups** sharing their deep understanding, knowledge, and expertise of people with allergies and continued to advocate on their behalf



A&AA participated as a consumer expert in **24 research projects** during 2024-2025



125 media stories

A&AA secured **125 pieces of media coverage** (print, digital, radio and television) on a range of allergy-related topics - generating more than 10 million opportunities to see

2.3+ million



Our social media channels reached more than **2.3 million people** - double the audience reach of the prior year



Our social media audience grew to **68,000 followers** during 2024-2025, including 3,000 new followers



Information for our national awareness-raising week, Food Allergy Week, was seen over **2 million times** on social media by people wanting to learn about allergic disease



1.3+ million video views across Facebook and Instagram Reels



150,000 people watched our educational video animations

Advocacy & Support

A&AA provided direct assistance to

1,464 people

living with and/or caring for a person with allergic disease in the last 12 months

We received a Net Promoter Score of **83** from those receiving support from A&AA's National Allergy Helpline



Public policy

27 submissions were made that assisted in shaping public policy to improve quality of life and safety for those living with allergic disease



Free patient resources

We created **23** new free patient resources to help educate and support people with allergic disease and their families



Free webinars

We hosted 4 free webinars and online panel discussions for patients and carers, with 688 registrations



10 families

A&AA continues to support families who have lost loved ones to anaphylaxis

15,500+ email subscribers

Our community of subscribers grew to more than 15,500 – a 21% increase this year

Online education

We empowered more than 3,383 people who joined an email series for education on management of allergic disease

Digital information

Our new-look website allergyfacts.org.au received visits from more than 385,000 people looking to learn more about allergic disease – a 49% increase from last year

We delivered important news and health information to our subscribers via Electronic Direct Mail (EDM):

106 EDM Campaigns

8 allergen notices

6 Allergy News newsletters

We emailed

49

food recall alerts to our subscriber database

"A&AA were my first call after my son experienced an anaphylaxis incident at a cafe. They listened, provided information and resources I'd never considered. They've also supported me in dealing with the consequences of this incident with my son who has struggled with trusting the care and competence of food outlets and staff outside the home."

Victoria, NSW



Maria Said AM

Fighting for your lives

As she steps back from her long-held role of CEO, we look back on the legacy of Australia's fiercely passionate allergy advocate Maria Said AM

When Maria Said joined a small support group in Sydney's northern beaches in 1993, she had no idea her personal experience would propel her to revolutionise allergy awareness in Australia. Back then, Allergy & Anaphylaxis Australia (A&AA), or the Food Anaphylactic Children Training & Support Association, as it was then known, was a tiny volunteer-led group and Maria, a registered nurse and mother of a child with peanut allergy, was simply looking for answers.

"I was desperate," Maria recalls. "My son had experienced potentially life-threatening reactions to peanut from the age of 12 months, but despite many GP visits and numerous hospitalisations it took three years for him to be diagnosed. There was simply no understanding of how serious food allergy could be."

What started as a quest for information quickly became a calling. Maria joined the organisation as the seventeenth member and before long had established a local support group in Western Sydney, hosting gatherings in her home. "People would sit in a circle and share experiences. Just knowing someone else believed you and understood how difficult it was—it meant everything," she reflects.

In 1999 Maria became president of the association and her tireless crusade for allergy awareness began in earnest. Decades on, her leadership has transformed A&AA from a kitchen-table support group into a nationally respected peak body, providing vital support, education and advocacy to the millions of Australians living with allergic disease.



Maria Said was appointed a Member of the Order of Australia (AM) in the Queen's Birthday 2022 Honours list. This award was for her significant service to community health, particularly through her work in allergy and anaphylaxis

Tragedy as turning point

Despite fierce campaigning, it wasn't until the death of a 13-year-old boy on school camp in 2002 that real change began. "He was the same age as my son," Maria says. "His mother didn't want him to go on camp due to his allergies, but she was told he'd lose marks if he didn't." He died because of a game in which eating peanut butter was part of a team challenge. There was no adrenaline device on the premises.

