

A woman with long, wavy brown hair and bangs is seated at a wooden workbench in a workshop. She is wearing a black long-sleeved shirt under denim overalls and is focused on painting a small object with a brush. The workshop is filled with various tools, materials, and finished projects on shelves in the background. A warm, glowing light bulb is visible on the right side of the frame. A dark, semi-transparent triangular overlay covers the bottom right portion of the image, containing the text.

Strong values. Strong future.

2021 ANNUAL REPORT

Strong
values.
Strong
future.

Our Aspiration

The home of comprehensive support for neurological conditions

Our Purpose

Together on the journey to break down barriers, achieve goals and live well

Our Values

Empowerment, Community, Expertise, Creativity, Spirited

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MESSAGE FROM THE CHAIR

Over the past year, the Board led an organisation-wide process to reinvigorate our Vision, Mission and Values – a process considered fundamental in defining the culture needed to drive the successful implementation of Strategic Directions 2020-2025.

While MSL has been doing what it does well for 60 years, we learned through the significant stakeholder consultation undertaken as part of our strategic planning process that we needed to become more contemporary, more relevant and ensure ownership of the organisation's direction by everyone.

Completing the process amid the challenges of COVID-19, this became even more important as we discovered that people were looking for a sense of connectedness and that we're all on a journey together. The pandemic, and the dramatic changes required to the way we work, posed a big risk to our organisation's culture. Where we ended up has been a great way of keeping the community

together over these challenging months and reinforced our commitment to growth and sustainability.

Language became important and our efforts signal a desire to be more dynamic and more responsive to our community. 'Vision' and 'Mission' transformed to 'Aspiration' and 'Purpose' – strong concepts expressing where we want to go and for everyone to embrace.

Over the past year the Board has progressed the delivery of Strategic Directions 2020-2025 including:

- the delivery of a new MSL Wellbeing Model
- progressed the completion of the development application to support the Lidcombe redevelopment
- completion of the transition of Employment Support Services in Queensland to MS Queensland and in Western Australia to MS Western Australia.
- provided "in-principle" support for the redevelopment of Gloria McKerrow House in the ACT in partnership with the John James Foundation
- adopted a new People & Culture strategy
- progressed the Brand Refresh Strategy
- progressed the partnership model for specialist service provision.

During the year, the Board farewelled Chris Gillies who served MSL and MSA as a volunteer, committee member, Director and Board Chair, over a period of almost 30 years – an incredible achievement and commitment on every count. As a person living with MS, Chris has left an outstanding legacy in support of people with multiple sclerosis and we thank her for her dedicated service and wise counsel, which will be very much missed.

We were very pleased to appoint Professor Jeanette Lechner-Scott, a senior staff specialist at the John Hunter Hospital in Newcastle and a conjoint Professor of the Hunter Medical Research Institute, University of Newcastle, to the Board. Professor Lechner-Scott leads the Hunter New England MS clinic in the John Hunter Hospital caring for over 1,000 patients with MS and represents Australia on the MSIF Scientific Advisory Committee.

I extend my thanks to my fellow directors for their ongoing support and commitment to our work, and on behalf of the Board, I would like to thank our staff and our volunteers for their strong commitment to our mission in responding to people with multiple sclerosis.

Garry Whatley
Chairman

"The home of comprehensive support for neurological conditions"



MESSAGE FROM THE CEO

MSL's recently adopted Purpose is a strong statement of vision.

The pages of this year's Annual Report provide some wonderful examples of achievement across many of our programs throughout what has been an extraordinary year. Each story exemplifies the shared commitment across the organisation to our values in support of people living with multiple sclerosis and other neurological conditions and the achievement of our purpose:

Empowerment:

Encouraging a sense of self-determination among our clients.

Community:

Supporting each other and providing stability in people's lives.

Expertise:

Sharing our knowledge with stakeholders to empower and enable them.

Creativity:

Respectfully challenging the status quo to find solutions with the people we work with and for.

Spirited:

Being inclusive, agile and a tireless wellbeing partner.

The efforts of our team in meeting the needs of our community amid the heightened anxiety during the past year has been remarkable. We responded with unwavering commitment, providing expert-led information and educational resources and a holistic range of expert services, focused on meeting emerging health and wellbeing needs.

We continued to serve and support our clients and their carers – true to our purpose and driven by our values. Change was an everyday response, challenges were embraced – commitment to purpose drove innovation as we transformed to deliver services in new and different ways.

