



Queensland

# TOGETHER WE WILL CHAMPION NEURO



# Impact Report

2023-2024

# MS Queensland is a leading provider of holistic services for people living with a neurological condition.

Building on over 65 years as the peak body for Multiple Sclerosis (MS) in Queensland, we are committed to ensuring people with neuro conditions can live better lives.

We do this by building community and human connection, driving neuro wellness, raising awareness, and delivering integrated services to support health, wellbeing and education.

## Financial information

Our 2023-2024 financial report is available in full on our website [msqld.org.au](https://msqld.org.au)

## Acknowledgement of Country

Our organisation is committed to engaging with Aboriginal and Torres Strait Islander peoples in the communities we work with. As one of the world's oldest living cultures, we recognise that Australia always has been and always will be Aboriginal and Torres Strait Islander land. We who come from many places pay our respects to Elders throughout all time and commit to learning from the knowledge, traditions, stories, spirituality and experiences of Aboriginal and Torres Strait Islander people as we learn to live on their land. We walk together in solidarity in the shared pain of the past and the shared hope for the future. We would like to take this opportunity to thank the traditional owners for welcoming us on the land we gathered on across Queensland.



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# A message from our Chair & CEO

This has truly been a transformational year for MS Queensland. Like many organisations, economic turbulence and cost-of-living pressures have challenged both fundraising efforts and service delivery. However, in the face of these challenges, our Board and Leadership have not wavered in our commitment to increasing our impact while at the same time ensuring our financial sustainability.

In fact, we are more passionate than ever about helping Queenslanders living with MS. Together with our vibrant community we have worked hard to improve lives today, while laying important foundations for the future. Each step forward has been made possible by the dedication and support of our staff, partners, supporters, volunteers, and fundraisers. We are humbled, inspired and incredibly thankful as we reflect on everything we've achieved together. It has been a privilege to have you join us on this journey.

## Neuro Matters

For 70 years, our core purpose has been to improve the lives of Queenslanders living with MS. But for many of our community, there's even more to their story than MS. Over half of our customers are living with another neurological condition, often alongside MS.

And they're not alone. More than 1.3 million Queenslanders live with a neurological condition. This means that every home, every workplace and every community is impacted by neuro in some way. Yet, there is comparatively little awareness of these conditions in our society. This year, we united with some of our most valued partners to change that.

In an Australian first, we developed the groundbreaking research report Neuro Matters, in collaboration with Epilepsy Queensland, to assess the state of neuro wellness across the country. The findings pointed to shortfalls in funding, care, and support for neuro conditions, making recommendations on a State Action Plan to improve outcomes for individuals, their families, communities and for the State as a whole.

We are committed to working with partners, including the Queensland Government, in the coming year to turn this plan into a reality. We know that as we are stronger when we come together as a neuro community, and that by working together we will make even more impact on the lives of many more Queenslanders.

## Together We Will

As we look back on the year's events, we feel great pride in the many ways our community has united and the remarkable things we've accomplished together.

One particular milestone was the opening of the first Neuro Wellness Hub in Milton. This unique space brings together a state-of-the-art gym delivering targeted allied health services and a safe, inclusive meeting place where the community can find support and connect with MS Queensland's Team and services provided by other providers. It is set to be the first of many hubs across Queensland, with more locations planned for the future.

To extend our support, we also launched our virtual Neuro Wellness Hub, which ensures Queenslanders across the state have access to the information, services, and support available at our physical Hub in Milton.

The Milton Hub is also home to Queensland's first C-MILL Machine, a revolutionary gait and balance training system that is transforming neurological rehabilitation. Thanks to the gift of a generous donor, we are now able to offer this world-class support to our customers.

## Connect to Better

We remain committed to helping more people connect to the support, services, and community they need. This year, we have expanded our services and increased our impact in many ways.

The impacts of neurological conditions are vast and varied, and our support needs to be holistic. This year, we expanded our allied health services to include social work and occupational therapy, which are essential in helping our customers reconnect with their community, support, independence, and employment.

The path from diagnosis to treatment is challenging for many of our customers, and we continue to focus on supporting them in the first steps of their journey. Our NeuroAssist team answered thousands of calls to assist people in accessing services and support. Our allied

health team wrote numerous reports to help people access life-changing NDIS funding. We successfully helped many individuals gain NDIS access this financial year—transformative support that will positively impact their lives, families, and the broader Queensland community.

