

# Strategic Directions 2020-2025



Trusted partner of people living with MS and other neurological conditions





“  
*We support the health and wellbeing of people living with MS and other neurological conditions, together with the carers and health professionals supporting them.*  
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# Extending our reach; sharing our **experience**

On behalf of the Board, I am pleased to share Multiple Sclerosis Limited’s Strategic Directions 2020-2025.

**T**hese Strategic Directions will guide Multiple Sclerosis Limited as we support the health and wellbeing of people living with MS and other neurological conditions, together with the carers and health professionals supporting them.

Strategic Directions 2020-2025 will build on our strong performance, while implementing necessary changes to meet the emerging needs of people living with multiple sclerosis today and into the future. Together with our clients we will expand services, develop partnerships, grow existing programs and make significant inroads to improving client experience.

As we celebrate more than 60 years of supporting people with multiple sclerosis, we recognise our expertise and experience are increasingly being sought by people living with other neurological conditions. Extending organisational capability and reach to support people with a wide range of disabilities, including people with complex needs, will enable our growing organisation to provide responsive services and a sustainable future.

Strategic Directions 2020-2025 will guide us to move successfully into a future that demands we are agile, innovative and viable. This will require us to embrace the benefits of broadened access while maintaining focus on flexible and quality services;

and responding to ongoing disability, health and ageing policy reform whilst ensuring we remain competitive in these changing sectors.

Our Strategic Directions draws on extensive feedback from the people we support and their carers who have generously shared their great insight. They also draw on the expertise of our staff, key professionals and stakeholders in the communities in which we work. Together we will work towards successfully achieving these directions alongside those we are determined to serve well into the future.

**Garry Whatley**  
*Chairman*



# Driving change with the people we **serve**

I am proud to have joined Multiple Sclerosis Limited to lead this strategic planning journey and to drive our new direction.

**M**ultiple Sclerosis Limited (MSL) is the go-to provider of information, advice and support for people living with multiple sclerosis and other neurological conditions. Importantly, as you will see through these Strategic Directions, we have put the person before their condition. We listen to individuals before taking action so we can enable each person to reach their full potential. We are the trusted experts in MS and, increasingly, other neurological conditions. The strategic pillars, which form the foundations of

Strategic Directions 2020-2025, will ensure we are:

- Truly person-centred and empowerment focussed;
- Partnering to ensure complete care;
- Building physical and virtual hubs that are fit for purpose; and
- Growing and sustainable into the future.

I thank the Board and the staff, and our growing community for their commitment to our new directions. We will all work together so that no one has to face MS or other neurological conditions alone.

**John Blewonski**  
*Chief Executive Officer*

## Why we do it

Multiple sclerosis is on the rise with 25,600 Australians now living with the condition; an increase of 4,400 in the past eight years. On average about 10 Australians are diagnosed with MS every week.

Reducing stigma and creating an understanding of MS enables people living with the condition to reach their full potential.

Neurological disorders in Australia accounted for 20.5 per cent of disability-adjusted life years, nearly twice the global figure of 11.1 per cent.

We are living longer and we deserve individualised care.



### STRATEGIC PILLARS

- Person Centred
- Partnerships
- Virtual and Physical Hubs
- Growth



### ENABLERS

- An operating model
- An aligned workforce
- Technology
- Property
- Data and analytics
- Strong financial stewardship

# Strategic Directions 2020-2025

Multiple Sclerosis Limited is committed to being the leading experts in MS and other neurological conditions across Australia. We will do this by working alongside people with the conditions, becoming the provider of choice and acting as the trusted advisor to support them in navigating the right services, at the right time, in the right place.



## Person Centred

We are dedicated to working with people living with MS and other neurological conditions.

### *What we will do*

We will engage and listen to ensure we understand individuals' conditions and their needs to best coordinate information, advocacy and services. We will have each individual's best interests at heart and with them will tailor solutions, including facilitating access to other agencies and organisations to have their needs met.

### *How we will do it*

- Services tailored to emotional, physical and geographical needs;
- Develop long-term supportive relationships;
- Connect through information services, education and wellbeing programs; and
- Coordinate and tailor services around each person's individual needs.



## Partnerships

MSL is a well-respected organisation operating to ensure the best outcomes for individuals, their families and their communities.

### *What we will do*

Our partnerships and strategic collaborations will enable us to expand and improve services to people at every age and stage of their life. We will continue to foster strong relationships with the community, employees, partners and government.

### *How we will do it*

- Provide MSL training and accreditation for health, disability and aged care professionals;
- Develop and maintain referral pathways between organisations;
- Attract strong capital investment;
- Drive and develop co-location for integrated services delivery; and
- Mobilise more generous Australians to support our cause and our services.



