



# Tourette's Association of New Zealand (TANZ)

# BUSINESS PLAN 2023-2026

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## Mission:

To help those affected by tics grow up in a world that supports and encourages them to be the best they can be through awareness, connectivity, inclusivity and acceptance.

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## Vision:

Together build a tic friendly world.

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## Values:

**Inclusivity:** We are committed to providing equal access to opportunities and resources for people affected by tics.

*See also: collaborative, respectful, acceptance.*

**Empathy:** We strive to foster connection and understanding for those we serve and to promote the wonder of people affected by tics.

*See also: compassion, understanding, recognition.*

**Advocacy:** We will work to support and enhance the rights of people affected by tics.

*See also: represent, champion, advancement*

**Integrity:** We uphold the highest ethical standards in all our operations and interactions

*See also: excellence, honour, principled.*

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# Strategic Plan – High Level

As a suggested high-level strategic plan for the Tourette's Association of New Zealand:

1. **Awareness:** Increase awareness of Tourette Syndrome and its impact on individuals and families in New Zealand through public education campaigns, community events, and media outreach.
2. **Fundraising and Financial Sustainability:** Develop and implement fundraising initiatives to support the ongoing work of the association, and ensure financial sustainability through responsible stewardship of resources and the development of long-term partnerships and funding streams.
3. **Advocacy:** Advocate for the rights and needs of individuals with Tourette Syndrome and their families at the local, regional, and national levels, and work towards improving access to healthcare, education, and other essential services. This includes the establishment of Tourette Syndrome as a recognised disability by the NZ MoH.
4. **Research and Innovation:** Foster innovation and research in the field of Tourette Syndrome in New Zealand by supporting research studies, partnering with academic institutions, and collaborating with other organisations and professionals in the field to further the lives of those living with Tourette Syndrome.
5. **Partnerships and Collaboration:** Develop and maintain partnerships with other organisations, healthcare providers, and government agencies to advance the mission of the Tourette's Association of New Zealand, and to ensure that the needs and perspectives of individuals with Tourette Syndrome are represented and addressed.
6. **Support Services:** Build a range of support services and resources for individuals and families affected by Tourette Syndrome, including peer support groups, regular activities, counselling, information and referral services, and educational materials.
7. **Capacity Building:** Build the capacity of the Tourette's Association of New Zealand through the development of strong governance structures, recruitment and training of volunteers and staff, and the use of technology to enhance communication, outreach, and service delivery.

By following these strategies, the Tourette's Association of New Zealand can work towards achieving its mission and vision, and provide valuable support and resources for individuals and families affected by Tourette Syndrome in New Zealand.



## Tactical Actions to Achieve the High Level Plan

### Raise Awareness:

1. **Online resources / website:** Develop and maintain a robust website with accurate and up-to-date information about Tourette Syndrome, as well as resources for individuals and families affected by the condition. Consider creating webinars or online courses to educate people about Tourette Syndrome.
2. **Social media campaigns:** Utilise social media platforms to share information about Tourette Syndrome, including facts, personal stories, and resources. Create and share content that is engaging, informative, and shareable, such as videos, infographics, and images. Use this platform to promote campaigns.
3. **Media outreach:** Engage with local and national media outlets to raise awareness of Tourette Syndrome and to share stories and perspectives from individuals and families affected by the condition. Offer spokespersons and experts from the association as sources for interviews and stories.
4. **Awareness merchandise:** Create and distribute awareness merchandise, such as t-shirts, wristbands, and bumper stickers, with the Tourette's Association of New Zealand branding and messaging. Encourage individuals and organisations to wear and display these items to raise awareness and show support.
5. **Public events:** Host and participate in public events, such as conferences, seminars, and workshops, to raise awareness of Tourette Syndrome and to provide opportunities for education and networking.
6. **Community partnerships:** Partner with local schools, healthcare providers, and community organisations to develop and implement awareness-raising campaigns and events. Utilise these partnerships to engage with different populations and communities across New Zealand.

By taking these tactical actions, the Tourette's Association of New Zealand can increase awareness of Tourette Syndrome and reach a broad range of individuals and communities across the country.

# Awareness



## Fundraising and Financial Sustainability

1. **Grant writing:** Develop a grant writing program to apply for grant funding from foundations, corporations, and government agencies. This can include developing a grant proposal template, conducting research to identify potential funding sources, and cultivating relationships with funders.
2. **Diversify fundraising sources:** Develop a fundraising strategy that includes a range of fundraising sources, such as individual donations, corporate sponsorships, grant funding, and fundraising events. Diversifying fundraising sources can help to mitigate financial risk and ensure financial sustainability.
3. **Financial planning & sustainability:** Develop a financial plan that includes short-term and long-term financial goals, as well as strategies to achieve those goals. This can include creating a budget, developing a reserves policy, and conducting regular financial reviews.
4. **Online fundraising campaigns:** Develop and expand online fundraising platforms to make it easy for individuals to donate to the association. This can include a donation page on the association's website, a social media fundraising campaign, or an email fundraising campaign
5. **Donor engagement:** Develop a donor engagement strategy to cultivate relationships with donors and supporters. This can include regular communication, personalised outreach, and recognition of donor contributions.
6. **Major gifts program:** Develop a major gifts program to solicit larger donations from individuals or organisations that are able to contribute significant funds. This can include developing a prospect list, developing a case for support, and conducting one-on-one solicitations.

