

2011 – 2014 Strategic Plan

influencing awareness
care information
research

Our VISION

A world free from motor neurone disease (MND)

Our MISSION

*Our Mission, as the national body for people living with MND, is to encourage collaboration with **our members** to:*

- *promote optimal care outcomes for people living with MND, and*
- *enable research that will identify the cause and lead to better care, control, and ultimately a cure for MND.*

Purpose

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As a national body, MND Australia is committed to:

- represent the interests of the MND community at a national level and lobby for excellence in all services provided to all people affected by MND
- with member organisations, ensure all people living with MND in Australia receive equitable levels of support and service
- encourage and support MND and related research
- ensure increased awareness of the issues facing people living with MND
- facilitate and coordinate dissemination of information on MND
- with member organisations, improve the quality of life for people living with MND
- create reciprocal supportive and informative links with research organisations
- build strategic alliances with other national and international bodies with aligned goals.

Values

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MND Australia is committed to the following values:

- Our primary service is to people living with MND.
- We act responsibly, maintain professional integrity and respect of the individual, and engage and collaborate with our members, our partners, researchers and the broader community.
- We encourage and support innovation and research that improves opportunity and quality of outcomes for people living with MND.

Strategic Intent 2011 to 2014

1. Liaise with government and other bodies to ensure policies that support the interests of people living with MND nationally
2. Ensure access to quality needs-based care
3. Encourage and support high-quality MND research
4. Increase community awareness and understanding of MND
5. Raise funds to create a more financially independent and sustainable future
6. Liaise with international organisations, bodies and associations aligned to the MND Australia Aims and Objectives

1. Liaise with government and other bodies to ensure policies that support the interests of people living with MND nationally

In line with our vision, a world free from MND, our objective is to influence national policy to improve outcomes for all people living with MND in collaboration with our members and partners

We will:

- influence government in policy development
- develop and maintain effective partnerships and strategic alliances
- integrated national advocacy in collaboration with members and partners

2. Ensure access to quality needs-based care

To achieve our mission of optimal care for all people with MND our objective is to drive the development and dissemination of evidence-based and best practice information to support all sectors to provide quality needs based care to people living with MND and their families.

We will:

- coordinate and drive development of national information resources
- disseminate quality evidence based and best practice information through relevant media
- drive national MND care pathways/models of care in collaboration with members and partners
- work with member associations to respond strategically to the proposed NDIS
- work with member associations to achieve the national baseline of services
- promote International ALS/MND meetings and Annual MND Conference

3. Encourage and support high-quality MND research

Research is integral to achieving our vision of a world free from MND. Our objective is therefore to encourage and support quality scientific, clinical, social and translational research through enhanced donor management, communication and collaboration.

We will:

- optimise investment in research
- engage with international research communities
- enable awareness, communication, collaboration and translation across the broad scope of research

4. Increase community awareness and understanding of MND

Awareness and understanding of MND and its impacts is integral to improving outcomes for people with MND and to increasing support for research our objective is to engage with our members to promote a national year round approach to awareness and communication through a range of media

We will:

- lead national public relations and communications
- effectively use social media to engage younger people and online networking and fundraising communities
- increase awareness of MND brand

5. Raise funds to create a more financially independent and sustainable future

External funding is required to enable us to achieve our objectives, to create a sustainable future and to minimise dependence on our members

We will:

- enhance online giving opportunities
- access Federal Government funding for identified programs
- seek out opportunities to apply for national philanthropic grants and sponsorship
- develop national fundraising opportunities through the Executive Management Group

6. Liaise with international organisations, bodies and associations aligned to the MND Australia Aims and Objectives

In line with our vision, a world free from MND, our objective is to influence international policy to improve outcomes for all people living with MND in collaboration with our international members and partners

We will:

- support the International ALS/MND Symposium and associated meetings
- develop collaborations with international partners and networks in the Asia and Pacific region
- engage with the International Alliance ALS/MND Associations