Galvanised, Maria wrote to state and federal health and education ministers to push for a coroner's inquest. "We'd already met with the Department of Education to call for guidelines specific to anaphylaxis, but they'd told us the guidelines were not to be progressed. Five days later, that boy died," she reflects. "His story had to be told."

The tragedy became the catalyst for a seismic shift in the way allergy was managed Australia-wide. Guidelines for managing anaphylaxis in schools were finally developed, and A&AA emerged as a key voice in shaping allergy guidelines, policies and legislation across Australia.

A legacy of change and trust

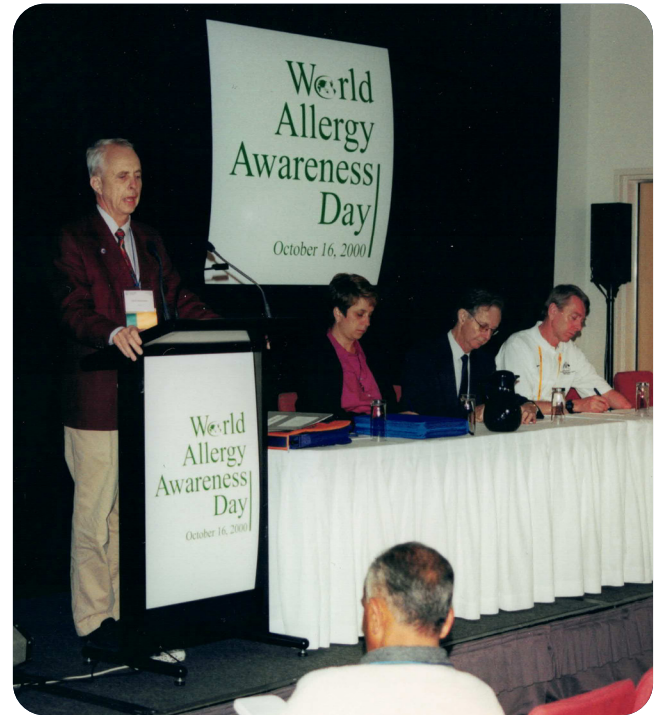
With every conversation, committee and conference, Maria has slowly but steadily transformed how allergic disease is perceived.

“Maria’s clarity of purpose, deep empathy and ability to bring people together have made her one of the most respected and influential voices in the field,” shares immunologist allergist Professor Mimi Tang, Head of the Allergy Immunology Research Group and Director of the Allergy Translation Centre, Murdoch Children’s Research Institute. **“She brings the lived experience of families into every room, ensuring the voices of those most affected are heard at the highest levels.”**

That transformation didn’t happen overnight. Maria describes the experience of attending her first international allergy conference in Washington in 2000. “I was overwhelmed by how advanced the US was. I felt like a tiny tadpole in a sea of expertise,” she shares. It was there that Maria met Anne and Terry Muñoz-Furlong, founders of the Food Allergy & Anaphylaxis Network, who became mentors, allies and good friends.

Soon after, another meeting proved pivotal: Maria gave an address at the first ever food industry event on food allergen labelling in 2001, where she met future A&AA board member and strong supporter William Porter.

From then on, Maria, alongside many experts in the field, helped position Australia as a world leader in allergy management, research and care. At her insistence, the phones of A&AA are manned only by experienced health professionals who provide education, practical advice and support to people living with allergy.



Maria at the XVII International Congress of Allergology and Clinical Immunology in Sydney

“What I learnt is that Maria does not stop. She gives 100% all the time and is not defeated by the many obstacles one encounters when trying to enact change”

-Dr Preeti Joshi, Paediatric Allergy and Immunology Specialist

“I’ve seen countless patients and families navigating the challenges of allergy, and time and again, they’ve been uplifted by Maria’s unwavering support, genuine kindness, and deep human connection”

- Dr Dean Tey, Paediatric Allergy and Immunology Specialist

Forming the National Allergy Council

Maria, supported by Anna Burke MP, regularly visited Parliament House to put the often trivialised 'allergic disease' on the table. In 2006 the growing charity received a small amount of federal government funding that allowed it to move the organisation out of Maria's home and that of another dedicated committee member. Partnering with ASCIA, the world's first Allergy Summit brought together individuals and organisations wanting to improve allergy care in Sydney in 2014.

