



We believe we can improve kidney health outcomes for all Australians

Our 5-year strategy strives to transform kidney health across Australia.

We aim to raise the profile of kidney disease in Australia and take on the challenge of promoting early detection of this silent killer. This provides the best opportunity to prevent or slow progression of the disease towards kidney failure. With up to 90% kidney function being lost without any visible symptoms, early detection is critical and provides the best patient outcomes.

Kidney disease is both a health and economic issue. We will harness a powerful kidney crowd and advocate strongly to achieve better outcomes for patients and our health system. We will support health professionals and researchers to impact kidney health.

We will collaborate widely, side by side, to drive investment in research, care and support.

Our generous donors and partners enable Kidney Health Australia to achieve our mission of Healthy Kidneys for all Australians.





SIDE BY SIDE



2027

GOAL

| GOAL | 1 | 2 | 3 | 4 | 5 |
|------------|---|---|--|---|--|
| OBJECTIVE | Increased early detection (and awareness) of chronic kidney disease (CKD) in Australia | To be a trusted partner and credible voice for the kidney community including people with kidney disease, clinicians and researchers. | To be a key facilitator of research into kidney disease | To be recognised as a great place to work | To be financially sustainable |
| STRATEGIES | <p>To change the paradigm, from kidney failure to kidney preservation</p> <p>Identify 300,000 people with early CKD by 2027 and reduce the number of patients crashing into kidney failure</p> <ul style="list-style-type: none"> • Increase awareness of CKD and the vital role Kidney Health Australia provides. • Lead the way in promoting early detection clearly defining why it provides best patient and health system outcomes. • Support health professionals to detect CKD early, implement best-practice care and utilise Kidney Health Australia for patient support. • Target people at high risk including those with diabetes, heart disease and high blood pressure. • Identify high-profile Advocates and communicate compelling stories. • Build on #nofilter #lifewithnofilter 2021 awareness campaign to drive testing and detection of CKD. | <p>To increase the services and support provided to the kidney community whilst fostering emergence of a powerful kidney crowd. To be a lifeline for those identified with kidney disease, their families and carers.</p> <ul style="list-style-type: none"> • Deliver measurable and impactful programs that align to the needs of the kidney community. • Create an evidence-based support program for people with kidney disease for all stages of their journey. • Leverage our credibility in providing evidenced-based information for health professionals so Kidney Health Australia remains a trusted partner in support of people with kidney disease. • Collaborate across the chronic disease community. • Foster emergence of a powerful kidney crowd and advocate strongly for improved outcomes to government and relevant parties. • Ensure Kidney Health Australia is recognised as a reputable charity. • Be a valued presence in the health policy community. | <p>To provide leadership in kidney disease research through creation of a Kidney Research Alliance. To drive research priorities aligned to patient needs and create a Kidney Research Mission within MRFF framework.</p> <ul style="list-style-type: none"> • Partner with ANZSN to develop a Kidney Research Alliance that facilitates impactful research outcomes and research investment. • Foster development of key research priorities with patients and researchers to improve outcomes for people with kidney disease. • Collaborate with a wide range of research organisations - domestic and international. • Holistic research into co-morbidities. • Advocate strongly to government for financial support. | <p>To be a service-focused organisation that is formally recognised as a great place to work by 2024.</p> <ul style="list-style-type: none"> • Empower our staff to act, have a go, have fun and deliver impactful outcomes. • With a high-performance mindset, recruit, develop and retain our people to achieve our goals. • Act in a culturally sensitive manner. • To be the leader and passionate champion for Kidney Health in Australia. | <p>To optimise, diversify and grow our revenues through delivery of valued services to the kidney community.</p> <ul style="list-style-type: none"> • Strengthen our relationship with donors and partners. • Develop new long-term partnerships with major donor and corporate companies. • Advocate strongly for investment towards kidney disease. • To ensure we provide valued programs and services to the kidney community that are impactful. • People aspire to growth and our culture reflects a commercial mindset. • To shift towards provision of longer-term services and programs that are fully funded and align closely to strategy. • To maintain operational efficiency including effective use of technology to drive financial sustainability. |