Through MS Connect, our Employment Support Program, our NDIS programs, our Engagement, Education, volunteer programs, our Allied Health teams, all supported by a committed corporate office – we have all gone the extra mile to ensure the wellbeing of our clients. Our community of support too, remained strong as we were forced to pivot and reimagine so many of our fundraising events and activities, adapting wherever possible, delivering services into homes virtually, redeploying our retail teams for periods of time and reaching out to each other to support personal wellbeing and safety.

Our Board too, rose to the challenges of the past year, providing strong support and guidance, and remaining unwavering in ensuring adequate resourcing to meet the needs of clients and their carers, whilst supporting the wellbeing of staff and volunteers. At the same time, we have continued to deliver on our strategic agenda taking MSL forward.

My thanks to all our directors for their strong stewardship and to our incredible staff and volunteers for their dedication and commitment, again illustrated by the stories within this report.

The impact of our work is so evident in the achievements of the past year, and it comes from a shared commitment to the values that underpin our purpose.

John Blewonski
Chief Executive Officer

"Together on the journey to break down barriers, achieve goals and live well"



\$2.3 MILLION
fundraised across all major events



23,283
connections were made with
the MS community through
MS Connect



1,407
people
sought advice from the **MS Nurse Advisor**
and **Social Work Advisor Service**



1,281
home visits



1,474 participants received
48,959 hrs
of support coordination



Over 900
people
participated in an **MSL-led Peer Support**
Program



8,334 hours
of gym attendance



1,709 people
sought assistance with
their **NDIS plans**

10,399 visits

to older people in the community
by **Community Visitor Scheme** volunteers



29,851 items donated
to **MS Community Shops**
across the country.



25 dreams
were made into reality
through the **MS Go for Gold**
Scholarship Program



93,320
hours of support
given to residents across
MS Residential Homes



6,178 people
registered for an
educational webinar



3,264
people listened
to **MS podcasts**



103 presentations
given by **MS Ambassadors**
nationally



More than
437,000
tickets purchased in **MS**
Dream Home Lotteries



Over 29,000
followers on social
media channels.



42,000 children raised
\$3.2 MILLION
for families living with MS through
the **MS Readathon**



872
people assisted by
MSL's Employment
Support Service

By giving people access to practical and emotional support, advice and resources, and by providing opportunities for self-fulfillment and connection, MSL is here to help the MS community live their best lives.

EMPOWERMENT: Supporting the community to achieve goals and live well

"The Go for Gold Scholarship empowered me to keep refining my artistic work in innovative ways."

– Melanie,
MS Go for Gold Scholarship recipient.

MSL's Go for Gold Scholarships give people with MS the chance to achieve a dream that may otherwise be out of reach. In 2020, even though COVID restrictions resulted in the cancellation of some Mega Challenge events (which provide the funding for MSL's Go for Gold Scholarships),

MSL was still able to help make the dreams of 25 people living with MS a reality



registered for an educational webinar

6,178 people

MSL's educational resources are delivered through live and on-demand webinars, podcasts, group programs and events, connecting the community to expert information designed to build knowledge and self-management skills for wellbeing.



3,264 people

listened to an educational podcast

"Thanks again for the great content and energy that went into putting the course together....I learned some new strategies that definitely make me feel that I am more in control of my fatigue which is very empowering."

– Megan, webinar participant.

9,537 participants from 133 countries enrolled in the MS MOOC

Designed to educate the broader community about multiple sclerosis, its symptoms and treatments, Understanding Multiple Sclerosis [MS] is a free Massive Open Online Course [MOOC] developed by the Menzies Institute for Medical Research in partnership with MSL and in collaboration with the Wicking Dementia Research and Education Centre.

Breaking barriers to connection with World MS Day

For the 2021 World MS Day, MSL held a livestreamed event focusing on encouraging people living with MS to establish and maintain their connections with friends, family and the MS community, challenging social barriers that leave people living with MS feeling lonely and socially isolated.

The event attracted over 1,000 views



7,017 views of #mssupportcrew content

As part of World MS Day, MSL also launched an #MSsupportcrew campaign, showcasing the importance and diversity of "support crews" in the MS community. MS Ambassadors and Peer Support Group participants acknowledged their "support crew" via videos, photos or quotes which were shared with the MS community.

