



maccabi
AUSTRALIA

2021

AGM ANNUAL
GENERAL
MEETING

12 DECEMBER 2021



*connecting our Jewish community
through sport and wellbeing*

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AGM ANNUAL
GENERAL
MEETING

MACCABI
AUSTRALIA
INCORPORATED

JEFF SHER

PRESIDENTS
REPORT



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PRESIDENT REPORT

Board Member: Jeff Sher

It seems that we falsely believed that the COVID impact on society would be resolved during 2020 unfortunately lockdowns, social distancing and restrictions on community mobility has continued to impact our ability to provide our normal sport activities.

Whilst we have continued to look for ways to keep our community connected it has been much more challenging as people are COVID and indeed zoom fatigued. Our Maccabi updates website has been a great source of information and support. In addition, our Maccabi Life programs albeit impacted by the restrictions have continued as we recognised the need to focus on mental health as well as physical literacy. The website has reached over 70,000 people and through the social media app's (Instagram and Facebook) we had over 1 million contact points.

The strategic imperatives for the organisation have remained unchanged and are noted below. However, as we look forward, we need to explore the impact that COVID has and will have on society and then reflect on the opportunity Maccabi has through sport and wellbeing to play a part in the recovery.

OUR VISION

To be the organisation of first choice for the Australian Jewish Community to participate in Sport and Wellbeing activities.

OUR MISSION

To engage and strengthen the Australian Jewish community by: -

- Developing and promoting the opportunity for all members to share and embrace their Jewish identity through sport & wellbeing activities
- Encouraging participation in sport through annual carnivals and competitive sporting events at the state, national and international level.
- Engaging a wider demographic in activities centered on Health and Wellbeing with the purpose of increasing participation, growing membership, and improving the health outcomes for the community.
- Working actively to support programs that embody the Maccabi ideals of Jewish continuity, support for the state of Israel and excellence in sport.
- Creating a sustainable and prosperous financial position for Maccabi across Australia that enables the organization to support the objectives and ambitions of the state bodies and clubs.
- To be forward focused and embracing of opportunities which ensure the longevity of Maccabi across the country.

OUR VALUES

Maccabi honors the following values:

- Respect
 - Teamwork
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- Community
- Volunteerism

OUR POSITIONING

“Connecting the Jewish Community through Sport and Wellbeing”

2021 OBJECTIVES AND ACHIEVEMENTS

Our goals and objectives for the year gone by are noted below. IN the main they have been centred on being a more efficient and effective organisation that is able to respond to the challenges that a COVID environment imposes.

Organisation Sustainability – to ensure our financial future, we have taken a bold step to create a National Foundation that will take the lead on consolidating all our revenue raising and fundraising activities. This Board will be chaired by Dale Smorgon and will continue the great work that was previously managed by the Maccabi Victorian Foundation. A clear focus, mandate and objectives have been set and a dynamic committee of people have been recruited to help with the national objectives. I wish to thank Dale and the Foundation for being open to this strategic shift and for his support to build a more aligned and effective organisation.

Also I want to acknowledge the outstanding work that David has put into the finance/ treasury function – he has brought about a much more aligned and clearly articulated reporting structure and played a major role in negotiating the interface and agreement with the foundation. Maccabi is the better for having someone of David’s calibre leading, managing and protecting our financial sustainability

Brand Development – our goal of consolidating our database in a national portal has been completed and with this our communication to our members and the community is being streamlined. A new National marketing committee has been formed to ensure better alignment. Also a new website is being built for all Maccabi States and MAI. This will allow for a better brand focus and ensure there is consistency in our messaging and reach. Sam Strunin has continued to play a fundamental role in not only being hands on with many of our marketing campaigns but has been instrumental in driving the presence of the Brand to new heights.

Sports development- our focus has been on Junior carnival and Maccabiah. The 39th carnival held in January 2021 will be remembered as the first one in which we hosted the event in three cities simultaneously given the limitation on travel. Fortunately, we were able to encourage over 450 children to attend and it was hailed as a success. It is apparent that our 40th Carnival will be held as an @home option as the COVID overlay continues to hold back face to face engagement. Thank you to Jodi and Lior for working tirelessly on keeping carnival alive.

As to Maccabiah, this was postponed from 2021 to 2022 and under the leadership of Barry Smorgon and newly formed Operations Team work has continued unabated leading to over 700 people registering for the 2022 games. This team of volunteers has put in many hours and energy into not only maintaining the interest in Maccabiah but successfully building (what looks like will be) a team of around 500. I want to thank Sam, Giselle, Debbie and Lauren for your tireless efforts and hard work – your contribution is significant, and I am very grateful for your passion.

