

## Muscular Dystrophy NSW Strategic Plan 2020 - 2022

**Vision:** “Every person with a neuromuscular condition is able to live the life they choose”

**Mission:** “To empower, connect and support people with neuromuscular conditions, and be an effective advocate for the neuromuscular community”

**Tagline:** “Building Strength, Reaching Potential”

### Values:

- Empowerment and responsiveness
- Integrity and respect
- Partnerships and teamwork

Objective	Strategies	Activities	Measures
<p><b>1. Connection</b></p> <p><b>Facilitate connections for people with neuromuscular conditions, their families and carers:</b></p> <ul style="list-style-type: none"> <li>– with each other</li> <li>– to their communities</li> <li>– to information</li> <li>– to the services and supports they choose</li> </ul>	<p>Quality community focussed services, programs and events that connect people to each other and to the information they need</p> <p>Enable peer support and mentoring</p> <p>Community Access &amp; Recreation</p> <p>Coordination of Supports</p> <p>Partnerships: with universities, hospitals, clinics and like-minded organisations</p>	<p>Provide opportunities for clients and members for MDNSW to connect more effectively and in new ways:</p> <ul style="list-style-type: none"> <li>• Maintain a network of peer support groups/ mentoring accessible in metropolitan and regional NSW</li> <li>• Annual community day for members and families to attend in metro NSW</li> <li>• Provision of NDIS Coordination of Supports</li> <li>• Provision of a community access and recreation service (CARS) pilot</li> </ul> <p>Optimise the use of technology to ensure access to programs for people living in metro and regional NSW</p> <p>Further develop partnerships with universities/hospitals/clinics/MDF and like-minded organisations to be utilised for volunteering opportunities, marketing and sponsorship</p> <p>Provide assertive leadership of the MDF group and contribute to collaboration leveraging MDF for national initiatives</p> <p>Contribute when possible to the national MD registry in order to connect families to medical research and trials</p> <p>Optimise the use of technology to ensure accessible workspaces for staff living with disabilities and those living outside of metro Sydney</p>	<ul style="list-style-type: none"> <li>• Member survey feedback results/member satisfaction</li> <li>• Movement in metrics inc. participant numbers, profitability</li> <li>• Number of active partnerships</li> </ul>
<p><b>2. Independence and Capacity Building</b></p> <p><b>Empower and support people affected by neuromuscular</b></p>	<p>Deliver sustainable programs and services that are more:</p> <ul style="list-style-type: none"> <li>- Accessible</li> <li>- Flexible</li> <li>- Individualised</li> <li>- Responsive</li> </ul>	<p>Development and delivery of long term, sustainable programs</p> <ul style="list-style-type: none"> <li>• Conduct regular community consultation (including members and health professionals) to determine areas of need and priorities</li> <li>• Identify new service/program opportunities that are in alignment with the purpose of MDNSW</li> <li>• Obtain regular ongoing client feedback to maintain best practice and ensure relevant service delivery</li> <li>• Develop business/program plans including outcomes, metrics and targets</li> <li>• Analyse results and engage with stakeholders throughout development, delivery and outcome measurement</li> </ul>	<ul style="list-style-type: none"> <li>• Member survey feedback results/member satisfaction</li> <li>• Member consultation</li> <li>• Program participant numbers</li> </ul>

<p><b>conditions to build their capacity and independence</b></p>	<p>Create opportunities for people affected by neuromuscular conditions to build strength and reach their potential that are:</p> <ul style="list-style-type: none"> <li>- Challenging</li> <li>- Encourage creativity and innovation</li> <li>- Educational</li> <li>- Encourage teamwork and making connections</li> <li>- Capacity building</li> <li>- Fun</li> </ul>	<ul style="list-style-type: none"> <li>• Obtain resources including adequate funding and suitable service delivery staff</li> </ul> <p>Improve or expand existing programs/services:</p> <ul style="list-style-type: none"> <li>• Capacity and skill development camps/short stays</li> <li>• Community Events</li> <li>• Coordination of Supports</li> <li>• Peer Support/Mentoring</li> <li>• Specialised Information</li> <li>• Duke of Edinburgh's International Award</li> </ul> <p>Position MDNSW to re/introduce programs/services:</p> <ul style="list-style-type: none"> <li>• Community Access &amp; Recreation Service</li> </ul> <p>Pivot the existing children's camp program to include an online offering to further engage participants during COVID-19</p> <p>Provide high quality programs and services that MDNSW clients can select as part of their individually funded NDIS packages.</p> <p>Optimise the use of technology cost effectively across relevant programs</p> <p>Actively engage in the ongoing maintenance and development of The Loop (Neuromuscular Hub)</p>	<ul style="list-style-type: none"> <li>• Movement in metrics inc. membership, profitability, volunteers, employment, complaints</li> </ul>
<p><b>3. Organisational Sustainability</b></p> <p><b>Place MDNSW on a sustainable footing</b></p>	<p><i>Financial Sustainability:</i> Develop profitable new income streams</p> <p>Position MDNSW to maximise financial support via the NDIS</p> <p>Obtain government grants where appropriate</p> <p>Effectively utilise the volunteer workforce</p> <p>Increase corporate support</p> <p>Increase philanthropic grants and individual giving</p> <p>Maximise revenue from clients</p> <p><i>Other sustainability practices:</i> Develop partnerships with other providers/associations</p> <p>Develop, retain and share knowledge</p>	<p>Identify ongoing changes required by MDNSW to maximise NDIS income</p> <p>Programs:</p> <ul style="list-style-type: none"> <li>• Develop profitable new NDIS products and services</li> <li>• Optimise use of technology to promote service delivery and reduce costs</li> <li>• Develop and utilise tools to measure outcomes of all programs and services offered by MDNSW</li> </ul> <p>Map MDNSW activity against NDIS requirements (Reposition/configure MDNSW's client services and programs for the National Disability Insurance Scheme)</p> <p>Position MDNSW to be responsive to all suitable government funding opportunities that become available</p> <p>Utilise and retain skilled and unskilled volunteers across all areas of the business where appropriate including: Administration, Fundraising, Events, Client Services</p> <p>Develop and resource a Corporate Sponsorship Program</p> <p>Position MDNSW to be responsive to all suitable philanthropic funding opportunities that become available</p> <p>Roll out a state wide marketing strategy with a focus on fundraising and customer engagement and NDIS service promotion</p> <p>Provide excellent customer service/experience</p> <p>Maintain strong collaborative partnerships with other disability/likeminded organisations to reduce operating costs by the sharing of premises, resources, administration costs, in kind support and the engagement of skilled volunteers through universities</p> <p>Allocation of budget for staff professional development as required</p> <p>Knowledge Retention:</p>	<ul style="list-style-type: none"> <li>• Member survey feedback results/member satisfaction</li> <li>• Movement in metrics inc. membership, profitability, volunteers, employment, complaints</li> <li>• Feedback from QA certification and financial audits</li> <li>• Number/levels of corporate sponsorship, in-kind, pro bono support</li> <li>• Utilisation of technology</li> <li>• Number of partnerships</li> <li>• Increase in L&amp;D</li> </ul>

	<p>Maintain Quality Assurance certification</p>	<ul style="list-style-type: none"> <li>• Encourage sharing of key knowledge</li> <li>• Maintain up to date procedure and process manuals</li> <li>• Encourage professional development of staff and the sharing of knowledge from training programs attended</li> <li>• Utilisation of project teams and cross-functional project teams when possible</li> <li>• Succession planning for key staff</li> <li>• Conduct exit interviews</li> </ul> <p>Maintain certification under relevant QA standards and ensure a continuous improvement culture</p>	
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