

# 01

## SUPPORT OUR PEOPLE AND KEY STAKEHOLDERS

**Parkinson's Queensland will continue to invest in and encourage its members, leaders, staff and volunteers in an environment of support and accountability working together on our shared values, vision and mission.**

- Additional 500+ members per year
- Conversion of support group attendees to members
- Governance and operational structure adopted and implemented
- Cumulative results and trends of annual staff, volunteer and member satisfaction surveys

# 02

## DEVELOP COLLABORATIVE PARTNERSHIPS AND INNOVATIVE PROJECTS

**Parkinson's Queensland will seek out collaborative partnerships with health and community providers on innovative projects enhancing the support to people living with Parkinson's.**

- The number and value of our formal strategic partnerships
- Health Hub Pilot commissioned
- Cumulative results and trends of annual membership and volunteer surveys

# 03

## BROADEN OUR IMPACT

**The Parkinson's Queensland brand will be widely known and recognised as the peak association representing individuals living with and impacted by Parkinson's in Queensland.**

- Parkinson's Queensland is acknowledged and recognised as the Peak Association
- Cumulative results and trends of stakeholder feedback on Parkinson's Queensland's impact on the lives of those living with Parkinson's
- Results of our brand awareness survey
- Our reach has expanded to over 80% of people living with Parkinson's in Queensland
- A solid foundation of 6 Parkinson's Queensland Ambassadors

# 04

## FOCUS ON FINANCIAL AND BUSINESS SYSTEM IMPERATIVES

**As the peak association for Parkinson's in Queensland, we will continue to focus on financial and business imperatives to ensure a sustainable future supporting the Parkinson's community in Queensland.**

- We meet or exceed all financial targets and budget forecasts
- New 'Customer Relationship Management' CRM system installed and functioning
- Secured recurring state government funding
- Fundraising targets met or exceeded





## 2020 - 2024 **STRATEGIC PLAN**

### **VISION**

A world without Parkinson's

### **MISSION**

Identify, develop and promote best practice to support people living with Parkinson's

### **VALUES**

**EMPATHY** We understand everyone's Parkinson's journey is different and we are with you all the way

**INTEGRITY** Genuine and transparent interactions are at the heart of what we do

**COLLABORATION** Working together for the benefit of the Parkinson's Community

**RESPECT** We treat everyone with respect