

**Media Release**  
**For Immediate Release**  
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## **New Regional Director goes back to grassroots**

UnitingCare Ageing is pleased to announce the appointment of Bradley Williams to the position of Regional Director for the Sydney Region.

Having officially started in the role in May, Mr Williams has extensive experience within UnitingCare Ageing thanks to his former role of Executive Care Manager in the Region.

Prior to that, Mr Williams was the Executive Manager War Memorial Hospital where he was responsible for ensuring the delivery of high quality care and played an integral role in the formal integration of the hospital with UnitingCare Ageing.

Mr Williams has had a diverse range of clinical and management positions within the health system, including aged care specific roles, admitting that he has always had interest in aged care and finding ways to involve himself in the sector.

Discussing his first steps, Mr Williams describes his initiation to his new role as wonderful, having attended two awards ceremonies since he started.

“I’ve been lucky enough to be able to celebrate staff winning two awards in as many weeks giving me a chance to meet and talk to staff who are demonstrating service excellence.”

Settling into the role, Mr Williams has also been visiting various sites around the Region to introduce himself and get a deeper understanding of the people and services.

“I believe in getting down to grassroots and knowing who people are.”

With around 14,000 people in its care, UnitingCare Ageing, a Service Group of UnitingCare NSW.ACT, is responsible for the Uniting Church's ministry for older people, particularly those who are disadvantaged, vulnerable and isolated.

Mr Williams looks forward to working as part of the wider UnitingCare organisation to provide the ultimate in care and services to enrich the lives of older people in the community.

**END**

**For more information or to arrange an interview with Bradley Williams, Regional Director, UnitingCare Ageing, please contact Ingrid Hoff, Media and Communication Officer, UnitingCare NSW.ACT on 02 9376 1415 or [ihoff@unitingcarenswact.org.au](mailto:ihoff@unitingcarenswact.org.au).**