

Multiple Sclerosis Auckland Strategic Plan 2022-2025



Connecting

Review and develop member definitions to facilitate full community engagement.

Establish programmes to educate and engage wider community; especially whānau, friends and employers, to address low awareness and resulting impacts on members.

Use segmentation to facilitate development of positive relationships within community so that members are supported and sense of isolation is reduced.

Catalyst for peer support and networking; evidence of quality relationships.

Servicing

Define, develop and embed Quality of Life measures to quantify impact of service delivery.

Define and embed scope to facilitate focus and resourcing and avoid mission creep.

Refined, specialised services developed to support individual navigations through MS journey.

Participation and value of services to members is quantified to ensure accessibility and relevance.

Dynamic and responsive to changing needs, both one off and on-going, by providing services which are identified by data.

Informing

Develop resources, wider sector knowledge and channels so all members have information that is accessible, relevant and valuable.

Establish quantification (prevalence) of MS in Auckland via research to inform programmes.

LIVING A FULL LIFE

MS Auckland Connecting today, inspiring tomorrow

Foundation values:
Trustworthiness, Warmth, Whānau-centric

Leading

Integrate Te Tiriti o Waitangi and Te Ao Māori throughout organisation, so that our awareness and obligations are fully addressed

Develop brand and position to increase strength, awareness and reputation

Strengthen finances and diversify income streams to ensure sustainability into the future

Develop best practice including innovation throughout organisation so that staff, board and members can benefit from continuous improvements in management, governance and service delivery.

Developing

Implement training and development to ensure active and engaged people who amplify MS Auckland's kaupapa.

Upgrade office environment to create a vibrant working space.

Develop and utilise technology to engage full membership and enable organisational efficiencies

Review and improve integrity and functionality of internal and external data and technology.

Collaborating

Creation of stakeholder map to identify and strengthen key relationships

Develop and maintain positive and productive working relationships with all identified key stakeholder groups

Establish a sub committee, objectives and work plan for proactive and reactive advocacy.