

**EXTERNAL ENVIRONMENT** 

disability under the age of 65.

region in the NT in July 2014.

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

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

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

## MOTOR NEURONE DISEASE ASSOCIATION OF NEW SOUTH WALES

# STRATEGIC PLAN 2014-2016

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.

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

## **SCOPE AND PROCESS**

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.

## • Role of the Regional Advisers

NSW core activities. This includes:

- 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

## Where are you now? (2014)

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

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

## 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

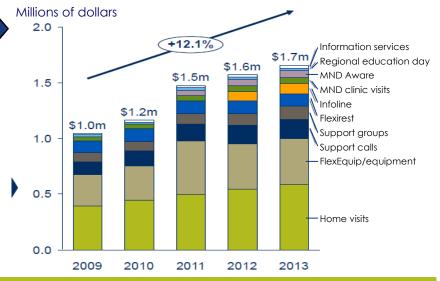
MND NSW undertakes these activities for two distinct target groups:

- 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.

## **INDIVIDUAL PROGRAM COSTS (2009-2013)**



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

#### How will we get there Where do we want to be? (2016) Advance social research Develop accreditation for Create a recognised best practice in MND care People with MND in NSW / ACT accreditation program Develop fee based model and support access the best care and support Clarity in role Visionary and proactive in Preeminent voice of MND in Strengthen brand. advocacy NSW/ACT Share voice with all stakeholders Develop technology partners Equity in MND NSW services for Develop virtual outreach Virtual access to information Virtual access to contact and rural/remote and urban members programs services Supplier of choice for equipment Test fee based model Develop a social enterprise provision in rapidly progressing Be the preferred supplier model for FlexEquip neurological diseases Set up for scale Build project style funding Sustained income to keep going Automate fundraising Strengthen sustained and growing to deliver needed processes to allow for scale income streams Develop and build profile of services to member base sustained income streams

## AND THEIR CARERS

## WHAT WE DO

- Infoline
- · Support calls
- Home Visits
- Collaborative care plans and referrals
- Support groups
- MND clinic staff visits
- Referrals

### SUPPORT/SERVICES CARERS

- Link and learn
- Care for carers
- Past carers (bereavement

## **INFORMATION AND**

support)

- Information evenings
- (print and online)
- Research updates
- Ask the experts
- Learn now, live well

## **HEALTH, COMMUNITY** & DISABILITY PROFESSIONALS

## SUPPORT SERVICES

- Hospital/nursina Home/office visits

REGIONAL

**ADVISORS** 

(core of

how MND

delivers

- In services to health, community and aged care facilities

### INFORMATION AND **EDUCATION**

- Regional education day
- MND Aware professional education
- Information services print and online

# PEOPLE WITH MND

### SUPPORT/SERVICES FOR PEOPLE WITH MND

- FlexEquip

- Flexirest

## **EDUCATION**

- Information resources



MND NSW

undertakes a

of services to

wide range

successfully

deliver our

mission

