

2022-2023

Impact Report



Queensland

MS Moonlight Walk

For more than 65 years, MS Queensland has provided care and support to Queenslanders living with MS and neurological conditions. We are committed to helping people get the best out of life, advocating for positive change and searching for a cure. We look forward to growing our community now and into the future. A community for people to belong to, to find connection with, and to unite in passion for the cause.



FINANCIAL INFORMATION

Our 2022-2023 financial report is available in full on our website msqld.org.au

ACKNOWLEDGEMENT OF COUNTRY

Our organisation is committed to engaging with Aboriginal and Torres Strait Islander peoples in the communities we work with. As one of the world’s oldest living cultures, we recognise that Australia always has been and always will be Aboriginal and Torres Strait Islander land. We who come from many places pay our respects to Elders throughout all time and commit to learning from the knowledge, traditions, stories, spirituality and experiences of Aboriginal and Torres Strait Islander people as we learn to live on their land. We walk together in solidarity in the shared pain of the past and the shared hope for the future. We would like to take this opportunity to thank the traditional owners for welcoming us on the land we gathered on across Queensland.

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MESSAGE FROM OUR CHAIR AND CEO

For the past 65 years, MS Queensland has been at the forefront of supporting Queenslanders living with MS and neurological conditions. As we reflect on the last year, we want to celebrate our incredible community and highlight the achievements of our supporters, customers and team. Our mission hasn't wavered one bit – we're committed to staying as vibrant and essential as ever, not just for the individuals and families we support, but for our entire community. It is a privilege to be able to be a part of this organisation's incredible rich history.

Connected Community

We are continually humbled by the unwavering support we receive from our dedicated supporters throughout Queensland. Whether it's the endurance displayed by those who swim for hours in our regional communities, the determination of cyclists participating in the MS Brissie to the Bay, or the commitment of individuals in the Moonlight Walk; our community consistently demonstrates their passion for raising awareness and generating vital funds. This collective effort enables us to provide services to those in need, and we are immensely grateful for the support of our generous and passionate community.

Over the past year, we have dedicated ourselves to conducting comprehensive consultations with our stakeholders, community and customers, including a body of qualitative and quantitative research. This iterative process has not only cemented our understanding of our community, but also bolstered our conviction to enact meaningful and influential transformations. As a result, we are well-prepared to implement a contemporary strategy, one that is geared towards enhancing our engagement and extending our impact throughout the entirety of the state.

This strategy aims to deliver tangible benefits to the more than 5,500 individuals living with MS, and

the 100,000-plus individuals with various other neurological conditions across Queensland.

Sparking Possibilities

Our commitment to research remains a priority. This year we contributed over \$762,000 to MS Australia. We will continue to support their research initiatives throughout Australia and internationally and are united in their goal of creating better treatments and ultimately achieving a cure.

"The Neuro Wellness Hub places a strong emphasis on fostering a sense of community, and creating a gathering space for supporters, customers, and staff."

Our services team is committed to delivering positive customer outcomes, enhancing their experience, and pursuing continuous improvement. As our community expands, we are actively seeking to

broaden our allied health services, placing a particular focus on early diagnosis support and a holistic approach to Neuro Wellness. Acknowledging the vast size of Queensland, we continue to develop the capacity to deliver quality telehealth services and are actively forging strategic partnerships to ensure that our community has access to the high-calibre services required for their wellbeing. We are also excited to reintroduce our specialist MS Nursing service within our telehealth program to ensure accessibility for all Queensland residents, regardless of their geographic location.

Our Disability Employment Service has experienced continuous growth, enabling numerous individuals to maintain employment or re-enter the workforce successfully. We take great pride in the positive outcomes our dedicated team has accomplished, and we are equally pleased to have expanded our own team through placement through this service.

