



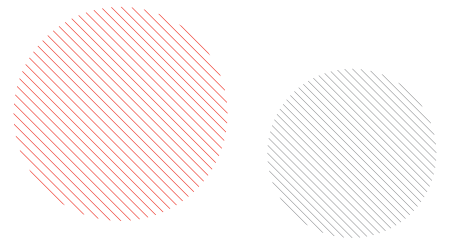
MS Queensland



MS QUEENSLAND

ANNUAL REVIEW

2017-18



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FINANCIAL INFORMATION

Our 2017-18 Special Purpose Financial Report is available in full from our website msqld.org.au

Thank you to everyone who contributed to this 2017-18 Annual Review.

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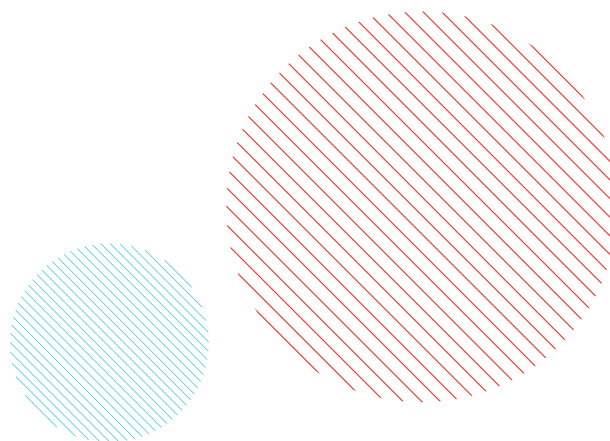
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CHAIR & CEO WELCOME



PROGRESS ON THE JOURNEY

This year we celebrated our 60th anniversary. This significant milestone has allowed us to reflect on how far we have come since our humble beginnings in 1958 and to firmly establish our future strategic direction.

In 60 years we have made incredible progress to help people living with MS and other progressive neurological diseases to get the best out of life, advocate for change and search for a cure. Our vision for a world free from MS and its devastating impact remains front and centre of our work and our board acknowledges everyone involved with MS Queensland and its work over the past year. We are so grateful to our customers, members, staff, volunteers and supporters for your continued support for our bold commitment that “no Queenslanders face MS alone. We will be there, anywhere, anytime and as often as they need us.”

HIGHLIGHTS THIS YEAR

This year our innovative new model of service delivery came to life with the opening of our first Progressive Neurological Disease Wellbeing Centre in Toowoomba. This centre provides a vital hub for MS Queensland and our partner services in the local community – making it even easier for our customers to access the services they need even closer to home. Our vision is to expand this model throughout Queensland in the coming financial year (more on page 15).

In the area of research, it was excellent to see the 10-patient EBV Clinical Trial for MS at the Royal Brisbane and Women’s Hospital reach successful completion. Results of this study will be published in late 2018 (more on page 14).

We ended the 2017-18 financial year with a very special milestone, opening our first Project Dignity 120 accommodation at Springfield. The opening of the Springfield Apartments saw the decommissioning of Granston Lodge and some Granston Lodge residents moving into their brand new modern, accessible homes. With the decommissioning of Granston Lodge, we made significant progress towards final divestment of our flag-ship Dutton Park site, which will allow us to realise our bold commitment.

CHANGES ALONG THE WAY

This year we have balanced the necessary investments into the organisation. This will allow us to deliver on our bold commitment (implementing new systems, acquiring new resources and establishing new processes) with our ongoing customer activities (delivering additional services for people living with MS and other progressive neurological diseases and funding MS research).

We have also embraced the National Disability Insurance Scheme (NDIS) which is transforming the way disability services are funded and delivered in Australia. At MS Queensland the NDIS has unlocked service offerings needed by our customers. It’s customer-centric approach gives people more choice about the level of service care right for them.

The NDIS, together with support from philanthropy, social impact investment and our own funding, has allowed us to create our new independent living accommodation Project Dignity 120.

Importantly at MS Queensland, we are here for all of our customers and we continue to seek to meet the needs of our community who do not qualify for NDIS.



We continue to rely on fundraising and generous donations to cover the shortfall in funds to deliver services for people living with MS and other progressive neurological diseases. The fundraising environment is more competitive than ever but we continue to be inspired and driven by our community who live with the challenges of chronic disease every day. You are at the forefront of what we do and we appreciate the generosity of the wider community to help us deliver on our vision.

THANKS TO OUR SUPPORTERS AND STAFF

The MS Queensland Board sincerely thanks the experienced and dedicated staff and volunteers at MS Queensland for their performance and their commitment to living our organisational values of respect, hope, commitment and collaboration as well as their dedication to our bold commitment and vision.

Thank you to our customers, supporters, members, donors, sponsors, fundraisers, lottery and event participants, and bequest and philanthropic grant makers for their generous and ongoing financial support.

OUR FUTURE

This year will be another significant year for MS Queensland with the relocation of our head office from Dutton Park to Milton, the continued growth of our services including Progressive Neurological Disease Wellbeing Centres across Queensland and the final stage of the roll-out of the NDIS.

We will continue to innovate services, expand our Project Dignity 120 housing solution, integrate the NDIS with the state's service system and strengthen our brand assets and penetration.

Key initiatives for 2018-2019 include:

1. Completing the divestment of the Dutton Park site and relocating MS Queensland's head office.
2. The ongoing expansion of our services within communities by opening new offices, NeuroPhysio clinics and Progressive Neurological Disease Wellbeing Centres and by securing sites for Project Dignity 120 housing projects across Queensland.
3. Completing the Queensland transition to the NDIS whilst also seeking to support those customers who are not eligible for the NDIS.
4. Securing strong fundraising results in a highly competitive environment with a focus on expanding our Team Cure MS initiatives.
5. Rolling out our 'Voice of the Customer' insights to put our customers at the heart of everything we do.

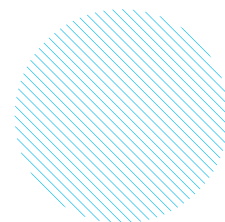
As we continue this journey, at the forefront of our hearts and minds is our commitment to expert care and support to our community. To everyone living with MS and other progressive neurological diseases – you are the reason for our bold commitment that no Queenslanders faces MS alone and to make life better for you wherever you are on your journey.

