



## **UMA STRATEGY MEETING 2024**

### ***2025 Vision & the Road ahead***

Sunday, 10 November 2024

8am to 1pm

**At the UMA Centre**

**[www.uma.org.au/strategy-24](http://www.uma.org.au/strategy-24)**



**Thank you for your  
attendance at the  
UMA Strategy Meeting 2024**

***2025 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 عَلَى شَفَا حُفْرَةٍ مِّنَ النَّارِ فَأَنقَذَكُم مِّنْهَا ۚ كَذَٰلِكَ يُبَيِّنُ اللَّهُ لَكُمْ ءَايَاتِهِ ۚ لَعَلَّكُمْ تَهْتَدُونَ ﴿١٠٣﴾

And hold firmly to the rope<sup>1</sup> 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)



**Dear Brothers and Sisters, The Wonderful UMA Family,**

*Assalamu Alaikom Wa Rahmatu Allahe Barakatuh,,*

May Allah (SWT) reward you abundantly for your efforts, sacrifices, and steadfastness in supporting our Deen, Islam, our community and the UMA.

This year has been especially challenging for us all. The heartbreaking atrocities, genocide, and immense suffering of our brothers and sisters in Gaza, Palestine, and more recently in Lebanon, weigh heavily on our hearts and have a serious impact on every single one of us. These trials affect us deeply—not just as Muslims, but as human beings who feel the pain and the suffering of our Muslim Ummah. It is part of our obligation that our attention and efforts have been focused on doing all we can to support and aid them.

At the UMA, we have been at the forefront of supporting, advocating for, and standing with our brothers and sisters in Palestine. Your efforts and sacrifices during this time have not gone unnoticed, and I extend my sincere appreciation and gratitude to each one of you for your commitment and dedication.

The UMA is not just about addressing the needs of today, it is about building the future. It is about you, your children, and the generations to come, Insha'Allah. It is about continuing the legacy of our beloved Prophet Mohammad (peace be upon him) and our predecessor for our children and offspring that will endure long after we are gone. Year after year, we witness the growth, prosperity, and positive impact of the UMA. Alhamdulillah, the changes we have seen are a testament to the dedication and sincerity of everyone involved in this organisation.

I am truly humbled and proud to lead an organisation established and driven by wonderful and devoted brothers and sisters. Your dedication to your Deen, your community, and the future is inspiring, it is the main source of our drive and motivation. Despite the challenges we have faced in recent months, I remain optimistic and confident that with sincerity, perseverance, and hope, that we all learn from our beloved Prophet Mohammad (peace be upon him), we will continue to grow and succeed, Insha'Allah.

At the UMA, we constantly seek opportunities to grow and serve our community. We strive to lead with vision, motivation and practicality, ensuring that every step we take brings us closer to fulfilling our goals and vision. Alhamdulillah, through the blessings of Allah and your continued support, the UMA stands as a leading Muslim organisation in Australia, and it will only continue to grow.

Looking ahead, 2025 promises to be a significant year for the UMA and the Muslim community. With the development and expansion of our centre next door, the growth of our departments and services, and our ambitious plans to establish the first Islamic university in Australia, we are setting the foundation for a brighter and greater future, a future that every Muslim will be proud of representing their religion and community. This big dream of establishing the Islamic university will, Insha'Allah, graduate homegrown Imams and educators who will teach and guide our children, grandchildren, and generations to come. Such projects require immense effort, time, dedication and sacrifice, but I am confident that we, as the UMA family, are more than capable of fulfilling this dream.

I want to sincerely thank each and every one of you for your outstanding dedication, commitment, and loyalty. Your dedication and commitment are the backbone of the UMA and its success, and your brotherhood and sisterhood keep us always motivated.

