



UMA STRATEGY MEETING 2023

2024 Vision & the Road ahead

Sunday, 19 November 2023

8am to 1pm

At the UMA Centre

www.uma.org.au/strategy-2023





**Thank you for your
attendance to the
UMA Strategy Meeting 2023**

2024 Vision & the Road ahead



**We are looking forward to your
participation, feedback and growing
the UMA and the Muslim Community
Together.**



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

يَا أَيُّهَا الَّذِينَ ءَامَنُوا اتَّقُوا اللَّهَ حَقَّ تَقَاتِهِ ؕ وَلَا تَمُوتُنَّ إِلَّا وَأَنتُمْ مُسْلِمُونَ ﴿١٠٢﴾

O you who have believed, fear Allāh as He should be feared and do not die except as Muslims [in submission to Him].

وَأَعْتَصِمُوا بِحَبْلِ اللَّهِ جَمِيعًا وَلَا تَفَرَّقُوا وَاذْكُرُوا نِعْمَتَ اللَّهِ عَلَيْكُمْ إِذْ كُنْتُمْ أَعْدَاءً فَأَلَّفَ بَيْنَ قُلُوبِكُمْ فَأَصْبَحْتُمْ بِنِعْمَتِهِ إِخْوَانًا وَكُنْتُمْ عَلَىٰ شَفَا حُفْرَةٍ مِّنَ النَّارِ فَأَنْقَذَكُم مِّنْهَا كَذَلِكَ يُبَيِّنُ اللَّهُ لَكُمْ ءَايَاتِهِ لَعَلَّكُمْ تَهْتَدُونَ ﴿١٠٣﴾

And hold firmly to the rope¹ of Allāh all together and do not become divided. And remember the favor of Allāh upon you - when you were enemies and He brought your hearts together and you became, by His favor, brothers. And you were on the edge of a pit of the Fire, and He saved you from it. Thus does Allāh make clear to you His verses that you may be guided.

It has been narrated on the authority of Umar b. al-Khattab that the Messenger of Allah (ﷺ) said:

“All actions and deeds depend on the intention behind them. A man/ woman will be rewarded only for what he/she intended. The emigration of one who emigrates for the sake of Allah and His Messenger (ﷺ) is for the sake of Allah and His Messenger (ﷺ) ; and the emigration of one who emigrates for gaining a worldly advantage or for marrying a woman is for what he has emigrated”.
(Muslim)



UMA STRATEGY MEETING 2023

2024 Vision & the Road ahead

Sunday, 19 November 2023

8am to 1pm

UMA Centre

OVERVIEW

Objectives of the Meeting:

To assemble the main UMA brothers and sisters, in particular those who head departments, committees or initiatives, to collaboratively discuss the future and vision of the UMA, this includes:

- a) To raise awareness updates of the existing UMA departments and initiatives.
- b) To propose new ideas, initiatives, and programs, and provide a forum for feedback and comments that will contribute to the advancement of the respective UMA department.
- c) To set goals and objectives to each for the new calendar year 2024.
- d) To set the new year's UMA Events calendar for 2024, and ensure no overlap with programs and events.
- e) To document all programs and plans for the UMA and its departments.
- f) To explore options for growth and development.

Day Program:

- **Sunday, 19 November 2023**, from 8am to 1pm on at the UMA Centre.
- Estimated duration of the program: 4hrs
- Each presenter will present for an allocated time set by the management, followed by 5 minutes feedback and Q&A.

- Feedback will also be given online to the relevant department and personnel and shared with all participants.

Presenters & Departments:

- Heads / Amirs of existing departments, committees, or initiatives.
- Presenters with new ideas, initiatives, programs, or department proposals.

- **Main UMA Departments:**

- 1) UMA Centre**

- a) Café
 - b) Gym
 - c) Hall

- 2) Treasury**

- a) Financial Report
 - b) Fundraising

- 3) Dawah Department**

- a) Community Engagement Division
 - b) Social Services Division
 - c) Brotherhood Division
 - d) Youth Division (Youth Advisory Council)

- 4) Sydney Islamic College**

- a) Arabic
 - b) Quran
 - c) Shariah
 - d) SIC4KIDS

- 5) Religious Affairs (inc Masjid, Events, Counselling)**

- 6) Islamic Media International**

- 7) Marketing & Events**

- 8) Sisterhood**

- a) Dawah Department
 - b) Youth
 - c) Events
 - d) Gift a Smile

- 9) Future Project and Development**

- 10) Other Departments**

- a) NDIS
 - b) UMA College – RTO
 - c) Home care and Aged Care
 - d) Zamzam Hajj and Ummrah Group

