Connection Spring 2010 / Rosh Hashana 5771





Summer 2010

Newsletter,

vision for

I outlined our

Jewish Care,

of building an

organisation

transparent,

that is

Message from our President

Embracing the Vision



Bruce Rosengarten, President.

sustainable. responsive and provides leadership in services and facilities. I am pleased to report that in all these areas we are moving forward.

But before elaborating on how we have progressed, I would like to express gratitude to our community for helping to raise a record \$2.47m in this year's Annual Appeal. This is a fantastic result, and we look forward to your support in 2011 as we continue to expand and develop programs to support the challenges in our community.

Over the past six months, the Board and Executive have been implementing action steps to enable us to work

smarter, improve efficiencies, build partnerships, expand services and offer new choices.

As part of our commitment to develop measurable value for our clients, we are instituting a fully comprehensive service and quality assessment across all client service areas where we can assess our performance, determine where gaps lie and learn how to continuously improve on delivering service excellence to all our clients.

Our initial focus has been four-fold. Firstly, this has resulted in a flatter and more responsive and accountable organisational structure. Secondly, we are improving financial sustainability by driving improved sources of income and reducing costs and wastage - including a 30% reduction in corporate overheads as well as new improved staff rosters. Thirdly, we are focused on improving service delivery and finally and most critically, we are redefining our infrastructure needs, especially in relation to a substantial property development program; a significant task as we prepare for the future.

This edition of My Connection explains our change process and the outcomes we have achieved as a result of much effort by our very committed team.

Much of this change is now underway as we respond to the challenges ahead. We remain committed to building for the future and achieving success. We seek your support and encouragement as we develop Jewish Care to a new level of professionalism and sustainability, responding to the changing and developing needs of our community, and delivering better services more efficiently and effectively than ever before.

I look forward to your support in this time of change and to reporting on the success of our team's efforts and commitment in delivering our strategy as we progress and achieve our aspirations.

Burelongel

Bruce Rosengarten President, Jewish Care

Making a Change

Message from our CEO



Bill Appleby, CEO

have met so many inspiring people who want to make a difference

My first six

new CEO at

Jewish Care

has been a

wonderful

journey as I

months as the

to other people's lives. The sense of community is an amazing strength that will ensure our enduring success.

It has also been an active time as there is much work to be done at Jewish Care and a clear resolve by the Board to reinvigorate our important community organisation.

At our 2010 Annual Appeal launch, I described five key areas of focus:

- The need to build a strong, inclusive, sustainable, accessible and responsive consumer-driven service that is underpinned by evidence
- · The need to invest in the creation of an energetic and capable workforce

- The need to develop a service mix that not only responds to crisis but also address prevention and early intervention, building resilience and self esteem
- · The need to advocate for those who can't
- The need to research and invest in technology to ensure we become a more efficient and effective organisation.

For us to achieve these aspirations and to position Jewish Care as a vibrant and viable organisation, we need to change. Many of us find change difficult, yet history has shown that change is inevitable and the only thing that brings progress. It is important to remember through this time of change that the focus is on the delivery of improved services, sustainability, capacity building and improved responsiveness to the changing needs of our dynamic community. This change requires the commitment of the whole community; an insightful community who understand that our future comes one day at a time. It requires a realisation that all of us must be the change we wish to see at Jewish Care.

The team at Jewish Care are now focused on the delivery of the first year of our five year strategic plan.

To achieve these important outcomes, Jewish Care has transformed our organisational structure to ensure we have in place strategically-focused leaders who can effectively support our staff and volunteers to deliver responsive, quality services.

Additionally, the Board and Executive are excited about the prospect of crystallising our five year asset plan for Services for Older People over the next six months with a workable solution for the St Kilda Road site.

In closing, I would like to thank the whole community that is Jewish Care; managers, staff, volunteers, donors, clients and families for their continued sponsorship of our mission to support and enhance the wellbeing of the Jewish community of Victoria.



CEO. Jewish Care

Come to our AGM

Please join us as at Jewish Care's Annual General Meeting, 6:30pm, Tuesday 23 November. St Kilda Town Hall Council Chambers, corner Brighton Rd and Carlisle St.



Renew your Jewish Care membership by Monday 2 November so that you are eligible to vote. Contact the Development Team on 8517 5702 or development@jewishcare.org.au

5.000 Thank You's

Thank you for supporting Jewish Care.

Our 2010 Annual Appeal was a wonderful success, with nearly \$2.5 million raised in support of people in need in our community.

The appeal set a new benchmark for Jewish Care and marked a turning point in our community's understanding of the work we undertake every day.

Jewish Care relies on our community for support. Each one of us plays an important role in helping to make a difference. We can all be proud that by supporting Jewish Care, we all help to build a stronger and more resilient community.



