

VISION

A World without Parkinson's

MISSION

To support the development of more effective treatments and a cure for Parkinson's. To enable people living with Parkinson's to lead active and full lives.

STRATEGIC PRIORITIES

Build a Parkinson's centre of excellence - supporting Parkinson's research, health and wellbeing.	Build understanding of Parkinson's with individuals, organisations and the community.	Measure and share evidence of outcomes and impact on improving the lives of people living with Parkinson's. Continuously operate with effective and efficient processes.	Motivate, retain and recruit high performing, diverse and skilled people.	Greatly increase funding to enable transformational impact in the lives of people living with Parkinson's.	Establish service partnerships that enable sustainable service delivery to people across Victoria.
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OBJECTIVES

Better understand the needs of people living with Parkinson's and expand research to support the development of improved and new treatments, therapies, models of care and the pursuit of a cure.	Develop, refine and use person and family centred models of service. Significantly raise community understanding of Parkinson's and its impacts.	Develop the capability and tools to evaluate program effectiveness; to continuously improve and build the case for support and investment. To continuously improve the quality of Parkinson's Victoria processes and capabilities to support the organisation as it grows. Explore shared services.	Build a capable workforce to deliver consistent and high quality outcomes.	Invest in developing engaged partners and supporters. Implement a fundraising strategy. Implement new fundraising programs.	Explore best options for replicating services, design a service model that will work across Victoria in all cultural situations, trial the model, evaluate and refine.
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MEASURES

Attitudinal research - annually survey, accessing PLWP's perceptions regarding - empowerment (powerlessness), connection (isolation) and optimism (fear of the future). Set benchmarks.	Increase media reach and social media in selected campaigns Increase Education Delivery YOY. Increase Membership, improve retention and new member rates.	Survey appetite for investment in research and support for PV - set benchmarks	Staff engagement survey.	Increase fundraising YOY and ROI.	Increase partnership projects to either reduce overhead, or support corporate projects (two projects per annum).
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Values in Action

ENGAGEMENT AND INCLUSION

Values

We promote Parkinson's Victoria activities as one way to socialise, connect and participate with others in similar circumstances and enjoy an active and full life. This engagement and inclusion provides opportunities to research and understand the needs of people living with Parkinson's to ensure our services, support and research are responsive, relevant and sympathetic.

KNOWLEDGE AND EMPOWERMENT

Values

We use evidence and practice to inform, increase understanding and build individual capacity to manage.

INNOVATION AND EXCELLENCE

Values

We provide informed, high level services and support for people living with Parkinson's, their families and carers, in an environment that is committed to continuous improvement and establishing industry standards.

We promote a learning culture within our organisation, the community and health sector to ensure that advancements in research are reflected in our services, methods and responses.