Gaps in allergy care were identified and a National Allergy Strategy taken to parliament. "The strategy gave us a unified voice and allowed us to say: this is a public health issue," Maria explains. The National Allergy Strategy led to the announcement of a Parliamentary Inquiry into allergies and anaphylaxis in 2019 and the birth of the National Allergy Council followed: a true partnership between A&AA and ASCIA that led to multi-year government funding to implement key reforms in healthcare, education and food safety.

"Maria has been at the forefront of advocacy efforts and integral in the development and implementation of the National Allergy Strategy," reflects National Allergy Council CEO Dr Sandra Vale. **"It has been a privilege to work alongside her for so many years."**

A natural leader

Maria often downplays her leadership, attributing success to her team. "I'm not trained in business or management. I've learned on the run," she admits. But her humility belies the impact she's had. Under her leadership, A&AA has helped bring adrenaline injectors onto the Pharmaceutical Benefits Scheme and into public first aid kits, developed evidence-based educational tools and supported thousands of families in crisis, including those that have lost loved ones.



National Allergy Centre of Excellence Director, Professor Kirsten Perrett; Maria Said AM; National Allergy Council CEO, Dr Sandra Vale and ASCIA CEO, Jill Smith



Maria at the first Allergy 250K peer mentor camp run by the National Allergy Council in 2022

"Her energy and drive have led to a sustainable model of food allergy management in the community in general and in schools in particular," says Professor of Immunology & Allergy, University of Western Sydney, Connie Katelaris AM. **"She has given leadership to a strong Board of Directors within A&AA that will ensure its continued importance and relevance as she steps down from her CEO role."**

Looking forward

Even after decades at the helm, Maria remains driven. Her next role at A&AA will focus squarely on advocacy.

"There's still work to do. I don't like asking for things for myself, but to advocate for other people who can't advocate for themselves is what drives me. I don't want anyone to feel as alone as I did between 1990 and 1993, when I had to beg people to believe my son's food allergy was real."

Fittingly, it was her children who were most excited when Maria was appointed a Member of the Order of Australia (AM) in 2022. "I was shocked but my kids were thrilled," she shares. "They've seen what I've given to this cause."

Maria's journey from isolated mother to national leader has reshaped how Australians live with allergy. Although she's stepping into a new role, her voice—and her impact—will echo for generations to come.

"Maria has been a strong leader in advocating for people living with allergic disease. Importantly, she has been there to support people affected by allergies when they most needed support"

-Dr Sandra Vale, National Allergy Council CEO



Maria and her family at the Member of the Order of Australia award ceremony in 2022

Meet our Allergy Educators



Our esteemed Allergy Educators are all highly qualified health professionals committed to sharing their knowledge of allergic disease. With qualifications in medicine, nursing and dietetics, as well as postgraduate studies in allergy management, the team boasts decades of healthcare experience between them, including more than 33 years in the allergy space.

The majority of our Allergy Educators also have lived experience of allergy, allowing them to approach their work with both expertise and empathy. Some of our more senior allergy educators volunteered their services to A&AA before joining the team in a professional capacity.

Together, the team works to disseminate allergy information directly to consumers, health professionals, government, food industry and school, childcare and camp staff, among others, via our National Allergy Helpline. They also produce webinars, email guides and digital health content and regularly attend conferences across Australia to share information with health professionals, First Aid training providers and the food industry to further raise awareness of day-to-day allergy care.

National Allergy Helpline Feedback

As part of A&AA's focus on people who live with allergic disease, we surveyed those in our community who have received support from A&AA's Allergy Educators

94%

said they would recommend A&AA to a family member, friend or colleague

94%

said they were **'very satisfied'** or **'satisfied'** with the support they received from the Allergy Educator

"A&AA offer a wonderful support and information service for those suffering from allergy and/or anaphylaxis. The organisation has both the heart and credentials to guide allergy families. I wish I had contacted them years ago!"

