

MS Australia - QLD

Strategic Plan 2010-2012



A U S T R A L I A

Introduction

What is MS?

Multiple Sclerosis (MS) is thought to be an autoimmune disease that affects the central nervous system (CNS), which is made up of the brain, spinal cord and optic nerves. In MS, the immune system, which usually works to protect the body, mistakenly starts to attack the body's own tissue.

The primary target of this attack is thought to be myelin, the protective coating around the nerve cells in the CNS that facilitates nerve conduction. The nerve cells themselves can also be damaged.

The attacks on myelin produce scarring or 'plaques' at multiple sites in the CNS, and it is these scars that give the disease its name. These scars begin to slow or interrupt the transmission of nerve impulses, resulting in the symptoms of MS.

Since identification, MS has been the subject of intense, world-wide research but its cause and cure still remain unknown. **Around 18,000 Australians have multiple sclerosis, with the number increasing by 7% each year.**

What is MS Australia - QLD?

Our Mission

MS Australia - QLD (MSQ) aims to promote research to cure MS and to facilitate equitable, high-quality and specialised services for the benefit of people with MS.

Our Values

- Integrity – honesty, reliability, authenticity and transparency in all our work
- Leadership – highest professional standards, expertise, competence and support
- Innovation – implementation and acceptance of new improved technologies and procedures

What do we do?

In order to achieve our mission, we focus on our 'Core Competencies', which are those areas of our work that no one else can do. In Queensland, nobody has a better knowledge of the disease nor assumes a greater role in education and raising awareness of MS; or better understands the needs of people with MS than us. We play a pivotal role in quality control and ensuring that people with MS are having their needs met, and in advocating on their behalf.

The core competencies of MSQ are:

- **Knowledge** – we understand MS
- **Communication and information** – we help our community better understand what MS is and how to effectively deal with life situations
- **Needs analysis** – we know what people with MS and their carers need in terms of support
- **Monitoring and quality control** – we ensure services and support are provided to the standard expected
- **Advocacy** – we raise awareness of the issues faced by people with MS

We deliver our core competencies across the different stages of the MS lifecycle.

| Core Competency | Stages of Life Cycle | | | |
|--------------------------------|----------------------|--------------------|---------------------|-----------------------|
| | Newly Diagnosed | Minimal Impairment | Moderate Impairment | Significant to severe |
| Knowledge | ✓ | ✓ | ✓ | ✓ |
| Communication and Information | ✓ | ✓ | ✓ | |
| Needs Analysis | | ✓ | ✓ | ✓ |
| Monitoring and Quality Control | | ✓ | ✓ | ✓ |
| Advocacy | ✓ | ✓ | ✓ | ✓ |

Strategic Focus for MS Australia – Queensland

Effective delivery of these core competencies will allow MS Australia – QLD to achieve the following key strategic objectives:

Best practice performance in all core competency areas – including facilitating the delivery of services.

- Service delivery aligned with our core competencies
- An emphasis on advocacy, education and information in the community
- Where not delivered directly by MS Australia – QLD, facilitation of service which can be done better by others with the objective of providing a comprehensive suite of services

Promote MSQ as the service of **first resort** for people with MS throughout all stages of the MS lifecycle, rather than the service of last resort.

- Continually increasing awareness of MSQ and its services at diagnosis
- Positive experience for people with their first and all subsequent contact with MSQ

Service the state equitably

- Continually increasing the access of PwMS to the core competencies of MSQ across the State
- Increasing support beyond South East Queensland

Support clients in the community to lead independent and productive lives

- Advocating on their behalf with employers, public service providers and public policy makers
- Facilitating provision of respite care and other assistance required to maintain independence and wellbeing

Effective use of technology to deliver services

- Optimise use of online help, website and other electronic delivery of information – both internally and externally

Provide an engaging, safe and positive workplace for staff through effective leadership, good systems, the right structure and the necessary resources.

Support Multiple Sclerosis Australia (MSA) and Multiple Sclerosis Research Australia (MSRA) national activities, including research

Maintain and grow the MS profile and brand in Queensland by:

- Developing and maintaining strong and productive relationships with key stakeholders (government at all levels, corporate sponsors, community groups and clubs, other like organisations)
- Actively seeking and investing in opportunities to promote MSQ and its activities to the public

Maintain and grow our financial capacity to fund our activities

- Maximise yield from databases, programs and events
- Effective and transparent cost control
- Efficiencies through shared services with like entities
- Maximise value gained from assets held
- Grow all revenue streams

MS Australia – Queensland

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