



Strategic Plan

2025-2028

Our Purpose

Provide leadership and community-based services for people impacted by neurological conditions in Western Australia.

Our Vision

A community where:

- neurological disorders are understood, prevented, detected, treated, managed and cured;
- brain and nervous system health is valued, protected and promoted across the life course; and
- every person affected by a neurological condition can access the right information, treatment, care and support at the right time.

Cornerstone Pillars & Priorities:

Servicing our Community

- Foster valued relationships with people affected by neurological conditions, based on care, respect, connection and mutual trust, with an emphasis on empowerment and autonomy through their life-course.
- Develop integrated, evidence-based programs, health care pathways and services to reduce the impact and burden of neurological disorders and to maximise quality of life and wellbeing.
- Deliver value-based, person-centred, timely, effective and efficient neurological nursing, navigation and for children, adults, carers and families.
- Provide accessible, equitable and affordable services that are responsive to regional, cultural and social challenges.
- Seek, strengthen and amplify the voice of people impacted by neurological conditions to influence policy, plans, legislation, and funding.
- Lead neurological & brain initiatives and communications aimed at increasing awareness of the importance of promoting and protecting brain health and preventing neurological disorders.

Supporting our Sector

- Be recognised and funded as the peak body for neurological and brain health in Western Australia, leading collaboration and sector coordination.
- Advocate for the needs and rights of individuals living with neurological conditions, and for the growth and sustainability of the sector that supports them.
- Provide systemic advocacy to influence policy, funding and service improvements across the neurological landscape.
- Strengthen collaboration with the national neurological body to align strategies, share knowledge, and amplify advocacy efforts for greater impact.
- Collaborate with government, business, research, philanthropic and community-based organisations to advance the availability of multidisciplinary and multisectoral neurological services.
- Deliver high-quality sector and community professional development, events and communications that showcase latest research, promote innovation and strengthen collaboration across the neurological and brain health ecosystem.
- Partner with universities and research institutes to support neurological research, influence curriculum development and increase the number of graduates entering the neurological workforce.

Backing our People

- Maintain a modern, innovative, safe, agile and well-functioning work environment that supports best practice
- Align organisational structure, roles and resourcing with current and projected service needs to optimise growth and impact and ensure effective succession for long-term success.
- Maintain a high-performing, values driven culture and informed, empowered, positive, productive, respectful, collaborative and inclusive team.
- Grow knowledge, skills and capacity through continuous improvement of service offerings, models of care, consistency, professional development, and refinement and understanding of scope of practice.
- Maintain diverse board representation that includes lived experience, neuro expertise and commercial acumen to strengthen governance and decision-making.

Building our Business

- Maintain a best practice, ethical and effective corporate and clinical governance that complies with legislative, regulatory & program accountability and compliance obligations.
- Safeguard and strengthen financial resilience and sustainability through funding security, aligned diversification and revenue growth.
- Embrace and invest in business improvement, environmental sustainability, innovation and digital and data systems and security to improve client and community value and experience, and to monitor and report on outcomes and impact.
- Enhance the organisation's positioning, credibility, and visibility to increase awareness of its work and impact among individuals, the neurological sector, and key stakeholders.
- Secure and maintain leased premises across WA that meet the current and future needs of the Neurological Council and its member organisations, supporting organisational growth, accessibility, effective service delivery, collaboration and resource sharing.