



STRATEGY 2026 – 2029

Living better for longer with MND



VISION

For people living with MND
to live better for longer
until the world is free from MND



MISSION

Uniting the MND community for
quality care, advocacy and
research

VALUES



Ambitious



Collaborative



Compassionate



Excellence



PILLAR 1

Unity and collaboration

PRIORITIES

- 1 Streamlined national operating and fundraising model
- 2 A unified, contemporary national MND brand
- 3 Strengthened international collaboration and best-practice exchange



PILLAR 2

Advocacy, awareness and engagement

PRIORITIES

- 1 Evidence-based advocacy grounded in lived experience
- 2 Trusted national hub, widely known in the MND community, for information, education and peer learning
- 3 Greater national awareness and understanding of MND



PILLAR 3

Care and support

PRIORITIES

- 1 Skilled, connected and sustainable national MND workforce
- 2 National MND Guideline and care research embedded into practice
- 3 Integrated, equitable national care and support models for people living with MND
- 4 Stronger engagement with health and social care professionals who support people impacted by MND



PILLAR 4

Research

PRIORITIES

- 1 Research priorities shaped by people with lived experience
- 2 Sustainable and diversified research funding model
- 3 Coordinated research and shared best-practice care models
- 4 Unified national approach to MND data and evidence
- 5 New research strategy to guide investment and accelerate outcomes
- 6 Stronger MND research workforce united through the MND Research Collective