



Strategic Action Plan 2017 - 2020





Strategic Plan 2017-2020

External Environment

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 required.

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 and carers
- Health, community and disability professionals.



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The NDIS¹ requires a renewed focus on how services are delivered and communicated, and recognition that MND (NSW) now operates in a competitive market. MND NSW will ensure it employs and updates the skillsets it requires to optimise service delivery, care, and compliance; and to maximise use and allocation of resources.

To achieve MND NSW's strategic goals, MND NSW needs to focus on:

- Cost effectively scaling its service to meet demand and reach its membership base
- Taking advantage of the NDIS and the new funding opportunities available
- Human resources i.e. developing and maintaining the right skillsets; and recruitment
- Remaining a sustainable organisation.

Strategic Goals 2017 – 2020

1. People with MND in NSW/ACT access the best care and support
2. Preminent 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 neurological diseases
5. Sustained income to keep going and growing to deliver needed services to the member base

¹ NDIS: The National Disability Insurance Agency (NDIA) is an independent statutory agency. Its role is to implement the National Disability Insurance Scheme (NDIS), which will support Australians with a significant and permanent disability and their families and carers.

AREA OF FOCUS		1	PEOPLE LIVING WITH MOTOR NEURONE DISEASE	
Context		MND NSW provides information, support and education for people living with motor neurone disease, their families, friends and carers in NSW, ACT, the Gold Coast and NT. MND NSW also provides information and education about motor neurone disease for health, community and residential care professionals.		
Goal		People with MND access the best care and support		
Strategy		0.1	Maintain accreditation for best practice in MND care and support	
#	Objectives	Expected Outcomes		Measurement
1.1	Advance social research	Improved knowledge and understanding on quality of life issues through continued investment in social research		Survey e.g. members, health professionals, and Board
1.2	A recognised accreditation program	An accredited and recognised education program for health professionals and organisations (Includes recurring accreditation)		Survey e.g. health professionals and relevant institutions Attendance at SIG workshops and training
1.3	A fee based model	An up to date fee base for the Accreditation Program		Survey e.g. health professionals and relevant institutions
1.3.1	An accredited client base (Health Professionals / Organisations)	<ul style="list-style-type: none"> - Effective promotion of the Accreditation Program - Grow and maintain client base 		Survey e.g. health professionals and relevant institutions Monitor trends in client base (e.g. positive / negative growth)

AREA OF FOCUS	1	PEOPLE LIVING WITH MOTOR NEURONE DISEASE
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Quarterly Report

Quarter 1	Objective	Report
	1.1	
	1.2	
	1.3	
	1.3.1	

Quarter 2	Objective	Report
	1.1	
	1.2	
	1.3	
	1.3.1	

Quarter 3	Objective	Report
	1.1	
	1.2	
	1.3	
	1.3.1	



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Quarter 4	Objective	Report
	1.1	
	1.2	
	1.3	
	1.3.1	

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AREA OF FOCUS		2	ADVOCACY	
Context		MND NSW advocates for those living with MND and their Carers; and the Health Professionals and organisations that support those living with MND.		
Goal		Preeminent voice of MND in NSW/ACT		
Strategy		0.1	Strengthen brand, influence and reach	
#	Objectives	Expected Outcomes	Measurement	
2.1	Clarity in role	MND NSW role and value is clearly understood by other organisations and groups in the sector	<ul style="list-style-type: none"> - Survey - Workshop 	
2.1.1		Information (relevant and current) on MND NSW role is distributed to members, health professionals and funding organisations	Measure distribution levels, and reach	
2.2	Visionary and proactive in advocacy	Proactive and effective advocacy	Effectiveness and timeliness of advocacy	
2.2.1		MND NSW aims and objectives are known and understood	Survey	
2.2.2		Higher levels of public and private resourcing and advocacy	<ul style="list-style-type: none"> - Survey - Media monitoring - Income trends 	
2.3	Share voice with all stakeholders	Regional media exposure and profile	<ul style="list-style-type: none"> - Media monitoring - Impacts on donations 	
2.3.1		Advocacy activities and successes are communicated through the media and other communication channels	<ul style="list-style-type: none"> - Quantity reported - Media monitoring 	

AREA OF FOCUS	2	ADVOCACY
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Quarterly Report

Quarter 1	Objective	Report
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	2.1.1	
	2.2	
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	2.2.2	
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	2.3.1	

Quarter 2	Objective	Report
	2.1	
	2.1.1	
	2.2	
	2.2.1	
	2.2.2	
	2.3	
	2.3.1	



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Quarter 3	Objective	Report
	2.1	
	2.1.1	
	2.2	
	2.2.1	
	2.2.2	
	2.3	
	2.3.1	

