



Multicap | Media Release

11 April 2017

New Toowoomba ad campaign aims to inspire people with disability

‘Where there’s a will, we’ll find a way’. That’s the message behind a new advertising campaign launched in Toowoomba today encouraging people with disability to never give up on achieving their goals.

The campaign—by leading Queensland disability support agency Multicap—shares the real-life stories of three customers including former Toowoomba resident and budding artist, Lara.

Multicap Chief Executive Officer Joanne Jessop said the not-for-profit organisation had been providing disability support services to the Toowoomba region for more than seven years.

“Living with disability doesn’t mean you’re not able to live the life you choose,” Ms Jessop said.

“Our campaign aims to let people with disability and their families know how we can support them to achieve their goals whether they want to get a job, live more independently, go on a holiday or enjoy an active social life. We want people to surprise themselves with what’s possible.”

Lara’s mum Madeleine Holm said her daughter was very proud to be involved in the campaign.

“Having lived in Toowoomba for over 10 years Lara is very excited and proud to be showing her Toowoomba family, school friends and church community what wonderful opportunities Multicap has given her,” she said.

“In spite of her challenges of intellectual impairment and deteriorating speech, Lara is very proud of herself and her achievements and I think she would want people to see in her photo a young lady getting out there and enjoying life to the full.’

Lara found her passion for the creative arts after starting with Multicap’s Centre for Creative Arts (CoCA) in 2009. Since then, the 28-year-old has barely missed a day in the art studio.

“I feel disappointed if I miss a day at CoCA,” Lara said. “I like painting and my goal is to continue painting pictures. I also do drama class, drumming and clay work.”

The campaign also shares the stories of Colin, a champion swimmer and assisted employee at Makeables, an innovative Multicap social enterprise, and Hayleigh, a Multicap customer and champion horse-rider.

Their faces will appear on billboards and shopping centre ads from today.



Multicap | Media Release

11 April 2017

Multicap services in Toowoomba include a community hub in West Street, three houses offering shared accommodation for customers, customers receiving personalised support in their own homes, and social events and supported holidays through the organisation's social experience network Avegates.

To find out more about Multicap visit www.Multicap.org.au or phone 1300 135 886.

~ Ends ~

MEDIA CONTACT: Rebecca Griffin, 0413 918 691

Multicap is a leading Queensland disability support agency, assisting more than 800 people with disability and their families throughout Queensland and Northern New South Wales. We provide accommodation, respite, assisted employment and training, specialist services, activities and classes, and social support. Our aim is to enhance the quality of life of people with disability and their families.