



Strategic Plan

2023 – 2025



Dementia New Zealand Strategic Plan

2023-2025

Dementia New Zealand (DNZ) is a national network of dementia services currently provided by six Affiliate organisations. Combined, the Affiliates cover over 70% of the country's total population and provide extensive community support services to their local regions.

This strategic plan sets out the direction for Dementia New Zealand and Affiliates over the next three years. Dementia New Zealand and Affiliates are committed to providing leadership in dementia related advocacy, service delivery and research collaboration. Preventing, minimising or delaying the onset of dementia is core to our work and the services provided by all the Affiliates.

Key components of this plan are to further the collaborative efforts with fellow non-government organisations, government agencies and other relationships to maximise joint working arrangements and partnerships. The ability to work with commercial entities while maintaining independence is important.

Over the next three years and beyond, it is paramount that Dementia New Zealand and Affiliates' strategic direction achieve alignment to provide the required strength to meet the increasing demand for our services. The successful partnership of Dementia New Zealand and Affiliates supports strong functionality and opportunities in areas such as efficiencies of scale to meet growth demands and sustainability, consistency, sharing of knowledge and best practice to assist in achieving sustained success.

This approach must also support ever-changing service delivery and operational factors influenced by the likes of public health contracts, specific individual and community requirements and the changing landscape being brought about by health reforms.



"Think National – Act Local"

To be successful, the strategic direction of both Dementia New Zealand and Affiliates is based on the approach of "Think National – Act Local".

This is a collaborative approach that considers the national, macro level factors that influence the overall strategic direction while enabling our Affiliates' success at local levels. This means being responsive to local needs while understanding the significance of a national approach that is paramount to our unified strategic direction.

Dementia New Zealand's role is to foster this environment while effectively and efficiently utilising local innovation, successes and resources on a national scale. Our Affiliates continually strive to define their areas of expertise and deliver services to the highest possible standards while participating in national level activities that serve to strengthen all entities for the benefit of everyone we support.

Alignment of leadership at governance and management levels is essential for this approach to be successful. Each party recognises the important role they play and proactively engages in achieving shared success.

"Success means proactively providing more support to more people for longer"

This guides the vision and purpose of Dementia New Zealand.

Jocelyn Weatherall, Chair, Dementia New Zealand Charitable Trust

1 June 2023



Vision

“Helping people to live their best possible lives”

Most Kiwis are in some way impacted by dementia, or will be in the next 20+ years, with factors such as the aging population increasing the number of people who develop symptoms of dementia. It is estimated that in 2021 there are approximately 70,000 with dementia in Aotearoa New Zealand and this is projected to grow to 170,000 by 2050.

When one person is living with dementia a flow-on effect will be felt by all those around them whether whānau, friends, work colleagues or other contacts. There is also a stigma surrounding dementia that can de-personalise those with it. Hence, it is important to raise awareness and understanding that those with dementia are still people who have rights, and are capable of living their best possible lives with the care, support and love of others.

Dementia New Zealand understands these impacts are felt by all involved including across social and economic levels of Aotearoa New Zealand's society. By helping people with dementia, we are influencing intergenerational wellbeing nationwide with positive results that will be felt for years to come.

This requires us to be bold in our vision for the future and unlocks opportunities for improvement and innovation in every aspect of our work. For instance, understanding the importance of brain health and how modifiable lifestyle factors can prevent, minimise or delay the effects of dementia.

In addition, there are people living outside of our borders who have whānau and friends in Aotearoa New Zealand needing support so our vision is purposely not geographically bound. We will be working and interacting with similar agencies in other countries to enhance the work we do in this country while also supporting their local efforts through the mutual exchange of knowledge and expertise.

This vision builds on the existing solid foundations of Dementia New Zealand and the Affiliates with further development and growth opportunities to occur.



Purpose

“To reduce the impact of dementia mate wareware in Aotearoa through easy to access, timely, quality, evidence-based, information, support and care.”

Dementia New Zealand’s primary role is to support and enable its Affiliate members so they can carry out the delivery of education and services sustainably and to the highest possible standards in their local and regional areas. In doing so, Dementia New Zealand operates at a national level to represent the Affiliates’ interests, provide relevant support services to them, lobby and provide advocacy for people living with dementia, their whānau, friends and carers. As well as raising awareness of the dementia journey, promotion of the principles of brain health and modifiable lifestyle factors to prevent, minimise or delay the onset of dementia.

This is linked to Dementia New Zealand’s vision of helping people to live their best possible lives. This is achieved through the services provided by the Affiliates and the national level activities Dementia New Zealand leads or is involved with.