Quarter 4	Objective	Report
	2.1	
	2.1.1	
	2.2	
	2.2.1	
	2.2.2	
	2.3	
	2.3.1	

AREA OF FOCUS		3	EQUITABLE ACCESS AND SERVICES	
Context		MND NSW strives for the equitable provision of services and support for those living with MND, and their carers by: <ul style="list-style-type: none"> – Having the necessary knowledge, skills and resources – The right services provided in the right ways and in the right places – Ensuring location, social and economic status do not act as barriers to service and support – Removing unfair and avoidable barriers – Supporting fair access, fair chances and fair distribution of services and support 		
Goal		Equity in MND NSW services for rural/ remote and urban members		
Strategy		0.1	Develop and maintain effective outreach programs	
#	Objectives	Expected Outcomes		Measurement
3.1	Develop technology partners	Partnerships that improve, support and increase virtual outreach to rural / remote members (Develop and maintain)		Number persons / communities reached
3.2	Virtual access to information	MND NSW information and educational services are effectively delivered to rural / remote members		<ul style="list-style-type: none"> – Effectiveness of technology (reliability, usage etc.) – Survey (members, carers, staff)
3.3	Virtual access to contact and services	Effective contact and connection with regional members and critical services		<ul style="list-style-type: none"> – Effectiveness of technology (reliability, usage etc.) – Survey (members, carers, staff)

AREA OF FOCUS	3	EQUITABLE ACCESS AND SERVICES
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Quarterly Report

Quarter 1	Objective	Report
	3.1	
	3.2	
	3.3	

Quarter 2	Objective	Report
	3.1	
	3.2	
	3.3	

Quarter 3	Objective	Report
	3.1	
	3.2	
	3.3	

Quarter 4	Objective	Report
	3.1	
	3.2	
	3.3	

AREA OF FOCUS		4	EQUIPMENT PROVISION	
Context		People with motor neurone disease often require assistive technology (AT) to continue living at home. One of the major roles of MND NSW is to help members with motor neurone disease get access to AT, as soon as the need arises.		
Goal		Supplier of choice for equipment provision in rapidly progressing neurological diseases		
Strategy		0.1	FlexEquip (Develop, maintain and promote)	
#	Objectives	Expected Outcomes		Measurement
4.1	Preferred supplier of equipment	FlexEquip is the NDIS preferred partner for equipment provision rental in NSW for rapidly progressive disease		Positive trends in equipment provision
4.1.1		FlexEquip operating market / environment is monitored to ensure ongoing relevance and partnership with NDIS		Survey / consultation with clients, members and planners
4.2	Manage scale of service	State Associations have the capacity, systems and processes in place to manage delivery		<ul style="list-style-type: none"> – Timeliness of equipment delivery – Satisfaction with equipment

AREA OF FOCUS	4	EQUIPMENT PROVISION
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Quarterly Report

Quarter 1	Objective	Report
	4.1	
	4.1.1	
	4.2	

Quarter 2	Objective	Report
	4.1	
	4.1.1	
	4.2	

Quarter 3	Objective	Report
	4.1	
	4.1.1	
	4.2	

Quarter 4	Objective	Report
	4.1	
	4.1.1	
	4.2	

AREA OF FOCUS		5	SUSTAINABILITY	
Context		MND NSW recognises the importance of achieving and maintaining resources that support service delivery and programs. To achieve this the Association will need to proactively develop initiatives that generate income, including key projects and the leveraging of innovative technology and practice.		
Goal		Sustained income to keep going and growing to deliver needed services to the member base		
Strategy		0.1	Strengthen sustained income streams	
#	Objectives	Expected Outcomes		Measurement
5.1	Build project style funding	Project based initiatives that attract government grants / funding		<ul style="list-style-type: none"> - Grants achieved - Project outcomes
5.2	Automate fundraising processes to allow for scale	Effective, efficient and scaleable fundraising systems and processes		Staff hours per fundraising dollar (trend analysis)
5.3.1	Develop and build profile of sustained income streams	Promote and monitor the bequest program and ongoing giving programs		<ul style="list-style-type: none"> - Number of Bequestors - Increase in Bequests (Number / Amount) - Number of Ongoing Givers - Increase in giving (Amount) <p>Each program / initiative should also be measured for effectiveness, reach and satisfaction</p>

AREA OF FOCUS	5	SUSTAINABILITY
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Quarterly Report

Quarter 1	Objective	Report
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	5.2	
	5.3.1	

Quarter 2	Objective	Report
	5.1	
	5.2	
	5.3.1	

Quarter 3	Objective	Report
	5.1	
	5.2	
	5.3.1	

Quarter 4	Objective	Report
	5.1	
	5.2	
	5.3.1	