Laurie, NSW

"Our conversation left me feeling so reassured and I'm incredibly grateful for the valuable information and resources you shared. The webinars, podcasts and information on Mammalian Meat Allergy and tick-induced allergies will be incredibly helpful in furthering my understanding."

Thank you again for your kindness, patience and all the invaluable guidance. I truly appreciate the work you and your team do in raising awareness and supporting people like me."

Zainab, VIC

"A massive thank you to the Allergy Educator who listened to my case history, sought further advice from A&AA and came up with a plan and contact details to a world-renowned specialist to assist me. This is after a lifetime of falling through the cracks of the medical system."

Simon, NSW

"As a school nurse, I really appreciate being able to use the resources and expertise provided by A&AA. The website is easy to use, helpful and accurate. Their advice is practical and evidence-based. I will continue to use their information."

Andrea, QLD

"On calling A&AA after a recent incident while eating out, the Allergy Educator provided me with support and advice as to how to proceed in terms of creating a Food Service Report. This was followed up with further correspondence and several links to a variety of resources regarding anaphylaxis. She was patient, attentive to all my questions, very knowledgeable and immediately put me at ease. A wonderful service for families navigating allergies."

Sandra

"My query about travelling overseas with a child who has severe food allergies was handled very well. The information given was clear and relevant and all of my questions were answered. The woman I spoke to communicated clearly and did not rush me. She also offered to send me additional printed information which was very helpful. I am incredibly grateful."

Anne, VIC

"I reached out to A&AA to get help in managing my son's severe eczema. Living in remote WA, a referral to a dermatologist takes longer than usual. The Allergy Educator I spoke to has been of great help to me, providing me with reading materials that helped manage my son's eczema. She also gave me resources on topical steroid use as this is something I struggled with as I had heard conflicting opinions from doctors. I appreciate all your help and I hope you help more families in the future!"

Scarlette, WA

"This organisation has been great to support my journey into allergies with my son. Advice has been great, quick responses and very professional. Their Facebook posts contain important and useful information. They have been a much valued resource of information."

Angela, SA

"They were so helpful and so informative. It gave me the confidence to introduce allergens to my baby whilst I have a severe allergy. Really appreciated the quick follow-up phone call after inquiring online. I would 100% recommend using the service to anyone in need."

Tayla, WA

"I contacted A&AA to speak to an educator about my newborn daughter's cow's milk protein allergy. They were so responsive, calling me within a day, to talk in detail about it. The Allergy Educator I spoke to was wonderful - very informative, helpful, empathetic and kind. I am so impressed and so grateful for the support provided by A&AA - thank you!"

Tory, ACT

"I cannot express enough how grateful I am for the support and guidance provided by A&AA. Whenever I have called, I am always met with a level of compassion that exceeds my expectations. The Allergy Educators always understand my specific needs, offering not just knowledge but genuine care and understanding of the challenges. It is always such an empowering experience."

I am so grateful for their compassionate support, extensive knowledge and resources. Their commitment to advocating, education and compassion makes them an invaluable resource. Thank you!"

Donna, NSW

"I am so happy to have found this website and organisation. The information they have provided is invaluable and it is wonderful to have some support and guidance after years of trying to work out how to deal with the stresses and challenges of many food allergies on our own. The Allergy Educator was incredibly kind and diligent in finding answers to my questions and her shared personal experience was very reassuring."

Sarah, NSW

Our story: Real Risk, Remote Location

Noah's life-threatening nut allergies pose a particular challenge in his country town

A bite of his usual peanut butter toast triggered one-year-old Noah's first anaphylaxis. Sitting at the table with his three older siblings in regional Western Australia, the gregarious toddler had been gobbling up his breakfast when the first of his symptoms attracted attention.

"I was getting dressed when the kids started calling out 'Mum, there's something wrong with Noah, his face looks funny,'" recalls mum Lisa. "My husband and I recognised it straightaway as some kind of allergic reaction."

Noah had no history of allergies and had eaten peanut butter many times before. With his face swelling up before their eyes, his parents bundled him up into the car and drove to the nearest hospital, which was only a few minutes away but, as in many small country towns like theirs, was staffed only by nurses and had no doctors on duty.