Health & Wellness – Maccabi life is now a key strategic priority for the organisation and as such we have recruited a Program manager to deliver on the many objectives events and goals we have in place. Our annual events in collaboration with Dementia Australia and MS continued albeit in a hybrid model. There is a new strategic document and indeed an operational plan which has been developed and intended to be rolled out in 2022. Craig has done a sterling job to help with the thinking and progression of this strategic platform. Unfortunately, Craig is unable to continue leading this committee and we are working through a transition plan – where Lauren Ehrlich will assist Craig and then assume responsibility for Maccabi Life

Member Protection and health of the organisation - our MPP program has been refreshed and a new training platform established. We have taken the opportunity to review and update all our policies and ensure they are in line with recent government changes in this area. Debbie has continued to lead this objective ably assisted by Shari who is now leaving us to become the GM of MacVIC. I am grateful to both Debbie and Shari for their outstanding work in what is a difficult environment – not easy to get people excited by compliance. Shari we will miss you but wish you well in your new role

Leadership

There are 2 significant programs that will lead the way in the future including the Youth Development program that underpins the Carnival and the Future Leadership which is linked to the Maccabiah and indeed Maccabi World Union program. Early exploration has taken place for the development of E Games and Susannah has brought a new energy to this portfolio – a youth committee has been developed and there is an opportunity for Maccabi Australia to become part of the MWU future leaders' program. I am grateful to Susannah for her desire to make a difference in this area.

Alignment

An important aspect of the MAI Board objectives is to move to a more aligned position. We have explored how the various State Bodies around the country can leverage and learn from each other. In this regard the Presidents Forum was developed and through this we have improved the level of communication and sharing of information. Whilst getting to absolute alignment is still an aspiration, I am truly grateful to Brian, Justine and Lauren for the spirit in which they have engaged in this process and for the outstanding support they have provided to ensure that Maccabi across Australia grows and develops. We are fortunate to have such dedicated volunteers who give of themselves to ensure we put teams on the field and keep the brand resonating in each of their geographies. I welcome Rod Rosmarin as the new president for NSW and look forward to his contribution and involvement on the MAI Board and Presidents Forum.

In addition, I want to thank Terri, Laurence and Bindy for their support and keeping the office functioning. I have enjoyed our Thursday meetings at which we have continued to improve how we work and look for continuous improvement, and I am appreciative of Terri taking on her new role and being available to take on the load of running the office. Her energy is palpable and in a short time has made a big difference

A NOTE OF GRATITUDE

I have almost served 13 years on the Maccabi Board and one year as an observer and during this time have been fortunate enough to have been able to be led by, mentored and developed a friendship with both Barry Smorgon and Tom Goldman.

It is hard to accept that both Maccabi stalwarts are stepping down from the MAI board after a distinguished period of service where they have made a difference not only to the organisation but to our ability to function.

Barry stepped into the organisation at a time of need and quickly set up setting proper process, governance, and structure. Most notably he was responsible for the change to our constitution in recognition of the changing nature of our membership and took the lead on the development of MPP again in response to a difficult time in our history. His role in ensuring the financial stability of the organisation is well documented and something we are grateful for. While his list of achievements is too great to list here, I feel it is important we provide Barry the due recognition he so richly deserves. Therefore, I have nominated Barry to the Board as the next Life Member for Maccabi Australia, this is to be voted on in advance of the AGM

Tom has given over 50 years of life to the organisation and has carried the brand to the international stage where he has represented Maccabi across Australia in various roles but most notably as the Senior Vice President. He is a Past President of Maccabi NSW and indeed MAI. In more recent years taken on the role of Chairing the Board of Governors. Toms' legacy will be remembered and admired, and I would personally like to thank him for his wise counsel and contribution

It is also important to acknowledge Lauren Ehrlich as she steps down from the role as President Maccabi NSW. In her 8 years on the MAI Board, she has played an important role in the Leadership portfolio and through this mentored several people who have since taken on roles in the organisation. As President of NSW she brought a passion and determination to improve not only the standing of NSW but generally Maccabi across Australia through her contribution in the Presidents Forum and Maccabi Life subcommittee. Lauren will continue her valued time with Maccabi as a regional manager for the next Maccabiah and hopefully with Maccabi Life. Lauren – thank you does not seem enough

The Year ahead

Our major program for 2022 will be the Maccabiah and we are hopeful that through the efforts of Barry and the Ops Team that we will be able to send a large contingent to the games in July 2022. I wish the leadership team much success and look forward to being part of this experience as a member of the Supporters Mission.

