

MND Vic Strategic Plan 2025 – 2028

Our Vision: The best care until the world is free of MND.

Our Mission: To provide and promote the best possible care and support for people living with MND.

Our Values: CARE - Courageous, Attentive, Responsive, Ethical

We will focus on the things that matter...			
Our Services	Our People	Our Impact	Our Sustainability
<i>We provide accessible care and support to ensure people impacted by MND receive the best possible services that meet their needs.</i>	<i>We are a passionate, dedicated, and highly skilled workforce.</i>	<i>We are regarded and understood as the expert organisation that people impacted by MND turn to.</i>	<i>We invest in our future viability and relevance to ensure that people impacted by MND can access our services until a cure is found.</i>
We will do this by...			
• Listening to the voice of people with lived experience in MND. • Investing in new ways to provide contemporary support services and Assistive Technology . • Influencing, advocating and adapting to sector and regulatory changes. • Investing in innovative solutions to build service provider capacity and capability so they can better support people living with MND • Developing enhanced and increased programs to support and educate the MND community	• Ensuring alignment between our model of care & service delivery framework with staff skills and expertise • Ensuring we provide safe and attractive work conditions • Providing training and development opportunities for staff and volunteers • Supporting our people to respond to changes in our ways of working	• Helping people living with MND to navigate the services sector and access the supports that they need. • Exploring new and building on existing partnerships to improve our service reach and quality • Joining our voice with others to influence decision makers at State and National levels to ensure government policy creates a society where people living with MND receive equitable services that meet all their support needs. • Lend our expert voice and support to research that focuses on improving quality of life and care experience • Ensure the MND Victoria brand is highly visible and understood.	• Investing in technology that enables efficiency and effectiveness • Exploring alternative funding streams and ways to maximise our fundraising potential • Exploring new avenues to create efficiencies and maximise the use of our resources. • Ensuring continuous quality improvement and compliance. • Work towards breakeven budget in five years.

We will know we're successful when we...

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| <ul style="list-style-type: none"> • Have 90% of people living with MND, and their carers and service providers seeking our support • provide timely and high-quality services that meet client need and service demand and achieve 90% or more of service level KPIs. | <ul style="list-style-type: none"> • Have positive (average of 80% or higher) staff and client satisfaction feedback • have low staff turnover (<10%) and vacancy rates | <ul style="list-style-type: none"> • Our clients and carers experience timely and effective access to services in line with set KPIs • have engaged partners who align to our values and purpose • have policy change that positively impacts people living with MND • have a strong brand awareness | <ul style="list-style-type: none"> • Have a strong cashflow (hold at least 3 months operating cash at any time) and reserves • Have improved operating profitability (-20%) • Increase fundraising profit by 15% year on year • have technology that supports quality care and business outcomes |
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