Presentation Guidelines

Details:

- Update and report on major achievements in 2023. Use your 2023 UMA Strategy Meeting presentation as a guide to measure your success
- Propose your department’s 2024 calendar of events
 - Major Events
 - Programs that require booking of the UMA Venue.
- Propose the goals & vision of your department for 2024.
- Propose any financial plan you have to generate income for your department

Proposal Guidelines

Details:

- Department:
- Sub-Committee (if applicable):
- Full Name:
- Position in the Department/Committee:
- Email:
- Is this a new proposal or initiative? Yes/No (If Yes, Answer questions 1 to 5 only)

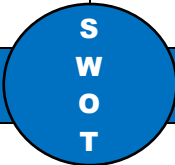
Proposal Questionnaires:

1. Overview of Department/Committee
2. Vision of Department/Committee
3. Mission of Department/Committee
4. Where do you envisage your Department/Committee in the next 5 years? (Maximum 30 words.)
5. In 2024, what plans are in place for growing your Department/Committee?

6. SWOT Analysis (refer to table below)

(If applicable to the respective department)

Strengths	Weaknesses
<ul style="list-style-type: none"> • What are the benefits of your department? • What do you do well? (What would you boast about?) • What do others see as your strengths? 	<ul style="list-style-type: none"> • What areas need improvement? • What does your department lack? • What are your biggest challenges?
Opportunities	Threats
<ul style="list-style-type: none"> • What opportunities exist for your department? • How can you turn your strengths to opportunities? • What resources would be required to move your department to the next level? 	<ul style="list-style-type: none"> • What obstacles and challenges does your department face? • What threats do competitors or external factors pose to your department?



7. What action plans and strategies do you have in place to achieve your goals in 2024?

Please share a minimum of 3 action plans and strategies.

8. What strategies are in place to fund your department’s projects and initiatives?

(if applicable).

9. List 3 main events for your Department/Committee in 2024.

10. List your programs in the 2024 Calendar (This will be documented and not discussed on the day).

11. How can the main brothers and sisters of the UMA assist in accomplishing the vision of your Department/Committee?

12. Additional comments.

NOTE:

- The presentation must be completed and submitted by **NO LATER** than **6 November 2023**.
- The presentation will be distributed to all participants before the event by 7 days.
- The presentation should not exceed the allocated time, followed by 5min Feedback.
- Participants will be giving their feedback online for your consideration.
[FEEDBACK FORM.](#)
- It is recommended that you have a PowerPoint presentation.
- If you are a subcommittee of a department, please consult with the Amir of the department before submitting your proposal.
- Due to time constraints, not all proposals submitted will be discussed on the day. A committee will decide on the proposals to be discussed.
- Update the UMA 2024 Events Calendar: <https://www.uma.org.au/events-booking-calendar-2024>

Jazakom Allahu Khairan for your cooperation and participation and may Allah grant us success

[Power Point Presentation Template](#)

