

Strategy 2030

Creating a world of opportunity, together

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 and present.

Foreword

Underpinned by world-class services and informed by people with lived experience, Cerebral Palsy Alliance is perfectly positioned to expand our impact globally.

Cerebral Palsy Alliance was founded by a group of parents looking to improve the lives and futures of their children. In just 80 years, we've made great strides in creating that world. Now, Australia has the lowest percentage of people diagnosed with cerebral palsy in the world, experiencing decreased severity thanks to better access to early diagnosis and intervention.

We're just getting started.

The next five years are pivotal, and we have our sights set on global impact. We launch this new strategy in a period of great opportunity, but also significant change, with ongoing Australian policy reforms and global uncertainty. Internationally, cerebral palsy diagnosis rates are still climbing. Now, more than ever, we need to galvanise the expertise we have built in services, research, advocacy, technology and education to improve support at all life stages for all people with cerebral palsy.

We look forward to partnering with you to make this happen.

"Always be a rainbow in someone else's cloud."

Liliana is one of our youngest ever Kosci mountaineers, and like her hero Superwoman, is strong and can do anything

About us

Cerebral Palsy Alliance is a global leader in cerebral palsy, bringing together leading services, research, advocacy and technology to improve the lives of people with cerebral palsy and their families, at every stage of life.

An estimated 37,000¹ Australians currently live with CP and 50 million people worldwide².

Our mission - what we do today

Driving inclusion and positive change for people with cerebral palsy through innovation, advocacy and support.

Our vision - our hope for the future

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

Our values - our guiding beliefs and behaviours

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

¹ The cost of cerebral palsy in Australia in 2018, Deloitte.

² McIntyre et al, 'Global prevalence of cerebral palsy: A systematic analysis', Developmental Medicine and Child Neurology, Dec 2022

Our commitments

At Cerebral Palsy Alliance, we believe in creating a better future for people with cerebral palsy and similar conditions - and for the communities we serve. Embracing sustainability helps us make a positive difference today and for generations to come.

Our approach aligns with our vision: a world of opportunity for people with cerebral palsy and their families. Through strong leadership, responsible practices, and clear policies, we aim to benefit our clients, employees, communities, and the environment.

For more information, please refer to our Sustainability statement on our website.

Our focus areas

Diversity, equity and inclusion

We are committed to a workplace where everyone feels respected, included, and supported—regardless of background. Our DEI Plan supports people with disabilities, culturally and linguistically diverse communities, LGBTQIA+ individuals, and First Nations people.

We continue to work with partners to improve services for Aboriginal children with cerebral palsy, as the proportion of Aboriginal children born with cerebral palsy remains higher than the national average.

By 2030, we aim to increase the number of people with disability in our workforce, helping close the employment gap.

Sustainable procurement

We're committed to making more environmentally friendly choices when buying goods and services. By 2030, we aim to reduce the environmental impact of our purchasing - from sourcing to disposal.

Impact reporting

We value transparency and accountability. By 2030, we will introduce a new impact framework and publish our first impact report to track our progress toward long-term goals.

“Nick, the self-appointed ‘King of Pranks’ enjoys regular dance parties with his housemates and carers, getting out for a surf – along with some downtime watching a comedy on TV.”

Nick, Supported Independent Living Client

Our ambition

To be the leading centre of excellence for cerebral palsy

Over the next five years, we will grow our reach and impact in Australia and increasingly globally, with a particular focus on capacity building and collaboration – we can achieve so much more when we collaborate across our teams and with our partners.

The 5 key programs in our centre of excellence are:

- Services
- Research
- Technology
- Influence
- Education

Services

CPA delivers direct supports through Early Childhood Intervention, Therapy, Health and Wellbeing, Everyday Living Support, Supported Accommodation and Respite, and Supported Employment.

- 4500+ clients supported
- 85% of clients surveyed were satisfied with our services

Research

CPA has a dedicated research institute and is the world's largest private funder of cerebral palsy research working towards prevention and treatment.

- \$89m+ invested in global research
- CPA researchers in the top 1% of CP experts globally
- 780+ research grants across 48 countries

Technology

Through Remarkable, CPA is accelerating disability tech start-ups that are making a real difference for people with disability.

- 164 technology start-ups accelerated
- 1 million+ customers reached
- 166 people with lived experience employed by start ups

Influence

CPA is actively shaping the disability landscape and elevating the voice of lived experience locally and globally.

- \$150m raised in the last 3 years to support people with cerebral palsy and similar disabilities
- 24,000 members of our lived experience groups, CPActive and CP Quest
- 85 countries reached through World CP Day

Education

Expanding information, advice, referral, training and supervision supports to others.

- 65,000 views of “What is CP” video series
- 235,000+ views of “What is CP” content on website

“Noah has had such an awesome experience at HABIT-ILE. He’s been so excited every day. The parent coaching has been eye-opening and empowering—we now know how to continue his practice at home.”

Mona, Mother of CPA Therapy client, Noah, who recently completed the HABIT-ILE intensive therapy program

Our strategy

	Our Goals	So that by 2030...
1	Give babies, young children and their families the best start across their first 2000 day	Babies are less likely to be born with cerebral palsy, and if they are, they will be diagnosed earlier and receive best practice early intervention supports wherever they live.
2	Enhance opportunities and outcomes for people at all life stages through high quality, holistic supports	People with cerebral palsy and their families can confidently navigate and access high quality services and supports throughout their lives.
3	Empower people with cerebral palsy to lead transformative change with us	People with cerebral palsy live in an increasingly equitable society where their voices are elevated, government systems are stronger, and technology enables greater participation.

