



As the Chief Executive Officer of Cystic Fibrosis Australia (CFA), Nettie Burke brings experience and expertise shaped in senior management roles in both the corporate and Not for Profit (NFP) sectors in the United Kingdom and Australia.

Nettie is a passionate advocate for the cystic fibrosis (CF) community and in recent years she has focused on gaining access to cutting edge drugs and treatments, supporting better mental health services through training and technology and reducing the burden of the disease.

The design of key business strategies including partnership development, consumer engagement and brand strategies have attracted collaborations with the community, corporate sector and government.

Nettie is responsible for ensuring that key target markets are aware of the milestones achieved by CFA and that the expectations of corporate partners, government, donors and supporters are met and that fundraising targets and budgets are not only reached but exceeded.

Nettie spent almost three decades in corporate advertising working at high profile agencies like Saatchi & Saatchi and Adcorp Australia. Nettie was tasked with unifying eclectic talents and far-flung regional resources to create a truly compelling and distinctive service offering in an increasingly competitive marketplace. Restructuring and change management are key

skills in Nettie armoury and she employed these to streamline processes, improve effectiveness and balance budgets.

Nettie has a successful track record in liaising at the highest level of corporate management and government, presenting major initiatives to large groups of stakeholders and delivering defined and effective partnerships that get results.

Nettie was formally Board Member of Fashion Targets Breast Cancer, Muscular Dystrophy NSW and The Kid's Cancer Project.

She is currently researching avenues of support, advocacy and increased funding to help CFA achieve its significant goals, tackling an insidious disease and giving a greater voice to people with cystic fibrosis.