Roger Burrell, MS Queensland Board Chair
Lincoln Hopper, MS Queensland former CEO

WHY WE EXIST

30

THE AVERAGE AGE
—
OF AN MS
DIAGNOSIS



MORE THAN

2.3M

PEOPLE

—
LIVE WITH MS
GLOBALLY



The quality of life for people with severe MS is comparable to or even lower than those with terminal metastatic cancer, chronic kidney disease and severe heart disease”

—
MS RESEARCH AUSTRALIA*

MORE THAN

25K

AUSTRALIANS
—
LIVE WITH MS



20%

INCREASE

—
IN THE NUMBER
OF AUSTRALIANS
LIVING WITH MS
SINCE 2010

3 OUT OF **4**
AUSTRALIANS
—
WITH MS ARE
WOMEN



3,970

QUEENSLANDERS
—
ARE LIVING WITH MS



***MS affects more
young people in
Australia than
any other chronic
progressive
neurological
disease”***

—
MS RESEARCH AUSTRALIA*

***The
psychological
impacts for
people living
with MS are
substantial
across all age
groups***

—
MS RESEARCH AUSTRALIA*

* Health Economic Impact of Multiple Sclerosis in Australia in 2017, MS Research Australia and Menzies Institute for Medical Research

MORE THAN

10

AUSTRALIANS
—
ARE DIAGNOSED WITH MS
EVERY WEEK



\$1.75B **41%**

ANNUAL COST OF
MS

—
TO INDIVIDUALS &
THE AUSTRALIAN
COMMUNITY

INCREASE IN ANNUAL COST
OF MS SINCE 2010

—
DUE TO INCREASE IN PEOPLE
LIVING WITH MS & INCREASED
COST PER PERSON

STRATEGIC DIRECTION

Our updated 2025 Strategic Plan guides our growth and direction. The plan identifies four overarching goals and success measures. Each year we undertake a number of strategic projects that contribute to these overarching goals.

STRATEGIC GOALS OF THE 2025 PLAN

1.

CUSTOMERS – high quality solutions for people living with progressive neurological diseases by raising the access, quality and geographic spread of service solutions

2.

INFLUENCERS – societal, policy and sector reform that directly benefits our customers through highly regarded and influential advocacy

3.

ENABLERS – a strong, agile, collaborative and sustainable organisation by having excellent people, strong finances, efficient processes, clever systems and market presence

4.

RESEARCH – supporting and promoting cutting-edge MS research

MEASURING OUR SUCCESS

Our most important measure of our success is the positive impact we make on the lives of people living with progressive neurological diseases in Queensland. By 2025 we will see:

- ☑ an improvement in the Quality of Life score of people living with progressive neurological diseases in Queensland
- ☑ an increase in the number of progressive neurological disease customers MS Queensland supports
- ☑ more than 30 new Project Dignity 120 high need housing apartments
- ☑ an increase in our customer satisfaction (a Net Promoter Score of +20)
- ☑ an increase in awareness of the MS Queensland brand
- ☑ being actively in contact with at least 75% of our customers
- ☑ retaining at least 75% of customers year on year
- ☑ opening at least 5 new service delivery centres across Queensland
- ☑ more than \$1 million raised per annum for MS Research Australia

OUR STRATEGY – YEAR THREE (2017-18)

Over this financial year we planned to undertake 29 key projects. By 30 June 2018, 22 (76%) of the projects had commenced and 19 (66%) of these were fully achieved.



A total of two (7%) were substantially achieved while eight (27%) were not started and/or will be carried forward into next year for full execution.

In addition, we updated our 2025 Strategic Plan with deeper commitment, clearer measures of success and more accountable outcomes for the next three-year focus (financial years 2019-2021).

KEY PROJECTS FOR 2017-18



Operationalised
Project Dignity
120 Springfield
Apartments



Activated our
Customer
Experience
model



Opened our
Wellbeing
Centre in
Toowoomba



Secured
funding for
Phase II
Clinical Trial



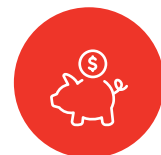
Strengthened
governance
and systems
for NDIS
delivery



Implemented
five new IT
Roadmap
elements



Developed a
partnership
strategy



Completed
an efficiency
review to
maximise
savings

DELIVERING ON OUR **BOLD COMMITMENT**

The 2017-18 financial year was a year of significant progress for MS Queensland. We:

Opened the first Project Dignity 120 independent living development in Springfield.

Farewelled our Granston Lodge accommodation after more than 44 years of operation.

Continued to expand our SPARK NeuroCare initiative across the state.

Saw the completion of ground-breaking local MS research.

Launched a state-wide MS awareness campaign.

While delivering on these key projects we continued to provide high quality, holistic solutions for people living with progressive neurological diseases.

As a service provider specifically dedicated to supporting people living with MS in Queensland, we are responsible for delivering vital services such as neurological physiotherapy, support coordination, nursing support through MS clinics, education and information, exercise therapy, counselling, accommodation and care services.

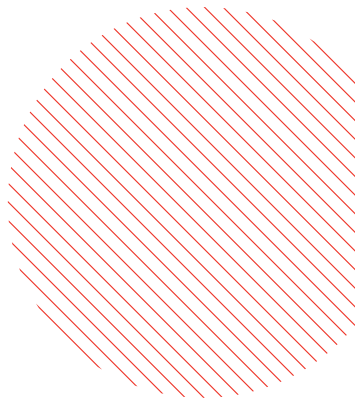
With more than 3,800 registered customers across our state, we recognise the importance of continuing to innovate our services to ensure they are diverse, flexible and importantly, accessible.

“

***No Queenslander
faces MS alone.***

***We will be
there, anywhere,
anytime and as
often as they
need us.”***

—
OUR BOLD COMMITMENT



ADDRESSING THE DISABILITY HOUSING CRISIS

PROJECT DIGNITY 120

Our Project Dignity 120 initiative is addressing Queensland's disability housing crisis by delivering 120 high-care independent living apartments across 10 locations in Queensland over the next 10 years.

In June 2018 our first Project Dignity 120 development in Springfield saw residents moving into their own private, modern and fully accessible apartments. Eighteen residents now call the apartments home and have the peace of mind of living independently, yet knowing care and support is available for them when they need it.