Neuro Wellness

In alignment with our strategic objectives aimed at strengthening our community connections and expanding our service offering, we have reviewed our physical footprint. As a result, MS Queensland is presently in the process of relocating to a more functional space, the 'Neuro Wellness Hub' in Milton, Brisbane. This new and improved offering will serve as our flagship place, paving the way for similar hubs throughout the state. The Neuro Wellness Hub places a strong emphasis on fostering a sense of community, and creating a positive gathering space for supporters, customers, and staff.

It is also important to highlight that our commitment to neuro wellness extends beyond Milton, with plans to expand the Neuro Wellness Hub model to the existing and future MS Queensland locations where possible, and beyond our physical locations via digital technology. We are committed in our efforts to provide support and information in virtual spaces by enhancing our webinar and online resource library.

Sound Governance and Leadership

MS Queensland along with other MS state organisations and the wider sector are all dealing with the challenge of NDIS price tightening that is not sufficiently meeting the significant increase to the cost of service delivery and support. In addition, the cost of living pressures

being experienced across the community is directly impacting all forms of fundraising. Our Board and Leadership team are determined to deal with these external challenges, adjust our processes as required, and maintain a good level of service delivery and research investment consistent with our purpose. This year we have successfully completed the transition to a Company Limited by Guarantee. Thank you to our members who supported this process and opted in to transition their membership to our new, contemporary legal structure! While we are now regulated at a national level, we have remained a very transparent not-for-profit organisation subject to oversight by the Australian Charities and Not-for-profit Commission (ACNC). This revised legal structure aligns better with our organisation's future and we commend our team for orchestrating this seamless transition.

As a result, we are now well-placed to build on prudent investment and the hard work of many people, to deliver on our purpose and support the amazing people within the inspiring MS Queensland community. MS Queensland is a unique organisation that is committed to being relevant and impactful every day. This is only possible due to the extraordinary commitment of our supporters, customers, community and their families, partners, our terrific staff and highly valued Directors and volunteers and we are very grateful for this support. We look forward to an even bigger and better 2024 ahead.

Best wishes and thank you!



Shaun Treacy
Shaun Treacy
Chair



David Curd
David Curd
CEO

OUR STRATEGIC DIRECTION

The MS Queensland strategy relies on us keeping our strong community and customers at the heart of our thinking and decision making. MS Queensland will continue to strive to know, engage, and be impactful in the lives of those living with MS and neurological conditions regardless of where they live in Queensland.

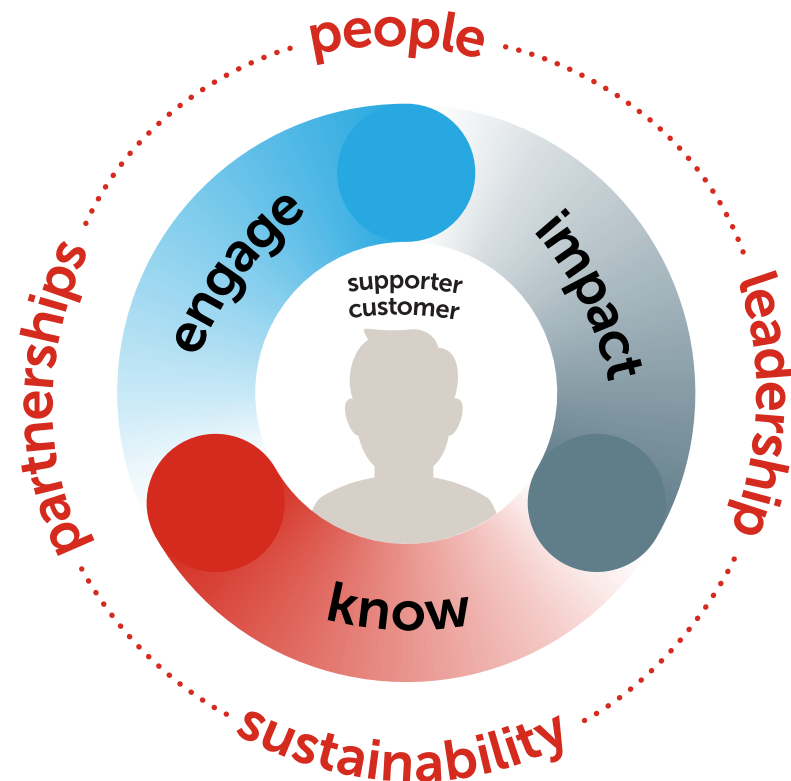
MS Queensland understands the importance of collaborating with like-minded organisations to enable better outcomes for our community. Through strategic partnerships, we can facilitate greater access to a range of services, strengthen existing support capabilities, and enhance the delivery of positive experiences.

