

# Strategy 2025

# Great minds think differently



**Cerebral Palsy**  
ALLIANCE

***Podcaster. Race runner. Advocate.  
Future Prime Minister. Nothing  
seems impossible for young Arran.***

Arran's story with Cerebral Palsy Alliance began long before physiotherapist Claire supported him to climb stairs and play the guitar. Sports coach Peter helped Arran to run using a frame, which sparked his passion for sport and led him to compete in Denmark and at the Invictus Games. LusioMATE technology, developed with support from Remarkable, honed Arran's skills through interactive play. Now Arran has loftier goals. He wants to race at the Paralympics, be Australia's 'first disabled Prime Minister' and use his voice to change perceptions of disability for the next generation.

The team at Cerebral Palsy Alliance is right behind him. This is what happens when...

***Great minds think differently.***







## Acknowledgement of Country

We acknowledge the Traditional Custodians of Country throughout Australia and recognise their continuing connection to land, waters and community. We pay our respects to Aboriginal and Torres Strait Islander cultures; and to Elders past, present and emerging.

“Cerebral Palsy Alliance advocates on behalf of people from all backgrounds. 2022 marks the first year of our Reflect Reconciliation Action Plan. As part of our commitment to reconciliation, we will work towards creating a workplace where First Nations peoples and cultures are respected at all times, and where First Nations employees not only feel a sense of belonging, but are supported to thrive within our workforce.”

ROB WHITE, CEO, CEREBRAL PALSY ALLIANCE

# Foreword by Rob White, CEO



## Every 20 hours, an Australian baby is born with cerebral palsy.

The Cerebral Palsy Alliance story began over 75 years ago with a small group of parents and a simple wish – a brighter future for children with cerebral palsy. A future in which nothing would be impossible.

As we revisit this vision through the next stage in our journey – Strategy 2025 – we continue to sharpen our focus on providing a world of greater opportunity for people with cerebral palsy and similar disabilities, and their families.

Over the last decade, Cerebral Palsy Alliance and our alliance of families, researchers, donors, innovators, entrepreneurs, employees, volunteers and advocates have made significant steps in creating a better world for people with cerebral palsy and similar disabilities.

Achievements such as the introduction of Early Diagnosis Clinics, the development of Remarkable, our technology accelerator, and a greater service delivery footprint, have been made possible by pioneering research, education, treatment and world-class interventions and services. Our research also reveals a 30% drop in the birth prevalence of cerebral palsy in Australia since the mid-2000s.

## But we want to do more.

As we launch into this new strategy, we do so in the shadows of a changing world. The global pandemic, economic and political uncertainty, and a greater sense of urgency in protecting the National Disability Insurance Scheme is shaping how we support and safeguard our clients and communities.

Over the next three years we will redefine the future we want to see for people with cerebral palsy and similar disabilities. We will be guided by our values of being passionate, respectful, ethical, curious and courageous, and continue to be inspired by the people and communities we support.

Our unrivalled capability and scale make us world leaders in cerebral palsy. One person can have an idea, but it takes different skills and the knowledge of many people to make that idea become a reality. Our strength is when those great minds think differently. That is how we will redefine the impossible and continue to bring hope for a brighter future.

I look forward to sharing the journey of how we will harness all our great minds, to bring the exciting Cerebral Palsy Alliance vision to life over the next three years.

TR White

# Key Achievements 2019–2022

Before looking forward to the future, let's look back over the last three years. Over this time, we supported nearly 6,000 clients to access vital services and supports, we continued to see a reduction in the incidence of cerebral palsy in Australia, and we launched our new advocacy community, CPActive.

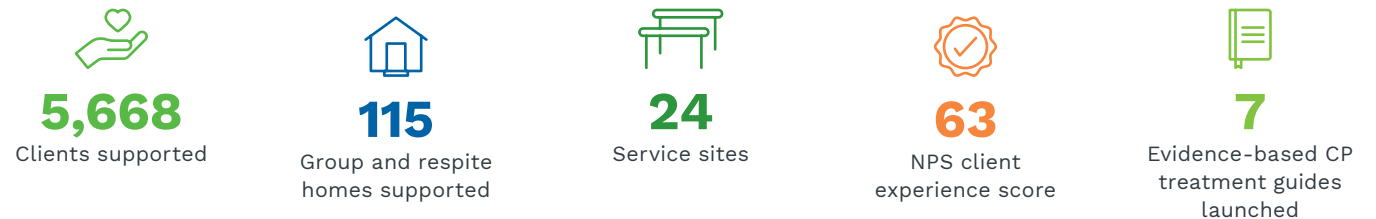
New sites in Erina and Wollongong and an Early Diagnosis Clinic in Prairiewood were opened, and we launched CPA@Home, our innovative Telepractice service which brought continuity of service to many who were confined to their homes during the Covid lockdowns.

We also supported 22 assistive technology start-ups and awarded 199 research grants, all aided by our generous supporters whose donations help us deliver on our impact priorities of research and technology.