By taking these tactical actions, the Tourette's Association of New Zealand can establish effective fundraising and financial sustainability, which can help to ensure the association's long-term viability and ability to deliver programs and services that benefit individuals with Tourette Syndrome and their families.

# Fundraising and Financial Sustainability



## Advocacy

1. **Policy briefings and submissions:** Develop policy briefings and submissions to inform and influence government policies and decisions related to Tourettes Syndrome. Engage with policy-makers at the local, regional, and national levels to advocate for the needs and rights of individuals with Tourette Syndrome and their families.
2. **Collaborations and coalitions:** Collaborate with other organisations, healthcare providers, and advocates in the field of Tourette Syndrome to build coalitions and partnerships. Work together to identify shared goals and to advocate for policies and resources that benefit individuals with Tourette Syndrome.
3. **Public events and campaigns:** Organise and participate in public events and campaigns to raise awareness of Tourette Syndrome and to advocate for policies and resources that support individuals with the condition. Utilize these events to engage with policymakers, media outlets, and the broader public.
4. **Grassroots lobbying:** Engage with community members and supporters to build a grassroots movement for Tourette Syndrome advocacy. Utilise social media, email campaigns, and targeted events to mobilise individuals and communities to advocate for Tourette Syndrome-related policies and legislation.
5. **Media campaigns:** Develop and implement media campaigns to raise awareness of Tourette Syndrome and to advocate for policies and resources that support individuals with the condition. Utilise spokespeople and personal stories to convey the impact of Tourette Syndrome on individuals and families, and to call for action and support.
6. **Professional development:** Provide professional development opportunities for staff, volunteers, and advocates to build skills and knowledge related to advocacy, policy-making, and effective communication. Develop training programs and resources to support advocacy efforts at all levels.

By taking these tactical actions, the Tourette's Association of New Zealand can increase advocacy for individuals with Tourette Syndrome and their families, and work towards improving access to essential services and resources.

# Advocacy



## Research and Innovation

1. **Education Support Program:** Create and design innovative programs to provide direct benefit to those who are affected by Tics. Design a sustainable toolkit for schools and educators to provide support and tools in the classroom and to support those who are living with Tics.
2. **Research registries:** Establish research registries to facilitate data sharing and research collaboration among researchers, healthcare providers, and advocates in the field of Tourette's Syndrome. These registries can provide a platform for researchers to access and analyse large datasets, which can lead to more comprehensive understanding of Tourette Syndrome.
3. **Research funding:** Establish and provide funding opportunities for research on Tourette's Syndrome. This can include funding for basic and clinical research, as well as for research on novel treatment approaches and interventions.
4. **Collaborative research partnerships:** Develop and foster collaborative research partnerships with academic institutions, healthcare providers, and other research organisations in the field of Tourette Syndrome. These partnerships can lead to more innovative research and more comprehensive understanding of Tourette Syndrome.
5. **Research symposia:** Host research symposia or conferences to facilitate knowledge sharing and collaboration among researchers, healthcare providers, and advocates in the field of Tourette Syndrome.
6. **Innovation grants:** Establish and provide funding opportunities for innovative projects that aim to improve the lives of individuals with Tourette Syndrome and their families. This can include funding for the development of new treatments, interventions, or support services.
7. **Advocacy for research funding:** Advocate for increased research funding from government agencies and private organisations. This can include lobbying policymakers and collaborating with other organisations to raise awareness of the need for increased funding for Tourette Syndrome research.

By taking these tactical actions, the Tourette's Association of New Zealand can foster research and innovation in the field of Tourette Syndrome, and work towards improving understanding of the condition and developing effective treatments and support services.

# Research and Innovation



## Longer term focus – not yet prioritised

### Partnerships & Collaboration

1. **Networking events:** Host and participate in networking events, such as conferences, seminars, and workshops, to connect with other organisations and advocates in the field of Tourette Syndrome. Utilise these events to build relationships, share knowledge and resources, and identify opportunities for collaboration.
2. **Joint projects and initiatives:** Develop joint projects and initiatives with other organisations and advocates in the field of Tourette Syndrome. Collaborate on research studies, fundraising campaigns, and awareness-raising events to maximise impact and reach.
3. **Resource sharing:** Share resources, including information, tools, and best practices, with other organisations and advocates in the field of Tourette Syndrome. Collaborate on the development of resources, such as educational materials, training programs, and support groups, to benefit individuals with Tourette Syndrome and their families.
4. **Advisory committees:** Form advisory committees with other organisations and advocates in the field of Tourette Syndrome to provide guidance and support for the association's programs and initiatives. Leverage the expertise and knowledge of these committees to inform decision-making and to ensure that the association's work aligns with best practices and current research.
5. **Professional development opportunities:** Provide professional development opportunities for staff, volunteers, and advocates to build skills and knowledge related to collaboration, communication, and teamwork. Develop training programs and resources to support effective collaboration and to build relationships with other organisations and advocates in the field of Tourette Syndrome.
6. **Joint advocacy efforts:** Collaborate with other organisations and advocates in the field of Tourette Syndrome on advocacy efforts, such as policy briefings, media campaigns, and grassroots lobbying. Utilise the collective strength of these collaborations to advocate for policies and resources that benefit individuals with Tourette Syndrome and their families.