By the time they reached the hospital Noah was struggling to breathe and vomiting. "It was intense and scary; I was just going moment by moment," Lisa recalls. Hospital staff administered adrenaline and thankfully, Noah's symptoms settled. After a few hours sleeping peacefully, he was discharged.

"It wasn't until afterwards that I really reflected on what happened and realised he could have died"

- Lisa



Fortuitously, Noah was already booked in to see an allergy specialist the following week to investigate gastrointestinal issues. "We're so thankful for that timing because if we hadn't had the appointment so soon, we would have waited months," says Lisa. A skin prick test confirmed Noah's allergy to peanuts and some tree nuts, and from that day on his life - and the family's - was forever altered.

Since that fateful bite of peanut butter toast, Noah has experienced just one severe allergic reaction after eating a bowl of chickpea-based cereal that Lisa suspects was cross-contaminated with peanuts. Noah developed respiratory signs of anaphylaxis in what was another terrifying experience for them all.

Now, rather than rely on packaged foods, Lisa has chosen to make most of the family's snacks from scratch and has stopped buying products labelled "may contain peanuts". She makes her own nut butters out of the nuts Noah isn't allergic to and says a polite no when offered home-cooked foods from friends' kitchens where nuts may have been present.

Where they once took great pleasure in laying the table with big spreads and encouraging the kids to try a bit of everything, they now pack Noah a McDonalds Happy Meal if they go to a restaurant to eat. "It's been really hard that he hasn't been able to join in," Lisa admits.

Like so many parents of children with allergy, Lisa is astounded by the lack of education she received compared to other diseases. "When I had gestational diabetes there was so much information – there were classes and workshops and I was taught how to inject the insulin and do all these things," she recalls. "But with Noah's allergy, we were left to work it out for ourselves."

Lisa took a proactive approach: she signed up to Allergy & Anaphylaxis Australia's newsletter and called our National Allergy Helpline for guidance between specialist appointments. With that first harrowing experience of anaphylaxis behind them, she and her husband now know to lie Noah down should it happen again, administer adrenaline and call the ambulance rather than drive him to hospital themselves.

Lisa would love to see advertising campaigns rolled out across the country to raise awareness of the seriousness of allergic disease. She has become accustomed to having Noah's condition dismissed as an intolerance or personal preference by people who don't understand the difference. It's a dangerous lack of distinction that puts little boys like Noah's lives at risk.

Lisa fears the challenges that will come as Noah gets older and navigates the world of allergy himself. "He's my wildest child and already a risk-taker, so I dread him out there on his own," she shares.

She wishes there was clearer legislation around when products might be contaminated with an allergen so they could more easily make informed decisions about whether foods were safe for him to eat. Having a voluntary statement about possible contamination during food production only makes it more difficult because even products without a voluntary statement might pose risk.

"One of my biggest peeves is that there's no proper legislation for food packaging, it really bothers me"
- Lisa

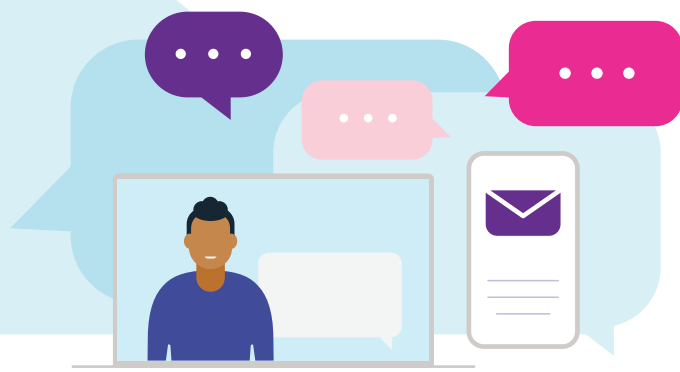
Noah is currently on a waitlist for a tree nut challenge after testing indicated he may be growing out of that particular allergy. "It would be a huge blessing," Lisa shares. "I'd love to be able to go and buy cashew butter at the shops, or almond butter, just to have an option for him instead of having to make our own."

