

Vision

Promote the best possible quality of life for people with Parkinson's and other related disorders.

Purpose

We advocate for the Parkinson's community on issues of national significance.

We work to reduce the impact of Parkinson's and other related disorders by promoting best practice care to ensure that people can maximise their opportunities to live well and maintain their independence.

Strategic Goal #1

Raise national awareness and understanding of Parkinson's and its impact

Strategic Goal #2

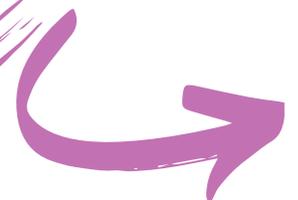
Promote the importance of research into the cause and treatment of Parkinson's

Strategic Goal #3

Provide a platform for collaboration and networking of member organisations

Strategic Goal #4

Ensure the financial sustainability of Parkinson's Australia



Strategic Objectives

Strategic Goal #1

Raise national awareness and understanding of Parkinson's and its impact

- Build strong relationships with key federal decision-makers including the Health Minister, Minister for Aged Care and Senior Australians, the Aged Care Quality and Safety Commission and related Shadow ministry.
- Build the brand awareness and profile of Parkinson's Australia by developing and implementing a national campaign designed to increase awareness of Parkinson's and related disorders in the Australian community, to demystify symptoms and encourage people to see a medical professional if they recognise symptoms.
- Provide a platform to our member organisations for the development and maintenance of up-to-date and accurate symptom management and health and wellbeing information for people living with Parkinson's and related disorders.
- Enhance the quality of care for people living with Parkinson's and related disorders.
- Be fully abreast and ready to influence federal government policy direction and priorities relevant to Parkinson's and related disorders, and establish national position papers and policies on issues of significance to the Parkinson's community.
- Develop strategic alliances with other national neurological, health and disability-based organisations.

Strategic Goal #2

Promote the importance of research into the cause and treatment of Parkinson's

- Develop strategic alliances with national and international research bodies where Parkinson's research is taking place and support research into health services and into the cause and treatment of Parkinson's and related disorders, coordinating with established state-based relationships where relevant.

Strategic Goal #3

Provide a platform for collaboration and networking of member organisations

- Promote quality of care for people living with Parkinson's and other related disorders by facilitating the provision of endorsed and consistent information and messaging through all communication channels.
- Provide a consistent and strong framework for our member organisations to achieve the objectives of PA and as a group to identify, promote and invest in best practice policies and sharing of projects that improve wellbeing for people living with Parkinson's.
- Communicate Parkinson's Australia's activities, goals and achievements to relevant stakeholders.

Strategic Goal #4

Ensure the financial sustainability of Parkinson's Australia

- Develop a collaborative financial framework with member organisations to achieve our objectives by focusing on financial strategies to fund specific projects as identified by the member organisations' CEO representatives and endorsed by the Board.
- Develop strategic partnerships to support the work of Parkinson's Australia.