Creative ways of empowering the MS community

Due to COVID restrictions in 2020, MSL's long-standing annual MS Art Show went virtual. Under the theme of celebrating resilience through art,

72 participants shared 137 pieces

of original artwork that represented what resilience means to them.



MSL supports people to live well by offering them a holistic range of expert services that meet their existing and emerging health and wellbeing needs.

EXPERTISE: Wraparound services to help people live well



MS Connect

MS Connect is the frontline of support at MSL, providing free specialist advice and information about services for the MS community.

In FY20/21, MS Connect made

23,283

connections made with MS community



MS Peer Support

Peer Support Groups create a safe space for people with MS to share stories and feelings with others on a similar journey, providing each other with friendship, companionship and understanding.

Over 800 people in the MS community participated in 80 Peer Support Groups



MS NDIS Services

MSL's Support Coordinators are experts in all matters relating to the NDIS. They play a vital role in supporting participants to achieve their personal goals by assisting them to link in with NDIS providers and mainstream services, empowering participants to pursue their goals and build capacity to take control of their NDIS Plan.

1,474 people sought assistance with their NDIS plans through MSL

48,959 hours of support coordination provided, 21% increase from last year

"(MSL's) ongoing coaching and support when I applied for NDIS helped gain back my ability to engage in life without fear. I am forever thankful for what MSL does for me, what they represent and what they can do for you no matter what your circumstances."
– MSL services recipient



Allied Health

Allied Health Service programs are developed with clients to achieve individual goals, build capacity and maximise independence. Services are delivered at the MS Gym, MS clinics, client's homes and virtually.

157 people received **8,334 hours** of NDIS exercise physiology at the MS Gym

12,790 hours of Allied Health Support, benefitting 550 clients

"I am very grateful for the time and care (MSL) has provided me and I feel I can rely on (MSL's) advice and assistance whenever I require it."
– Allied Health service recipient



MS Employment Support Service

MSL's ESS (Employment Support Service) is unique in its model of service provision in Australia, tailoring its services to the specific needs of people with MS, helping people perform their work and remain in their jobs longer.

32,902 hours of direct service were provided by MSL's Employment Support Service to **872 people**

"I wouldn't be able to survive at work full time without this great support you provide. This would have to be the best workplace support I have heard of in Australia."
– ESS participant

CREATIVITY: Finding innovative ways to support the community

MSL is constantly thinking outside the box to come up with creative ways of raising much-needed funds for MS.



Now in its 42nd year, The MS Readathon is one of Australia's longest-running charity initiatives, inspiring kids to read as much as they can throughout August to raise vital funds for the 25,600 Australians living with multiple sclerosis and their families.



In 2020, the MS Readathon raised
\$3.2 MILLION
to help people living with MS



42,000 children
registered to take part



Over \$3 MILLION
donated to MSL from people
who left behind a gift in their Will



The MS Cash Appeals program is made up of a group of loyal supporters who are committed and engaged in making a positive impact on the lives of people living with MS through their financial contributions and donations.



13,829 donors
gave an average of
\$83.00, totalling
\$1.14 MILLION
raised for core services



By funding essential services, the proceeds of the MS Dream Lotteries and Raffles make a life-changing difference to thousands of Australians living with MS and their families.



more than
437,000
tickets purchased in MS Dream
lotteries and raffles



6,757
prizes given away



Our iconic fundraising events bring people together in solidarity and positivity, inspiring the community to connect and have fun while helping people with MS face their challenges and retain their dreams.

COMMUNITY: Building bridges to connect with each other

MS MEGA CHALLENGE

Since its rebranding in 2020, the MS Mega Challenge has expanded to 16 swims across ACT, NSW, VIC and TAS and has grown to also encompass squash, racquetball and badminton. Funds raised contribute to the MS Go for Gold Scholarships, Financial Assistance Programs and services that directly benefit people living with multiple sclerosis.

The Hobart MS Mega Challenge went ahead in October 2020 and was the most successful Mega Swim event that MSL has ever held in Hobart, with teams and fundraising support turning out in record high numbers. The Fitzroy Mega Swim returned to Victoria in February 2021 for its 21st year and was again a historically successful event. The enthusiasm of the MS Mega Swim community and the connection participants have to MS as a cause, illustrates the power that these events have to unite the community.