## Virtual and Physical Hubs

MSL's proud history of providing care and services to people living with MS continues to inspire and transform our evidence-based work to build capacity and to meet the needs of more people in more places.

### ***What we will do***

We will provide services that are responsive to individual needs. Services will be offered face-to-face or virtually to ensure we reach those who need us.

### ***How we will do it***

- The redevelopment of buildings across four states;
- Building of Specialist Disability Accommodation;
- Increase localised service knowledge and expertise;
- Expand access to services in rural and regional locations;
- Provide services across the continuum of care; and
- Improve digital and virtual health services.



## Growth

To respond effectively to the changing needs of people living with MS and other neurological conditions we must improve our care and expand our services.

### ***What we will do***

We will extend our services to be focussed on MS and other neurological conditions. We will grow our market position, our infrastructure, our services, our volunteers and our staff to best meet the needs of those we serve.

### ***How we will do it***

- Increase the provision of services across a number of systems (Health, NDIS, Aged Care, personally funded services and carer services);
- Increase brand awareness and engagement to attract more generous Australians to our cause;
- Increase our sector advocacy to inform decision making and enhance our partnerships; and
- Invest in strategic communications, including stronger person-centred channels and an increased presence with partners and other third-party channels.

# What we need to achieve our strategy

People living with MS, the Board, staff and stakeholders have identified six strategic enablers that will ensure success. They are:



## **An operating model**

A person-centred operating model will empower and enable people living with MS and other neurological conditions. They will be active collaborators, looking for tools to drive and manage their needs, and they will decide whether our services meet their expectations.



## **An aligned workforce**

We will promote a strategically aligned, skilled and professional team of employees and volunteers. We will implement new ways of working to enable us to be agile, responsive, accountable and remain passionately focused on those we serve.



## **Technology**

We will create virtual hubs and assistance applications. We will ensure the best tools are available for those seeking or using our services or requiring information, and for staff, volunteers and Australian supporters seeking ways to become involved.



## **Property**

We will develop or co-locate in properties that facilitate the best coordination and provision of services for those living with MS and other neurological conditions. This will include Specialist Disability Accommodation and Health and Wellbeing hubs in high-demand locations.



## **Data and analytics**

We will use data to enhance the journeys for those who interact with us to ensure they are receiving the right service at the right time in the right place, including improving referrals, information and knowledge to provide greater insights to inform policy and advocacy.



## **Strong financial stewardship**

We respect all who trust us with their money – individuals living with conditions and their families, government, philanthropists, capital investors and the Australian public. We will responsibly steward those investments.



# It's all about people



We show our respect and acknowledge Aboriginal and Torres Strait Islander peoples who are the traditional custodians of this land. We pay respects to their Elders past and present.

MSL is committed to putting people at the centre, recognising their rights, abilities and needs, and working with them, their families, their carers and their communities to develop the best outcomes.



## I am newly diagnosed

### *What do I need?*

- Expert information and education on MS;
- Emotional support to understand what the diagnosis means for me;
- To talk to other people living with MS;
- Emotional and psychological support;
- Access to specialist advice about disease modifying therapies; and
- Information for my family and friends to understand what MS is and provide emotional support.



## I want to keep well, living life to the fullest

### *What do I need?*

- Expert advice on how to manage my symptoms;
- Support to succeed at work;
- Emotional and psychological support;
- Advice on how to disclose my condition to others;
- Support for my family and friends;
- Access to people who understand what it's like to live with MS;
- To feel connected to the community (MS and general) and participate as much (or as little) as I choose;
- Information and access to the latest treatments; and
- Planning advice on how to access NDIS/aged care services for the future when (and if) I need it.



## I need support to maximise my living

### *What do I need?*

- To be as independent as possible;
- Maintain my quality of life;
- Support with coordination of funding, e.g. NDIS or aged care;
- Access to supports and services such as physiotherapy, occupational therapy and massage;
- Emotional support;
- Advise and support on disclosing to others;
- Support for my family and friends;
- Peer support with other people who are living with MS;
- Information and access to the latest treatments; and
- To feel included and able to participate in the community.



## My needs are complex and ongoing

### *What do I need?*

- To remain as independent as I can;
- To have options for my accommodation and care e.g. NDIS or aged care supported places;
- Emotional support;
- Support for my family and friends;
- Physical support to maintain mobility and manage increased disability, and severe and debilitating symptomatology; and
- To be connected to the community and feel a sense of inclusion.

### **The Nerve Centre,**

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Blackburn, VIC, 3130  
[www.ms.org.au](http://www.ms.org.au)



A member of **coact**

