



MEDIA RELEASE

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200 Leaders commit to one night on the concrete to fight homelessness

More than 200 CEOs from across Brisbane have registered to participate in this year's Vinnies CEO Sleepout Brisbane 2018 – to be held at the Brisbane Powerhouse on 21 June.

Among them are two of Queensland's top sporting executives in Brisbane Bullets General Manager Richard Clarke and Netball Queensland CEO Catherine Clark. Both sporting leaders were united in their view that sporting organisations have a responsibility to help the communities in which they operate.

"We only exist because of the communities we're a part of and the people that support us, in particular sports clubs have a real necessity to give back to those communities and be an active partner in supporting things that are important to those communities," Mr Clarke said.

The Bullets GM said he was inspired to take part in this year's CEO Sleepout through the basketball club's relationship with the Brisbane Youth Association (BYA).

"We worked with a lot of young people that have encountered homelessness for various reasons, we had some sessions with those kids coming into our trainings and having them do on court sessions with our players," he said.

"You realise as a sporting organisation you have an ability to influence and to give people opportunities they may not have had, so personally I wanted to get involved in the CEO Sleepout through that experience, because I've come to see it (homelessness) as an increasing problem in Australia and in Brisbane in particular and just that people can come into that situation for a variety of different reasons that are outside of their ability to change or influence.

"I think the CEO Sleepout is just such a good initiative to both raise funding and general awareness."

Netball Queensland CEO Catherine Clark said the event is a way to bring the community together to help tackle the growing issue of homelessness.

"Homelessness can only be solved by igniting our sense of community and helping those who, for whatever reason, need our connection more than ever," she said.

"Through the CEO Sleepout I can raise funds which will help those most vulnerable in our communities.

"The funds we raise will provide our homeless with vital food and accommodation as well as education, counselling and employment services.

"These services are critical to building a sense of connection for those who are without a home - connection through conversation, support and the services they need to address their unique circumstances.

“Our vision at Netball Queensland is to transform lives through netball so I am hopeful our supporters and the general public will get behind me as CEO to transform the lives of the homeless so that together we can break the cycle of homelessness.”

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