



**Centacare's had a 'C' change...
We are now CatholicCare!**

Frequently Asked Questions (FAQs)

1. Why have we changed our name?

The simple reason is to better reflect who we are. Also, the new name lessens the likelihood that the organisation will be confused with government agencies such as Centrelink and it also aligns with other church welfare agencies such as Anglicare and UnitingCare.

This organisation was established in 1979 as the *Catholic Family Life Centre* and became **Centacare** in 1986. Our new name **CatholicCare** reflects the fact that we are the social services service provider for the Catholic Church in the Diocese of Wollongong. We are proud of our identity, history and committed fully to those we serve. Having the reference to our faith in our new name is a constant reminder to us and to the community that we reflect the values and mission of the Church in everything we do.

2. Doesn't the new name send the wrong signal, that we only care for Catholics, and/or that you should be a Catholic if you work here?

CatholicCare is an open, inclusive organisation committed to helping anyone in need regardless of their beliefs. Our Purpose, Vision and Values remain the same.

Our vision remains constant - to serve the distressed, marginalised and disadvantaged, regardless of religious beliefs. We are changing the name for all the reasons listed above but otherwise there is no change to our philosophy or practice.

We continue to help individuals and families have fulfilled and connected lives as a multi-service provider of programs for children and youth, families, the aged and those with a disability and this name change in no way means that our services are provided only to those who are Catholic.

3. Will it be more difficult to attract staff that are not Catholic?

We have no reason to believe it will be an issue. Our recruitment documents will clearly state our Purpose, Vision and Values and potential staff will make up their own minds based on these.

4. It seems a waste of money to change the name... surely the money could have been better spent helping our needy clients?

We have deliberately not ushered in the new name with a lot of fanfare or publicity. In fact, we have spent very little on the name change and ensured that our resources continue to be directed to those we serve. Taken in context, we believe that the longer term and broader benefits of having a name that reflects our faith will amply justify the minimal cost involved in changing our name.

5. Why change now?

The plan to change our name was clearly stated in our Strategic Plan 2007-2010. Our identity has slowly changed in recent years and it seems there is a need to re-brand and educate the community on our services. Again, confusion with Centrelink is detrimental and our new name aligns us closely with our legal trustee - the Roman Catholic Church in the Diocese of Wollongong.

6. Are other organisations in the Centacare group changing their name too?

CatholicCare Sydney changed their name in October 2008. Newcastle and Darwin have also changed their name and Canberra Goulburn have plans to change theirs. Other members may follow in time, given the benefits of having a more concise and less ambiguous identity.

7. When will the name change take effect?

As of May 20, 2009, we will be CatholicCare.

8. Is CatholicCare one or two words?

Our name CatholicCare should always be written as one word, with the two C's in uppercase. We are continuing to use the tagline 'Working together to make a difference in people's lives' as well as adding 'A member of Catholic Social Services Australia', when appropriate. The organisation is retaining the existing logo of a stylised 'C' set against a blue rectangular background, with only the wording below altered to depict the new name. This logo is available at F:\AGENCY\FORMS & TEMPLATES\LOGO\CatholicCare

9. What is the new website and email address?

New website address is www.catholiccare.woll.catholic.org.au

New email address protocol: firstname.lastname@catholiccare.woll.catholic.org.au

Both new and old email addresses and websites will be active during the transition phase.