We have currently partnered with the following organisations to increase our impact for our community throughout Queensland:

Comlink Australia delivers bespoke services to support clients to live independently in their homes and comfortably within their communities. Like MS Queensland, Comlink are committed to assisting people to stay in their own homes, or living independently if they can't be at home, and the combination of the resources and support from both organisations come together beautifully for that objective.

"This partnership opens up a whole range of opportunities for us to work together, not just across our services, but also working together to research treatments and advances in the way in which we support both the MS and ageing community."

- Liam Mayo, Comlink CEO



EMS Australia provides world class event management solutions for major outdoor events. EMS has worked alongside MS Queensland to deliver MS Brissie to the Bay for many years and we are now expanding our partnership to support our annual MS Moonlight Walk.



Event Management Solutions Australia

"We are excited to continue our ongoing collaboration with MS Queensland, to deliver their flagship events with the joint goal of raising vital funds and awareness for the MS community. We pride ourselves on working with charities that value our experience and expertise in working with them to continue to build these iconic events."

- Bec and Ian Harwood, EMS Founders

Youngcare is a national not-for-profit, revolutionising the way young people with high care disability live – with freedom, dignity and choice. Our ongoing partnership is built upon our mutual goal to provide options and ongoing support for Queenslanders with high physical support needs.



"MS Queensland and Youngcare have a long history of working together to create accessible housing options to ensure people can live independently. We have always worked together to advocate for positive change for people living with a disability and excited to work together on housing opportunities throughout Queensland."

- Greg Johnson, Youngcare CEO

CoAct is a national partnership of for-purpose Service Partners, working together to make a difference in the lives of everyday Australians through employment services and community activation.



"Our partnership has created a 5 star rated employment service that is dedicated to making a lasting impact for people living with multiple sclerosis and other neurological conditions in Queensland."

- Simon Brown, CoAct CEO

OUR COMMUNITY

We are dedicated to learning from the experiences of 5,500+ Queenslanders living with MS and getting to know everyone in our state living with MS, so they don't face this condition alone.

The number of people
with MS in Australia
is growing

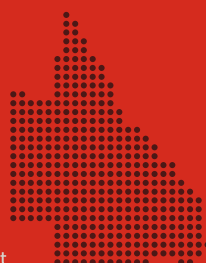


**MORE THAN
33,000**
Australians live with
MS right now

There has been a 40%
increase in Queensland alone
over the last four years, with

5,535

Queenslanders needing support.



Over 2.8 Million
People are living with MS Worldwide



20-40 years

Is the average age of diagnosis



1-2 Australians

Are diagnosed with MS every day



3-4 Australians

Diagnosed with MS are women



In addition to MS, there are well over
100,000 Queenslanders grappling
with various neurological conditions.



**MS affects more
young adults**

than any other acquired
Chronic Neurological Disease



JOE'S STORY

Joe's story began in the coastal paradise of Noosa Heads, where he grew up and found his passion for surfing. However, one fateful day out surfing he had a bizarre collision, leaving him with a numb forehead. Initially, he dismissed it, thinking it was just a minor incident.

Days turned into weeks, and the numbness continued, spreading down the right side of his face. A doctor suggested a pinched nerve, but the symptoms worsened. Concerned, Joe underwent an MRI scan, which revealed multiple lesions on his brain, a diagnosis of Multiple Sclerosis (MS). The news left him stunned, but Joe was determined to confront the challenge.