Together and United we can Grow and Prosper



**UMA STRATEGY
MEETING 2023**
2024 Vision & the Road ahead

Sunday, 19 November 2023
8am to 1pm
UMA Centre

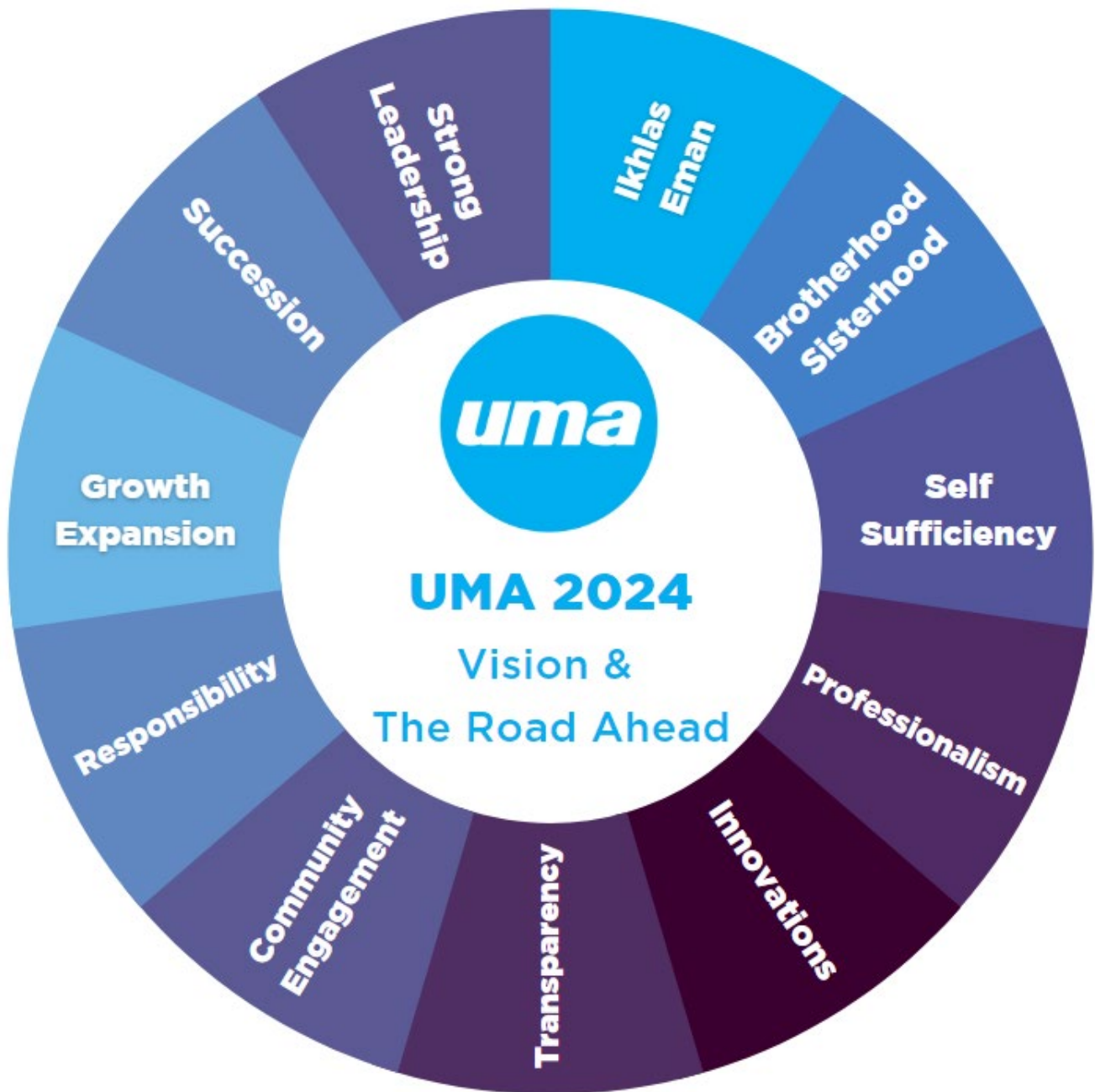
Abu Huraira told of hearing God's messenger say, "There should be no taking of omens, but the best type is the good omen." He was asked what a good omen was and replied, "A good word which one of you hears." (Bukhari and Muslim.)

Meeting Etiquettes and Reminders:

1. **Sincerity** to Allah the Almighty, by renewing our **Intentions**, in attendance, **Unity** and giving opinions.
2. Have a **positive** outlook and **optimistic** sentiment towards the UMA and its future.
3. Our **Unity, Brotherhood** and **Sisterhood** are of utmost **importance**.
4. Follow and **keep to** the discussion of the UMA Program.
5. Due to the limited time, please make your suggestions and opinions **short** and **concise**.
(1 minute each person)
6. Due to the limited time, please **avoid repetition** of opinions, comments and statements made by others.
7. Please **respect** others while they are talking and **refrain** from talking or interrupting anyone whilst speaking.
8. Please **raise your hand** if you wish to speak or give your opinion and wait for permission.
9. Be **respectful** of the opinions of others. Although we may differ in our approach, we all share the same concerns and aim to **achieve** the **same goals**.
10. Please **SWITCH OFF** your phones or place them on silent during the meeting.
11. Feel free to share your feedback and opinions, **openly** and **freely**, any time via the feedback
link: <https://www.uma.org.au/sm23>
12. At the end of the meeting, please share your general feedback on the meeting via this
link: <https://www.uma.org.au/gsm23>