**1,836 participants
raised \$573,959**



Due to COVID restrictions in 2020, the MS Gong Ride was entirely virtual. Within a time limit of four weeks, registered participants completed a distance of their choosing and fundraised for people living multiple sclerosis.

**The MS Gong Ride Virtual
saw 1,713 participants
raise \$781,534
to support people living with MS**

"Some people have been riding individually on their garage trainers and some of the team have been organising (virtual) group rides together. The MS ride is good because it raises awareness and money for research for a cure and better treatments."

– Michelle, MS Gong Ride Virtual participant



The MS Walk Run + Roll celebrates the diversity of the MS community, inspiring people of all ages and abilities to come together to either walk, run or roll in support of people living with MS. Due to COVID restrictions, the Victorian events scheduled in October 2020 and May 2021 were converted into virtual events.

**7,071 participants
raised \$910,549**

"We got it set up two months out from the event, we had the two treadmills going. I was on one and someone would jump on the other one, and walk along with me for a km. That's the main motivation of what we did on the treadmill, for awareness and to raise some money."

– Mick, MS Walk Run + Roll VIC participant, living with MS and top fundraiser

do it for **MS**

Despite the challenges presented by lockdowns, venue capacity restrictions and the impacts on face-to-face fundraising events, MSL's community fundraisers remained inspired and determined to continue to engage the community and fundraise for MS.

**Community fundraisers
raised \$387,653
for the MS community**

"I'm grateful every day, that even though I have this disease, I am still able to give back, to keep living life as best as I can. For as long as I can....I will."

– Tracey, who rode across the Nullarbor and raised \$29,480 for MS in 2021



SPIRITED: Moving forward despite any challenges

During the evolving COVID challenges, the team at MSL has remained resilient and committed to delivering its vital supports and services, whilst encouraging the MS community to keep its spirits up.

Following the advice from local health authorities, MSL developed a robust COVID safe plan, which allowed the organisation to continue its operations in and out of COVID restrictions and local lockdowns and minimise risks for everyone we work with and for.

- As a result, in FY20/21 MSL was able to protect its residents at MS residential homes from any COVID outbreaks.
- MSL was able to ensure zero instances of internal COVID transmission from positive and suspected cases at its MS residential homes.
- MSL was able to safely deliver home visits to vulnerable clients by implementing a robust triage system.



Delivering support and services despite any challenges

To ensure the MS community remained supported during COVID restrictions, the MSL team:

- used Telehealth and Telinks to keep delivering vital services to the MS community
- collaborated with Peer Support Volunteers and MS Ambassadors to bring messages of resilience and support to the MS community
- maintained consistent communication with the MS community, providing a host of wellbeing resources, including videos and educational webinars, to help reduce isolation and further impacts cause by the pandemic
- partnered with MS medical experts to deliver COVID vaccine information to the MS community
- focused on building resilience, supporting staff to maintain a strong team spirit in order to keep supporting everyone we work for.



Helping people in the MS community keep their spirits up

At the very start of the COVID-19 pandemic, MSL made a commitment to keep the MS community supported and connected during these unprecedented times. In FY20/21, MSL produced 20 videos

and six Facebook Lives to help the MS community manage feelings of isolation, build resilience, make connections and take advantage of the practical and emotional support offered by the organisation.

Our COVID resources were viewed over

20,000 times by the MS community

and included web pages, videos, Facebook Lives, podcasts and webinars to help the MS community feel supported, informed and connected.



Supporting each other to support the community

Leveraging its values and strengthening the organisation's culture, MSL launched a Staff Wellbeing and Engagement program in 2021, which encouraged staff to:

- build resilience and practice self-care
- keep healthy and active
- enjoy flexible work arrangements with a hybrid return to work model
- share positive experiences, engage with and support each other
- keep connection to purpose and strengthen MSL's culture
- share positive experiences, engage with and support each other.



Keeping up the good work

To maintain our ongoing COVID safe way of working, our COVID-19 Safe Committee will continue to monitor and adapt operations as required to protect the health of everyone we work with and for.

"Many things stopped during COVID restrictions, but the need for support was not one of them. Throughout this time, the MS Nurse Advisors continued to provide an accessible and responsive service to our community when it was needed the most. We continue to be here, ready to take calls and make sure no one faces this alone."