To help families like Noah's, Allergy & Anaphylaxis Australia continues to advocate for legislation in relation to precautionary allergen labelling statements and easily accessible online resources for consumers and health professionals across the country.



12-month-old Noah and his mum, Lisa, in hospital after Noah's first anaphylaxis; Noah and Lisa at home

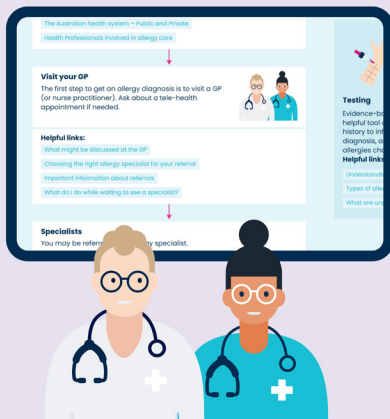
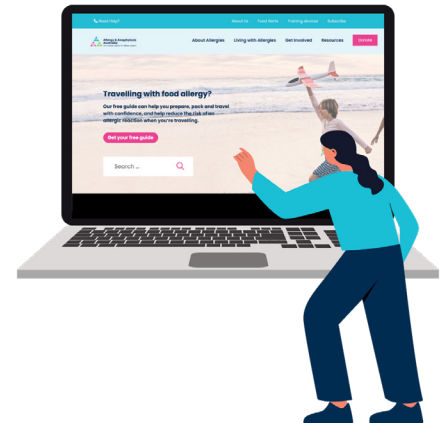
2025 Highlights



Our new website

The A&AA website has a fresh new look! Designed to boost the user experience and present information clearly and accessibly, the new site went live in October 2024 and is already attracting strong results.

Active users have increased an impressive 49% year on year, and page views have increased 44% year on year. We continue to adjust the website's look and feel in line with AEO and SEO best practice to expand our reach and achieve our goal of increasing access to evidence-based information about allergic disease.



Understanding Allergy Care

The Understanding Allergy Care project launched in May 2025 with the aim of improving the health literacy of those living with allergy. The project was developed as part of the Shared Care for Allergy Project, in collaboration with the National Allergy Council. A new mini-informational hub on the A&AA website includes 12 new webpages providing easy-to-understand guidance on navigating the Australian health system for allergy care.

The Understanding Allergy Care hub received 39,154 page views during the two-month campaign launch period, supported by a digital advertising and social media campaign that achieved more than 1.5 million impressions and reached over 700,000 people.

Living with Allergy Guides

Our free Living with Allergy Guides that assist people with everyday management of specific allergic conditions continue to deliver evidence-based information and resources directly to the consumer in the form of a two-week email education series per topic. In 2025 we refreshed two Living with Allergy guides and launched two new ones.

Our guides for food allergy and allergic rhinitis were promoted through digital channels and health professional networks, with 3,383 people signing up to receive a guide during the year.



Food Allergy Week 2025

FOOD ALLERGY WEEK®
ALLERGY & ANAPHYLAXIS AUSTRALIA

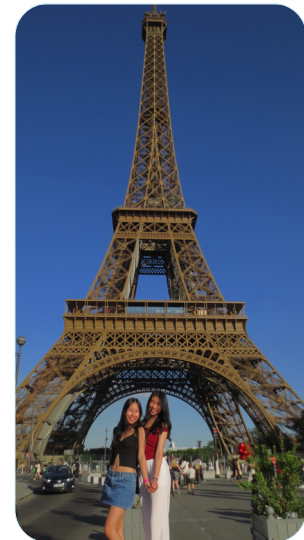
Food Allergy Week is an initiative of A&AA designed to raise awareness Australia-wide and improve quality of life for people living with food allergies. This year's travel theme proved incredibly popular, with the tagline: **'Plan Well. Eat Smart. Travel Safe.'**

After a survey uncovered widespread concerns for people travelling with food allergy, A&AA developed Australia's first **Food Allergy Travel Hub**, an online platform packed with evidence-based resources aimed at giving people with food allergy the confidence to travel.

