



## **MEDIA RELEASE**

**1 February 2016**

### **UnitingCare West broadens focus to help those most in need to belong and thrive**

As UnitingCare West enters its tenth year of providing service to the WA community, they are proud to launch their new four year Strategic Plan. This Plan marks the start of a new era for UnitingCare West; and will guide the work of UnitingCare West's 360 staff and 650 volunteers working in local communities.

The Strategic Plan 2016 – 2020 has a strong emphasis on innovation and adaptability and will enable UnitingCare West to maximise positive outcomes for people and communities so those most in need can belong and thrive. The organisation continues to advocate for people who are most marginalised in West Australian communities.

Together with the Strategic Plan 2016 – 2020 UnitingCare West launches a revised mission statement, with the focus remaining on working with people most in need. The mission statement from January 2016 is: "To work with people and communities so those most in need can belong and thrive".

UnitingCare West CEO Sue Ash AO says "The change in mission statement reflects UnitingCare West's growing maturity as an organisation and continued response to the needs of the people we work with and the communities UnitingCare West works in".

"As UnitingCare West enters its tenth year, the strategic direction for 2016 – 2020 enhances our service delivery with a strong community focus and aims to stretch our organisation to new levels of excellence. The last few years have resulted in substantial growth for UnitingCare West with the establishment of new Service Centres in Fremantle and East Perth and the commencement of a suite of services in the Great Southern region.

"The agency broadened its range of services and areas of operation exponentially by entering the field of rescuing food for distribution across people in need, youth training and



employment services in Kwinana, significant growth working with people with disabilities and the introduction of new service models for out of home care and financial counselling” Ms Ash said.

“The shifting economic and social parameters in Western Australia bring new challenges and opportunities in delivering community services. The strategies outlined in the Strategic Plan 2016 – 2020 will enable UnitingCare West to meet these challenges with confidence and seize the opportunities that will present themselves in the years ahead,” she said.

Ms Ash says demand across UnitingCare West’s 36 programs is growing with more and more people reaching out for help, meaning the organisation relies heavily on the generosity and commitment of community members.

“The support of all West Australians enables us to continue to work with people and communities so people most in need can belong and thrive ” Ms Ash said.

For more information about UnitingCare West and to access a copy of the new Strategic Plan 2016 – 2020 visit [www.unitingcarewest.org.au](http://www.unitingcarewest.org.au) or phone 1300 663 298.

### **Contact Details**

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### **About UnitingCare West**

UnitingCare West touches the lives of over 30,000 individuals and families each year. With over 360 staff members and over 650 volunteers, UnitingCare West is a community service agency that has a mission work with people and communities so those most in need can belong and thrive. UCW operates over 36 community service programs from 17 sites across Western Australia, reaching as far North as Merriwa and as far south as Great Southern, in the areas of community housing, accommodation, homelessness, family support, mental health and disability services. UnitingCare West’s clients include those in the community experiencing financial hardship, domestic violence, child abuse trauma, mental health issues and disability to name a few.