Shana Tova Let's help each other this Rosh Hashana Donate to Jewish Care instead of giving flowers or gifts. To donate to Jewish Care, contact (03) 8517 5999 or go to www.jewishcare.org.au

Feature

New Executive Team Takes Charge

Jewish Care's vision for stronger, more responsive consumer driven service has progressed to the next level with our new restructure and the creation of three new executive roles.

The flatter organisational structure promises to reinvigorate our services by creating a more agile, action-driven management with greater capacity for decision making and change.

The restructure follows Jewish Care's "New Direction", announced at last year's Annual General Meeting and supported by the ensuing 2009-2014 Strategic Plan.

Joining the existing executive team will be three new roles to drive quality assurance, manage exciting new infrastructure projects and to better support staff and volunteers.



Rabbi Meir Shlomo Kluwgant General Manager of Cultural and Spiritual Services

- Enhanced integration of cultural and spiritual services throughout the organisation
- More effective delivery of Kashrut supervision
- Improved and enhanced prayer service program
- Raised awareness of Jewish culture and traditions through expanded staff training, festival observance and celebration



Bill Appleby

Chief Executive Officer

- Maintain highest standards of care and support and retain sufficient capacity
- Lead adoption of new support service models, based on research and evidence
- Significantly improve operational efficiency
- Replace outdated aged care facilities
- Grow the share of community contributions spent on community and disability services



Mary Anne Hunt

General Manager of Services for Older People

(Combining Services for Older People and Residential Aged Care)

- Expand client choice through service diversification
- Growth of home care service provision
- Renew focus on active ageing



Karen Lowe

General Manager of Quality

- Implementation of quality management processes across the entire organisation
- Establishment of key performance indicators for all programs and services
- Identification of customer needs and preferences through satisfaction surveys
- Launch of Research, Innovation and Policy Unit



Louise Arthur

General Manager of Community Services

(Combining Community Support Services and Disability Services)

- Development of comprehensive plan for service evolution in disability services
- Expand opportunities for community inclusion
- Introduce multidisciplinary case management approach to client service



Claudia Blackwell General Manager of People and Culture

- Build reputation as employer of choice by attracting the best and brightest
- Build leadership capacity and succession planning
- Expand volunteering opportunities
- Enhance working environment
- Renew emphasis on organisational culture, mission and values



lan Martin

General Manager of Infrastructure

- Delivery of five year asset plan
- Improve efficiency of existing assets
- Development of contemporary options for senior living
- Expand affordable housing responses



Adam Goldberger

Chief Financial Officer

- Promotion of greater fiscal efficiencies
- Introduction of economic robustness to decision-making
- Improve procurement outcomes in terms of quality and value
- Expand investment in new technologies



Miriam Suss

General Manager of Development

- Reinvigorate brand positioning and equity
- Development of effective communication tools including launch of new website
- Enhance donor relationships and build engagement with new segments of community
- Roll out youth philanthropy program

News, Views and Advocacy

Strengthening Families Through Support

Backed by government funding, Jewish Care will be launching an innovative project called the Intensive Behaviour Support Pilot Project to provide support to families of children with a disability who display challenging behaviours and who are experiencing significant stress. Using a positive behaviour support model, staff from Jewish Care will work intensively with 15 families in the Southern Metropolitan region to provide vital support and help strengthen the ability of families to care for

Charting the Future of Aged Care

Jewish Care has gone global, engaging with international leaders in order to provide higher quality aged care.

Over the past few months, representatives from Melbourne's largest Jewish aged care provider have been in discussions with a number of Israeli experts, as well as attending international conferences in Melbourne and the United States.

Israeli expert Dr Yitzhak Brick, Director of the Association for Planning and Development of Services for the Aged in Israel, visited Australia recently and met with Jewish Care's CEO Bill Appleby to exchange perspectives on aged care provision and to set up discussions on potential future collaborations.

Mr Appleby also met with Professor John Lemberger from the Geriatric Management of Maccabi, who led an education session at Jewish Care about the state of care for the elderly in Israel.

In addition, following on the success of the Gen 08 survey, Jewish Care has also partnered with Monash University on another research project titled "Jewry 2030", whose findings are expected to be released to the community later this year.



Jewish Care welcomed a visit from Professor John Lemberger (first row, second from the left) from the Geriatric Management of Maccab

Jewish Care Consultation Supports National Disability Service Improvement

Jewish Care is responding to a Federal Government call to contribute to the improvement of services for Australians living with a disability.

A community consultation held at Jewish Care's Glen Eira Villas on 20 July will inform a submission to the Productivity Commission's Inquiry into Disability Care and Support to meet the long-term needs of people with a disability, their families and carers.

Jewish Care is also supporting a proposal for a National Disability Insurance Scheme (NDIS) which would establish a Medicare-type system providing more consistent disability services and support.

A final report of the Productivity Commission Inquiry is set to be released in July 2011.

