

EXTERNAL ENVIRONMENT

This plan has been drafted at a time of significant policy uncertainty, following the recent introduction of the National Disability Insurance Scheme (NDIS). The scheme covers specified activities for people with significant and permanent disability under the age of 65.

The first stage of the NDIS (previously known as *DisabilityCare Australia*) commenced in July 2013 in South Australia, Tasmania, the Hunter Region in NSW and the Barwon area of Victoria. The program is expected to commence in the ACT and the Barkly region in the NT in July 2014.

Although MND NSW does not currently receive any block funding from government that would be exposed by the introduction of NDIS, the policy continues to have implications for MND NSW core activities. This includes:

- ◆ Role of the Regional Advisers
- ◆ Opportunity to develop a health professionals accreditation program
- ◆ Opportunity to develop a fee for service model for *FlexEquip* - equipment provision for people with rapidly progressing diseases
- ◆ Access to quality support for people diagnosed with MND aged 65+

In addition to changes occurring in the policy environment, there are also changes in the consumer, competitor and funding landscape. MND NSW receives 20% recurrent funding from the NSW Government which may be exposed to efficiency cuts.

MND NSW understands the changing nature of the external landscape and continues to undertake the appropriate measures to mitigate potential risks and leverage the available opportunities. In a resource constrained environment, continued management and oversight of the changing external landscape will be

The MND NSW three year strategic plan (2014 to 2016) identifies its full potential as:

- ◆ establishing a lasting leadership position
- ◆ being the pre-eminent voice in motor neurone disease in NSW/ACT.

SCOPE AND PROCESS

To develop the strategic plan an analysis was undertaken of the external and internal environment. From this, the strategic goals were identified. Specifically, the strategic plan covers:

1. External environment

- ◆ Policy landscape
- ◆ Consumer landscape
- ◆ Competitor landscape
- ◆ Funding landscape

2. Internal environment

- ◆ Full potential and theory of change
- ◆ Core activities
- ◆ Funding model
- ◆ Delivery model

3. Strategic goals

4. Key activities to achieve the strategic goals

STRATEGIC GOALS - 2014-2016

1. People with MND in NSW/ACT access the best care and support
2. Preeminent voice of MND in NSW/ACT
3. Equity in MND NSW services for rural/remote and urban members
4. Supplier of choice for equipment provision in rapidly progressing diseases
5. Sustained income to keep going and growing to deliver needed services to the member base

MND NSW has a clear vision of where it wants to be in 3 years.

Where are you now? (2014)

Promote best practice MND care and support through education programs and Regional Advisers

Key player in MND in NSW/ACT

Provide services to all members, recognising limitations of resources and funding to reduce inequity in services delivered to rural/remote populations

Effective equipment provision in rapidly progressing neurological diseases

Funding to deliver required services, community focused and labour intensive

Where do we want to be? (2016)

People with MND in NSW / ACT access the best care and support

Preeminent voice of MND in NSW/ACT

Equity in MND NSW services for rural/remote and urban members

Supplier of choice for equipment provision in rapidly progressing diseases

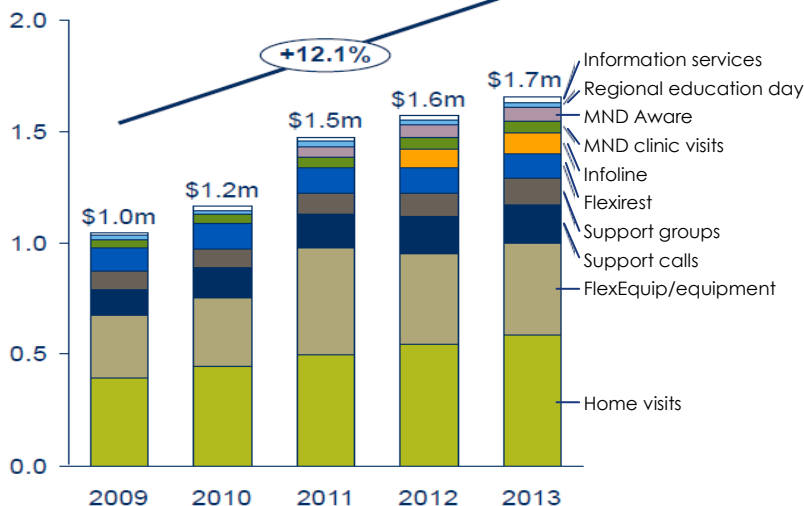
Sustained income to keep going and growing to deliver needed services to member base

100% of MND NSW current services are provided at **NO COST** to our members.

As demand grows the cost of program delivery continues to rise

INDIVIDUAL PROGRAM COSTS (2009-2013)

Millions of dollars



INTERNAL ENVIRONMENT

MND NSW has a clear purpose to provide benefits for and services to members with motor neurone disease, their families and carers without discrimination; coupled with a focused theory of change to achieve its mission.

MND NSW delivers this through a series of activities including:

- ◆ Support services
- ◆ Information and education
- ◆ Advocacy

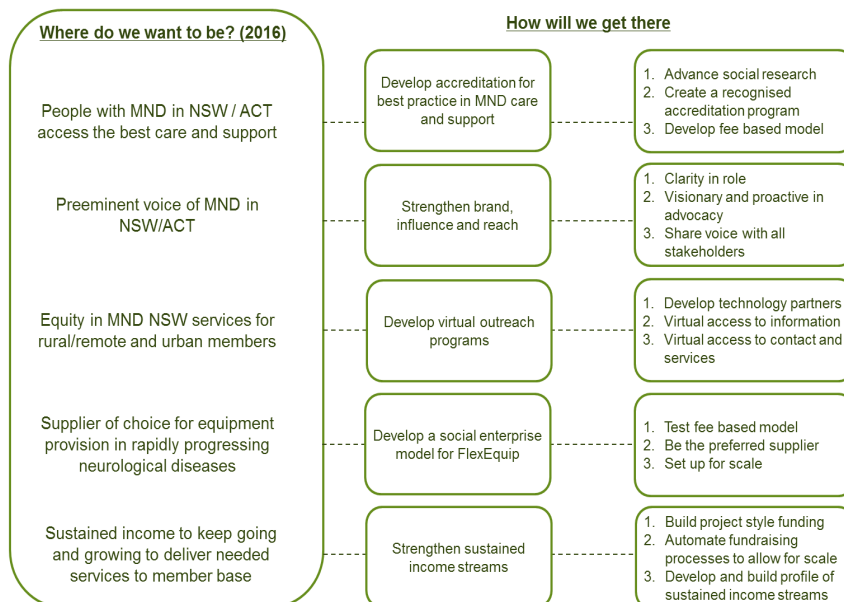
MND NSW undertakes these activities for two distinct target groups:

- ◆ People diagnosed with MND, their families & carers
- ◆ Health, community and disability professionals.

To achieve MND NSW's strategic goals, MND NSW does not need to change 'what it does' but may need to reconsider 'how it does it' so that it can:

- ◆ Cost effectively scale its service to meet demand and reach its membership base
- ◆ Take advantage of the NDIS and the new funding opportunities available
- ◆ Become a more sustainable organisation.

To deliver MND NSW's goals, activities have been identified to achieve these



WHAT WE DO

MND NSW undertakes a wide range of services to successfully deliver our mission