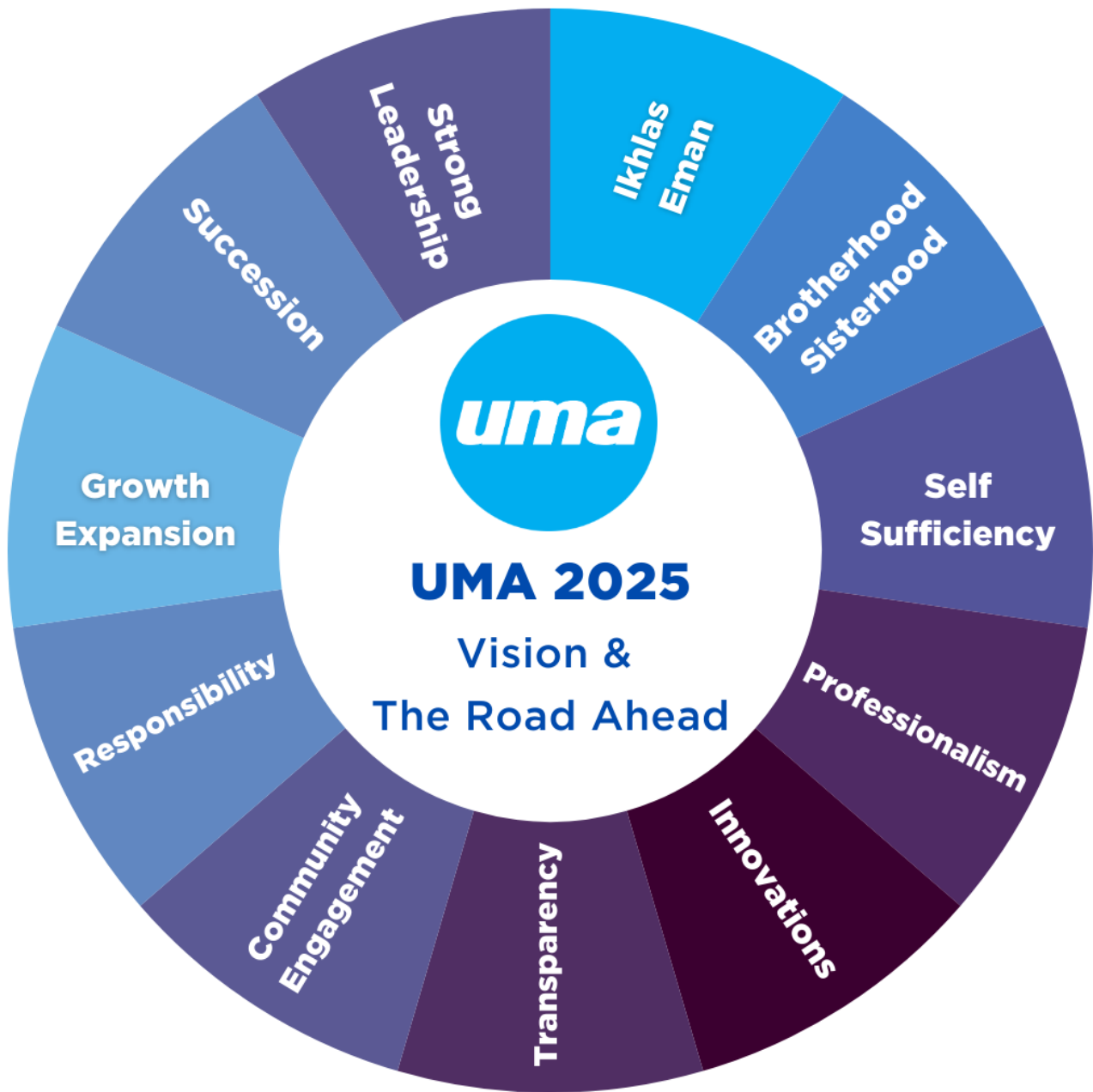
I look forward to continuing working with you as we work together to grow this organisation, strengthen our Eman, brotherhood, and sisterhood and build a great future for our community.