“Every day she’s excited to come, which isn’t always the case at school! That enthusiasm speaks to the fun, engaging approach taken by the therapists, who ensure that learning is both structured and enjoyable.”

Bec, Mother of CPA Therapy client McKenzie, who recently completed the HABIT-ILE intensive therapy program

Goal 1

Give babies, young children and their families the best start across the first 2000 days (from pregnancy to age five).

Why is this important?

By prioritising early diagnosis and intervention during the critical window of neuroplasticity, we aim to enhance lifelong outcomes and quality of life for babies, young children and their families.

Strategic initiatives

Grow and influence research and knowledge sharing efforts in causes, prevention, early diagnosis and intervention and regenerative therapies.

Expanded universal screening, early diagnosis and intervention technology and programs across Australia.

Build the capacity of health workers and families to enhance the quality of early intervention provided firstly in Australia and other countries.

By 2030...

Babies are less likely to be born with cerebral palsy, and if they are, they will be diagnosed earlier and receive best practice early intervention wherever they live.

What this will achieve

Our clients will receive world class early intervention services and supports.

Our people will continue to strengthen their expertise in prevention and early intervention.

Our society will be better equipped to provide quality services and supports during the first 2000 days and more countries will report on the prevalence and severity of cerebral palsy.

3 in 4 children are diagnosed too late, missing an important window of neuroplasticity.³

30% of children with CP in Australia live in rural and remote Australia with one in five Aboriginal and Torres Strait Islander children with CP living in remote or socioeconomically disadvantaged areas.⁴

³ Cerebral Palsy Alliance, Position Paper 'Developing a Foundational Supports Strategy and Service System for Children with Developmental Concerns, Delays or Disabilities', August 2024

⁴ Martin et al, Prevalence and trends for Aboriginal and Torres Strait Islander children living with cerebral palsy: A birds-eye view. 2023.

Goal 2

Enhance opportunities and outcomes for people at all life stages through high quality, holistic supports.

Why is this important?

We aim to ensure that individuals with cerebral palsy and similar disabilities receive the highest standard of personalised service by leveraging research, technology, and evidence informed programs.

Strategic initiatives

Evolve and target our services and supports across Australia, with a particular focus on:

- Leading the way in holistic, integrated support models including therapy and home and living services.
- Giving young people with cerebral palsy a voice to shape the supports that matter most to them
- Expanding information, advice and capacity building supports at key life transitions, enabled by technology.

Leverage CPA's expertise to drive the capacity building of service systems nationally, and increasingly globally.

By 2030...

People with cerebral palsy and their families can confidently navigate and access high quality services and supports throughout their lives.

What this will achieve

Our clients receive the support they want and need at all stages of their life.

Our people can be confident they are delivering support in a way that aligns with the latest evidence and is creating the best outcomes for their clients.

Our society will be better equipped to provide and evolve evidence-based services for people with cerebral palsy across all life stages.

43% of people with or at risk of CP receive ineffective interventions in Australia.⁵

People with CP make up approximately 3% of NDIS participants, with an annual package of \$142,000.⁶

⁵ Cerebral Palsy Alliance, CP Advance Training Business Case, First 1000 days (Ph1) Training Project Brief (credit Iona Novak).

⁶ NDIS Minister, 'NDIS Improving lives of Australians with cerebral palsy', media release, January 2023.

Goal 3

Empower people with cerebral palsy to lead transformative change with us.

Why is this important?

Awareness of cerebral palsy remains low, even in countries with strong health and disability systems. By partnering with people with cerebral palsy and other like-minded organisations, we can better influence change in our society.

Strategic initiatives

Discover, seed and scale innovative technologies that are most likely to improve quality of life for people with cerebral palsy and similar disabilities on a national and increasingly global scale.

Lead national and global advocacy efforts to strengthen government systems and have cerebral palsy recognised as a global health priority.

Coordinate a national advocacy strategy for cerebral palsy.

By 2030...

People with cerebral palsy live in an increasingly equitable society where their voices are elevated, government systems are stronger, and technology enables greater participation.

What this will achieve

Our clients voices and the voices of other people with lived experience are actively elevated and actively shaping disability services, research, technology and advocacy.

Our people are empowered to collaborate with each other and partner with others to influence change in Australia and globally.

Our society has stronger government systems, and is more aware, and inclusive, of the needs of people with cerebral palsy.

“Commitment from the NSW Government highlights the power that young people with disability have when we come together and more so, the impact when leaders listen to us directly.”

Tahlia Blanshard, CPActive Champion and Paramatilda

Our enablers

To successfully implement the strategy, we know that a number of enablers are important.

Each of the goals and initiatives set out in this strategy requires collaboration across the organisation.

Lived experience	Embedding the voice of lived experience is critical to ensure we focus on what matters most to people with cerebral palsy
People and collaboration	We need the right people working together in the right way to continue to drive quality.
Partnerships	Working alongside and with others is critical to scale the impact we can have on the community.
Financial sustainability	Financial sustainability underpins all our operations and enables us to expand into new areas.
Data and technology	It is critical that we can understand and demonstrate our impact on society.

“We are developing leaders through disability led initiatives. Young Changemakers is the first of its kind and will produce graduates that will make waves for our community.”

Riley Saban, CPActive Champion and Steering Committee Member

More people. Greater reach. Deeper impact.

This is our 2030 vision.

Join us.