



# 2020-2023 Strategic Plan

## About us

CheckUP is an independent not-for-profit organisation dedicated to better health for people and communities that need it most. We pursue this by working collaboratively at the strategic, regional, and local level to lead improvements in health. Since our foundation in 1998, CheckUP has established an extensive service footprint, providing a range of innovative health programs and community focused initiatives in Queensland and the Northern Territory.

With the support of up to 150 contracted health providers, we aim to increase primary healthcare services in urban, regional, rural and remote locations throughout Queensland, including Aboriginal and Torres Strait Islander communities.

We also engage over 50 schools in health-related programs, share innovative ideas through our events, and connect people through networks, including our strong membership base of approximately 35 organisations.

Utilising data to understand and advocate for community needs, we are focused on ensuring that everyone has the right to equitable access to health services, regardless of their economic, social, cultural, or geographical circumstances. We know that for this to occur, a capable and sustainable local health workforce must be developed.

To support the delivery of our programs and initiatives we have offices in Brisbane, Cairns, and Townsville.

# Our Vision, Purpose & Values

## Vision

Better health for people and communities that need it most.

## Purpose

To create healthier communities and reduce health inequities.

## Values



### Collaboration

We are proactive in building long term, mutual and respectful partnerships with external organisations.



### Excellence

We are solutions focussed and results driven to meet the needs of our customers.



### Innovation

We are forward thinking: we embrace change and seize opportunity.



### Integrity

We are transparent and honest in our actions and invest in socially responsible solutions.



### Compassion

We act with care and consideration in all our interactions; everyone matters.

## Roadmap

To achieve our vision, we will use a staged approach to focus our efforts on achieving six key priorities.

We recognise that our vision will not be achieved in isolation. It will require ongoing collaboration, not just within the healthcare sector but cross-sector collaboration, as well as individuals, families and communities working together to make the health and wellbeing of our communities a priority.

### Now

Focus our immediate efforts on improving access to our services and continuing to build strategic partnerships.

### Next 1-2 years

Grow our commitment to delivering measurable outcomes, addressing workforce challenges, and rural and remote capacity building.

### Towards 2023

Take steps to achieve our longer-term vision of addressing the social determinants of health.

## Key Priorities

### Strategic partnerships

Ensure our engagement with members, stakeholders and investors contributes to our relevance, profile, delivery, and value.

### Service and system building capacity

Expand the range of products and services to build service and system capacity and capability.

### Workforce solutions

Lead community and industry led workforce solutions to ensure services have the capability and capacity to meet future needs.

### Core business

Maintain and grow our Outreach services to improve access for vulnerable and disadvantaged people, particularly those in regional, rural and Aboriginal and Torres Strait Islander communities.

### Outcomes

Establish CheckUP as the leader in delivering measurable and tangible health and educational outcomes in vulnerable communities.

### Social determinants of health

Co-design and implement initiatives that contribute to measurable improvements to the health of vulnerable people.