May Allah (SWT) bless our efforts, keep us steadfast, and grant us success in this life and the Hereafter.

Jazakom Allahu Khairan.

**Sheikh Shadi Alsuleiman**

**Together, United & Dedicated**



***We can make it Happen***  
***INSHA-ALLAH***



Sunday, 10 November 2024

# UMA STRATEGY MEETING 2024

*2025 Vision & the Road ahead*

**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 while 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, on any of the presentations, **link:** <https://www.uma.org.au/sm24>
12. At the end of the meeting, please share your general feedback on the meeting via this **link:** <https://www.uma.org.au/gsm24>

***We appreciate your Cooperation and Understanding***



**SCAN FOR GENERAL FEEDBACK ON ANY OF THE  
DEPARTMENTS OR PRESENTATION**



**[www.uma.org.au/sm24](http://www.uma.org.au/sm24)**

**Feel free to share your feedback and opinions  
openly and freely**



## OVERVIEW

### Objectives of the Meeting:

To assemble the main UMA brothers and sisters, involved in all UMA 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 for each for the new calendar year 2025.
- d) To set the new year's UMA Events calendar for 2025, 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, 10 November 2024**, from **8am to 1pm** 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 of 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) Diploma of Islamic Studies
- e) SIC4KIDS

- 5) Religious Affairs (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 2024. Use your 2023 UMA Strategy Meeting presentation as a guide to measure your success
- Propose your department's 2025 calendar of events
  - Major Events
  - Programs that require booking of the UMA Venue.
- Propose the goals & vision of your department for 2025.
- 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 2025, 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"> <li>What are the benefits of your department?</li> <li>What do you do well? (What would you boast about?)</li> <li>What do others see as your strengths?</li> </ul>	<ul style="list-style-type: none"> <li>What areas need improvement?</li> <li>What does your department lack?</li> <li>What are your biggest challenges?</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>What opportunities exist for your department?</li> <li>How can you turn your strengths to opportunities?</li> <li>What resources would be required to move your department to the next level?</li> </ul>	<ul style="list-style-type: none"> <li>What obstacles and challenges does your department face?</li> <li>What threats do competitors or external factors pose to your department?</li> </ul>



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## PROGRAM

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

9.	10.30am	30min	<b>UMA Dawah Department:</b> 1. Brotherhood Division 2. Social Services 3. Youth Division 4. Community Engagement Division  <i>Feedback from Participants</i>	<b>Sh Omar Elghaz Omar Chaar</b>
10.	11.00am	15min	<b>BREAK</b>	
11.	11.15am	20min	<b>UMA Sisterhood:</b> 1. Shura 2. Dawah Department 3. Youth Program  <i>Feedback from Participants</i>	<b>Sr Fatima Khalil</b>
12.	11.35am	15min	<b>Marketing</b>  <i>Feedback from Participants</i>	<b>Abdulfattah Mohammad</b>
13.	11.50pm	20min	<b>UMA Services:</b> 1. NDIS 2. RTO 3. Home care Aged care 4. Future Project  <i>Feedback from Participants</i>	<b>1. Sr Lina Sari 2. Asif Ahmed 3. Mohamad Charchouh 4. Sh Shadi Alsuleiman</b>
14.	12.10pm	10min	<b>2025 UMA Strategy Meetings and Structure</b>  <b>Closing of the Meeting and Dua’a</b>	<b>Sh Shadi Alsuleiman</b>
15.	12.45pm	10min	<b>Thuhur</b>	
16.	01.00pm	<b>Lunch</b>  <i>Your Family is invited and welcome to attend the Lunch</i>		