– Jane, Nurse Advisor Service

"To ensure clients were able to continue to access and engage in effective and meaningful services, the Allied Health team adopted online programs and Telehealth, and collaborated with clients to develop individual home-based programs to assist them to maintain benefits, prevent decline and continue to live well within the COVID restrictions."

– Bec, Allied Health Team

Strong values, strong future: progressing our strategic plans

Following the launch of MSL's Strategic Directions 2020 – 2025, much has happened to set strong foundations for the organisation to grow. Through a holistic Wellbeing Model, MSL's focus is to deliver services according to the individual needs of people, regardless of where they are on their journey with MS and other neurological conditions.

During the 2020/21 financial year, MSL achieved some important milestones to support its new strategic direction, which included:

- moving away from "Mission Services" and transitioning into an Engagement and Wellbeing Structure where Allied Health and the establishment of Wellbeing Centres will be key for MSL's customer-centric approach to service delivery
- bringing greater clinical expertise into its leadership team
- expanding its virtual health space with Telehealth so clients can enter the Allied Health service space remotely or physically
- securing a \$15M grant from the NSW Government to support the development of the first Wellbeing Centre in Lidcombe, as part of the redevelopment of the MS Gym
- obtaining an agreement in principle to undertake a similar development in Canberra, where MSL has secured a \$10M grant from a private philanthropic trust to support the redevelopment
- two smaller scale hubs have been earmarked for establishment in Western Metropolitan Melbourne and Wollongong in the next financial year, with Geelong and Newcastle to follow
- completion of a masterplan for the redevelopment of Blackburn

- strengthening its Allied Health capacity with the direct employment of physiotherapists in Victoria
- increasing the capacity of the Support Coordination program in Victoria
- partnered with Neuroscience Research Australia (NeuRA) to work on a falls research program to assess the feasibility and potential efficacy of a reactive step training program as a fall-prevention strategy for people with MS
- undertook brand research to assess the level of trust in the organisation to support its strategic goals moving forward.

PERSON-CENTRED SERVICE DELIVERY A 'whole person' approach to wellbeing

MSL's Wellbeing Model will provide a wraparound service for the entire duration of a person's engagement with the organisation. With many points of entry available, clients are not disadvantaged if they don't receive a particular type or level of funding – the services provided will look at the bigger picture and, where needed, include valuable inputs and supports from family and informal care givers, whilst also providing these important people with their own bespoke support.

In partnership with its customers, MSL will create bespoke journeys, according to individual needs, focusing on helping people to live well, providing supports that create, increase or foster the five pathways to wellbeing.



Connection – to community, peers, family, friends, colleagues.



Activity – exercise programs, social activity programs, assessment.



Learning – education on symptom management, social workshops/classes.



Giving – opportunities to volunteer, support others, employment.



Taking Notice – mindfulness training, taking control and understanding the 'here and now'.

Welcoming spaces that provide quality care and community

One of the most tangible manifestations of MSL's Wellbeing Model is the organisation's commitment to building Wellbeing Centres where wellbeing will, for many people, be delivered, supported and refocused as needed.

MSL's Wellbeing Centres will:

- provide the opportunity for clients to 'activate' one or more of the wellbeing pathways
- be less clinical, more family-oriented and foster a sense of community, seeing carers and families as key supporting elements to wellbeing
- provide opportunities for clinical research and a hub for health professionals
- provide an opportunity for regional clients to access supports.

MSL's Allied Health Model

MSL's Allied Health Model is a component of the organisation's Wellbeing Model, taking its person-centred focus to the next level by focusing on wellbeing. With this in mind, MSL will create opportunities for partnering with clients and the local community to build networks that support clients through collaborative models of care. MSL's Allied Health Model will:

- incorporate sources of funding that clients can access other than the NDIS, such as Medicare and My Aged Care, and expand Telehealth to strengthen the accessibility of the organisation's services
- remain dynamic and focused on how MSL can support consumers to receive the support they need
- provide varied models of delivery including the use of technology to maximise consumer outcomes.

CONCISE
FINANCIALS

Multiple Sclerosis Limited
and its controlled entities

Consolidated statement of
surplus or deficit and other
comprehensive income
For the year ended 30 June 2021

Multiple Sclerosis Limited’s full, audited financial statements are available from MSL’s website (www.ms.org.au) or from the Australian Charities and Not-for-profits Commission website (www.acnc.gov.au).

The information presented on this page and the following page have been extracted from the audited financial statements and internal accounting records.

