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MS Queensland

STRATEGIC  
PLAN

Our **vision** is a world free from Multiple Sclerosis (MS) and its devastating impact. Our **purpose** is to help people living with chronic, progressive neurological diseases to get the best out of life; to advocate for change; and to search for a cure. Our **mission** is to be the first-choice for MS information, education, treatment care and support across Queensland. Our **values** are respect; hope; commitment and collaboration.

Our **promise** is to put our customers' wellbeing at the centre of everything we do. We will achieve this by being **accessible** - there when and how you need us, **flexible** - understanding that situations change, **authentic** - approachable and real and **connecting** - giving you the support you need.

# WELCOME



## OUR BOLD COMMITMENT...

“NO QUEENSLANDER FACES MS ALONE - WE WILL BE THERE; ANYWHERE, ANYTIME AND FOR AS OFTEN AS THEY NEED US”

The organisational statements, goals and detailed action plans within the updated MS Queensland 2025 Strategic Plan reflect our aspirations and clearly defines our role and responsibilities in our **visionary quest to eradicate MS**, while we continue to support those affected for as long as they want our help.

The updated MS Queensland 2025 Strategic Plan also serves to hold the organisation accountable, ensuring that our four identified goal areas of **service offerings; influence and advocacy; internal capabilities; and facilitating research** are the very best available and particularly as seen through the experience of people living with MS and other progressive neurological disease.

Yes, the updated 2025 Strategic Plan is a continuation of years of excellent work and an existing sound strategic direction, but it also signals an even **deeper and bolder commitment** to people living with MS and other progressive neurological diseases in Queensland.

The updated 2025 Strategic Plan goals and strategies hold us accountable for **making life better for people living with MS and other progressive neurological disease, wherever they are on that journey**. The clear measures and outcomes of our plan mean that we'll be in no doubt whether we have been successful.

The MS Queensland Board, Executive, Staff and Volunteers will never give up on our vision of **a world free from MS and its devastating impact** and our **bold commitment to ensuring that no-one ever faces MS alone**; and we believe that our updated 2025 Strategic Plan will help to guide us there.

Roger Burrell  
Chair

Gerard Menses  
CEO

# 2025 STRATEGIC PLAN

## GOAL 1

### CUSTOMER

High quality, holistic solutions for people living with Progressive Neurological Disease (PND) and significant market share

Long Term Strategies (2025)

1. Be relevant and deliver value to people living with PND
2. Go to people where they are and be consistent in our delivery
3. Deliver the Project Dignity 120 strategy

3 Year Focus (2018-2021)

*We need to...*

- Innovate services and delight customers by applying Voice of the Customer approaches
- Expand our housing solution locations coupled with effective supported independent living practices
- Open additional service hubs in Queensland regions

## GOAL 2

### INFLUENCE

Influence community thinking to accelerate and improve the social inclusion of people living with PND

4. Organise and harness the PND voice for change
5. Enhance our brand and reputation in the PND community

*We need to...*

- Complete the state-wide rollout of SPARK NeuroCare
- Integrate National Disability Insurance Scheme (NDIS) with the state's services system (eg. health, transport) for people living with PND
- Strengthen our brand assets and penetration across Queensland

MEASURES OF OUR SUCCESS WILL BE...

+10% improvement in Quality of Life score

30% increase in progressive neurological disease (PND) customers

+30 new apartments of high need housing

+20 Net Promoter Score (NPS) result

+10% increase in awareness of MS Queensland brand

### GOAL 3

## ENABLERS

A strong, agile, collaborative and sustainable organisation

6. Support our people to adapt to the changing nature of our business
7. Realign fundraising for mission services and research
8. Build sophisticated customer insights capability
9. Evolve governance structures and business models to reflect the changing environment

*We need to...*

- Develop a culture of success and execute an inclusive change management program
- Effect relevant governance, business and workforce strategies to support the new context
- Maximise return from property assets and organisational investments
- Rollout our IT and data solutions roadmap
- Increase income generation through organisational productivity, efficiency and process optimisation
- Direct the Fundraising Strategy within annual budget and return on investment parameters

### GOAL 4

## RESEARCH

Supporting and promoting cutting-edge MS research

10. Raise \$5m funds per year for MS Research
11. Use business intelligence to influence the MS Research Australia grant making process
12. Close collaboration with MS Research Australia

*We need to...*

- Expand Team Cure MS initiatives
- Develop our evidence base and data visualisation reporting to inform research
- Explore PND 'remarkable research' fundraising pilot
- Champion Queensland-based MS research initiatives

We are actively in contact with 75% of our customers

Year on Year 75% overall customer retention rate

+5 new service delivery centres

85% of staff rate MS Queensland as 'a truly great place to work'

+10% productivity gain from new IT systems

+\$1m raised p.a. for MS Research Australia



MS Queensland

[msqld.org.au](http://msqld.org.au)

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