

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

VALUES

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

**MUSCULAR
DYSTROPHY**
NSW BUILDING STRENGTH
REACHING POTENTIAL

OBJECTIVES

1

Connection

Facilitate connections for people with neuromuscular conditions, their families and carers:

- with each other
- to their communities
- to information
- to the services and supports they choose

2

Independence & Capacity Building

Empower and support people affected by neuromuscular conditions to build their capacity and independence

3

Organisational Sustainability

Place MDNSW on a sustainable footing

STRATEGIES

Quality community focussed services, programs and events that connect people to each other and to the information they need

Enable peer support and mentoring

Community Access & Recreation

Coordination of Supports

Partnerships: with universities, hospitals, clinics and like-minded organisations

Deliver sustainable programs and services that are more:

- Accessible
- Flexible
- Individualised
- Responsive

Create opportunities for people affected by neuromuscular conditions to build strength and reach their potential that are:

- Challenging
- Encourage creativity and innovation
- Educational
- Encourage teamwork and making connections
- Capacity building
- Fun

Financial Sustainability:

- Develop profitable new income streams
- Position MDNSW to maximise financial support via the NDIS
- Obtain government grants where appropriate
- Effectively utilise the volunteer workforce
- Increase corporate support
- Increase philanthropic grants and individual giving
- Maximise revenue from clients

Other sustainability practices:

- Develop partnerships with other providers/associations
- Develop, retain and share knowledge
- Maintain Quality Assurance certification