Consolidated		
	2021 [\$]	2020 [\$] Restated
Revenue		
Government and fee for service revenue to deliver programs for people living with MS:		
Fee for services	21,549,804	18,397,323
Government grants	9,714,909	7,853,131
Funds raised by MS Limited to support the delivery of valued programs not funded by Government:		
Sales and lotteries	12,010,522	12,501,870
Donation and sponsorship income	7,431,537	6,717,290
Bequests	3,130,663	3,901,153
Specific purpose funding	346,270	1,064,706
Interest and dividend income	776,190	1,040,788
Net gain on assets classified as fair value through profit or loss	2,510,857	-
Other income	764,761	924,840
Total revenue	58,235,513	52,401,101
Expenditure		
Employee expenses	25,994,192	25,093,582
Awards and prizes	4,912,369	4,757,063
Promoting our Services to the Community	4,666,282	4,323,747
Investment into MS research to find a cure	1,092,513	2,028,013
Directly supporting clients with financial assistance	1,686,834	1,982,088
Depreciation and amortisation	1,775,405	1,760,621
Implementing <i>Strategic Directions 2020-2025</i>	1,062,544	1,835,182
Rental expenses	306,481	291,118
Net loss on assets classified as fair value through profit or loss	-	934,189
Impairment expense	196,570	2,160,092
Other expenses	7,046,956	6,174,394
Total expenditure	48,740,145	51,340,090
Total comprehensive income for the year	9,495,368	1,061,011

Multiple Sclerosis Limited
and its controlled entities

Consolidated statement of
financial position as at
30 June 2021

Multiple Sclerosis Limited Sources and uses of Funds

The information presented below and on the following pages are intended to answer common questions about Multiple Sclerosis Limited’s financial performance.

Summary Financial Performance

The Group* has undergone significant changes over recent years resulting from the impact of the introduction of the National Disability Insurance Scheme (NDIS) and the decision to sell the Group’s home care and cleaning services businesses in 2018.

Despite these changes, and the challenges they presented, the Group has returned net surpluses each year for the last five years as shown in the table opposite:

*The Group comprises Multiple Sclerosis Limited (‘MSL’) and its controlled entities.

Consolidated		
	2021 [\$]	2020 [\$] Restated
Assets		
Current assets	21,841,132	17,228,299
Non-current assets	41,809,431	44,117,941
Total assets	63,650,563	61,346,240
Liabilities		
Current liabilities	11,070,760	17,593,552
Non-current liabilities	3,150,472	3,818,725
Total Liabilities	14,221,232	21,412,277
Net Assets	49,429,331	39,933,963

Actual Financial Performance (\$'000)					
	2020/21	2019/20	2018/19	2017/18	2016/17
MSL total income	58,236	52,401	52,720	39,162	37,638
MSL net surplus / (deficit)	9,396	1,089	[3,472]	247	6,939
Group entity impacts	99	[28]	7,079	[6]	[5,000]
Consolidated net surplus	9,495	1,061	3,607	241	1,939

Growth in direct service delivery to People living with MS

Direct service delivery includes those activities undertaken by the Group which deliver a service to people affected by MS or other neurological conditions and which are primarily funded by fee-for-service arrangements or government grants. Over recent years, the funding environment has changed significantly because of the introduction of the NDIS.

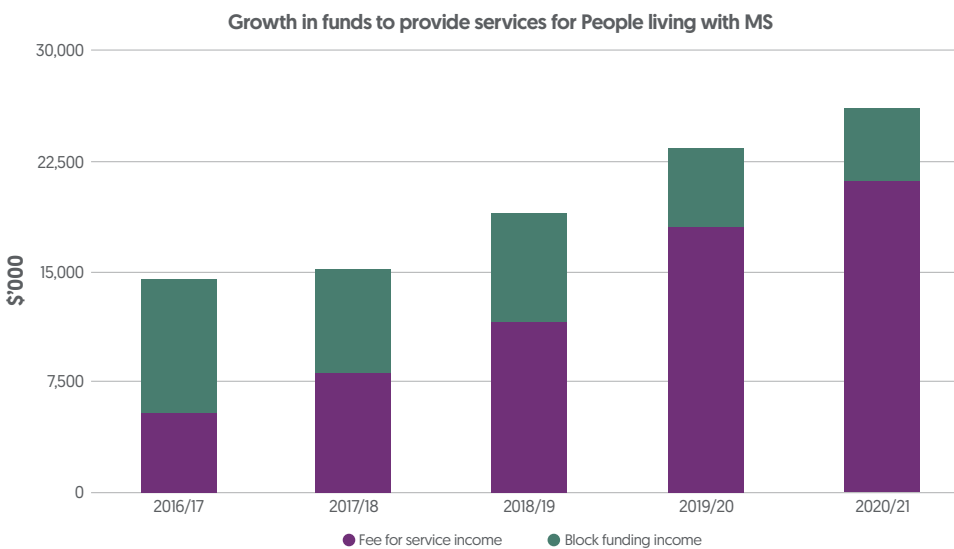
The Group’s NDIS service offerings include Support Coordination, Allied Health, Plan Management, Supported Independent Living and Specialised Disability Accommodation. Telehealth services are now being offered through all services.