In addition, I look forward to the carnivals that will take place across the country in January 2022 and am keen to see our clubs and members back on the sporting field without the imposition of COVID. A sincere thank you to all the volunteers who will give of themselves to ensure the success of these events

As we look ahead it is contingent on us to recognise the value that that Sport and our Maccabi Life programs can and will have on the Jewish community across Australia. The work that we will do is critically important. The world of sport was among those sectors most visibly affected and very early in the piece. Our response to this was dramatic and necessary, however, through the resilience of the Maccabi family we ensured a sustainable position for the organisation and helped keep the community connected

However, we must now redefine and redesign ourselves, not only to improve our resilience to future shocks, but to broaden our contribution to the Maccabi efforts in each State, Nationally and internationally. Sport has often helped to create spaces for dialogue, advance gender equality,

promote social inclusion and tackle discrimination. Maccabi has played this role at all levels in our community, and we need to continue this important work.

I implore the incoming Board to remain nimble whilst continuing to pursue our goal of connecting the community through sport and wellbeing – the outcome of which will be a healthier, happier and more engaged community – we must play a role in encouraging our members to bounce back from a difficult 20 months

In closing, I would like to thank our Life Members for their support and contribution. I also extend my gratitude to all our sponsors, donors, and key contributors without your generous support we could not deliver of our ambitions and programs.

I would like to note the contribution of Henry Kalus of Kalus Kenny Intalex as our Honorary solicitor and Nicky Postan, Principal at LDB Group as our Auditor for the past year – we are grateful for your support

It is my hope that Maccabi Australia always looks to the future to ensure that our reach is pervasive and that the Brand continues to resonate.

With Maccabi Greetings

A handwritten signature in black ink, appearing to read 'Jeff Sher', with a stylized flourish at the end.

Jeff Sher

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MACCABI
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FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021



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TREASURERS REPORT

Board Member: David Birnbaum

*(Financials attached)

FY21 Accounts for Maccabi Australia Inc ("MAI")

Attached are the audited financial accounts for the year ended 30 June 2021. The audited accounts were presented to the Board at the October 2021 meeting and approved for signing. The Board has considered the financial statements and certify that they provide a true and fair view of MAI's financial performance and position for the year.

MAI recorded a surplus of \$221,081 compared to the FY20 surplus of \$15,875. In summary, the variance is explained as follows:

Net Surplus - FY20	15,875
<i>Notable Income Variances in FY21</i>	
Remove FY20 Income from International Events & Carnival	(1,189,326)
Reduction in Donations & Sponsorships	(107,406)
Increase in COVID-19 Government Support & Grants (exc JobKeeper)	30,825
Net Other Income Variances	7,453
<i>Notable Expense Variances in FY21</i>	
Remove expenses relating to FY20 International Events & Carnival	1,161,609
Reduction in Wages & Superannuation Costs	192,064
Increase in JobKeeper Payments (which reduced expenses)	41,800
Net Other Expense Reductions - MAI Programs & Operating Costs	68,186
Net Surplus - FY21	221,081

While at a high level this is a healthy surplus (particularly in a year without a major international event), it is important to recognise:

- labour costs were significantly reduced by the COVID-related restructuring which took place shortly prior to the commencement of FY21. This required significant (and largely unsustainable in the longer term) efforts by volunteers, staff and Board members to ensure all events, programs and general operations continued smoothly. Thank you to all those who went well beyond the scope of their usual responsibilities to support MAI and its Programs.
 - the benefit that Government and other short-term support provided through very uncertain times when there was little sport activity, but much to do by way of Maccabi Life's health and wellbeing support as well as M21 planning.
 - that the drop in donation income by over \$100k could have been worse but for favourable timing of income received shortly prior to 30 June 2021 which improved the position. This is likely to have an adverse impact on the FY22 result. The FY22 MAI donor position is also expected to be impacted by the new national Maccabi Foundation model but overall, this new model is a positive step for Maccabi's future.
 - from this surplus, a net \$55,398 was allocated to Program Reserves for their future benefit.
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- income includes a donation of Qoin of circa \$19,000 and an unrealised gain (based on Qoin's reported value at 30 June 2021) which further increased the surplus by \$17,470. Its actual realisable benefit is yet to be determined.

The fact that the variance between the years is less than the sum of the Government COVID-related support (which ceased during FY22) and the reduction in employment costs (which have increased in FY22), means work needs to continue to build a sustainable and adequately resourced MAI into the future.

A critical element to this and facilitating the many programs delivered is the support of our donors. On behalf of MAI, I would like to acknowledge and thank you all! We look forward to your continued support.

