



DFW Volunteer Ambassador Role Overview

Dementia Friendly Woollahra is seeking expressions of interest from a passionate and well-regarded individual to support our local initiative as our Volunteer Ambassador. This volunteer role will champion our vision of creating a more inclusive, supportive, and understanding community for people living with dementia, their families, and carers. We are looking for someone who is recognised for their expertise in dementia care, research, or advocacy. As Volunteer Ambassador, the individual is committed to improving dementia awareness, reducing stigma and promoting meaningful community engagement.

About Dementia Friendly Woollahra

Dementia Friendly Woollahra (DFW) is a local initiative led by Holdsworth in partnership with Woollahra Council and community members. Our goal is to build a more informed, compassionate and inclusive community for people living with dementia and their carers. We work with a range of local organisations to share information, spread awareness and continue the dementia conversation with the community.

Role Overview

As a Volunteer Ambassador, you will act as a public advocate for Dementia Friendly Woollahra, raising awareness, encouraging community participation, and helping us elevate the visibility and impact of this important initiative. This role is ideal for someone with a professional background or personal connection to dementia, with experience in public engagement, and a desire to contribute meaningfully to community wellbeing.

Key Responsibilities

Serve as a public representative for Dementia Friendly Woollahra at selected local events, media opportunities, community forums, and awareness campaigns.

Help promote dementia-friendly messages through interviews, public speaking engagements, and social media (where appropriate).

Support the initiative's advocacy efforts by lending visibility, credibility, and influence to key activities.





Participate in occasional planning discussions with the Dementia Friendly Woollahra working group.

Encourage local organisations, businesses, and community members to get involved.

Champion the rights, dignity, and inclusion of people living with dementia.

Ideal Candidate

We are seeking someone who embodies the values of empathy, respect, and community care.

The ideal candidate will have:

- Specialised knowledge or experience in dementia, such as clinical expertise, research, care experience, or personal connection.
- Strong communication and public speaking skills.
- A genuine passion for supporting people living with dementia and their carers.
- Willingness to commit to occasional events, media opportunities, and advocacy moments across the year.
- Alignment with the mission, values, and spirit of Dementia Friendly Woollahra.

Time Commitment

The role is flexible and supportive of the Ambassador's schedule.

Engagements may include:

2–4 appearances or activities per year

Occasional media quotes or interviews

Optional participation in strategic conversations or events

How to Express Interest

Please send a brief EOI including:

- Your background and experience
- Your connection to or interest in dementia
- Why you would like to take on this role
- Any relevant public or professional links (e.g., media profile, website)





EOI's can be submitted to:

Beverley Ford, Beverley.ford@holdsworth.org.au

Submission deadline: 30 April 2026



Proudly supported by
Woollahra Council