MS made surfing a daunting challenge. Fatigue and temperature sensitivity weighed heavily on his spirit. After months of being out of the water and battling depression, Joe sought help from occupational and sports therapists, who guided his rehabilitation.

An invitation to surf in wave pools at Surf Lakes was an opportunity Joe couldn't refuse. Joe, with the support of his partner, embarked on a journey that would change his life. The perfect waves in the middle of the Australian bush provided a sense of happiness and accomplishment he thought he had lost.

Joe's mission became clear - to share his experience with others facing adversity due to MS or mental health issues. Embracing his condition, he saw it as a sidekick that had opened his heart to resilience and compassion. Now, he aims to inspire and raise awareness for the wider MS community.

"The perfect waves in the middle of the Australian bush provided a sense of happiness and accomplishment he thought he had lost."



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MS AUSTRALIA RESEARCH BRIEFING: 50 YRS ROADSHOW

This year we partnered with MS Australia as part of their 50th anniversary road show to share an update of MS Research. The event was hosted by MS Australia's Dr Julia Morahan, Head of Research, and Dr Hamish Campbell, Deputy Head of Research. In this research briefing, MS Australia's research team presented where they have come from and the future research strategy for MS Australia. They were also joined by Associate Professor Lachlan Rash and Dr Zara Loannides, two leading MS Queensland researchers, who talked about their research and the MS treatment landscape from a neurologist's point of view.



OUR SUPPORTERS

We thank all our loyal and generous supporters who continued to support people living with MS and neurological conditions this year. Whilst it was a challenging year, we are committed to ensuring 100% of net funds raised go to supporter funded services, advocacy and life-changing research.



INDIVIDUAL GIVING
\$472,385

Raised from thousands
of generous givers

LOTTERIES
\$3,068,980

Raised through the selling of 47,898
tickets across all lotteries

GIFTS IN WILLS
\$223,062

Gifted by 4 people through their will

PHILANTHROPY / GRANTS
\$377,550

Raised from major gifts from
generous donors

THANKATHON

To continue our focus on being the best at saying thank you, MS Queensland held its fourth annual Thankathon with the below done to thank as many supporters as possible and report back on the impact they've had.

Calls made **300** 📞

Staff participated **50** 👤

Emails sent **4450** @

Postcards mailed **2500** ✉

Personalised videos sent **2500** ▶

Thank You!



“Maureen’s extraordinary compassion will create a ripple effect of positive change long after her lifetime!”

MAUREEN’S STORY

For nearly three decades, Maureen’s incredible charitable endeavours have touched countless lives across Queensland. Maureen’s dedication to making a lasting impact is truly remarkable.

Not only has she generously supported the MS community for over 25 years, but she has also ensured her legacy continues by leaving MS Queensland, and many other causes she is passionate about, a gift in her will.

Maureen’s extraordinary compassion will create a ripple effect of positive change long after her lifetime!

We also extend our heartfelt gratitude to every supporter who has chosen to leave a gift in their will. Your gift will leave a lasting impact on the lives of countless individuals.

FUNDRAISING

We celebrated the 33rd MS Brissie to the Bay bike ride with a lot of enthusiastic cyclists, supporters and amazing volunteers from our MS community. We saw a mammoth number of kilometres cycled this year and another incredible day out on the course.

\$1,178,747
Raised

5260
Riders

392,055
km’s cycled

The communities in Central Queensland, Redcliffe, Mackay, Toowoomba, Townsville, the Gold Coast and Sunshine Coast swam thousands of laps this year for those living with MS. The MS Swimathons provide an amazing opportunity for people to connect in and out of the pool and to raise vital funds for the MS Queensland community.