The following can be noted in relation to Programs from an FY21 financial perspective:

- *Maccabi Life* – after accounting for operational costs, the surplus has been moved to a Reserve to be put towards future program costs, as intended.
- *MPP* – the reduction in sporting activities, particularly at a Club level, combined with JobKeeper and the support from Maccabi Victoria to restructure staff utilisation, meant the costs of the MPP program were lower than expected.
- *Maccabiah/M21* – a running surplus of \$515,000 was moved from the Profit & Loss to the Balance Sheet. This is on budget and is a timing surplus with event payments due to Maccabi World Union not remitted as at 30 June 2021. The position also includes a level of nomination fee income which will be refunded in FY22 for oversubscribed teams.

At an operational level, the program is running at a notional deficit of circa \$140,000 which is after accounting for circa \$200,000 in FY21 donor support. A deficit at this time is expected, but the M21 Operations Team, effectively entirely resourced by dedicated volunteers, deserves much recognition and thanks in being able to keep it to its current level. Their work not only has a huge team on track for Israel in these challenging and uncertain times, but has helped MAI shoulder a financial burden which it would have otherwise likely struggled to do, over such an extended period. Thank you!

An ongoing financial focus remains rebuilding the strength of MAI's balance sheet. We will continue to work on this in conjunction with the Maccabi Foundation. The FY21 accounts reflect an improvement based on the MAI surplus after allocations to Reserves. However, the ability for this to be maintained is largely dependent on:

- Being able to sustain the more normalised operating costs of MAI without the supports in FY21;
- M21 proceeding and returning a surplus to MAI; and
- Non-cash assets being worth their reported value.

Last but not least, I would like to recognise the support of:

- Terri Kahan for her help in keeping the MAI finances in order, but also for her commitment to Maccabi. A considerable amount of extra work needed to be done to shoulder the FY21 workload and Terri took it in her stride. Terri has recently formally taken on the additional role of Operations Manager and I wish her continued success.
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- MAI's auditor, Nicky Postan of LDB Group. Nicky has kindly agreed to be renominated for the FY22 audit. This will be formally put forward at the AGM.

If you have any queries regarding MAI's financials or the report above, please raise these at the upcoming AGM or email treasurer.mai@maccabi.com.au

David Birnbaum

Treasurer

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DALE SMORGON

NATIONAL FOUNDATION
REPORT



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NATIONAL FUNDRAISING REPORT

Board Member: Dale Smorgon

2021 was a landmark year, and one of considerable change for the Foundation, as we moved to further strengthen Maccabi by revising our fundraising approach and establishing a single National fundraising body – now officially known as the ‘Maccabi Foundation’.

Central to this decision was the need to create a simplified structure that better coordinates the many and varied fundraising activities across the National body, the States, and each of the Clubs. The ultimate objective of this change is to improve our professionalism, remove duplication in our efforts, improve the experiences for all our donors, and critically, increase our fundraising outcomes.

The Maccabi Foundation leverages the experience and capabilities of the Maccabi Victoria Sports Foundation (MVSF established in 2003) and expands the MVSF’s focus to raise funds for the benefit of Maccabi across Australia. In establishing the ‘Maccabi Foundation’ and developing its allocations policy, we have taken great care to honour the MVSF’s heritage and ensure continuity of support for Maccabi Victoria and its affiliated clubs. At the same time, we will be inclusive of all State’s needs, and seek representation from each of the States either on the Foundation Board, or via one of its sub committees.

Into 2022, the Maccabi Foundation will continue to develop and expand allowing us to better coordinate, streamline and engage with donors, sponsors and supporters.

Maccabi plays an integral role in the lives of over 20,000 people in the community and it is imperative that we secure the financial future of our organisation, programs and initiatives.

Key highlights from 2021 include:

- A successful Maccabi Proud Annual Giving Day campaign. Our campaign raised over \$550,000 over a 48-hour period, and reinforces the central place that Maccabi has within our community.
 - Gaining significant recommitments from leading major National donors throughout the year with special thanks to Barry Smorgon for his continued contribution to building important relationships with our major donors.
 - Our Hardship Relief Fund continues to provide financial support to families in need – the Fund was extended after its initial 12-month period.
 - Seed funding of \$60,000 provided by the Foundation for the Maccabi Aquatics at Bialik initiative.
 - The approval and disbursement of \$33,000 in Grant applications for 5 clubs, via Maccabi Victoria.
 - The Board continues to invest considerable time in working with Maccabi Victoria in assessing potential sites to house our sporting clubs and facilities.
 - We welcomed Hannah Hammerschlag as a new Director to the Foundation. Hannah has an extensive and decorated playing history with Maccabi Hockey, and her professional background and expertise make her a welcome addition to the Board.
 - The appointment of Shari Cohen to our Donor Engagement Officer role has improved and professionalised our historical donor information and record keeping, as well
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as ensuring regular high quality Donor communications. As Shari has now accepted the role as GM, Maccabi Victoria, we will look to replace the role of donor engagement officer in early 2022.