The apartments are built to Liveable Housing Australia 'Platinum' standard and are compliant with NDIS Specialist Disability Accommodation (SDA) guidelines, meaning they qualify for NDIS funding. Our apartments are changing lives and creating 'exceptional futures'.

In addition to the opening of our Springfield Apartments, we continued to deliver our accommodation services and support across our existing accommodation sites including Albany Creek (eight apartments), Annerley (four townhouses for eight residents) and Lutwyche (four independent living units).

The opening of our Springfield Apartments saw the decommissioning of Granston Lodge in preparation for the divestment of our Dutton Park site. We bid farewell to Granston Lodge in May 2018 by bringing together people who had lived, worked, volunteered, sought respite and visited Granston Lodge throughout its 44-year history.

51

RESIDENTS SUPPORTED

(PERMANENT & RESPITE) ACROSS ACCOMMODATION SITES GRANSTON LODGE, ALBANY CREEK APARTMENTS, ANNERLEY APARTMENTS, & SPRINGFIELD APARTMENTS



"I can't believe it finally happened. Thank you for making the dream come true"

RESIDENT, SPRINGFIELD APARTMENTS

11,929

OCCUPIED BED DAYS

ACROSS ACCOMMODATION SITES

286,301

ACCOMMODATION SUPPORT

HOURS PROVIDED



"I was beside myself and I have never seen my dad so happy in my life. He grinned and said 'you are blessed - finally we can relax' because MS Queensland stepped in, they don't have to parent me at 44. I've been given opportunities I thought I'd never have. People have confidence in me which has given me my confidence back."

Suzanne Berry
RESIDENT, SPRINGFIELD APARTMENTS

STEPPING TOWARDS A BRIGHTER FUTURE

MS AWARENESS AND COMMUNITY ENGAGEMENT

The 2017-18 year was a milestone year for MS Queensland with the launch of our state-wide MS awareness campaign on World MS Day – 30 May 2018. Our goal was to raise awareness of MS across our state and attract much-needed donations, moving us closer to our vision of a world free from MS and its devastating impact.

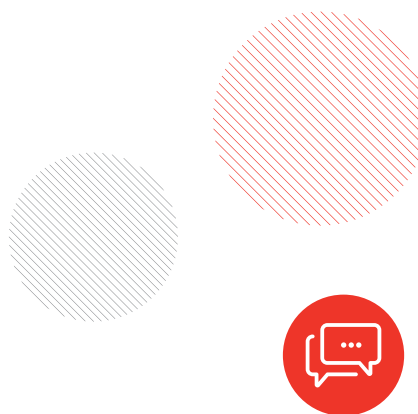
The campaign was developed by a range of high calibre experts donating their time and resources to MS Queensland at no cost. This included our advertising agency, film and post-production teams, photographer and media partners.

We know that most people have heard of MS but few actually understand what it is and how it can rob those diagnosed of a bright future.

The campaign was designed to strike a balance between awareness, the impact of the disease and the positive difference donors can make. It addressed this journey with a young person's dreams of bettering herself being taken away by the debilitating effects of MS.

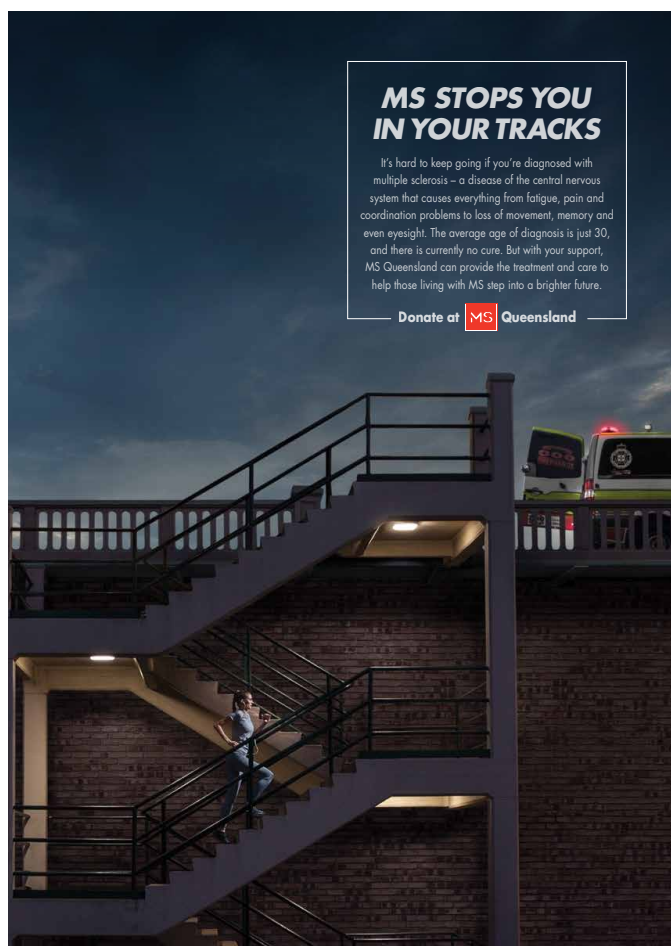
The campaign was launched on World MS Day along with many other activities that directly involved our community. The theme for World MS Day 2018 was 'Bringing us Closer', with a particular focus on how research can bring us closer to a cure.

Working with the MS International Federation (MSIF), World MS Day is an opportunity to unite together with the global MS community to enhance the lives of people with MS and their families.



"Although it's hard to watch, I absolutely love this ad. It's very powerful and I think it will get the message across. I also am thrilled that everyone has come together to produce this ad free of charge."

"Thank you! This campaign hits close to home for me because I live with the fear everyday that my plans for the future might be taken away because of my MS. However, when I know there are supporters who put campaigns like this together to raise awareness, it brings such hope."





Our community joined together across the state, with an army of volunteers shaking tins at train stations to raise money and awareness of MS. Our Patron, the Governor of Queensland, the Hon Paul de Jersey AC hosted our annual World MS Day function at Government House.