\$171,237
Raised

7
Total events

543
Swimmers

The MS Moonlight Walk is an event not to be missed with a choice of 3km, 5km or 10km walk taking in the sights of the Brisbane River or walking in their own neighbourhood. This year did not disappoint, as we saw walkers dressed in tutus, tiaras and lycra amongst a sea of red lanterns in support of people living with MS.

\$293,618
Raised

2566
Walkers

Kids all over Australia read an extraordinary numbers of books in August to support families living with MS. 30,736 readers across the country raised \$1,769,135. From Queensland:

\$236,263
Raised

2938
Readers

We challenged you to walk, run or move 50km, 100km or 150km - 12,945 Australians moved 722,898kms and raised \$3,300,000 to support life-changing research into the prevention, treatment and funding a cure for MS. From Queensland:

\$208,541
Raised

1,812
Participants

In 2022, supporters of MS Queensland and our community blew us away with their generosity and time given to fundraising for our cause. We are truly grateful for everyone’s contribution.

\$82,225
Raised





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"I've seen the challenges Samantha faces every day, and this ride is my way of standing by her side."

BRODIE AND RILEY'S STORY

Two brothers, Brodie and Riley, decided to take on a challenge they called the Australia's Longest Shortcut. This was a monumental cycling trip spanning from the Westernmost point of Australia to the Easternmost.

This remarkable ride, covering 5533 kilometres, acted as a powerful means of raising funds and awareness for worthy causes.

Riley has dedicated his ride to raising funds for MS research and clinical trials, a tribute to his dear friend Samantha, who lives with MS.

"I've seen the challenges Samantha faces every day, and this ride is my way of standing by her side".

Thank you so much Brodie and Riley for your amazing efforts!



OUR CUSTOMERS

MS Queensland is committed to delivering a wide range of specialist supports for MS and neurological conditions.



5483

Total Customers



16%

Customer Growth



1182

Customers with NDIS Funding

SUPPORTER FUNDED SERVICES

Thank you so much to the thousands of people that have donated, fundraised and volunteered. Your support has helped fund vital support and services as well as powering MS research to improve treatment, diagnosis and ultimately find a cure.



Our team also helped over 100 people access

life change funding via NDIS to receive the vital services and supports they need.

SUPPORT GROUPS



30+ Groups

Gave members a network that makes them feel connected and supported through sharing their experiences.

RESEARCH



\$762,000

Raised for MS research and advocacy.

NEUROASSIST



10,955

Inbound & Outreach Calls

Aided those living with MS & neuro conditions, and their families

NDIS & GOVERNMENT FUNDED SERVICES

EMPLOYMENT SUPPORT



154 People

were supported in managing their MS at work. In addition, 17 people were assisted in gaining new employment.

PHYSIO & EXERCISE THERAPY



5,723+ Hours

of therapy were delivered to improve client's movement and mobility to maintain greater independence.

SUPPORT COORDINATION



22,366.38

hours of support saw hundreds of people connect with services for MS and other neurological conditions.

ACCOMMODATION



54 Residents

live across our sites in Caboolture, Albany Creek, Springfield, Toowoomba, Bundall, Southport & Lutwyche apartments.



