

HOW WE PERFORMED DURING THE YEAR

OUR STRATEGY →

WHAT'S NEXT ?

● To become the first choice in Queensland across the MS/PND lifecycle

WE SAID we'd accurately understand the met and unmet needs of people living with MS/PND in Queensland.

WE DID

- develop fee-for-service model for respite accommodation services , partnering with private providers and other PND organisations.

→ To work in partnership with tertiary institutions to facilitate focus group research identifying the diversity of needs across the MS lifecycle.

→ To undertake a gap analysis of the needs of newly diagnosed clients versus our current service offerings.

WE SAID we'd clearly articulate and update our service offerings and capabilities for people living with MS/PND in Queensland.

WE DID

- define and true-cost all current MS Queensland service offerings and capabilities.
- determine our role in accommodation and respite for people living with MS/PND in Queensland.

→ To re-cost all current MS Queensland service offerings and capabilities, using benchmarking against organisations using the same costing tool where possible.

→ To review our InfoLine services.

WE SAID we'd develop a unique value proposition for our areas of work with people living with MS/PND in Queensland.

WE DID

- map the activities and desired outcomes of all MS Queensland services.
- increase contact and referrals from Queensland neurologists.

→ To develop 'outcome and impact measures' of our services aligned to where services are needed in Queensland.

WE SAID we'd ensure MS Queensland clinical services were delivered to world's best practice standards.

CARRIED FORWARD

- to develop and initiate a framework for excellence in clinical practice for MS Queensland services.
- to benchmark the quality of our clinical services against the best in field.

→ To complete the excellence framework for physiotherapy and nursing services.

WE SAID we'd raise awareness of available clinical service offerings in key areas of the state.

CARRIED FORWARD

- to use targeted marketing strategies to increase awareness of available service offerings in identified areas of the state.

→ To develop a marketing and communications strategy for current and future MS Queensland client services.

→ To actively market the new fee-for-service respite service and evaluate the take-up and effectiveness of the service.

→ To raise awareness of MS services and research amongst our staff.

OUR STRATEGY →

● To service Queensland equitably

WE SAID we'd establish permanent physical service hubs on the Gold Coast, Brisbane South and Brisbane North, Sunshine Coast, Toowoomba, Rockhampton and Townsville.

WE DID

- establish an office in North Brisbane.
- scope out permanent hub locations and prioritised their rollout matched to available funding in these locations.

WE SAID we'd develop specific outreach and facilitation servicing models.

WE DID

- develop a smart phone "MS App" for clients.
- explore and initiate the use of available technologies to expand our service reach across Queensland.
- identify and match local service provider capacity to client need.
- develop and consolidate partnerships with community and health service providers to expand our program delivery (e.g. Heartmoves for MS, fatigue self-management, counselling, MS multi-disciplinary specialist clinics).

WHAT'S NEXT ?

→ To deliver an RSC office option for the Gold Coast and explore options for Central Queensland.

→ To investigate and secure preferred suppliers of holiday respite accommodation.

→ To explore options for integrated "service hubs" alongside new residential accommodation facilities.

→ To launch the MS client App and evaluate its effectiveness. We will also explore its conversion to an Android platform.

→ To explore the use of webinar type tools for servicing clients.

→ To identify and publicise appropriate MS community supports available in the Redlands, Logan and Ipswich areas.

→ To expand our allied health offerings (e.g. RSC, physios) with the PA Hospital MS Clinic.

→ To explore interest and opportunity for an MS Clinic in the Townsville Hospital.

● To be the preferred partner of clients, state and local government and a top three partner for donors and the business community

WE SAID we'd deepen our relationship with government.

WE DID

- establish 10 meaningful relationships with key Queensland Government Ministers and bureaucrats.
- make at least two submissions to government with enquiries/comments on current policies.

→ To establish a further 10 meaningful relationships with key Queensland Government Ministers and bureaucrats.

→ To make at least two further submissions to government with enquiries/comments.

WE SAID we'd build strategic partnerships with other organisations and the wider business community.

WE DID

- build significantly beneficial partnerships with at least two Queensland corporates.

→ To create an MS Queensland Corporate Partnership Program.

→ To engage two new corporate partners in the first year of the program.

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HOW WE PERFORMED DURING THE YEAR

OUR STRATEGY →

WHAT'S NEXT ?

- To become the lead advocate for people living with MS/PND in Queensland; shaping government policy, public opinion and influencing social change

WE SAID we'd establish and build relationships with key Queensland influencers.

WE DID

- establish 10 meaningful relationships with key Queensland influencers.

→ To establish a further 10 meaningful relationships with key Queensland influencers.

WE SAID we'd add value to the local and national development of the NDIS.

WE DID

- actively support the Every Australian Counts campaign.

→ To actively participate and influence Queensland involvement in the DisabilityCare implementation.

→ To utilise formal and informal networks to raise awareness and acceptance of DisabilityCare and to gather feedback on its implementation.

WE SAID we'd encourage, support and harness grass-roots advocacy.

WE DID

- establish consistent communications support for all PwMS support groups .
- our CEO visited more than 20 PwMS support groups.
- improve communication with PwMS support groups through targeted staff presentations and leadership visits.

→ To explore new and effective ways of supporting PwMS (e.g. virtual groups, blogs, Facebook).

→ To increase engagement and participation of PwMS, particularly newly diagnosed clients, with our advocacy agenda.

WE SAID we'd deliver audience-specific communication to government, the general public, corporates, supporters, MS Queensland members and people living with MS/PND.

WE DID

- create a comprehensive 'Case of Support' document for four service areas: accommodation; therapy services; community outreach and research.
- acquire and foster a prospect list of influential/high net worth individuals who have an interest in supporting people living with MS/PND in Queensland.
- increase the circulation of our publications *Momentum* and *MS Life*.

→ To find ways to make MS information readable and accessible e.g. by partnering with *MS Translate*.

→ To increase circulation of *MS Life* by 5%.

→ To increase our social media presence by 10% across Facebook and Twitter.

OUR STRATEGY →

WHAT'S NEXT ?

- To successfully operate a Queensland PND alliance partner network

WE SAID we'd get a Queensland Progressive Neurological Disease (PND) Alliance partner network off the ground.

→ To have the Queensland PND Alliance up and running and working on at least one project.

WE DID

- formalise the Queensland PND Alliance concept.
- initiate the Queensland PND Alliance.



“The announcement of a national disability insurance scheme in May 2012 punctuated a strong year of advocacy activity. It has been a year full of action that asked our community to participate and join together, no matter where they live, to ensure the issues that affect people living with MS were understood.” Natalie Walsh, Advocacy Manager, MS Queensland