

Fight Parkinson's driving equity, innovation, and impact

2026-2029 Strategic Plan

Vision:

Freedom from Parkinson's – achieved through innovation, care, and prevention.

Mission:

We will work together to empower those living with Parkinson's to lead fulfilling lives, advance advocacy efforts, and drive research toward effective treatments, care, and prevention.

Our values:



Inclusion

Diverse voices are respected, represented, and central to our mission.



Leadership

We use knowledge, expertise, and lived experience to guide change.



Innovation

We pursue new ideas, research, and breakthroughs.



Courage

We advocate boldly and challenge outdated systems.



Integrity

We act with purpose, transparency, and accountability.

Strategic priorities and key strategies:

1. Awareness and advocacy for change

- Launch a **four-year national awareness campaign** to shift perceptions and influence policy.
- Establish a **Parkinson's Equity Taskforce** for underserved communities.
- Lead and support **national and international policy discussions** to secure greater investment in research, healthcare, and care models.

2. Strengthen community engagement, education, and support

- Provide **health consultancy services** to help people navigate care and access expertise.
- Deliver **tailored educational resources** for people with Parkinson's, carers, and professionals.
- Expand **peer support and digital engagement** through learning management systems, forums, and telehealth.
- Partner with health, aged care, and disability sectors to **embed Parkinson's-specific support**.

3. Best practice in care, advance research, and drive innovation

- Support the development of **best-practice clinical guidelines** for early diagnosis and care.
- Expand **research partnerships** to drive innovation and clinical trials.
- Establish a **National Parkinson's Research and Innovation Hub** for multi-sector collaboration.

4. Sustainable growth, people, and digital transformation

- **Diversify revenue** and strengthen financial sustainability through corporate partnerships, philanthropy, and fundraising.
- Build a **high-performing workforce and volunteer network** through development, retention, and engagement initiatives.
- Enhance **digital and AI capabilities** for service delivery, engagement, and data-driven decision-making.