Community and connection have remained at the heart of everything we do, and this year's achievements would not have been possible without the collective effort of our community. Through our services, hubs, and events across Queensland, we have seen people coming together to share their stories, donate, and volunteer their time to create lasting impact.

From the riders in the iconic Brissie to the Bay bike ride to the walkers holding their lanterns high, dedicated book lovers, regional swimmers, and generous donors, we are deeply grateful for your unwavering energy and commitment.

Our heartfelt thanks go to our voluntary Directors for their steadfast commitment to our vision, and to our incredible staff, whose passion and hard work continue to drive MS Queensland's success.

Many thanks for your continued support.



*Shaun Treacy*

**Shaun Treacy**

Chair



*David Curd*

**David Curd**

CEO



# Our 2024 Strategic Plan

## OUR VISION

is to ensure that every Queensland 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



### COMMUNITY

Connecting with shared purpose



### COMMITMENT

Giving it your all



### COLLABORATION

Together unleashing potential





MS Brissie to the Bay

## STRATEGIC PILLARS



### LEADING WITH PURPOSE

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

# Our community

We are dedicated to learning from the experiences of the estimated 1.35 million Queenslanders living with a neuro condition, including the 5,500+ Queenslanders living with MS.

More than **33,000** Australians are living with MS right now.

Over **5,535** of those living with MS are Queenslanders.



**1–2 Australians** are diagnosed everyday.



The average age of diagnosis is between **20–40 years**.

**2/3** of people living with MS have no access to NDIS

Out of 5.5 million  
Queenslanders,  
**1.35 million** live with  
a neurological condition.

## Why does Neuro matter?

It's one of the **top 5 causes of death.**  
It's one of the **top 5 costs of diseases.**

**1 in 4**  
Queenslanders  
live with a  
neuro condition

- Multiple Sclerosis: 5,535
- Motor Neuron Disease: 410
- Dementia: 74,698
- Parkinson's: 30,742
- Epilepsy: 51,646
- Brain Injury: 68,082
- Migraine: 1,004,224
- Other: 60,000

A MILESTONE ACHIEVED

# Launch of the first Neuro Wellness Hub in Milton

In April 2024, MS Queensland proudly opened its first Neuro Wellness Hub in Milton, marking a significant achievement in supporting Queenslanders living with neurological conditions. The Hub was designed to serve people with multiple sclerosis, dementia, Parkinsons, epilepsy, motor neurone disease (MND), stroke, and other neurological conditions, offering a range of essential services under one roof.

The launch event, held on 23 April, was attended by key stakeholders, including MS Queensland Patron, Her Excellency the Honourable Dr Jeannette Young AC PSM. Over the past year, the Hub has become a central resource for in-person and virtual services, supporting people through in-home care, employment assistance, NDIS coordination, and physiotherapy.

This new facility has opened its doors to the wider neuro community, ensuring Queenslanders living with neurological conditions have access to the support they need to live more independently. The Neuro Wellness Hub is a testament to MS Queensland's commitment to expanding services and providing comprehensive care across the state.

As we reflect on the year, the Neuro Wellness Hub stands as a major milestone in our efforts to deliver critical services, develop partnerships and foster a sense of community for those impacted by neurological conditions.





“

For me, being proactive with my physiotherapy means that I have been able to do things nobody thought I could do.

— JANINE, PARALYMPIAN AND LIVING WITH MS SINCE SHE WAS 25

# Our supporters

We thank all of our loyal and generous supporters who continued to support people living with MS and neurological conditions this year.

Their support has helped deliver critical services, advocacy and life changing research.



Lotteries

**\$2,584,850**

Donors

**\$980,942**

Gifts in wills

**\$186,689**

Eager volunteers

**320**



## THANKATHON

To continue our focus on being the best at saying thank you, MS Queensland held its fifth annual Thankathon. Our team works hard every day to thank all supporters and report back on the incredible impact they've had.



**DONATE**

[msqld.org.au/donate](https://msqld.org.au/donate) | 07 3840 0888



MS doesn't  
define me.

— SHARON, LIVING  
WITH MS SINCE 2021

## Meet Sharon

Sharon was diagnosed with MS in 2021 at age 55, bringing a whirlwind of emotions: shock, relief, confusion, and grief. Shortly after, she was also diagnosed with Vestibular Migraine, adding another layer of complexity to her life.

