

# FIGHT PARKINSON'S STRATEGIC PLAN 2018-2022



## PURPOSE

To improve the lives of People living with Parkinson's and Atypical Parkinson's through advocacy, research, and support.

## VISION

A world free of Parkinson's, and until a cure is found, for those living with Parkinson's to be empowered to live full and active lives

## MISSION

We will empower People living with Parkinson's and Atypical Parkinson's to get the most out of life, to be their advocate, and to raise funds to support research in delivering effective therapies, treatments and a cure.

## STRATEGIC PRIORITIES

<b>Build a Parkinson's centre of excellence - supporting Parkinson's research, health and wellbeing.</b>	<b>Build understanding of Parkinson's with individuals, organisations and the community.</b>	<b>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.</b>	<b>Motivate, retain and recruit high performing, diverse and skilled people.</b>	<b>Greatly increase funding to enable transformational impact in the lives of people living with Parkinson's.</b>	<b>Establish service partnerships that enable sustainable service delivery to people across Victoria.</b>
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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 Fight Parkinson's 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) - Survey appetite for investment in research and support for FP - research )	Increase media reach and social media in selected campaigns (AWIP) Increase Education Delivery 15% per annum YOY Increase Membership - year one 10%, Year 2, retention and new member rates to be set	Survey appetite for investment in research and support for FP - (benchmarking from Feb 17 attitudinal research )	Staff engagement survey - 70% engagement satisfaction	Increase fundraising YOY by \$150K, or 10%, set against a ROI figure to be advised	Increase partnership projects to either reduce overhead, or support community projects (two projects per annum, or value of \$50K)
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## Values in Action

### COMMUNITY AND INCLUSION

**Values**

The Parkinson's community is at the heart of everything that we do. We know that our community and their experience of Parkinson's is unique, wide-ranging and ever-changing, and we seek to include this diversity in all aspects of our work.

### KNOWLEDGE AND EMPOWERMENT

**Values**

As leaders within the Parkinson's community in Australia, we have a deep understanding of the needs and challenges of PLWP, PWAPD and their families. We always use evidence and best practice to educate and empower our community, building their capacity to self-manage and help them make informed choices.

### INNOVATION AND ADVANCEMENT

**Values**

We champion a learning culture of innovation and continual improvement. This culture allows us to provide the highest quality support and services to the Parkinson's community. It affects everything we do, and is supported by our global connections, collaborations and research partnerships.

### COURAGE AND LEADERSHIP

**Values**

We are committed to making a positive difference to all those living with Parkinson's. We are confident in our expertise, reputation, and ability to create systemic change.