We continued to engage our members with a reinvigoration of our membership program in 2017-18. New and improved membership cards were distributed to all new and existing members. We also engaged a generous volunteer who has continued to check in with members by calling them directly. This reinvigoration of our membership program saw our membership numbers increase.

MORE THAN



50K
FOLLOWERS
—
ON SOCIAL
MEDIA

5K

PEOPLE
—
RECEIVED
MS INSIGHT
E-NEWS

4K

PEOPLE
—
RECEIVED
MS LIFE
MAGAZINE



WEBSITE
VISITORS



SUPPORT ON
AWARENESS
CAMPAIGN

1,121

MEMBERS



731 LIFE
MEMBERS

390 GENERAL
MEMBERS

766

22

12

22 MEMBERS ARE
REGULAR GIVERS

766 MEMBERS ARE
CUSTOMERS OF MS
QUEENSLAND

12 MEMBERS ARE
CONFIRMED BEQUESTS



“

All of my symptoms improved and some disappeared altogether. My productivity at work was completely transformed and for the first time in a decade my family and I were able to go away on holiday”

—
GARY ALLEN, PATIENT IN
CLINICAL TRIAL

A WORLD FREE FROM MS & ITS DEVASTATING IMPACT

OUR CONTRIBUTION TO MS RESEARCH

We are dedicated to supporting and promoting cutting-edge MS research and championing Queensland-based MS research initiatives. To do this we work closely with MS Research Australia and provide funds to support their research program.

We are proud to have doubled the amount of funds we make available for research.

Queensland's very own, Professor Michael Pender M.D. has been studying the effect of the Epstein-Barr virus (EBV) on the immune system for many years. MS Queensland in collaboration with MS Research Australia has supported Professor Pender's research. The study's next generation immunotherapy for autoimmune diseases precisely recognises and eliminates EBV-infected cells in the central nervous system that have the potential to accelerate autoimmune responses and the progression of MS.

Importantly, the first study to test the therapy in people with MS showed the therapy is safe and additionally provided preliminary data to suggest there may be clinical improvements in MS symptoms. Some positive treatment responses in patients included increased mobility, increased musculoskeletal function, improved fatigue, vision and bladder function. The final results of the study are expected to be published shortly.



\$552,000

CONTRIBUTED TO
MS RESEARCH

—
THROUGH BRISBANE'S
MS CLINIC AND MS
RESEARCH AUSTRALIA

COLLABORATION FOR COORDINATED CARE

SPARK NEUROCARE

2017-18 saw the expansion of our support coordination service under the SPARK NeuroCare umbrella. SPARK NeuroCare is a model of comprehensive care that actively engages with people with progressive neurological disease to bring all facets of their care and support needs together in a collaborative way. Initially trialled in Townsville in 2016, the need for the service was recognised with the first SPARK NeuroCare Progressive Neurological Disease Wellbeing Centre officially opened in Toowoomba in December 2017.

The Wellbeing Centres combine the specialist knowledge of multiple organisations and allow a person living with a progressive neurological disease to visit one location to access the range of services they may need to help them to live well with their disease. Our Wellbeing Centres concept provides neurological physiotherapy, exercise therapy, education and information, support coordination and, National Disability Insurance Scheme (NDIS) and My Aged Care assistance all under one roof.

Under SPARK NeuroCare is our team of highly skilled Service Coordinators who work alongside people with progressive neurological diseases like MS and their families, to help them manage the varied impacts of their disease. Our Service Coordinators provide information, referrals to other service providers, support coordination, advocacy and more.

The success of SPARK NeuroCare was further recognised with the Queensland Government pledging an additional \$412,000 (inc. GST) for continued expansion across the state.

This year we also proudly welcomed two Service Coordinators dedicated to supporting people living with motor neurone disease (MND). These Service Coordinators are a result of our partnership with the MND and Me Foundation, funded by MND and Me and employed by MS Queensland.



“With more than 35,000 people living with a progressive neurological disease in Queensland, there’s no doubt these centres and the services they provide are critical.”

Director-General, Queensland Health
Michael Walsh



1,915
CUSTOMERS

HAD CONTACT WITH A
SERVICE COORDINATOR

MORE THAN

15

STAFF
ACROSS

9

LOCATIONS



2,366

APPOINTMENTS

CONDUCTED
FACE-TO-FACE

4,923

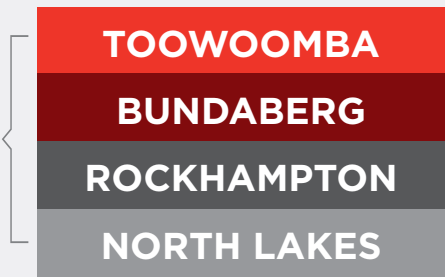
HOURS

SUPPORT COORDINATION
PROVIDED

4

SERVICE
DELIVERY
SITES

OPENED
ACROSS
QLD



ENHANCING QUALITY OF LIFE

NEUROLOGICAL PHYSIOTHERAPY & EXERCISE THERAPY SERVICES

Our team of highly skilled and passionate physiotherapists and exercise therapists has the expertise in neurologically-based programs for people with MS and other neurological conditions like Parkinson's Disease. Enhancing quality of life and encouraging the ongoing independence of our customers is the key focus for our physiotherapy and exercise therapy team.

We are passionate about ensuring high quality service solutions are available for people in their local community. The 2017-18 financial year saw us expand our NeuroPhysio services across the state with the opening of new clinics in Redcliffe and Toowoomba. We also welcomed a new NeuroPartner, CQ Physio in Rockhampton to deliver our Neurological Physiotherapy and continued to partner with our existing NeuroPartner, Active Physio Mackay.



"It's wonderful, it gives me the opportunity to move my body and strengthen my muscles more safely. [Otherwise] we would have had to go into Dutton Park, which is quite a drive – this being much closer to home makes it easier to come in for a session every week."

