



Motor Neurone Disease Association of Western Australia (MNDAWA)

Five Year Strategic Plan 2019-2024

Values	Vision		<i>To be the recognised provider of care and support for people with Motor Neurone Disease (MND) and their families in Western Australia (WA) by adopting person and family centred best practices</i>			
	Mission		<i>To lead in the specialist support, enhancement of quality of life, awareness raising and promotion of research for people living with MND</i>			
Care	Inclusivity	Respect	Equity	Collaboration	Quality	
Members, clients and their carers are our primary focus. We strive to understand and meet their needs in a compassionate manner to enhance the quality of life and care for people living with MND in WA	The individuality of people is recognised and we acknowledge their rights	We treat everyone with respect, dignity and patience	We strive to enable equity of access to care and support services to people living with MND in WA, irrespective of their geographical location	We collaborate with professionals to build knowledge and pursue excellence in the care and support of people living with MND	We strive for continuous improvement in all we do: from association governance, management of staff and volunteers, liaison with professionals as well as the wider community and relationships with sponsors and partners in the pursuit of quality performance and best practice	
Points of Difference						
MNDAWA demonstrates a clear point of difference from other neurological support services in Western Australia - the emotional support aspect the Care Advisory Service for its clients from diagnosis to post-bereavement				MNDAWA clients include people living with MND, their family carers and their families in general		
Core Business Activities and Goals						
Focus Area 1 - MND Advisory Service						
<ul style="list-style-type: none"> To provide support, coordination and advocacy to people living with MND and their carers 						
Focus Area 2 - Equipment pool and delivery service						
<ul style="list-style-type: none"> To ensure all people with MND, their carers, families and support networks in WA have the equity of access to the resources to optimise their quality of life 						
Focus Area 3 - Education and Training						
<ul style="list-style-type: none"> To educate and provide training to service providers, clients, carers and the wider community 						
Focus Area 4 - Funding and Finance						
<ul style="list-style-type: none"> To ensure the financial management, including financial planning and control of the association is prudent, timely and accountable, to ensure viability and compliance 						
Focus Area 5 - Corporate Governance and Operations						
<ul style="list-style-type: none"> To review and oversee development and maintenance of policy, procedures, contract and other legal and operational matters of the association, including revisions of strategic planning, the constitution, any policy manuals and human resource management 						

Focus Area 6 - Marketing Public Relations

- To develop and maintain a positive identifiable image of the Association within the community. To ensure relevant and frequent promotion of the purpose and activities of the organisation and

Focus Area 7 = Increasing scope of service through partnerships

- To initiate and extend co-ordination of care and oversee provision of services for people living with MND, including for example, provision of respite care and bereavement support. By forming strategic collaborations and partnerships MNDAWA will increase its scope of service to people living with MND, carers and healthcare professionals

Objectives	Outcomes	Performance Indicators	Course of Actions	Business Unit Responsible
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Focus Area 1 - MND Support Services

MND Support Services provide emotional support, coordinating and advocacy on behalf of people living with MND and their families

1.1 To extend care and support to clients living in regional areas of WA	Improved support and care for clients and carers in regional areas	Satisfaction survey MND Advisors KPIs	Implement telehealth options Investigate cost and feasibility of more frequent trips to regional clients by MND Advisors Develop partnership opportunities Provide a costed option for a SW Regional MND Advisor	MND Support Services
1.2 To monitor client numbers and capacity to provide Services should client numbers continue to rise	Acceptable client Advisor ratio. 45 to 1 Advisor	Satisfaction survey Care Advisors KPI's	Monitor client numbers and geographical location. Consider assigning clients to Advisors by region Develop partnerships with other service providers	MND Support Services
1.3 To provide the best possible support services to people living with MND	Partner with service providers who understand the specific needs of people living with MND	Satisfaction survey	Develop partnerships with service providers who understand the specific needs of people living with MND	MND Support Services
1.4 To ensure that 100% of clients in WA are referred to MNDAWA	All people living with MND will be able to access advisory services	Increased number of clients	Attend all major neurologist clinics Build relationships with all WA referring physicians	MND Support Services
1.5 To encourage all MND clients in WA to be included on a comprehensive data collection	Maximise, integrate and centralize the capture of data	Increase in the numbers taking part nationally	MND Partnership (MiNDAUS)	MND Support Services

Focus Area 2 - Equipment pool and delivery service

MNDAWA provides a range of equipment to people living with MND at no personal cost to the client

2.1 To provide appropriate equipment and aids to people living with MND.	Increase of equipment available to people living with MND - reduction in wait times for clients	Successful grant applications	Apply for 2 grants to fund equipment purchases of \$100,000 per year and /or apply for donations of equipment .	Equipment service
		Timeliness of equipment delivery	Review equipment levels	
		Satisfaction Survey	Review, maintenance, delivery and housing of equipment	Executive Officer
		Survey / consultation with clients, members and planners		