The **Food Allergy Travel Hub** included 16 new webpages, 21 translated chef cards and six new 'Share Your Stories' of Australians travelling with food allergy, as well as airline policy comparisons, advice for travelling with adrenaline devices and checklists for everything from travel insurance to cruising.



Food Allergy Week ambassadors Harry (top) and Paris (below) shared their tips for travelling with allergies on our social media channels



A high-impact integrated campaign delivered a potential **9.5+ million** opportunities for the Australian public to see.

Campaign highlights

28,571 total webpage views

of the Food Allergy Travel Hub and Food Allergy Week campaign page

9,751 downloads

of food allergy travel resources and educational materials

45 pieces of media coverage

were secured during FAW, delivering 7+ million opportunities to see on national TV, digital and print media

Social Media

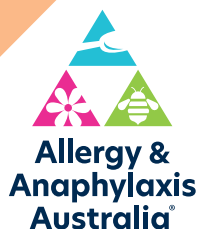
A strong social campaign highlighted real life stories and the Food Allergy Travel Hub, generating

2+ million views and 1+ million audience reach

- 1,034,201 people reached
- 2,277,605 impressions
- 814,166 video plays
- 3,858 link clicks



Partnership



**national
allergy
council**



The National Allergy Council (NAC) is a partnership between Allergy & Anaphylaxis Australia and the Australasian Society of Clinical Immunology and Allergy (ASCIA) as the leading patient support and medical organisations for allergy in Australia

Maria Said AM (CEO of A&AA) is a Director and Co-chair of the National Allergy Council and A&AA's Allergy Educators including Maria are co-leads of each of the National Allergy Council programs:

The National Allergy Council is funded to progress key programs identified by the National Allergy Strategy, working in consultation with key stakeholders



Nip Allergies in the Bub

Preventing food allergy in babies, through implementing ASCIA Guidelines



Allergy 250K

Supporting school aged kids and young adults with severe allergy



Food Allergy Aware

Improving food allergen management in food service



Allergy Aware

Managing allergies and anaphylaxis in schools and children's education and care



Shared Care for Allergy Project

Empowering consumers and improving access to quality allergy healthcare



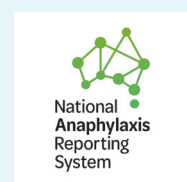
Anaphylaxis Reporting System Project

Building connected allergy care through digital health



Drug (medication) Allergy Project

Promoting accurate antibiotic allergy diagnosis and documentation



Anaphylaxis Reporting System Project

Protecting people with allergies through a reporting system

The National Allergy Council is a progression of the earlier work of the National Allergy Strategy, which initially received funding in 2016. The National Allergy Council was subsequently funded as a result of the May 2020 Commonwealth Parliamentary Report: Walking the allergy tight rope.



Scan to learn more about the NAC's latest projects
nationalallergycouncil.org.au



Scan to learn more about ASCIA
allergy.org.au

Thank you

We gratefully acknowledge the support of the following partners, trusts and foundations during the 2025 financial year.



Government Support

A&AA receives funding from the Australian Government, Department of Health, Disability and Ageing via the National Allergy Council.

Trusts & Foundations

- ETA Basan Charitable Trust
- The De Lambert Largesse Foundation
- The Lionel & Yvonne Spencer Trust
- Wood Family Foundation

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- Viatris

Platinum:

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- DBV Technologies
- Mondelez Australia Pty Ltd
- Nutricia Australia Pty Limited

Gold:

- Glaxo Smith Kline (GSK)
- Nestle Australia Ltd
- Pfizer Australia

Silver:

- Stallergenes Australia Pty Ltd
- Vesta One (trading as Sanctuary Early Learning Adventure)

In-Kind:

- Clayton Utz

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People with allergic disease need your support

At Allergy & Anaphylaxis Australia we believe those with allergic disease deserve to live their best life. Your support makes that a reality and helps to improve the day to day lives of individuals and families living with allergic disease.

None of what we do is possible without your valued support. Please visit our website to make a tax-deductible donation today.

allergyfacts.org.au/donate



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