

Our

# STRATEGIC PLAN 2021-25

## Our history

*PeakCare Queensland Incorporated (PeakCare) was established in 1999 having evolved from the Child, Adolescent and Family Welfare Association of Queensland (CAFWAQ) and prior to that, the Board of Governing Authorities for residential care.*

*Formation of the Board of Governing Authorities was an active expression of the interest held by non-government providers of residential services for children and young people in creating an independent organisation that could impartially represent their shared interests and concerns.*

*The shift to CAFWAQ occurred in response to a growing awareness of not only other forms of care being provided by non-government organisations for children and young people, but also the increasing range of child, youth and family support services that were seen as integral to an effective child protection system. The providers of these services also wished to have their voices properly represented and heard.*

## Who we are today

*Staying true to the original intentions of providing an independent and impartial voice able to represent and promote matters of interest to the non-government sector, PeakCare remains a not-for-profit organisation with a membership base comprising of non-government organisations involved in providing child protection, family support and related services. A network of Supporters made up of individuals and other entities with an interest in child protection also subscribe to PeakCare.*

*Whilst primarily funded by successive Queensland governments that have recognised the value of having an independent peak body with whom to negotiate and liaise, PeakCare is also financially assisted in meeting our objectives through membership fees and fees for a range of activities provided by the organisation.*

*We work collaboratively with other peak bodies and representative groups such as the Queensland Aboriginal and Torres Strait Islander Child Protection Peak, CREATE Foundation, Foster and Kinship Care Queensland, Family Inclusion Network and Queensland Council of Social Service, and are involved in national advocacy efforts through our membership of the Child and Family Welfare Association of Australia and Families Australia.*

*In keeping with our Constitution, the strategic directions and governance of our organisation is guided and monitored by a Board comprised of elected representatives from non-Government organisations.*



## Our vision

*Safe and well children —  
Safe and well families*

## Our purpose

To be a respected voice that leads, influences and informs systems, policies, programs and practices that advance the rights and entitlements of children and their families to safety, well-being and equitable access to life opportunities

## Our beliefs and values

- Leadership, integrity and courage
- Independence, interdependence and impartiality
- Respect and inclusiveness
- Reconciliation that honours First Peoples of the Land and their rights to self-determination

## Our strategic intent

### Knowledge leadership

To nurture and grow knowledge about the rights and entitlements of Queensland children and young people to safety, well-being and equitable access to life opportunities, the needs of their families and communities, and the evidence-base for service responses that best meet their entitlements and needs

### Thought leadership

To conduct exemplary policy analysis to deepen our sphere of influence and shape informed leadership and dialogue about family support and child protection within communities and across government and non-government sectors at local, state and national levels

### Organisational capability

To build internal capability and continually improve the quality of our services

### Advocacy

To be a strong independent voice informed by research, evaluation and evidence to influence and achieve better outcomes for children, young people, families and communities, and a demonstrated recognition of children's rights and entitlements

### Value

To listen and create value for members to meet their expectations and provide a sound return on their investment in supporting the organisation's pursuit of our vision