Focus Area 3 - Education and Training

3.1 To improve and expand education and training to clients, carers and allied health professionals into regional areas of WA.	Increased knowledge and skills	Number of persons / communities reached	Revise geographical reach based on client location	Education Service
		Feedback questionnaires from educational sessions	Plan for 4 regional workshops per year	
			Revise/Update content of education based on feedback and best practice. Develop a video and video conferencing options	
			Seek funding to support regional education past 2020/2021	
3.2 To improve and expand education and training to allied health professionals in metropolitan Perth	Increased knowledge and skills	Number of persons attending	Plan and budget for 4 metropolitan workshops per year	Education Service
		Feedback questionnaires from educational sessions		
3.3 To improve and expand training and education for clients and carers in the metropolitan Perth	Increased knowledge and skills	Number of persons attending	Plan and budget for 2 You Me and MND programs per year for carers education	Education Service
		Feedback questionnaires from persons attending	Plan to take the You, Me and MND Program to the regions	

Focus Area 4 - Funding and Finance

Maintain a strong and sustainable financial position and forward planning process, to ensure the delivery of specialist services support at all times

<p>4.1 Ensure full compliance of HDWA funding contract., and monitor potential changes due to political and/or NDIS factors</p>	<p>Renewed contract with HDWA</p>	<p>Maintain HDWA revenues</p>	<p>Attend HDWA workshops</p> <p>Ensure timely and accurate reporting</p> <p>Lobby HDWA</p> <p>Lobby government</p>	<p>Executive Officer</p>
<p>4.2 To ensure annual fundraising targets are met including 2 new events with a total income of \$200,000 over next 3 years.</p>	<p>Achieve annual fundraising targets</p>	<p>Profit and loss</p> <p>Annual budget</p>	<p>Develop and implement a sustainable fundraising model including 2 new events</p>	<p>Fundraising and events</p>
<p>4.3 To have targeted and measurable donor appeals</p>	<p>Achieve annual donor appeal budget</p>	<p>Profit and loss</p> <p>Annual Budget</p>	<p>Develop efficient online donor appeals including reviewing IT systems and platforms</p>	<p>Fundraising and Events</p>
<p>4.4 To have a clear understanding and strategy to navigate through possible change</p>	<p>Continued HDWA funding</p>	<p>Annual Budget</p> <p>Further extension of HDWA funding contract</p>	<p>Closely monitor NDIS trials and implementation to ensure MNDAWA understands the final outcome and how this could impact existing HDWA funding</p>	<p>Executive Officer</p>

Focus Area 5 - Corporate Governance

Good Corporate Governance underpins the delivery of MNDAWA specialist services

5.1 Develop a 5-year plan	A properly developed strategic plan will underpin the required Governance requirements	Plan is endorsed by the board	Develop a strategic plan that creates sustainability and the delivery of planned services	Executive Officer Board
5.2 To update organisational policies and procedures presented to the board	Provision of updated policies and procedures as set out in the governance document	Policies and procedures are endorsed by the board	Existing policies and procedures and update as required	Board
5.3 To have a risk management plan that covers all aspects of risk to the association with plans in place to be followed	Reduced risk to the association	Plan is endorsed by the board	Review existing risk management plan and update to ensure it is compliant and covers all aspects of risk	Executive Officer

Focus Area 6 - Marketing and Branding

MNDAWA maintains marketing and branding activities which are aligned with and support MNDAWA's position as the leader in care and support of people living with MND in WA

6.1 To raise the profile and image of the organisation in the community	MNDAWA will have clear and consistent brand and marketing recognised by the community	Feedback Internal/external Survey	Develop and implement brand and marketing activities.	Executive Officer Fundraising and Events
6.2 Clear communication of how funds are spent (also see 7.1 and 7.2)	Potential and existing sponsors will have a clear understanding of how funds are spent	Increased sponsorship from individuals and corporates	Develop a clear understanding of what services/items need to be funded	Fundraising and Events

Focus Area 7 - Increasing scope of service through partnerships

7.1 Promote and facilitate access to flexible respite services.	People living with MND and their carers have access to funded, flexible respite services	Increase in number of people benefiting from the service, and conducting an evaluation	Set up working groups internal and external to identify what respite care initiatives are needed	Executive Officer
7.2 To successfully fund a bereavement program through grants/sponsorship	Provide a bereavement service in 2020	Increase in number of people benefiting from the service, and conducting an evaluation	Identify grants and or sponsors. Review annually	Executive Officer

7.3 Produce an NDIS strategy document including coordination of support, Occupational Therapy and equipment supply as a service provider to NDIS. To be presented to the the board at the November board meeting.	A clear understanding and plan of how MNDAWA needs to adapt to NDIS	An NDIS strategy document is accepted by the board	Evaluate what business model is required to provide service through NDIS. Evaluate what costs and resources are associated in providing service and what are potential revenues and benefits to people living with MND	Executive Officer
7.4 To increase the scope of service to people living with MND, Carers and health Care Professionals	Increased number of service delivery options	Number of strategic collaborations and partnerships created	Form a working party to decide what services are needed	Executive officer
7.5 To successfully align MNDAWA with the MND Australia to maximise opportunity, coordination of service and best practice	Increased pooling of information and expertise. National model of collaboration and coordination	Acceptance of a national strategy Consistent national branding	Workshop and identify opportunities to collaborate, centralise, coordinate, share best practice and possible increased financial performance at a national level	Executive Officer Board
7.6 To increase scope of service . Utilize experience and skills of other states. Drive efficiencies	Increased pooling of information and opportunities share service and increase efficiencies.	Consistency of service delivery Consistent of branding	Identify opportunities to collaborate with the other MND state associations to share best practice and opportunities to take advantage of	Executive Board