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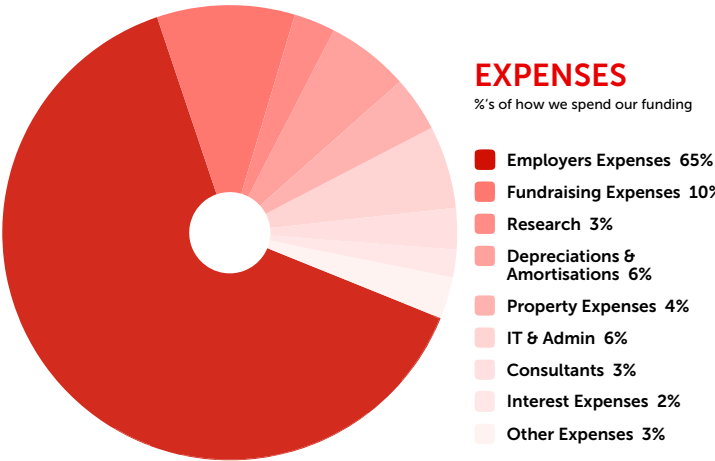
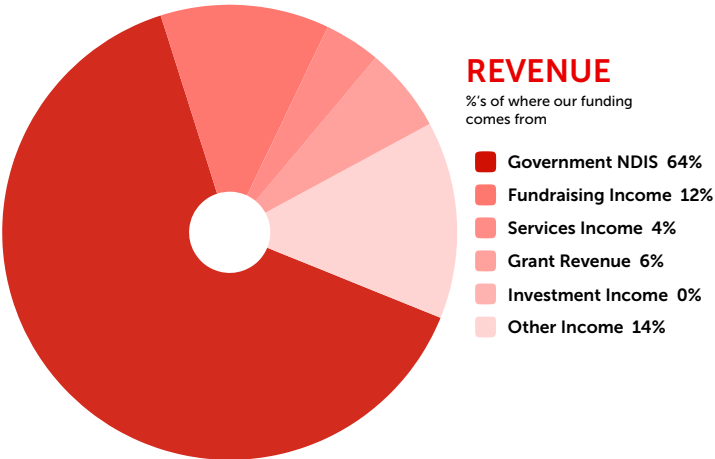
Josh has lived in the Toowoomba apartments since they opened in 2021. After support from MS Queensland through the SDA application process, Josh now lives independently with his dog Ruby.

Access at his parents’ house was very difficult, he had to go into the laundry to be able to turn his wheelchair to get into the bathroom. Josh couldn’t do his own washing at home. It was very hard to move around and cook in the kitchen. He had to work hard to manage his fatigue, and he was using so much energy just on basic tasks.

“I now have my own independence and freedom; I can do things for myself. Life is so much easier – the accessible bathroom and nonslip surfaces. I can now do my own washing and cook. I have put a BBQ in the courtyard to cook when people come over, and I am adding in a planter box to grow herbs. I will enjoy doing gardening with my nephews when they visit.”

OUR SUSTAINABILITY

We aim for sustainable growth that meets the needs of our customers and community. Our business, service and governance model is built on transparency and accountability, especially in relation to the use of funds earned and raised.



SUSTAINABILITY

\$2.5M
cash reserves

\$17.95M
in net assets

\$762,000
contributed to MS Research

100% OF ALL NET
FUNDS RAISED
WENT TO SUPPORT FUNDED
SERVICES & RESEARCH

BOARD, LEADERS & FINANCIALS

The Board and executive leadership team play a critical role in establishing and executing our organisation’s strategic direction. Learn more about our Board and leaders and see the full financials here.





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OUR PEOPLE

Our compassionate team is committed to building lasting and rewarding relationships that achieve quality outcomes for customers.

Throughout the past year our team has delivered:

- A new integrated HRIS and payroll system providing improved process, functionality and employee self-service
- 22 new Learning and Development Sessions for employees to choose their own learning journey with 85% participation rate.

MS Queensland's 65th Birthday

Staff members at the Milton office celebrated MS Queensland's 65th Birthday this year. This gathering was the perfect opportunity to reflect on the significance of the day. Aimee, a 17-year-old community champion for MS Queensland, shared her personal journey with the Milton team, recounting the early days after her diagnosis and shedding light on the emotional and physical challenges that individuals living with MS often encounter. Her resilience and determination served as an inspiration for the staff and strengthened our commitment to raising awareness.

223

Team Members

3.5 YRS

Average Length of Service

320

Eager Volunteers

Thank *you* for your support



NeuroAssist
1800 177 591

msqld.org.au
info@msqld.org.au

MS Queensland
Locked Bag 7
Milton QLD 4064

f facebook.com/msqld
@ instagram.com/msqld
in linkedin.com/company/MSQueensland

ABN 56 731 473 412
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