

FOR IMMEDIATE RELEASE

Media Release

CatholicCare Wollongong looks ahead with Purpose, Passion and Possibility

Wollongong – 29 July 2024 – CatholicCare in the Diocese of Wollongong launched its latest strategy. The strategy, titled "*Purpose. Passion. Possibility.*", is the culmination of an extensive process of discernment, assessing best practice within the social services sector and stakeholder engagement.

Environmental scanning showed that many people in the communities in the Wollongong Diocese, which includes the Illawarra, Macathur, Shoalhaven, and Southern Highlands regions in NSW, are facing circumstances of significant challenge. There are enormous pressures on young people, many families are under considerable financial stress, services are stretched, and there are communities compounded by multiple dimensions of social disadvantage.

The broader social services sector itself continues to undergo major change and reform, particularly in the face of a world that is volatile and uncertain. In developing the strategy, CatholicCare Wollongong took a proactive approach to clearly define the direction and commitment to the communities they serve, while also remaining agile and adaptive to change.

When officially launching the strategy, Bishop Brian Mascord, Bishop of Wollongong said "Now and into the future, CatholicCare Wollongong will read the signs of the times and respond to community needs while at the same time being true to the mission of the Diocese, to be the Bearers of Christ's love. I congratulate CatholicCare Wollongong on the development of this Strategy and give my support and prayer to its success."

In his address, Michael Austin, CatholicCare Wollongong CEO announced the strategy is informed by, and takes its name from, 3 key themes: Purpose, Passion and Possibility. These themes are central to CatholicCare Wollongong as an organisation in its pursuit of excellence in serving people and communities over the next 3 to 5 years.

"Purpose grounds CatholicCare Wollongong in its mission and values; to support those most in need of care.

Passion manifests as energy. Our staff are energised by the work they do, the people they work with, and the role they play.

Possibility recognises that CatholicCare Wollongong plays a critical role in nurturing hope for the people and communities we serve. With possibility, we are always looking for the opportunities in every situation, the human capacities for change and growth."

Drawing inspiration from the Good Samaritan parable, Mr Austin said, In its essence, the work of CatholicCare is the work of the heart. It is a privilege to launch *Purpose. Passion. Possibility.* to our staff and the wider community. A strategy that clearly articulates our priorities, goals and planned initiatives to live out our mission fully in an environment of ongoing change and high community need", he continued.

Purpose. Passion. Possibility. is available to view at CatholicCare Wollongong's website: <https://www.catholiccare.dow.org.au/about-us/strategic-plan/>

About CatholicCare Wollongong:

CatholicCare Wollongong is the social services agency of the Catholic Diocese of Wollongong, covering the Illawarra, Shoalhaven, Macarthur and Southern Highlands Regions. We work with the whole community, supporting people to have positive relationships and connected lives, achieve the dignity of self-reliance, and realise their full human potential. We advocate for social equality and prioritise the needs of the most vulnerable. CatholicCare Wollongong is an inclusive organisation committed to helping anyone in need regardless of religious beliefs.

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