Macular Disease Foundation AUSTRALIA

IMPACT STRATEGY 2027-2030

OUR PURPOSE

To reduce the impact of macular disease.

OUR MISSION

Macular Disease Foundation Australia is building a future where everyone living with macular disease has the knowledge, support, care, and access to affordable treatment and low vision assistance they need to achieve the best possible outcomes. Through research and advocacy, we are accelerating progress towards prevention, better treatments, and ultimately, cures.

OUR PILLARS OF WORK



OUR STRATEGIC GOALS

1. SUPPORT	2. ADVOCACY	3. RESEARCH	4. AWARENESS
People with macular disease live well with the information, support and care they need.	**Treatments and low vision aids are accessible and affordable to the people who need them.**	**New knowledge is advanced through investment in research that prevents, detects, manages, treats and ultimately cures macular disease.**	**Awareness of macular disease is increased, with a targeted focus on diabetes-related eye conditions.**
Tailored information and support	Advocate for affordable treatment	Increase investment in research	Build awareness of all macular diseases, including a focus on people living with diabetes
Eye Connect, Helpline and digital services	Improve awareness of and access to bulk-billed and low-cost services	Fund priority research gaps	Partner with appropriate health organisations, including diabetes organisations
Emotional, psychosocial and peer support	Improve travel assistance and treatment pathways, including improved mapping and availability of public services in regional areas	Support collaboration and research translation	Targeted information and support programs
Strengthen health professional engagement	Advocate for policy and system change	Address social impacts of macular disease	Educate diabetes and allied health teams
Support people with advanced AMD and diabetes-related eye conditions	Improve access to low vision aids and technologies	Identify cost-effective models of care	Promote early detection and management

CREATING CHANGE: OUR STRATEGY TO 2030

1. Support and Care

We will ensure people affected by macular disease can access trusted, practical and timely information throughout their journey from diagnosis through the different stages of living with macular disease.

Key levers: Eye Connect | Helpline | Digital channels | Information resources | Peer support | Health professional education

2. Advocate for Equitable Access

We will use the voice and experience of the community to shine the light on the financial, geographic and systemic barriers to treatment, care and low vision support, as well as the solutions government can implement.

Key levers: Federal and State Government advocacy | Policy reform | Bulk-billing and low-cost services | Travel assistance | More public hospital treatment options | Low vision technologies | Community advocacy

3. Invest in Research

We will grow and target investment in research that delivers real life impact for people living with macular disease while building knowledge that moves us closer to better diagnosis, treatments and cures.

Key levers: Priority research grants | Collaboration | Translational research | Social impact research | Data and evidence | Cost-effective models of care

4. Build Awareness

We will continue to raise awareness of macular disease, to understand risks, symptoms, and how to take action to mitigate vision loss. We will work towards closing the awareness gap for diabetes-related eye disease and strengthen the pathway from awareness to early detection, treatment and support.

Key levers: Diabetes partnerships | Community and wide-reaching digital campaigns | Targeted awareness programs to advance early detection | Health professional education

OUR MEASURES OF SUCCESS BY 2030

FROM	TO
People struggling to understand and navigate their diagnosis	**People are informed, supported and connected throughout their health journey**
People face barriers to accessible and affordable treatment and support	**More people start and persist with affordable treatment and access affordable low vision support**
Research investment spread across competing priorities	**Greater investment in research with more funding directed to high-impact priority research areas that are valued by the community**
Low awareness of diabetes-related eye disease	**Higher awareness, closer to that of age-related macular degeneration, people with diabetes have earlier engagement with support and care options available**
Fragmented services and pathways	**Stronger connections between people, healthcare professionals, government services, and low vision providers.**
Research knowledge that does not always translate into practice	**Research is translated into better diagnosis, care, treatments and outcomes**

OUR PROMISE TO OUR COMMUNITY

We will be ready to support you and answer your questions about living with macular disease with current and accurate information.

We will use the strength of our community voice, evidence, partnerships and research investment to influence systems, improve access and deliver better outcomes for people affected by macular disease.

We will invest in the best research, the best people, and the best systems to help us achieve our goals.

We will not be afraid to ask questions, ask for help, or ask for investment to achieve this mission.

Together let's
FIGHT FOR SIGHT

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REGISTERED CHARITY
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