Susan Parker



774

NDIS CUSTOMERS

SUPPORTED BY
NEUROLOGICAL
PHYSIOTHERAPY
&/OR EXERCISE
THERAPY

284

INDIVIDUAL
EXERCISE
THERAPY

SESSIONS
DELIVERED

416

GROUP
NEUROLOGICAL
PHYSIOTHERAPY

SESSIONS
DELIVERED

1160

INDIVIDUAL
NEUROLOGICAL
PHYSIOTHERAPY

SESSIONS
DELIVERED



HELPING GET THE BEST OUT OF LIFE

INFORMATION & EDUCATION INCLUDING NURSING SUPPORT

Workshops, information sessions and webinars delivered by neurological specialists provide our customers with the tools to get the best out of life by helping them manage their symptoms. Everyone is welcome in sessions including families and friends. Our MS Specialist Nurse also provides education and information about treatments and symptom management through webinars, one-on-one consultations and appointments through Brisbane's MS clinics.



"Going to Tim's session opened my eyes. It gave me hope and showed me what an amazing support network is available through MS Queensland. Knowledge is power and Tim's session gave me the knowledge to live well with MS."

Natalie



41

HOME VISITS
—
FOR FACE-TO-FACE
NURSING SUPPORT

405

PEOPLE
SUPPORTED

—
THROUGH 6 MS
CLINICS HELD
EACH MONTH

162

PEOPLE
REFERRED

—
THROUGH
NURSING
SUPPORT

57

WORKSHOPS,
INFO SESSIONS
& WEBINARS

TOPICS INCLUDED...

*Living Well with MS,
Financial Wellbeing,
My Aged Care, NDIS,
Immunotherapy
Options,
Mindfulness,
Self-Management,
Medicinal Cannabis...*



DELIVERED TO

1,101
CUSTOMERS

*... Exercise &
Physical Activity,
Focusing on what
you can Control,
Brain Health,
Diet & Nutrition,
Fatigue & Sleep,
Newly Diagnosed
Information*

830

744

721



744 CUSTOMERS
RESPONDED TO THE
NPS* QUESTIONNAIRE



830 CUSTOMERS
RESPONDED TO THE
AQOL* QUESTIONNAIRE



721 CUSTOMERS
RESPONDED TO THE
MS QUEENSLAND
HOUSING SURVEY

MORE THAN

3.8K

CUSTOMERS
REGISTERED

468

NEW CUSTOMERS
WELCOMED



3,030

CALLS

—
ANSWERED BY
NEUROASSIST
INFO LINE

595

CALLS

—
RESPONDED
TO ABOUT
NDIS

104

CALLS

—
MADE
ABOUT THE
NDIS

530

EMAILS

—
RESPONDED TO ABOUT NDIS



"Reaching out for the help you need is not an admission of defeat and isn't an invitation for your MS to get worse. So reach out to MS Queensland for help, information and services – they truly help and care."

—
Gary Allen

BEING AVAILABLE, ACCESSIBLE & RELEVANT

THE CUSTOMER EXPERIENCE DEPARTMENT

This year our customer-first approach was reinforced with the establishment of our Customer Experience Department to ensure we continue to put our customers at the centre of everything we do by being available and meeting our customers where they're at. The establishment of this department also saw the introduction of our Customer Experience Principles (more about these on page 24).

A key part of our Customer Experience Department is the NeuroAssist Team, which provides phone and online support to people living with progressive neurological diseases and their friends and families. The team is the first point of call for information and support and access to MS Queensland services and resources.

In 2017-18 we also focused on measuring customer outcomes using two key data collection tools. We introduced the Net Promoter Score (NPS) Questionnaire to measure the satisfaction of both our fundraising and services customers. We also rolled-out the Assessment of Quality of Life (AQoL) Questionnaire to measure the quality of life of people living with progressive neurological diseases like MS and how our services are impacting on their quality of life.

*Net Promoter Score (NPS), Assessment of Quality of Life (AQOL)

FUNDRAISING & SUPPORTERS

In the 2017-18 year we continued to evolve our fundraising income streams and explored the introduction of a 6th fundraising program 'Corporate Partnerships'. We also focused on the next phase of development of our 2025 Fundraising Strategy which will support MS Queensland to deliver its bold commitment to ensure no Queenslander faces MS alone.

PROGRAM ONE

GIFTS IN WILLS

Gifts in Wills is important to achieving our purpose of helping people living with MS get the best out of life, advocate for change and search for a cure. It is a gift of enduring hope for the Queenslanders living with MS and we sincerely appreciate the significant contribution provided by individuals and families who have so thoughtfully left a gift in their will.

PROGRAM TWO

PHILANTHROPY & GRANTS

We recognise that philanthropy is as individual as the person making the donation and we strive to understand the individual needs of our generous donors to help achieve incredible outcomes for people living with MS. We are committed to ensuring our donors feel connected to the projects that help fulfil their vision of a better world. This year particularly, philanthropists have helped power the Project Dignity 120 initiative and important research studies.

\$187K

GIFTS IN WILLS

CONTRIBUTED
BY 5 GENEROUS
SUPPORTERS

20

INDIVIDUALS

HAVE PLEDGED
GIFTS IN THEIR
WILLS

PROGRAM THREE

INDIVIDUAL GIVING

Our Individual Giving program focuses on ensuring our supporters receive the emotional gratification from their donation with the confidence their gift makes a difference. We undertake four targeted direct mail appeals throughout the year and each of these tells a story of a person living with MS.

In 2017-18 we focused our efforts on enhancing the relationship with our existing supporters and gaining a better insight into their motivations for giving.

19

DONORS

BECAME
REGULAR
GIVERS

331

DONORS

TOTAL
REGULAR
GIVERS

\$80K

RAISED

BY OUR
REGULAR
GIVERS



\$331,000

RAISED FROM OVER
4,600 DONATIONS

ACROSS 4 DIRECT MAIL
APPEALS



MS BRISSIE TO THE BAY



48
PwMS
—
RODE

5,037

RIDERS
—
RAISED

47

MS LEGENDS
—
RAISED OVER

\$950K \$2,500_{EA}

452

PEOPLE
RODE
10KLM

500

PEOPLE
RODE
25KLM

1,340

PEOPLE
RODE
50KLM

2,688

PEOPLE
RODE
100KLM

PROGRAM FOUR

FUNDRAISING EVENTS

2017-18 was a successful year for our fundraising events. More than 10,000 people participated in 12 different MS Queensland fundraising events including our MS Brissie to the Bay bike ride, MS Moonlight Walk and the MS Swimathons. We also had 127 community fundraisers who either joined mass participation events or hosted their own even to raise funds for MS.