During the year, the Group expanded the following Allied Health services to new locations:

- Physiotherapy services are now available in Victoria;
- Occupational Therapy services are now available in New South Wales and Tasmania.

The continued improvement in the result emanating from service delivery activities during the year reflects the Group’s continued investment in the scale of these NDIS services.

The chart below highlights the five-year growth in funds available for MSL to provide direct services to people affected by MS or other neurological conditions. Government block funding excludes JobKeeper payments received in 2019-20 and 2020-21.



Fundraising to Support People Living with MS

Multiple Sclerosis Limited benefits from its strong fundraising program, which supports the provision of those activities valued by its clients, but which cannot be funded by fee-for-service or other sources.

The year commenced well with MS Readathon exceeding budget by over \$600,000 and growing to 42,000 participants. However, a number of other major fundraising activities were impacted by both COVID-19 lockdowns and changes to the marketing effectiveness of Facebook, especially through Apple devices. Most notably, after three years of growth, the 2021 MS Dream Home Lottery fell well short of target, selling 70,000 tickets vs 89,000 in 2020. This resulted in a budget variance of \$1.7 million.

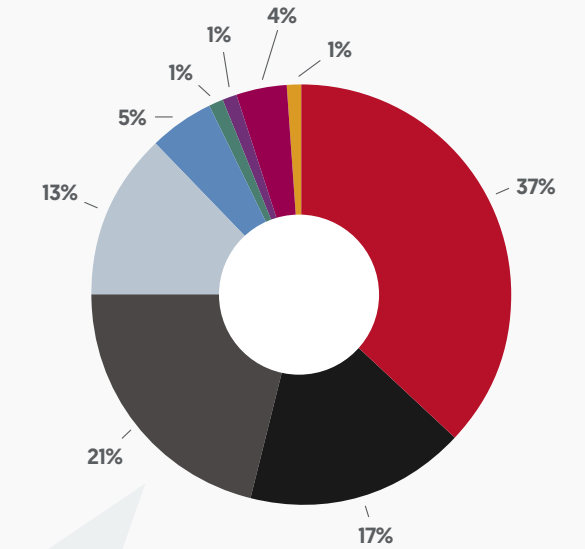
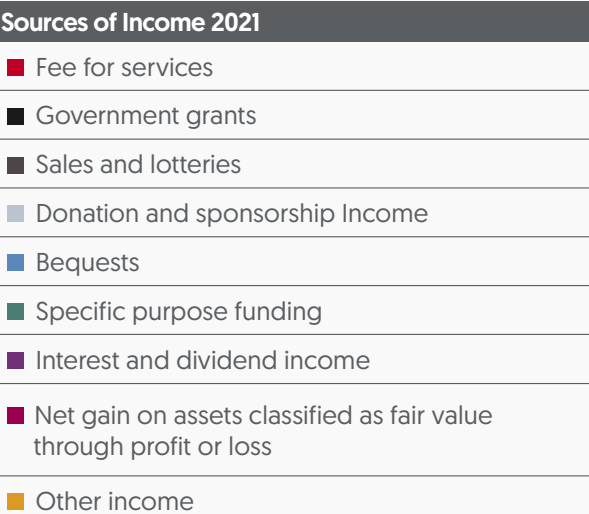
It should be noted that the smaller MS Dream Car Lotteries all sold out quickly, so we see the future of lotteries for the Group being in more of these lower-risk campaigns. Sadly, the 2020 MS Sydney to the Gong ride could only be run as a virtual event, again significantly impacting fundraising outcomes. Several other events had to be cancelled or postponed, although those live events that did run, principally MS Mega Challenges, performed ahead of budget. The cash giving campaign performed strongly throughout the year and the 2021 Tax Appeal was MSL’s best ever performing appeal. MS Community shops, despite being closed for various lockdowns, exceeded budget through delivering very strong sales whilst not affected by lockdown closures.