By taking these tactical actions, the Tourette's Association of New Zealand can build collaboration with other organisations, healthcare providers, and advocates in the field of Tourette Syndrome, and work towards improving access to essential services and resources.

# Partnerships & Collaboration



## Longer term focus – not yet prioritised

### Support Services

1. **Needs assessment:** Conduct a needs assessment to identify the specific support services and resources needed by individuals with Tourette Syndrome and their families. Engage with individuals with Tourette Syndrome, their families, healthcare providers, and community organisations to gather input and feedback.
2. **Peer support groups:** Establish peer support groups for individuals with Tourette Syndrome and their families. These groups can provide a safe and supportive environment for individuals to share experiences, receive emotional support, and learn coping strategies.
3. **Resource directories:** Develop and maintain resource directories that provide information on Tourette Syndrome-specific services, such as healthcare providers, educational resources, and support groups. These directories can be distributed to individuals with Tourette Syndrome and their families, as well as to healthcare providers and community organisations.
4. **Educational programs:** Develop and implement educational programs for individuals with Tourette Syndrome and their families, as well as for healthcare providers and educators. These programs can provide information on Tourette Syndrome, treatment options, and coping strategies.
5. **Referral services:** Establish referral services that connect individuals with Tourette Syndrome and their families to appropriate healthcare providers, support groups, and other services. These services can be provided by the association's staff or through partnerships with other organisations.
6. **Helpline and online support:** Establish a helpline and online support services for individuals with Tourette Syndrome and their families. These services can provide emotional support, information, and referrals to other resources.

By taking these tactical actions, the Tourette's Association of New Zealand can establish support services that meet the specific needs of individuals with Tourette Syndrome and their families, and work towards improving access to essential services and resources.

# Support Services





## Longer term focus – not yet prioritised

### Capacity

1. **Training and development:** Provide training and development opportunities for staff, volunteers, and board members to build their knowledge, skills, and abilities. This can include training on topics such as program development, fundraising, grant writing, and leadership.
2. **Volunteer recruitment and management:** Develop a volunteer recruitment and management program to engage volunteers in the association's work. This can include developing volunteer position descriptions, conducting volunteer orientation and training, and recognising and rewarding volunteers for their contributions.
3. **Board development:** Develop a board development program to recruit and retain board members who are committed to the association's mission and have the skills and experience needed to provide effective governance. This can include conducting board member assessments, developing a board recruitment strategy, and providing board member training and development opportunities.
4. **Technology infrastructure:** Develop a technology infrastructure that supports the association's programs and services. This would include developing the website, implementing a customer relationship management (CRM) system, and developing a social media strategy.
5. **Partnerships:** Establish partnerships with other organisations that can provide resources and support to help build the association's capacity. This can include partnerships with universities, government agencies, and other nonprofits.
6. **Strategic planning:** Develop a strategic plan that sets clear goals and objectives for the association and identifies the resources and strategies needed to achieve those goals. This can include conducting a SWOT analysis, engaging stakeholders in the planning process, and developing a detailed implementation plan.
7. **Resource allocation:** Allocate resources effectively to support program and organisational goals. This can include developing a budget that aligns with the strategic plan, monitoring expenses, and adjusting resource allocation as needed.

By taking these tactical actions, the Tourette's Association of New Zealand can build capacity and enhance the organisation's ability to deliver high-quality programs and services that benefit individuals with Tourette Syndrome and their families. Building capacity can also help to position the association for long-term success and sustainability.

# Capacity



## Tactical One Year Plan

Based on the goals and strategies outlined in a strategic plan, here are some possible prioritised tactics for the Tourette's Association of New Zealand for the next 12 months:

1. **Increase awareness:** Launch a campaign to raise awareness about Tourette's Syndrome and the services offered by the association. Social media, traditional media, trade press, industry media.
2. **Strengthen partnerships:** Develop new partnerships with local healthcare providers and schools to increase awareness and improve access to services for individuals with Tourette's Syndrome.
3. **Education Support:** Develop a program to support youth with Tourette's Syndrome within the current education system. School Kits.
4. **Enhance fundraising:** Develop a fundraising plan that includes donor engagement strategies, a major gifts program, and an online fundraising platform to support the expansion of programs and services.
5. **Advocacy:** Establish connections with local and national agencies to enhance support and accessibility to services of those living with Tourette Syndrome.

# Tactical One Year Plan