Despite balancing a demanding job, music career, and community volunteer work, Sharon's diagnoses changed her path. But over time, she realised that while MS and migraines are part of her life, they don't define her.

With the support of MS Queensland and the NDIS, Sharon has found the help she needs to manage her condition. "I have access to support at home, physiotherapy, occupational therapy, psychology, and other services that I need," she shares.

Through MS Queensland, Sharon has gained not only practical support but also a community of people who understand her journey.

# Fundraising events



## MS Brissie to the Bay

We celebrated the 34th MS Brissie to the Bay bike ride with a lot of enthusiastic cyclists, supporters and amazing volunteers from our MS community. We saw a mammoth numbers of kilometres cycled this year and another incredible day out on the 10KM, 25KM, 50KM, 100KM and 130KM courses.

**4,664**

Riders

**395,445**

Km's cycled

**\$990,271**

Funds raised



## m<sup>MS</sup>oonlight walk

The MS Moonlight Walk is an event not to be missed with a choice of 3km, 5km or 10km walk taking in the sights of the Brisbane River. This year did not disappoint, as we saw walkers dressed in tutus, tiaras, and lycra amongst a sea of red lanterns in support of people living with MS.

**1,514**

Walkers

**\$314,426**

Funds raised



Kids all over Australia read an extraordinary number of books in August to support families affected by MS.

**2,938**

Queensland readers

**\$236,263**

Funds raised by Queenslanders



People jumped in pools across regional Queensland for 8 hours, one purpose.

**6**

Regional communities

**\$180,560**

Funds raised

## THE MAY 50K

People committed to walk through the month of May to leave MS where it belongs, behind us.

**\$153,356**

Funds raised by Queenslanders

## COMMUNITY FUNDRAISING

People hosted their own activities and events to raise funds and awareness for people living with MS.

**\$108,790**

Funds raised



## VOLUNTEER

[volunteer@msqld.org.au](mailto:volunteer@msqld.org.au) | 07 3840 0888

# Our customers

We strive to positively impact the lives of those affected by MS and neurological conditions, so they live well and achieve their goals.

## CUSTOMER GROWTH

**5,483**

Total customers

**▲ 6%**

Increase in customers

**891**

Customers with NDIS funding

**76%**

Customers living with MS

## OUR SERVICES

MS Queensland is committed to delivering a wide range of specialist supports for MS and neurological conditions.



**NeuroAssist** aided those living with MS and their families

- **5,533** inbound calls
- **5,422** outreach calls



**30+ support groups** gave members a network that makes them feel connected and supported through sharing their experiences.

Our team also helped **over 100 people access life changing funding** to receive the vital services and supports they need.



### EMPLOYMENT SUPPORT

**154 people** were supported in managing their MS at work and **17 people** were given assistance to seek new employment.



### SUPPORT COORDINATION

**22,287 hours** of support and **67,713km of travel** saw hundreds of people connect with services for MS and neurological conditions.



### ALLIED HEALTH

**4,622+** hours of therapy were delivered to improve client's movement and mobility to maintain greater independence.



### ACCOMMODATION

**69 residents** live in our **9 sites** throughout Queensland.



### NURSING

**278 people** accessed Specialist MS Nursing Support



## Connecting to better

At MS Queensland we're on a mission to create a world where neuro wellness really matters.

Wherever you are on your neuro journey, our community, services, support, events, research or our neuro wellness initiatives are here to connect you to better.

### Community

- Support groups
- Community navigators
- Events
- Fundraising
- Advocacy

### Home

- Specialist disability accommodation (SDA)
- Independent daily living supports
- In-home support
- Community access

### Work

- Employment services
- Maintaining employment

### Health & wellbeing

- Neuro Wellness Hubs
- Allied Health Services (Physio, Ex. Phys, Social Work, Occupational Therapy)
- MS Nursing
- Telehealth
- Education & webinars

### Support

- Neuro Assist Helpline
- Information & advice
- NDIS access & planning support
- Referrals
- Support Coordination (NDIS)

# Financial sustainability

We aim to support continued growth through valuing transparency and accountability. Our sustainable business, service, and governance model relies on being transparent about the use of funds.