## UMA FINANCIAL REPORT 2024

### Revenue 2024

Revenue		FY2024
<b>Donations</b>		
Jumuah		258,881
Dollar a Day		98,415
Tap Machines		227,866
Gift a Smile		24,096
Zakaat		12,881
General		865,432
<b>Total Donations</b>		<b>1,487,571</b>
<b>Operations</b>		
SIC		237,552
RTO		56,362
NDIS		412,710
Café		265,382
Gym		125,257
Vending Machines		10,048
Other programmes		136,856
<b>Total Operations</b>		<b>1,244,167</b>
<b>Other</b>		
Government - capital funding (building)		
Westinvest		1,732,500
Multicultural NSW		1,650,000
Department of Industry		125,000
Government - grants (services)		
Office of Sport		7,000
Other		25,203
<b>Total Other</b>		<b>3,539,703</b>
<b>Total Revenue</b>		<b>6,271,441</b>



## UMA FINANCIAL REPORT 2024

### Expenses 2024

Expense	FY2024
Wages and Salaries & Super	1,612,616
Other	75,878
<b>Personnel expenses Total</b>	<b>1,688,494</b>
Accounting & Audit Fees	89,662
Bank & Merchant Fees	20,680
Consultants	266,319
Insurance	62,336
Legal expenses	56,782
Motor Vehicle Expenses	65,518
Office expenses, Printing & Stationery	60,789
Fees & Subscriptions	47,529
Internet & Phones	21,313
Other	3,286
<b>Administrative expenses Total</b>	<b>694,215</b>
Gym	73,621
Jumuah venues	85,322
Cafe	244,980
Ramadan & Eid	22,205
Other	156,892
<b>Programme Expenses Total</b>	<b>583,019</b>
Cleaning & Waste	5,776
Electricity	79,104
Rates & Taxes	33,902
Repairs and Maintenance	72,370
Other	17,353
<b>Property expenses Total</b>	<b>208,506</b>
Advertising & Marketing	188,866
Donations & Sponsorships	124,480
Other	36,620
<b>Other expenses Total</b>	<b>349,965</b>
<b>Total expenses</b>	<b>3,524,200</b>



## UMA FINANCIAL REPORT 2024

### Revenue 2023

Revenue		FY2023
<b>Donations</b>		
Jumuah		301,391
Dollar a Day		114,186
Tap Machines		193,653
Gift a Smile		20,591
Zakaat		59,604
General		2,213,111
<b>Total Donations</b>		<b>2,902,535</b>
<b>Operations</b>		
SIC		197,015
RTO		137,109
NDIS		82,027
Café		270,666
Gym		120,099
Vending Machines		13,963
Other programmes		165,064
<b>Total Operations</b>		<b>985,945</b>
<b>Other</b>		
Rental income		33,333
Grants		136,000
Other		34,986
<b>Total Other</b>		<b>204,320</b>
<b>Total Revenue</b>		<b>4,092,800</b>





## UMA FINANCIAL REPORT 2024

### Expenses 2023

Expense	FY2023
Wages and Salaries & Super	1,116,677
Other	27,445
<b>Personnel Expenses Total</b>	<b>1,144,121</b>
Accounting & Audit Fees	62,743
Bank & Merchant Fees	17,301
Consultants	66,313
Insurance	33,760
Legal expenses	176,674
Motor Vehicle Expenses	9,925
Office expenses, Printing & Stationery	29,306
Fees & Subscriptions	39,392
Internet & Phones	24,856
Other	24,557
<b>Administrative Expenses Total</b>	<b>484,826</b>
Gym	69,409
Jumuah venues	75,705
Cafe	230,138
Ramadan & Eid	45,652
RTO	35,216
Other	292,911
<b>Programme Expenses Total</b>	<b>749,031</b>
Cleaning & Waste	21,522
Electricity	73,132
Rates & Taxes	30,610
Repairs and Maintenance	69,469
Other	56,399
<b>Property Expenses Total</b>	<b>251,132</b>
Advertising & Marketing	110,476
Donations & Sponsorships	81,850
Other	126,878
<b>Other expenses Total</b>	<b>319,204</b>
<b>Total Expenses</b>	<b>2,948,314</b>



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*2025 Vision & the Road ahead*

**Share Your Feedback**