Our people continue to be the driving force behind these achievements. Ninety one percent of employees are proud to work at Cerebral Palsy Alliance and we continue to support their learning journeys with better tools, systems and training.

## Our Impact

### SUPPORT AND SERVICES



### INVESTING IN OUR EMPLOYEES



### RESEARCH AND INNOVATION



### COMMUNITY AWARENESS





# Our Guiding Principles

## OUR VISION

### Our hope for the future

A world of opportunity for people with cerebral palsy and similar disabilities, and their families.



## OUR MISSION

### What we do today

To deliver world-class services, community advocacy and policy influence, training, global research and the advancement of enabling technology.

## OUR VALUES

Our values are the bedrock of how we work together and how we interact with the world.

We are committed to being:

### **PASSIONATE**

We are enthusiastic and make things happen together

### **RESPECTFUL**

We are compassionate, inclusive and put people first

### **ETHICAL**

We are professional, accountable and do what we say we will do

### **CURIOUS**

We think differently and look for ways to make things better

### **COURAGEOUS**

We speak up and stand by what we believe in



# Our Strategy



Through Strategy 2025, we will bring together the breadth of our capability to discover, deliver and share better life changing solutions. Over the next three years, we have four key goals:

**Goal 1**  
To build futures for young people with cerebral palsy and their families

**Goal 2**  
To research, develop and embed leading edge innovations

**Goal 3**  
To amplify awareness and advocate for change

**Goal 4**  
To transform our organisation and ways of working

**DESIRED OUTCOMES**

Every baby born with cerebral palsy will have the best start in life and access to world-class early intervention programs

Young people with cerebral palsy will confidently navigate school and beyond, setting themselves up for a resilient, happy life full of purpose and opportunity

Evidence-based interventions will be discovered that are life-changing for people with cerebral palsy

Equitable access to new assistive technology that will enable greater autonomy and participation

Cures and prevention discoveries that lead to a reduction in the incidence and severity of cerebral palsy

An increase in community understanding of, and engagement with, cerebral palsy

Enhanced capacity and collaboration in the cerebral palsy community to lead and influence change

Changes in policy that support equality, inclusivity and diversity

Exceptional outcomes and experiences will be created for our clients, staff and communities

Recognised as a provider of choice

Recognised as an employer of choice

A financially sustainable organisation



## CREATING A WORLD OF OPPORTUNITY



### Goal 1 – To build futures for young people with cerebral palsy and their families

We believe there is a critical opportunity to work with young people at key life stages to empower them and their families to build resilience. What people experience at these points can determine their future, and have an impact on the opportunities they have later in life.

Research shows that the first 1,000 days of a person's life are critical to their longer-term outcomes. Every baby born with cerebral palsy deserves the best start in life, including access to world-class early intervention programs. We want to draw on our research and early intervention expertise to help give babies born with cerebral palsy in Australia the best start to life.

Young people during their schooling years, and when leaving school, are also undergoing major transitions in their life. We want to invest in young people with cerebral palsy, so they can confidently navigate life after school and set themselves up for a resilient life, full of purpose and opportunity.



***This is Jibreel. He's not just walking, he's running. Something his parents thought he would never do.***

As a baby, Jibreel received the early diagnosis and interventions he needed to thrive today. His newest accomplishment? Counting to 10. And then counting backwards. This is what happens when...

***Great minds think differently.***

“One in every 10 Australian babies is going to spend time in either a newborn intensive care unit or a special care nursery. Research holds the key to a brighter future for children with cerebral palsy and similar disabilities, with the potential to transform communication, mobility and participation in society.”

PROF NADIA BADAWI AM, CEREBRAL PALSY  
ALLIANCE CHAIR OF CEREBRAL PALSY  
RESEARCH AT THE UNIVERSITY OF SYDNEY

## CREATING A WORLD OF OPPORTUNITY

***This is Justin. He's a trailblazing entrepreneur putting the fun and games into therapy.***

While funding from Remarkable enabled Justin to bring LusioMATE to life, Cerebral Palsy Alliance therapists and clients helped shape it. Lusio helped Arran climb stairs and race in his frame runner – internationally. This is the kind of magic that happens when research, technology and client experience intersect. This is what happens when...

***Great minds think differently.***



## Goal 2 – To research, develop and embed leading edge innovations

Innovations can be life-changing for people with cerebral palsy. Medical and clinical breakthroughs can deliver new therapies that help to reduce the impact of cerebral palsy. Collaborating with the best researchers in the world, and informed by our clients and their families, we want to drive research breakthroughs for people with cerebral palsy.

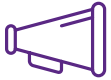
Our ultimate goal is to see a reduction in the incidence and severity of cerebral palsy across Australia.

We also know the power of harnessing technological innovation to drive inclusion for people with disability. We want people to have better access to affordable assistive technology that can empower greater autonomy and participation.

“People with disability are the innovators behind some of the world’s greatest technological advancements. As we look to the future, we must amplify and harness great minds to unlock the potential of technology to drive inclusion for all.”

