

2025 STRATEGIC PLAN

OUR VISION

is to ensure that every Queenslanders living with a neurological condition can connect to a better life.

OUR PURPOSE

is to drive neuro wellness in Queensland, particularly for MS, through enhanced connection to support, services and community.

OUR VALUES



RESPECT
With integrity always



COMMITMENT
Giving it your all



COMMUNITY
Connecting with shared purpose



COLLABORATION
Together unleashing potential

STRATEGIC PILLARS



LEADING WITH PURPOSE

We are a leading force for neuro wellness in Queensland, driving awareness and galvanizing support.



CONNECTION & COMMUNITY

We actively engage with the neuro community, creating meaningful connections and a strong sense of belonging.



IMPACT THROUGH GROWTH

We grow our supporter base, our services, our footprint, and our community, in order to increase our impact to customers and the neuro community as a whole.



FIT FOR FUTURE

Our organisation is fit for purpose with a sustainable and accountable operating model that underpins growth.



ACHIEVE MORE TOGETHER

We attract, retain and invest in people who are aligned to our vision and purpose, to achieve more together.