Strategic Objectives

Turning the Vision and Purpose into Action



Underpinned by Te Tiriti o Waitangi
And The Dementia Mate Wareware Action Plan 2021



Brain Health

Develop and implement a comprehensive brain health programme

Raise awareness of the lifestyle factors involved in preventing, minimising or delaying the onset of dementia.

Position Dementia New Zealand and Affiliates as recognised advocates for, and providers of, brain health education.

Support collaborative partnerships with related organisations to expand Dementia New Zealand's reach and support across the country including research organisations and others who share the same values as Dementia New Zealand.

Create a strong advocacy position for Dementia New Zealand to influence policy and decision-making at all levels possible.

"We want to develop a brain health programme that relates to dementia and also supports the range of healthy lifestyle messaging and activities of other organisations. This positions us within the wider context of intergenerational wellbeing, supports our advocacy activities and broadens our reach across wider age groups of the population."



Service Delivery

Develop a New Zealand Dementia Care Model

Produce an agreement on core service provision according to clinical needs in the changing environment that supports the equitable delivery of services.

Understand and react to local variations in service provision to ensure consistent quality among all sectors.

Develop an extensive knowledge and skills framework for staff and healthcare workers with links to qualifications development.

Explore a future focused web-based service delivery mechanism.

Incorporate the importance of the principles of Te Tiriti o Waitangi in clinical practice and patient care.

"We want to ensure that everyone affected by dementia receives high quality community support. We want our services to be evidence-based, and want our staff to be confident, competent and recognised in the health sector for their expertise and compassion."



Infrastructure and Sustainability

Ensure sustainable financial and operational stability

Enable Dementia New Zealand and Affiliates to achieve their vision, purpose and objectives to ensure success and continue to support those who rely on us over the long term.

Develop an infrastructure that supports the Affiliates and provides a platform for growth and sustainability for key stakeholders.

Implement an effective marketing, communications, fundraising and partnership strategy as a key function to support the success of the strategic plan and operations.

"We need to establish financial security to ensure operational and staffing stability to carry out Dementia New Zealand's vision, purpose and objectives so that Affiliates are supported to provide services to an increasing number of people. Financial sustainability is supported by building on the already credible and trusted profile in the health sector."



Advocacy and National Policy

Develop and implement a plan

Align the vision, purpose and strategic objectives to position Dementia New Zealand and Affiliates as a leading provider of support and knowledge in the dementia sector in particular, and across the wider health sector.

Provide a clear and consistent voice for people with dementia, their whānau, carers and others where our advocacy meets their needs now and in the future.

Strategically influence the national direction of policy and strategies related to healthcare to make a meaningful impact at a national level.

“Advocacy and influencing national policy settings is an important role for Dementia New Zealand to play when it comes to ensuring people with dementia receive appropriate levels of support. This also includes the messaging related to brain health so Dementia New Zealand is advocating a proactive, preventative approach as a means to manage the large volume of people projected to develop dementia over the next 20 years.”



Delivery of the Strategic Plan's objectives

Opportunities

- Dementia New Zealand is positioned as a recognised and trusted leader when it comes to service delivery and advocacy for brain health in Aotearoa New Zealand.
- Utilise the depth of knowledge and expertise already existing across the Affiliate organisations.
- Create a support services infrastructure that is underpinned by the “Think National - Act Local” approach. This can be a virtual model utilising existing resources spread across the country (not a top-down physical construct).
- Develop a nationally trusted brand that acts as a reference point for information, resources, support and coordination that people and organisations are confident in dealing with.
- In partnership with Māori, develop a national framework based on the principles of Te Tiriti o Waitangi.
- Based on the direction of the Dementia Mate Wareware Action Plan develop and implement an evidence-based comprehensive service delivery model in partnership with other key stakeholders
- Build financial stability in order to deliver on the objectives.



Planning for success

The adoption of the strategic plan triggers the development of the following aligned functional plans that provide direction on how the strategic objectives will be put into action

OPERATIONS PLAN

how the objectives will be delivered and structured to ensure success



MARKETING PLAN

how messaging, branding, promotional campaigns and communications will be delivered



PARTNERSHIP PLAN

how, and who, we will work with to achieve mutually beneficial results



FUNDRAISING PLAN

how the necessary funds will be raised to finance delivery of the objectives



BUDGET FORECAST

how the funds raised will be managed and spending priorities established



These plans are interlocked and initially will be developed at a high level to provide the starting point for this plan to be implemented.