MS MOONLIGHT WALK



200
PwMS
—

PARTICIPATED IN THE
MOONLIGHT WALK

4,747

WALKERS
—
RAISED

\$529K

85

LUNAR LEGENDS
—
RAISED OVER

\$1K_{EA}

TEAM CURE MS

76

PEOPLE

—
RAISED OVER

\$12K

IN SWIMS, RUNS
& RIDES

\$1.5K

RAISED

—
TIN SHAKING
ON WORLD
MS DAY

126

PEOPLE

—
RAISED OVER

\$14K

AT THE LOGAN
WALK2CURE MS

127

FUNDRAISERS

—
RAISED OVER

\$171K

FOR MS
RESEARCH



MS SWIMATHONS

37

PwMS

—
JOINED
IN

987

PEOPLE

—
RAISED
MONEY

\$194K

RAISED

—
ACROSS 10
SWIMATHONS

10

MS SWIMATHONS

CAIRNS, GOLD COAST, HERVEY BAY,
JINDALEE, MACKAY, MT GRAVATT,
ROCKHAMPTON, SUNSHINE COAST,
TOOWOOMBA, TOWNSVILLE



PROGRAM FIVE

LOTTERIES

Our MS Limited Edition Art Union celebrated its 30th year in 2017-18. At MS Queensland we paved the way for luxury car lotteries with and have awarded more than \$30 million in prizes in 30 years. We hold eight MS Limited Edition draws a year with prizes including luxury cars and holidays. For loyal supporters, we also hold two invitation-only MS Club draws a year where the first prize is valued at over a quarter of a million dollars.



79,067

TICKETS

—
SOLD ACROSS ALL
LOTTERIES

\$1.8M

PRIZES

—
PROVIDED

\$1.9M

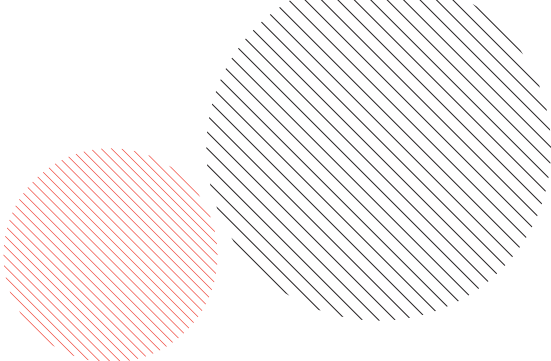
RAISED

—
THROUGH
LOTTERIES

PROGRAM SIX

CORPORATE PARTNERSHIPS

In 2017-2018 we began to strategically focus on building mutually beneficial corporate partnerships with value-aligned businesses. We prepared for the appointment of a Corporate Partnerships Manager with the aim to grow our partnerships revenue to 4% of our total fundraising income by 2025. This includes securing title level sponsorship for our flagship fundraising events and increasing our workplace giving partners.



FINANCIAL SUMMARY

OPERATING PERFORMANCE & POSITION

The financial position for MS Queensland remains strong at the close of the 2017-18 financial year with net assets of \$14.2 million and cash at bank of \$5.2 million. MS Queensland returned an operating deficit of \$327,645 (1.7% deficit margin) for the 2018 financial year. This performance is a direct consequence of the organisation’s response to the opportunity to invest for the future, repositioning operations to achieve its 2025 Strategic Vision.

This performance was impacted further by increased investment into research, a key strategic pillar of MS Queensland. In total, MS Queensland increased its research investment to a total of \$551,812. These funds were directed to Multiple Sclerosis Research Australia (\$380,595) as part of our ongoing commitment to national research projects. The balance went to the University of Queensland (UQ) and indirectly to the Royal Brisbane Women’s Hospital (RBWH) who are currently working in collaboration undertaking “cutting edge” clinical trials. The primary research (into which the funds have been directed) is being led by one of Australia’s leading MS experts, Professor Michael Pender MD who has received global recognition for his research activities.

Furthermore, MS Queensland spent \$923,656 on strategic project initiatives including:

The establishment of our customer experience department created to provide a centralised service centre enabling our customers to coordinate their specialised support and care needs more efficiently through one single team

Continued investment in technology infrastructure and systems improving efficiencies in service to customers, creating a culture of continuous improvement

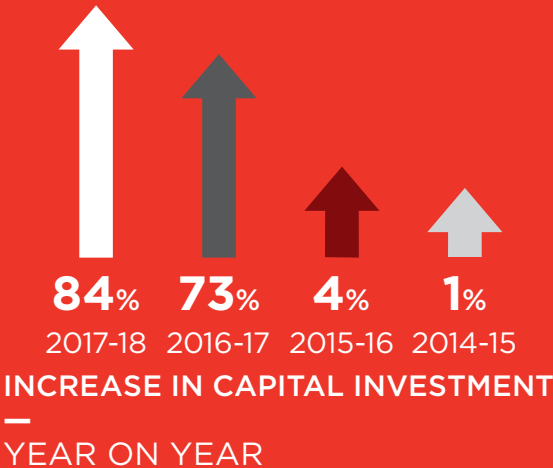
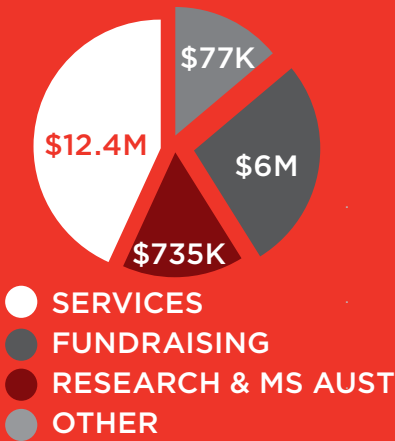
The continued rollout of SPARK NeuroCare offices increasing our community footprint by providing localised specialist care and support throughout Queensland.

In the 2017-18 year, MS Queensland operated six SPARK Service Coordination Offices, six dedicated Neurological Physiotherapy clinics and opened its first Progressive Neurological Disease Wellbeing Centre with many more to come in the 2018-19 financial year.

CAPITAL INVESTMENT

MS Queensland’s continued strong net asset position is built on the capitalisation and opening of the MS Queensland and Youngcare Joint Venture at Albany Creek (11 units) and the launch of MS Queensland’s first Project Dignity 120 development at Springfield.

