



Choosing a Medical Clinic Location in Regional Victoria

Checklist

1. Access Local Healthcare Need

- Check MMM (Modified Monash Model) rating
- Confirm DPA / DWS / Area of Need status
- Review gaps in local GP or specialist availability

2. Review Demographics & Population Trends

- Population size and projected growth
- Age profile
- Key chronic health issues in the region

3. Evaluate Competition & Service Gaps

- Existing medical or allied health clinics nearby
- Reported patient wait times
- Clear gaps in specialist or allied health services

4. Consider Workforce Attraction & Incentives

- Available rural workforce or Medicare incentives
- Opportunities for GP or specialist recruitment pathways
- Local council or regional support programs

5. Access Site Suitability

- High visibility and ease of access
- Adequate parking for staff and patients
- Space for future expansion if demand grows

6. Check Planning & Zoning Requirements

- Confirm correct zoning for medical use
- Understand parking and traffic requirements
- Identify any local overlays (heritage, environmental, etc.)

7. Plan Clinic Design & Fitout

- Functional workflows and patient flow
- Flexible consultation / treatment rooms
- Telehealth-ready and future-proof infrastructure

8. Build Your Financial & Operational Model

- Accurate construction and fitout cost estimates
- Operating budget and staffing forecasts
- Potential grants, incentives or funding opportunities