I would like to take this opportunity to thank each of my fellow Foundation Directors who work tirelessly to make a Maccabi a stronger organisation. I'd also like to thank Maccabi Australia President, Jeff Sher and the entire MAI Board, Brian Swersky, and the Maccabi Victoria board, the loyal and dedicated office team, in particular Jo, Ruth and Terri, and of course our generous supporters, Foundations and family/individual donors whose passion and commitment help us ensure the future of our organisation.

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BARRY SMORGON OAM

MACCABIAH GAMES 2022
REPORT



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21ST MACCABIAH GAMES REPORT

Board Member: Barry Smorgon OAM

What an amazing 12 months we have had with virtually no club sports, lockdowns and general confusion in society as to what the future holds for us, with even another strain emerging in recent days.

From a Maccabiah perspective, we have continued working hard to deliver a wonderful experience for all of our team in Israel next July.

The issue upper-most in every-one`s mind is the Vaccine policy from the Israeli Government and Maccabi World Union (MWU).

At the present time (things are subject to change), the policy is every person entering Israel will need to have the double Vaccine proof and a Booster within 180 days of departure from Israel.

Our Policy established early last year is in accordance with this. it has been widely canvassed to every nominated person; however it does seem that several other countries are trying to soften this policy. This may then have flow on effects regarding our team size as if there is a change to the above, some of our athletes may not want to put themselves at risk.

The **Operations** team comprises;

- Barry Smorgon - Head of Delegation
- Sam Gamsu - Head of Operations & Sport
- Giselle Berlinski- Head of Support Services & Regional Manager of the Open Team (based in Jerusalem)
- Lauren Ehrlich - Regional Manager of the Masters Team (based in Netanya)
- Debbie Rutstein - Regional Manager of the Junior Team (Based in Haifa)

We meet on a weekly basis & the volume of work done by the 4 of them is just extra-ordinary.

The hours of dedication to ensuring that the Athletes have the best experience possible drives them with passion and determination.

Every possible issue is discussed, assessed and then decided on in a proper and professional manner.

I offer my utmost admiration to each of them and it is a privilege to work alongside such a great team.

TRIALS

Over the last two weeks, trials have finally taken place in Netball, Football and women`s Hockey with more to follow in the coming weeks.

PRE-CAMP

Sam and Giselle (at this stage) are going to Israel over the Christmas period to asses venues/hotels/etc for both Pre-Camp as well as the Team Hotels.

Pre-camp will be in Netanya at a beautiful Hotel, which is situated right on the beach with fabulous facilities.

Everything has been organized except the team party and a visit to the Kotel.

Goldman Travel have been contracted to organize Pre-Camp on our behalf, who in turn are working with MWU on executing Pre-Camp, including the Bridge Memorial Service.

TRAVEL

Tom is still working with various airlines. Etihad are now back in the picture as a possibility but nothing has been concluded as yet.

VIP – SUPPORTER MISSION

Jeff ran a very well presented zoom for potential supporters to join the trip. No doubt he will report more fully

REGISTRATIONS

There have been a few changes with some people seeking to withdraw, whilst others are still nominating. We currently have 710 live nominations, which will reduce after the trials over the next few months.

UNIFORMS

Try on for sizes etc will take place later this month. The uniform orders need to be placed by end January.

MWU

Entry Form 2 has been sent on the 10th November where the estimated number of athletes in each sport is presented to enable the organizers to know how many people / teams want to compete in the array of sports on offer. The MWU plenum is in early March 2022.

My personal thanks to my fellow Operations Team, as well as to Syd Khan (Head of Finance & assistant Open Manager), David Birnbaum (Treasurer of MAI) for their wise financial advice. Jeff Sher as the President of MAI, as well as Head of the VIP Supporters Group for his passion, energy and always being available for an opinion.

To the staff, all the assistant team managers, Heads of Medical services, Security, Media, Performance, Team Managers and Coaches and Goldman Travel our thanks and gratitude go to all for the huge work load they have taken on and the outstanding results in putting teams together in very difficult circumstances.

Well done and thanks to each & every one of them. As an organization we are blessed to have the calibre of people on this journey with us.