The second half of the financial year was largely taken up with the transition of research fundraising into the Group. This was successfully completed at the end of June and the Multiple Sclerosis Research Australia (MSRA) Fundraising Team joined the Group as of 1 July 2021. This move opens up a number of opportunities to consolidate and expand research fundraising and also delivers new opportunities for services fundraising across all states in coming years.

Although the COVID-19 impact to ‘live’ events and the poor result from the Dream Home Lottery suggested a disappointing end to the financial year as late as May 2021, unexpected bequests gifted to MSL in the last six weeks of the year enabled MSL to end the year ahead of budget.

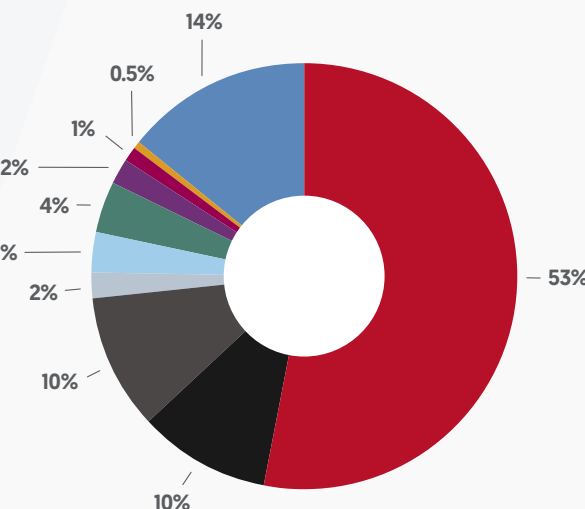
Where the money comes from

MSL relies on a broad range of funding sources to deliver its support for people living with MS. In total, MSL generated \$58.2m in revenue for the year (2020: \$52.4m). This income comes from government, fee for services and MSL’s investment and fundraising activities. The chart opposite shows where MSL derived its income during the 2021 financial year.



How the money was spent

The chart opposite shows how the total expenditure for the 2021 financial year was allocated between the various activities undertaken by MSL.



MSL Board



Scott McCorkell



Kim Farrugia
(Company Secretary)



Karen Hayes



Alison Brown



Adriana Zuccala



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We thank our dedicated team of volunteers, partners and donors, including those who wish to remain anonymous, for their generosity and support during the past year.

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THE AUSTRALIAN CAPITAL TERRITORY GOVERNMENT

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Department of Family & Community
Services – Ageing, Disability &
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Department of Premier & Cabinet

NSW Health

WentWest Primary Health Network

Western Sydney Local Health District

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THE TASMANIAN GOVERNMENT

Department of Health & Human Services

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Quiet achieving
farmer leaves
generous legacy
to MSL



Descended from a long line of farmers, Max Mawson owned a farm at Wensleydale, a small rural community at the foothills of the Otway Ranges in Victoria.

As a life-long bachelor who lived frugally and was always busy around the farm, Max's niece Kim remembers her uncle as a kind-hearted man. "Max never did find that special someone, but he was highly regarded and liked by everyone who knew him," she said.

Kim's mum and Max's sister, June, had kept an eye on Max over the years. When she died suddenly in 2019, Kim took on the role of Max's carer until he passed away in 2020 at the age of 83. "For the last two years of Max's life, I got to know this lovely quiet man. He had retired on his farm and left the world on his own terms," she said.

Max was also a generous man who, upon his passing, left a generous gift in his Will to MSL, requesting that his gift be used to support the MS community and fund more research into the condition.

"I didn't know Max was going to leave a gift to MSL. I think he discussed it with my mum. So, when I found out at the Will reading, I was over the moon that he wanted to help the cause. To me, in his quiet way, he was saying he wanted to help me," she said.

Kim developed MS at 33, after the birth of her second child. "I like to think the money my uncle left made a vital difference. Thanks, uncle Max!" For more information about benefactors like Max who left a transformational legacy, visit www.mymslegacy.org.au



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