



CatholicCare Sydney's Strategic Plan for 2020 and beyond

CatholicCare Sydney

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CEO's Letter

CatholicCare was established in 1941 by Archbishop Norman Gilroy. Four women, Norma Parker, Elvira Lyons, Constance Moffit and Eileen Davidson had written to the Archbishop recommending that a Catholic welfare bureau be established. They believed that such an organisation was necessary to ensure that children, families and other individuals that were poor, disadvantaged or vulnerable were given dignity rather than pity, opportunities rather than handouts and justice rather than benevolence.

In the almost eighty years since our inception, we have grown but our mission has remained committed to promoting dignity, strengthening families and connecting communities.

We also have a proud history of innovation in seeking new ways of caring for the people of Sydney.

This document outlines CatholicCare's strategic intent for 2020 and beyond. It explains who we serve, and where and how we work toward our mission.

This Strategic Plan is to be read alongside our list of Priority Projects, which details the special projects we will be undertaking, in addition to our day-to-day work. These projects are the initiatives that will allow us to keep extending the care we provide and presenting the face of Christ to those in need.

We acknowledge all those that contribute to our work: Our Board members for their stewardship, our funders for their vision, our staff for their commitment and talents, our volunteers and donors for their generosity and spirit, and our partners for their friendship and support.



Mark Phillips

CEO, CatholicCare Sydney



Michael Everett
General Manager,
Families Division

Jonathan Melrose-Rae
General Manager,
Community Engagement

Raymond Pak
Chief Operating
Officer

Sharron Matayalo
Executive Manager,
Family Services

Luke Stevens
Deputy Chief
Executive Officer

Mark Phillips
Chief Executive
Officer

Kerryn Tutt
General Manager,
Home Care

Richard Melki
Chief Financial
Officer

Anna Slowiaczek
Executive Manager,
People at
CatholicCare

**Marcelo
Steimbeisser**
General Manager,
Community
Developments

Who We Are

We are the social services agency of the Catholic Archdiocese of Sydney.

Our Vision

A society in which everyone is valued and supported.

Our Purpose

Guided by the Archbishop, we lead and assist the Sydney Catholic community in works of love and charity, supporting those who are vulnerable or in need.

Our Mission

In the footsteps of Christ, we promote dignity, strengthen families and connect communities.



Our Principles



We preserve human dignity, affirming that each person is loved and respected.



We nurture the common good, fostering relationships so everyone has a sense of belonging.



We value subsidiarity, supporting people to make their own decisions about their lives.



We walk in solidarity with others, putting ourselves in their shoes and understanding their needs.



Our Focus

We care for people of all ages and all beliefs.

We help people who are in the most vulnerable situations; those who are falling between the cracks and for whom the care they need is not otherwise available.

We also provide some services that are more commonly available. We do so where the services assist us to fulfill our mission and can be provided competitively or used to support our other activities.

We seek enduring, not temporary, improvements in people's wellbeing. We do this by providing strategies, tools and other assistance that enable people to support themselves and those in their care, and be connected to community.

Our principal focus is to help the people of Sydney. Increasingly, we will use technology and form partnerships to provide care and support to people across NSW and Australia.

Our Work

We fulfill our purpose in a variety of ways.



We provide direct care and support to people in need.



We provide services that enhance the capacity of individuals, families and communities to care for and support themselves and each other.



We collaborate, advocate and provide leadership for systemic change in support of the vulnerable and needy.



Our Approach

The people we serve are at the centre of all that we do. We seek a shared understanding of what being **person-centred** means, including engaging clients in the co-design of services.

We aim to achieve best practice outcomes for our clients, which means being **prevention focussed and evidence and trauma informed**.

Our staff and volunteers are our most important assets. We engage and **develop our people**, including assisting them acquire new competencies.

We hold ourselves to account by **measuring and reporting the impact** we have on the wellbeing of the people we serve.

When providing services, we are aware of the importance of offering value for money. It is a priority for funders and allows more people to access our assistance. We are alert for opportunities to **lower our costs and to incorporate technology and innovative practices** into our service delivery.

We seek diverse sources of funding to ensure our **sustainability**.

We increase our impact by using the capability present within the wider Catholic community. Wherever practical, **we look to collaborate** with parishes, schools and other Catholic agencies. We also partner with non-Catholic organisations where this provides the best support to our clients.

We create pathways for **volunteers and students** to join us in our mission wherever practical.



for Help
finding
Help

Call CCareline
13 18 19



Relationships
Parenting
Ageing
Disabilities
Addictions
Mental Health

Connect those in need with the experts who can help them

CCareline helps Sydneysiders facing disadvantage, troubles and hardship navigate the maze of social services and make referrals to CatholicCare and other social service organisations across Sydney. When families encounter hardship or troubles, they tell their friends and turn to leaders in their community. The CCareline App gives you a tool to help by putting the knowledge of CCareline in your pocket.



 **CCareline 13 18 19**