PETE HORSLEY, FOUNDER, REMARKABLE

## CREATING A WORLD OF OPPORTUNITY



### Goal 3 – To amplify awareness and advocate for change

We believe we can have a much broader impact for people with cerebral palsy in Australia and across the globe by championing inclusion and advocating for positive change. It is critical to use our knowledge to shape policy change that supports equality, inclusivity and diversity. This includes advocating for a better NDIS for all Australians, as well as advocating for better systems for people with cerebral palsy in health, education and employment.

We also see a significant opportunity to raise awareness of cerebral palsy globally. We want to increase recognition of cerebral palsy, and make it a priority health issue across the globe. We also want to help build the collective capacity and power of the global cerebral palsy community, helping to ensure people with cerebral palsy are afforded the opportunity to access, participate and contribute to society.



***This is Lia. She's  
already aced Mount  
Kosciuszko and the  
tennis court.***

*Lia has been supported by a team of therapists and exercise physiologists since she was a little girl. They helped her walk into her school formal. Her next challenge? Lending her voice as a disability advocate while holding down a job. All in a day's work. This is what happens when...*

***Great minds think differently.***

“There’s so much power in the collective. Having a platform to share experiences and engage decision-makers in informed discussions helps ensure the voices of the thousands of people with disability in Australia are heard, and importantly, understood. A just society is one based on opportunity, inclusion and equality.”

BRONYA METHERRALL, GENERAL MANAGER, GLOBAL INFLUENCE AND SOCIAL IMPACT



## CREATING A WORLD OF OPPORTUNITY

***This is Elaine.  
Some say she  
has superpowers.***

*Elaine has been a physiotherapist for Cerebral Palsy Alliance for eighteen years. She has used her mastery – and maybe a little magic – to support clients like Jibreel walk and Aidyn kick goals. Elaine is passionate about what she does, but reckons her clients have the real superpowers. They inspire her every day. This is what happens when...*

***Great minds  
think differently.***



## Goal 4 – To transform our organisation and ways of working

We need to make life easier for our clients to access services at the right time and in the right way. This means making sure all of our services are of the highest quality, and that they are sustainable into the future. This also means leveraging opportunities to adopt cutting-edge research findings into the way we deliver services.

We also need to support our staff to perform at their best. Looking forward, it will be critical that we have the skills we need into the future, and that we are adopting new strategies to attract, develop and engage our people. It will also be important to leverage new technologies and digital approaches to make life easier for our staff, and to drive enhancements and efficiencies in the ways we work.

More broadly, we are conscious of the impacts our operations have on community wellbeing and outcomes. To be a responsible organisation, we want to measure our performance against environmental, social and governance targets.

“Behind our success as leaders in cerebral palsy is our alliance of great minds discovering and delivering improved outcomes for people with cerebral palsy and similar disabilities. We want every employee who comes through the doors of Cerebral Palsy Alliance to feel excited, empowered and equipped to do their jobs well. If our teams have the tools and support they need, then everyone benefits.”

FRANK SEDMAK, GENERAL MANAGER, PEOPLE AND CULTURE

# Greatness is a team effort



**1945**

The Spastic Centre opened its doors with only £32 and a small group of parent volunteers

**1957**

Country Children's Hostel, later known as McLeod House, opened at Allambie Heights

**1961**

Centre Industries opened, offering training and employment for adults with cerebral palsy

**1974**

Venee Burges Hostel opened, enabling adults with cerebral palsy to live independently

**1992**

Community Access Service established at West Ryde to provide adults with complex needs access to community-based activities: the first project of its type in NSW

**1995**

Twenty-two group homes opened, the beginning of our supported shared independent living offering



**2000**

Established a Registered Training Organisation, now called Training Alliance

**2005**

Research Foundation and Cerebral Palsy Alliance Research Institute founded, now a global leader in cerebral palsy research

**2008**

Australian Cerebral Palsy Register set up, now one of the largest databases of its kind globally

**2012**

World CP Day established; over 100 countries currently participate

**2015**

A friends of Cerebral Palsy Alliance organisation established in New York

**2016**

Remarkable, our innovative disability tech start-up accelerator, launched







## Mid 2000s

CPA research reveals a 30% drop in the birth prevalence of cerebral palsy in Australia

## 2018

First Early Diagnosis Clinic in Prairiewood established

## 2018

Collaborated on Australia's first stem cell clinical trial for people with cerebral palsy

## 2020

ResusRight develops a neonatal resuscitation monitor with funding from Cerebral Palsy Alliance

## 2021

STEPtember's global fundraising campaign raises over \$20 million

## 2025

What great things will we achieve?

*This is what happens when great minds think differently.*

**“Thank you to all our wonderful supporters, donors and friends. The generosity of your time, passion and energy enables us to achieve great things. You are a vital member of our alliance of great minds at Cerebral Palsy Alliance.”**

ROB WHITE, CEO



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