WHERE WE SPEND OUR MONEY



OPERATING PERFORMANCE

FIVE YEARS AT A GLANCE - CONSOLIDATED ENTITY

INCOME	2017-18 (\$'000)	2016-17 (\$'000)	2015-16 (\$'000)	2014-15 (\$'000)	2013-14 (\$'000)
GOVERNMENT FUNDING	7,844	6,565	5,873	6,117	5,380
FUNDRAISING INCL. LOTTERIES	8,675	8,269	8,676	8,019	8,610
SERVICES	1,842	1,071	932	677	720
NET GAIN ON SALE OF PROPERTY	100	3,084	-	-	3,962
INTEREST & DIVIDENDS	89	184	287	328	187
OTHER	354	231	185	243	140
TOTAL INCOME	18,904	19,404	15,953	15,384	18,999

\$18.9M

INCOME

\$19.2M

EXPENDITURE

EXPENDITURE	2017-18 (\$'000)	2016-17 (\$'000)	2015-16 (\$'000)	2014-15 (\$'000)	2013-14 (\$'000)
CLIENT SERVICES	12,386	10,721	9,415	8,876	7,980
FUNDRAISING INCL. LOTTERIES	6,034	6,033	6,302	6,061	5,821
CONTRIBUTIONS TO MS RESEARCH	552	536	549	352	339
CONTRIBUTION MSA	183	179	148	146	141
OTHER	77	82	92	76	86
TOTAL EXPENDITURE	19,232	17,551	16,506	15,511	14,367
SURPLUS/(DEFICIT)	(328)	1,853	(553)	(127)	4,632

CAPITAL INVESTMENT

FIVE YEARS AT A GLANCE - CONSOLIDATED ENTITY

	2017-18 (\$'000)	2016-17 (\$'000)	2015-16 (\$'000)	2014-15 (\$'000)	2013-14 (\$'000)
FREEHOLD LAND	964	964	1,738	1,765	1,765
FREEHOLD BUILDINGS	16,932	3,564	1,861	2,029	2,116
BUILDING IMPROVEMENTS	5	6	67	73	83
PLANT AND EQUIPMENT	828	698	902	1,015	990
FIXTURES AND FITTINGS	77	20	59	68	77
MOTOR VEHICLES	485	403	413	393	258
WORK IN PROGRESS	96	4,537	461	106	230
NET BOOK AMOUNT	19,387	10,192	5,501	5,449	5,519
% INCREASE FROM PREV YEAR	90%	85%	1%	-1%	
SOFTWARE & INTANGIBLES	894	808	848	672	545
TOTAL INCL. INTANGIBLES	20,281	11,000	6,349	6,121	6,064
% INCREASE FROM PREV YEAR	84%	73%	4%	1%	

OUR PEOPLE

At MS Queensland, our strength and ability to support our customers lies in our people. The staff and volunteers guided by our values make what we do come to life.

To best support our customers, keeping their wellbeing at the centre of everything we do, we are committed to continually improving the way we work to drive a culture of success. This plays a significant role in the achievement of our vision and our bold commitment.

Our goal continues to be the development of an organisational culture where we attract, retain and develop the best people, and where performance, learning, wellbeing and success are key factors to maximising service delivery for our customers. To support this, we recently developed a set of 'Customer Experience Principles' to ensure we continue to focus on our customer-first approach.

CUSTOMER EXPERIENCE PRINCIPLES

- BE ACCESSIBLE:** there when and how I need you
- BE FLEXIBLE:** meet me where I'm at
- BE AUTHENTIC:** approachable and real
- CONNECT ME:** to relevant support





170

VOLUNTEERS

HELPED OUT AT THE MS MOONLIGHT WALK & MS BRISSIE TO THE BAY

OVER 4,918

HOURS

CONTRIBUTED BY VOLUNTEERS

OVER \$121K

IN-KIND SUPPORT

PROVIDED BY VOLUNTEERS



- 55+ 13%
- 45-55 35%
- 25-44 42%
- 18-24 10%

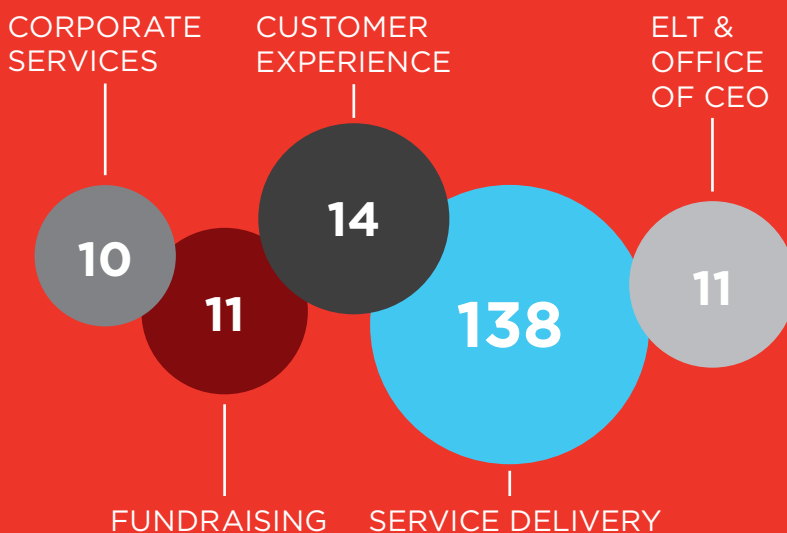
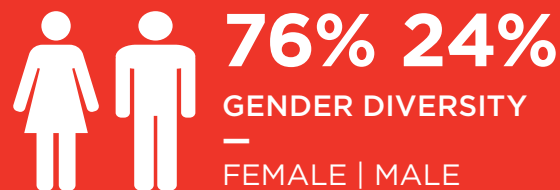
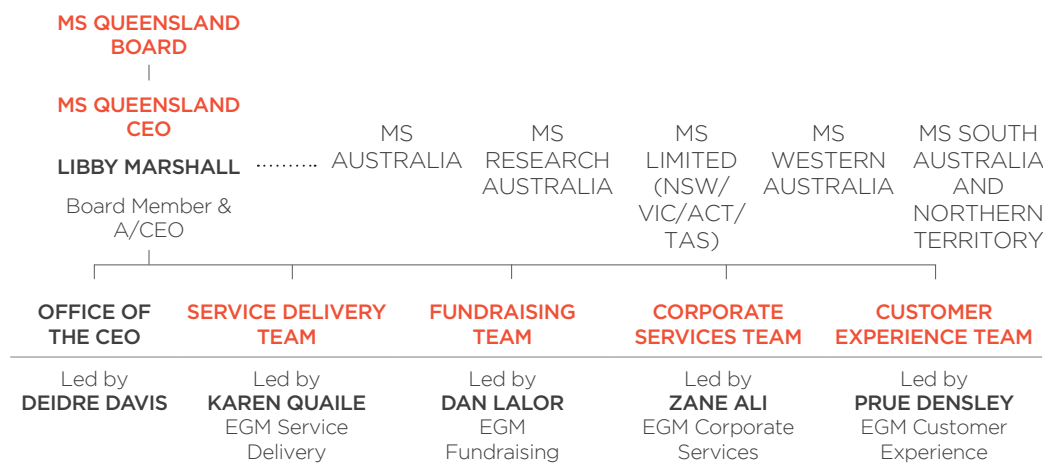


