



Alzheimers New Zealand Strategy 2025-2030

December 2024

Strategic context

People living with dementia mate wareware¹ are at the centre of what we do.

The Alzheimers New Zealand strategy has been developed with input from people living with dementia mate wareware, together with a wide range of other voices from across our sector including significant input from member organisations who deliver community based dementia services.

More than 70,000 New Zealanders are living with dementia mate wareware today, rising to around 170,000 by 2050. Around 30,000 are missing out on essential community-based dementia support services.

We know that people living with dementia have diverse lives and being able to live independently, and have control over their lives is vitally important. People living with dementia mate wareware can live meaningful lives provided they have equitable access to flexible, tailored and accessible services.

Our new strategy sets out an ambitious vision for people living with dementia mate wareware in Aotearoa New Zealand – that they “are heard, valued and supported”.

To achieve our vision over the next five years, the voice of people living with dementia mate wareware will shape our decisions and influence our work. We will engage across our sector and work with, and support our Members to improve access to community based support².



Catherine Hall
Chief Executive



Clare Hynd
Chair

¹ Mate wareware is te reo Māori term for dementia.

² This document is produced in a dementia friendly style. It uses fonts and spacings that makes it as easy as possible for people with dementia mate wareware.

Vision | Te Matakite

In Aotearoa New Zealand people living with dementia mate wareware are heard, valued and supported

I Aotearoa ka rangona, ka whakanuia, ka tautokona hoki te hunga kua pāngia e te mate wareware, me ō rātou whānau

Purpose | Te Whāinga

To provide quality and accessible support for people living with dementia mate wareware so they can live their best possible lives.

Kia horaina he tautoko kounga tiketike, wātea ki te katoa o te hunga kua pāngia e te mate wareware me ō rātou whānau, kia eke tō rātou noho ki tōna tino teitei.

Strategic framework 2025 - 2030

Vision | In Aotearoa New Zealand, people living with dementia mate wareware are heard, valued and supported

Purpose | To provide quality and accessible support for people living with dementia mate wareware so they can live their best possible lives

Strategic pillars

Voice

Amplify the lived experience **voice**

Access

Support people living with dementia mate wareware to **access** community-based support to meet their needs

Impact

Increase our **impact** and influence by engaging with partners and sector colleagues

Strengthen

Strengthen Alzheimers NZ and its Members

Key outcomes

People living with dementia mate wareware are shaping our decisions and influencing our work

People living with dementia mate wareware experience less stigma and are welcomed and included as part of society

The service delivery model is appropriately funded and implemented consistently across the country

Data underpins local and national decisions and informs our advocacy activities

More people get earlier access to local community-based support in a way that meets their needs

Gaps in services across the dementia mate wareware journey are reduced

Improved wellbeing of people living with dementia mate wareware

Alzheimers NZ and its Members are flourishing, can demonstrate the value we add, and are recognised as experts and leaders

Alzheimers NZ and its Members are united in our efforts to deliver on our purpose

Amplify the lived experience voice

People living with dementia mate wareware are welcome in their communities, shape the services that are available, and influence decisions about things that are important to them

Outcomes

- People living with dementia mate wareware are shaping our decisions and influencing our work
- People living with dementia mate wareware experience less stigma and are welcomed and included as part of society

We will

- Raise awareness of and take action for dementia and its impacts
- Provide opportunities at a national level for meaningful engagement with people living with dementia mate wareware in governance, management and service design processes
- Support Members to provide opportunities for participation of people living with dementia mate wareware within their governance and decision making
- Provide tools and resources to support accessible and inclusive services and communities
- Provide a collective voice to improve visibility, support and wellbeing

Support people living with dementia make aware to access community-based support to meet their needs

Members deliver timely, equitable, tailored, accessible, and consistent community-based services

Outcomes

- The service delivery model is appropriately funded and implemented consistently across the country
- Data underpins local and national decisions and informs our advocacy activities
- More people get earlier access to local community-based support in a way that meets their needs

We will

- Leverage technology to provide accessible information, education and support nationally about dementia and dementia services
- Develop resources, guidelines and templates to support Members to deliver consistent, evidence-based services
- Work with Members to:
 - progressively implement the service delivery model as funding permits alongside Dementia NZ
 - explore ways to streamline services and use technology and other channels to extend reach, improve access to services and reduce inequities
 - work collaboratively as part of their local dementia network to improve access to diagnosis and pathways to other services
 - build a highly skilled, diverse and inclusive workforce
 - be knowledgeable about their local communities and use consistent national and local data to deliver evidence-based services
 - Support Members to engage confidently with their regional commissioning team to align services with the service delivery model and achieve fair and reasonable local contracts

Strategic pillar three | Impact

Increase our impact and influence by engaging with partners and sector colleagues

Engage with partners and sector colleagues to influence decision making so that people living with dementia and carers get the help they need and to reduce the risk of dementia

Outcomes

- Gaps in services across the dementia and carers journey are reduced
- Improved wellbeing of people living with dementia and carers

We will

- Deliver a programme of advocacy in support of a continuum of care underpinned by the lived experience voice, evidence, and global, national and local data
- Work collaboratively to promote sustainable and equitable services; champion improved access to timely diagnosis and pathways to services; promote brain health; and develop agreed outcome measures
- Build sector and workforce capability
- Play a constructive leadership role within the sector including growing the knowledge base by supporting research and hosting events

Strategic pillar four | Strengthen

Strengthen Alzheimers NZ and its Members

Alzheimers NZ and its Members are agile, sustainable and able to respond positively to our changing context

Outcomes

- Alzheimers NZ and its Members are flourishing, can demonstrate the value we add, and are recognised as experts and leaders
- Alzheimers NZ and its Members are united in our efforts to deliver on our purpose

We will

- Work with Members to review our shared values, foster collaboration, and update our communications approaches
- Work with Members to ensure we are all successful and respond to our changing context including:
 - to implement Te Tiriti o Waitangi and work with tangata whenua partners to inform and shape our services and promote Māori models of wellbeing
 - implementing fit for purpose governance and management capability and systems
 - we have the capacity to be sustainable and deliver on our purpose
 - streamlining operations and shared services where appropriate
 - diversifying revenue streams
 - aligning policies