

Maccabi to restructure organisation

The new look Victoria Maccabi will provide greater financial independence and stability to its member clubs. **Brandon Cohen** reports.

THE executive director's position in Victoria Maccabi will be split into three separate roles in the organisation's quest to provide greater support and financial stability to its clubs.

The new positions are part of a visionary development and restructure for Victoria Maccabi which aims to, ultimately, bring a positive income flow to the 28 clubs in the organisation.

A discussion paper outlining the Victoria Maccabi "vision" was distributed by mail to about 1,000 people this week. It describes the major developments in the organisation over the past two years and "identifies a visionary development and restructure

for the organisation which will significantly enhance its capacity to provide added value to its member clubs and the activities that they run".

The three new roles are executive officer, sales and marketing consultant and a club liaison and development officer.

Former executive director Andrew Freund took up the position of sales and marketing at the start of this month. The other roles will be filled early next year.

Russell Jaffe, a member of the Victoria Maccabi board, explained that the restructuring was in part due to a lack of funds.

"The reason we've done that is in the long run, we want to significantly add to the income that comes to Victoria Maccabi and, therefore, to the clubs. And we believe there's real potential for expanding and increasing the income that comes to our joint organisation," Jaffe told club delegates and presidents at a Victoria Maccabi Council meeting on Wednesday last week.

He said that Maccabi could capitalise on the marketing and sponsorship success of the 75th anniversary Hall of Fame function, held in September, to increase income.

Jaffe said Freund would act like a

"circuit breaker, something to break the nexus of income, staffing and to increase the opportunities to capitalise on the 75th.

"We're very excited about the possibilities that allowing Andrew to focus totally on sales, marketing and sponsorship can actually provide for the organisation, and eventually as benefits for all of the clubs," he said.

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Russell Jaffe, Victoria Maccabi board member

Jaffe added that Victoria Maccabi would not only be able to provide financial support to the clubs, but administrative as well.

"We're very conscious of trying to do that without in any way, obviously, taking away the autonomy of the clubs; in fact, [we'll be] actually adding to what the clubs do best."

Other ways the organisation intends to add value to its clubs are increased communication via an Internet web site, creation of a



Focusing on club development and support: new Sales and Marketing Consultant Andrew Freund (left) with current Victoria Maccabi President Sam Parasol.

sports club facility, strengthened links with the Jewish day schools and public and private sponsorship.

In another major development, Victoria Maccabi announced an in-principle agreement to move into Beth Weizmann in February or March next year.

"We believe being in Beth Weizmann will also add to our profile and [promote] links with other Jewish organisations. And we think there's tremendous possibilities there," Jaffe said.



The Victoria Maccabi 75th anniversary logo.