OUR EXECUTIVE LEADERSHIP TEAM

Our Executive Leadership Team (ELT) includes the CEO and four Executive General Managers who meet regularly to discuss strategy, operational performance, planning, safety and people.



BACK L-R: KAREN QUAILE, DEIDRE DAVIS, PRUE DENSLEY
FRONT L-R: DAN LALOR, ZANE ALI



BOARD & GOVERNANCE

Our Board establishes the organisation's strategic direction, monitors progress towards the achievement of our strategic objectives and performs a very important governance function for the organisation.

1. ROGER BURRELL **CHAIR**

Board Member since 1996

Director and Vice-President of MS Australia. Solicitor. Director of Burrell Stockbroking Pty Ltd and related entities. Director of Access Funds Management Limited. Consultant to QM Properties and Property Solutions. Former partner of Clayton Utz (1987 2000) and Phillips Fox (2000-2006). Fellow of the Australian Institute of Company Directors.



1.



2.



3.

2. LINCOLN HOPPER **SECRETARY**

CEO MS Queensland 2011 – August 2018

Worked in the health and community services sector for over 25 years and holds post graduate qualifications in Commerce. Non-graduate member of the Australian Institute of Company Directors.

3. JOHANNA ROCHE **TREASURER**

Board Member since 2010

Non-executive Director and Corporate Tax Consultant. Non-executive Director of Handball Australia and a number of private companies. Fellow of the Institute of Chartered Accountants Ireland, Australia and New Zealand. Member of the Tax Institute of Australia. Graduate of the Australian Institute of Company Directors. Former Partner of PwC Australia.

4. WENDY LOVELACE **MEMBER**

Board Member since 2008

MS Ambassador and advocate. Architect. Universal access consultant. Convenor of Queensland Action for Universal Housing Design. Person with MS.

5. CARMEL MACMILLAN **MEMBER**

Board Member since 2013

Chair and non-executive director of various Boards and sub-committees. Marketing and corporate strategy specialist. Principal of CM Strategy Consulting. Graduate member of the Australian Institute of Company Directors.

6. TRACEY PARKER **MEMBER**

Board Member since 2011

Chief Financial Officer and Company Secretary of the Pradella Group, a large private builder and developer of residential, commercial and industrial properties in South East Queensland. Member of Institute of Chartered Accountants Australia.

7. BRETT BASSETT **MEMBER**

Board Member since 2017

Commissioner of the Queensland Building and Construction Commission. Fellow of the Governance Institute of Australia. Graduate of the Australian Institute of Company Directors. Certified Fraud Examiner. Masters of Business Administration and Bachelor of Education.



4.



5.



6.



7.



8.



9.

8. LIBBY MARSHALL **MEMBER**

Board Member since 2017

CEO and founder of Steam Capital. Former Associate Director MBA, UQ Business School. Co-chair of the MBA Career Services and Employers Alliance 2017 Asia Conference (Shanghai). Held previous board Directorships with Tourism and Events Queensland and the Celebrate Queensland Committee (Australia Day Council Queensland). Graduate member of the Australian Institute of Company Directors. Masters of Business Administration.

9. VIVIENNE JOHNSON **MEMBER**

Board Member since 2017



Development Manager for Museum of Brisbane. Fundraising and marketing communication specialist. Former General Manager External Relations at QIMR Berghofer Medical Research Centre. Former non-executive director of Epilepsy Queensland (until November 2017). Member of Australian Institute of Company Directors.

GET INVOLVED

There are many ways YOU can help Queenslanders living with MS.



DONATE

Help us continue to deliver our vital services with a donation, no matter how large or small, or by becoming a regular giver.

 1800 287 367
 msqld.org.au/donate



LEAVE US A GIFT IN YOUR WILL

A bequest is one of the most valued and special gifts a donor can make, which is why many donors choose to make a lasting legacy by leaving a donation to MS Queensland in their will.

 07 3840 0874
 bequest@msqld.org.au



BUY A LOTTERY TICKET

Support us and win amazing prizes by buying a ticket in our latest MS Limited Edition car draw.

 1800 060 210
 mslimitededition.com.au


FUNDRAISE

Organise and hold your own fundraising activity for the MS cause in your local community.

 07 3840 0887
 events@msqld.org.au



VOLUNTEER WITH US

We could not do what we do without the amazing support of our volunteer community. Contact us to find out how you can make a difference.

 07 3840 0888
 volunteer@msqld.org.au

BECOME A CORPORATE PARTNER

Help find a cure for the most common neurological disease in young Australian adults. Through a corporate partnership with MS Queensland, you can help achieve your business and philanthropic objectives.

 07 3840 0836
 partner@msqld.org.au



MS Queensland

msqld.org.au

NEUROASSIST INFOLINE

1800 177 591

GET IN TOUCH

E hello@msqld.org.au

P 07 3840 0888

F 07 3840 0813

A MS Queensland
Milton LPO, 40 Park Road,
Milton QLD 4064

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