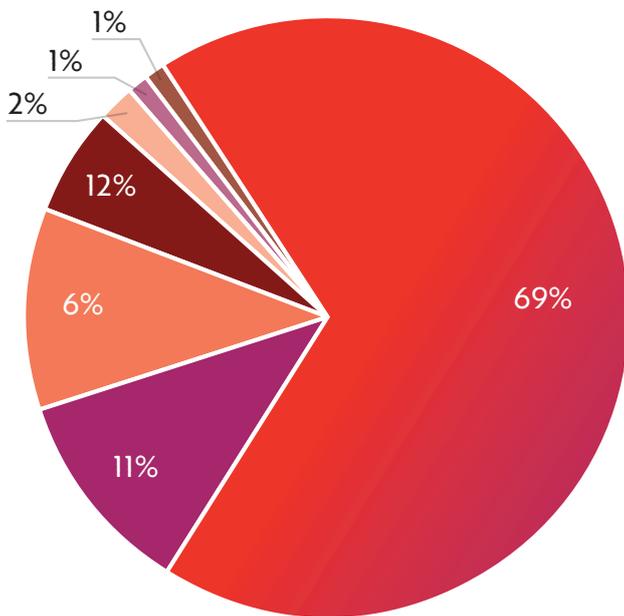
## \$22.1m

in net assets

## \$534,000

contributed to MS research

### REVENUE

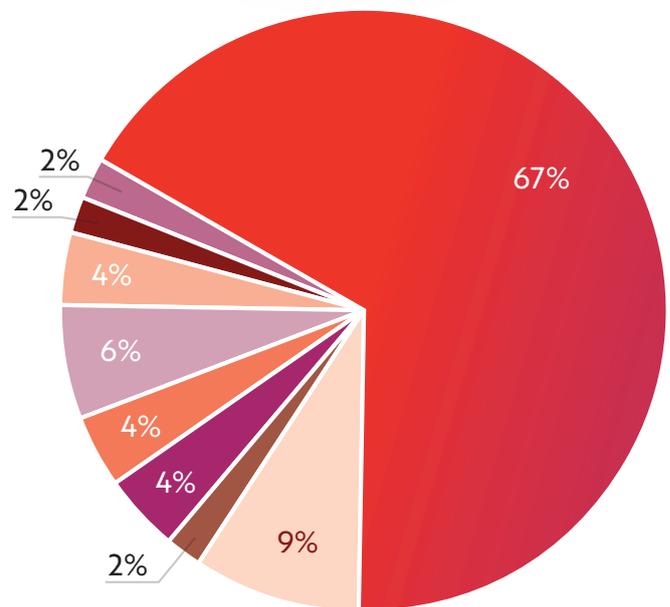


Total: \$28,487,013

- GOVERNMENT NDIS
- DONATIONS INCOME
- FUNDRAISING INCOME
- SERVICES INCOME
- GRANT INCOME
- INVESTMENT INCOME
- OTHER INCOME

Note: These figures do not include gain on property, plant and equipment

### EXPENSES



Total: \$29,851,012

- EMPLOYERS EXPENSES
- PROPERTY EXPENSES
- FUNDRAISING EXPENSES
- IT & ADMIN
- RESEARCH
- DEPRECIATIONS & AMORTISATIONS
- INTEREST EXPENSES
- OTHER EXPENSES

## Board, leaders & financials

The Board and executive leadership team play a critical role in establishing and executing our organisation's strategic direction.

Scan the QR code to learn more about our Board and leaders and see the full financials.





## Meet Bel

After being diagnosed with both MS and epilepsy, Bel Sealey faced a difficult journey. With two young children in school, she felt her world was falling apart. Having witnessed her stepmother's battle with another neurological condition, Bel feared the worst for herself. Overwhelmed by questions and concerns, she sought answers online but only became more distressed.

A friend's advice to visit MS Queensland proved to be a turning point. There, Bel found the resources she needed, including the guidance of an MS Nurse.

"He was a lifeline," Bel recalls, crediting him with helping her regain control during such a challenging time. With the right support and months of medical adjustments, she eventually stabilised her MS and epilepsy.

Though she initially retired from teaching, Bel was encouraged to apply for a role at MS Queensland. She now welcomes visitors to the first Neuro Wellness Hub, a place she describes as special and supportive. "It's not just a medical environment—it feels like a community," she says. Working at the Hub has transformed her confidence and purpose, allowing her to use her teaching skills to help others understand neurological conditions. MS Queensland has given Bel the strength to thrive again.

## Our people

**262**

Team members

**3.2 years**

Avg. length of service





NeuroAssist  
1800 177 591

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Queensland

**TOGETHER  
WE WILL**