

MEDIA RELEASE

7 April 2022

St Vincent de Paul Society Victoria welcomes new CEO

We are delighted to announce that Julia Cambage has commenced as CEO of the St Vincent de Paul Society Victoria (Vinnies Victoria). Julia is an experienced CEO who has demonstrated an impressive track record with not-for-profit organisations. She has spent the last few weeks getting to know staff and some of our 13,000+ volunteers, and has now formally stepped into the role.

Julia is a leader with more than 20 years' experience as a CEO, most recently as head of the Australian Institute of Architects. She describes herself as purpose-driven and a people person, and prior to her most recent role, Julia spent six years working with one of the country's oldest for-purpose charitable organisations, TRY Australia.

Julia says she has taken on the role at Vinnies Victoria because she is driven to contribute to our work in ending homelessness and poverty, which she believes is a shared societal responsibility.

"When I learned that St Vincent de Paul Society is serving 550,000 meals a year through our Soup Vans alone, I couldn't believe it," Julia says. "The number of meals delivered by these incredible volunteers doubled during COVID and it has not gone down, in fact it is only going up. What does this say about society when we have such critical issues as hunger and homelessness still so prevalent before us?"

"If we think that someone sleeping rough or a family not having enough food to eat doesn't impact the rest of us, then we are kidding ourselves. The measure of a society is how we treat our vulnerable members. We absolutely must work together to create a fair and just society for all, and I am delighted to help build on the vital work that Vinnies Victoria does every day of the year in this space."

Vinnies Victoria has been buoyed this week by the incredible and generous response from the community to news that five of our Soup Vans in Footscray were put off the road after damage due to theft. "I am very touched by the community reaching out to us after this unfortunate incident with financial donations and offers of in-kind support. It's been incredibly affirming to see the place Vinnies has in Victorians' hearts, and I am already very proud in my new role," says Julia.

Julia will drive Vinnies Victoria's three-year strategic plan to better serve and empower fellow Victorians experiencing disadvantage and marginalisation, which includes a \$78-million-worth commitment to building affordable housing in Melbourne and Bendigo through the Victorian Government's 'Victoria's Big Build' project.

Call to action: If people would like to help the Footscray Soup Van service recover from the thefts, they can call 13 18 12 or visit our donation page: [Support our Footscray Soup Vans \(fundraiseforvinniesvic.org.au\)](https://fundraiseforvinniesvic.org.au).

For any further inquiries, please contact our media office via the details below.

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RESOURCES: [Image](#) Julia Cambage

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ABOUT THE ST VINCENT DE PAUL SOCIETY:

The St Vincent de Paul Society and its wide network of members and volunteers provide practical frontline support, advocacy and friendship for the most vulnerable members of our community. Key services include home visitation; Vinnies Shops; youth programs; soup vans; assistance for asylum seekers and refugees; education and tutoring; and professional accommodation and health services through VincentCare. The St Vincent de Paul Society in Victoria has more than 13,000 members and volunteers, and more than 60,000 across Australia. Internationally, the Society operates in 149 countries and more than 950,000 members. To find out more visit www.vinnies.org.au. “