



CheckUP Strategic Directions 2025-2027

Who is CheckUP?

CheckUP is a not-for-profit organisation dedicated to improving the health and wellbeing of people and communities in need, especially those in rural, regional, and remote areas. We are committed to advancing equity in healthcare by strategically collaborating at both regional and local levels, ensuring that health and community services are more accessible and responsive to people who need them most.

Since our foundation in 1998, CheckUP has built a broad service footprint across more than 170 communities in Queensland, delivering innovative health programs and community-focused initiatives to reduce disparities in health outcomes.

With the support of over 150 service provider organisations, we strive to increase access to critical healthcare services in rural and remote areas, including Aboriginal and Torres Strait Islander communities. We recognise each community has distinct needs, and we partner with local stakeholders to tailor solutions that meet diverse needs. Our goal is to ensure equitable access to quality healthcare, regardless of economic, social, cultural, or geographic circumstances.

CheckUP is dedicated to strengthening the sustainability and resilience of the health and community sectors. By focusing on workforce capability, innovation in healthcare delivery, and education-to-employment pathways, we are cultivating a future-ready workforce that can meet the evolving needs of Queensland's communities. Through these targeted initiatives, we are addressing workforce shortages, promoting workforce diversity, and ensuring the right resources are available to support improved health outcomes.

Collaboration is at the heart of our work. We bring together a wide network of organisations to share knowledge, foster innovation, and drive meaningful change in community health and wellbeing. By working hand-in-hand with our partners, we aim to build a stronger, more equitable healthcare system that empowers communities and supports long-term health and wellbeing.

Acknowledgement of Country and commitment to diversity

CheckUP staff and board respectfully acknowledge the Traditional Custodians of the land on which we work and live, and recognise their continuing connection to the land, water and community. We pay respect to Elders past and present, and future leaders. CheckUP strongly supports equality for all. We embrace diversity and condemn any kind of discrimination, be it on the basis of race, religion, ethnicity, sexual orientation, gender identity or disability.

Our Vision, Purpose & Values

Vision

Healthy, sustainable, inclusive communities.

Purpose

Create collaborative healthcare and workforce solutions that improve community health and wellbeing, and equitable access to care.

Values



Collaboration

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



Excellence

We are solutions focused 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.

Strategic Priorities

1 Improve equitable access to health and care services closer to home.

- ▶ Commission health services targeting regional, rural and remote communities, including vulnerable groups.
- ▶ Actively participate and contribute to regional governance and planning forums.
- ▶ Engage meaningfully with communities and consumers to better understand their needs.
- ▶ Apply outreach services model to other settings and sectors.
- ▶ Promote virtual and other digital solutions to improve access to services.
- ▶ Actively measure and report patient experience.
- ▶ Enhance service provider capability and capacity.

2 Engage with members, consumers, partners, stakeholders and funders to increase our relevance, profile, delivery and value.

- ▶ Maintain and establish new partnerships and alliances.
- ▶ Demonstrate our commitment to reconciliation through the implementation of our Reconciliation Action Plan.
- ▶ Engage with like-minded individuals and organisations through our membership program, events, forums and information exchange.

3 Build an appropriately skilled and accessible health and community services workforce for a strong Queensland economy.

- ▶ Deliver workforce planning initiatives to assist businesses and employers in attracting and retaining a highly skilled and suitably qualified workforce.
- ▶ Lead and collaborate on initiatives that expand our education to employment pathways programs across the state.
- ▶ Support and provide guidance to small businesses that are delivering services to support their viability and sustainability.
- ▶ Continue to inform and be a trusted advisor on education and training matters to ensure industry relevance.
- ▶ Demonstrate industry leadership in workforce policy, systemic advocacy and reform.

4 Foster a thriving, inclusive, sustainable organisation.

- ▶ Promote sustainable practices.
- ▶ Prioritise staff wellbeing and development.
- ▶ Maintain an inclusive and harmonious workplace culture.
- ▶ Continue our digital transformation journey.
- ▶ Drive organisational growth.





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