We appreciate your Cooperation and Understanding

UMA Strategy Meeting 2023



Insha-ALLAH, WE can MAKE it HAPPEN



UMA STRATEGY MEETING 2023

2024 Vision & the Road ahead

Sunday, 19 November 2023

8am to 1pm

UMA Centre

PROGRAM

	Time	Duration	Program / Presentation	Presenter
1.	07.30am		Arrivals	
2.	08.00am	30min	Breakfast	
3.	09.00am	5min	Official opening MC	MC: Omar Chaar
4.	09.05am	5min	Recitation of the Holy Quran	Sh Anas Yaghmour
5.	09.10am	10min	Welcoming speech	Sh Shadi Alsuleiman
PRESENTATIONS				
6.	09.20am	15min	UMA Centre 1. Centre 2. Café 3. Gym <i>Feedback from Participants</i>	Mohamad Charchouh
7.	09.35am	15min	UMA Treasury <i>Feedback from Participants</i>	Mohamad Charchouh
8.	10.05am	25min	1. Religious Affairs 2. SIC	Sh Abdullah Chaabouh

			<i>Feedback from Participants</i>	
9.	10.30am	30min	UMA Dawah Department: <ol style="list-style-type: none"> 1. Brotherhood Division 2. Social Services 3. Youth Division 4. Community Engagement Division <i>Feedback from Participants</i>	Sh Omar Elghaz Omar Chaar
10.	11.00am	15min	BREAK	
11.	11.15am	20min	UMA Sisterhood: <ol style="list-style-type: none"> 1. Shura 2. Dawah Department 3. Youth Program <i>Feedback from Participants</i>	Sr Linda Hamdoush
12.	11.35am	15min	Islamic Media International <i>Feedback from Participants</i>	Sh Ibrahim Dadoun
13.	11.50am	10min	Marketing <i>Feedback from Participants</i>	THINKSTUDIO
14.	12.00pm	20min	UMA Services: <ol style="list-style-type: none"> 1. NDIS 2. RTO 3. Home care Aged care 4. Future Project <i>Feedback from Participants</i>	<ol style="list-style-type: none"> 1. Sr Lina Sari 2. Asif Ahmed 3. Mohamad Charchouh 4. Sh Shadi Alsuleiman
15.	12.30pm	10min	Closing of the Meeting and Dua'a	Sh Shadi Alsuleiman
16.	12.45pm	10min	Thuhur	
17.	01.00pm	Lunch <i>Your Family is invited and welcome to attend the Lunch</i>		

UMA FINANCIAL REPORT 2023

Revenue

Revenue	FY2023	FY2022
Donations		
Jumuah	301,391	174,319
Dollar a Day	114,186	126,928
Tap Machines	193,653	58,207
Gift a Smile	20,591	45,547
Zakaat	59,604	44,287
General	2,213,111	1,272,633
Total Donations	2,902,535	1,721,921
Operations		
SIC	197,015	172,774
RTO	137,109	-
NDIS	82,027	-
Café	270,666	192,926
Gym	120,099	64,647
Vending Machines	13,963	3,978
Other programmes	165,064	-
Total Operations	985,945	434,326
Other		
Rental income	33,333	41,667
Grants	136,000	117,107
Other	34,986	104,753
Total Other	204,320	263,527
Total Revenue	4,092,800	2,419,774

UMA FINANCIAL REPORT 2023

Expenses

Expense	FY2023	FY2022
Wages and Salaries & Super	1,116,677	882,190
Other	27,445	33,593
Personnel Expenses Total	1,144,121	915,782
Accounting & Audit Fees	62,743	53,986
Bank & Merchant Fees	17,301	13,388
Consultants	66,313	208,224
Insurance	33,760	54,498
Legal expenses	176,674	283,219
Motor Vehicle Expenses	9,925	5,518
Office expenses, Printing & Stationery	29,306	28,567
Fees & Subscriptions	39,392	34,346
Internet & Phones	24,856	20,836
Other	24,557	13,498
Administrative Expenses Total	484,826	716,080
Gym	69,409	66,457
Jumuah venues	75,705	78,000
Cafe	230,138	135,307
Ramadan & Eid	45,652	27,686
RTO	35,216	-
Other	292,911	85,630
Programme Expenses Total	749,031	441,823
Cleaning & Waste	21,522	14,739
Electricity	73,132	54,979
Rates & Taxes	30,610	19,100
Repairs and Maintenance	69,469	41,751
Other	56,399	1,664
Property Expenses Total	251,132	203,260
Advertising & Marketing	110,476	33,067
Donations & Sponsorships	81,850	34,438
Other	126,878	69,871
Other expenses Total	319,204	137,376
Total Expenses	2,948,314	2,414,322



A series of horizontal dotted lines spanning the width of the page, providing a template for handwritten notes or a list.



A series of horizontal dotted lines spanning the width of the page, providing a template for handwritten notes or a list.



UMA STRATEGY MEETING 2023

2024 Vision & the Road ahead

Share Your Feedback