Carer Card for Victoria's Carers

Jewish Care is urging primary carers throughout the community to take advantage of the new Victorian Government Carer Card. Launched on



1 July, the Carer Card enables carers to enjoy discounts on food and drink, home wares, entertainment, health and home maintenance from over 700 businesses. Carers will receive free Sunday travel on all metropolitan and regional public transport and gain discounted or free entry to Victorian Government venues, festivals and events.

For further information, visit www.carercard.vic.gov.au

\$120K Boost for Disadvantaged Jewish **lobseekers**

Always Moving Forward (AMF), Jewish Care's recruitment and training service, has received a grant of \$120,000 to help disadvantaged Jewish jobseekers get back into work.



The grant will help AMF to provide support to jobseekers through job matching, work preparation, training, industry orientation, work experience and mentoring.

With more than 300 jobseekers on their database, jobseeker registration at Jewish Care's recruitment and training service has far outstripped the national average, with a 62% rise in jobseeker registrations in the last financial year.

AMF staff assist with job search, resumé preparation, interviewing skills and accessing training options. AMF also provides quality training programs including Women in Business and computer courses in key business essentials such as MYOB, Word and Excel.

Tewish Care Scholarship to Boost **Business Success**

Like to imagine yourself sitting at a table with the founder of Forty Winks or Autobarn? How about getting a former Trade Commissioner or Kodak General Manager to give you some business advice?

Jewish Care is offering four new scholarships to help small businesses achieve success. Thanks to an exciting partnership with the Small Business Mentoring Service (SBMS), successful applicants will receive

Amos Bush, Autobarn Founder and one of SBMS' many

professional mentoring support from some of Victoria's most successful, experienced business specialists. Business mentoring is also available to small businesses accessing funding through Jewish Care's Jewish Mutual Loan Company.

Statistics show that 40% of all new businesses fail within the first 12 months of operation, and less than 25% survive their first five years. Jewish Care's business mentoring initiative with SBMS reflects our focus on preventing crisis before it happens.

The initiative is one of a number of services, such as financial counselling, Saver Plus, and Jump Start Loans, which are aimed at strengthening our community by building self-sufficiency and resilience through education, skills development and support.

Application deadline is 30 September. New or existing small business owners who would benefit from mentoring are invited to contact Ben Weinstock, Jewish Care's Financial Counsellor on 8517 5977 or bweinstock@jewishcare.org.au.



highly experienced mentors.

New Course Assists Adults With a Mental Illness Get Back Into The Groove

Jewish Care, in partnership with the Mental Illness Fellowship Victoria (MIFV), is offering a new year-long part-time course furthering education, training and employment opportunities for Jewish adults with a mental illness. The nationally accredited Certificate II in General Education will develop skills in reading, writing and numeracy in a positive and supported environment. Jewish Care's qualified counsellors will be available for support.



If you know someone who might penefit from this course, please contact Irina Markevitch on 8517 5741 or imarkevitch@jewishcare.org.au

Stand Up for Older **Australians**

Jewish Care is supporting the Campaign for Care of Older Australians' "Grand Plan" in calling for increased support and funding for Australia's ageing population. The CCOA is a coalition of Australian aged care organisations seeking to amplify the public voice of older Australians and build a more sustainable industry on principles of choice, accessibility, flexibility and quality.



Community Engagement

Women Gear Up for Business Success

Ready to take on the world – that's the feeling described by a group of entrepreneurial minded women who have participated in Jewish Care's Business for Women course at Always Moving Forward. Led by Debra Jacobs, a dynamic community business woman who has successfully built and sold businesses of her own, the course offers practical strategies for success, targeting women already involved in a business or thinking about embarking on one.

For further information about AMF courses, contact 9528 4466 or amf@jewishcare.org.au



Soaking up business best practice: Course participants with Debra Jacobs (centre).

Join Generations of Wonderful Women



The 2009 Generations of Women Organising Committee

Calling all mums, daughters and grand-daughters to celebrate community and support a wonderful cause at this year's 14th Annual Generations of Women brunch, 13 October 2010 at Brighton International. Nutritional strategist and food coach Sherry Strong will reveal the shocking truth about food, its often detrimental impact on our body and planet – and why children in refugee camps in Africa are eating healthier than most privileged school kids in Australia. Funds raised will go towards Jewish Care's counselling services helping families with emotional and financial support.

For more information, contact Ruth Lew on 8517 5602 or rlew@jewishcare.org.au

Friends of Monte Raises \$40k+ for Jewish Care

Friends of Montefiore enjoyed brunch with Academy Award winner Adam Elliot, creator of 'Harvie Krumpet', at this year's annual fundraising event held at Leonda by the Yarra on 2 June. This event was made possible thanks to Delysia Pahoff and the Friends of Montefiore committee and the generous sponsorship of the Pratt Foundation and Barry Markoff of ICMI. Proceeds from the brunch raised over \$40,000 towards supporting Jewish Care's aged care services.



Rosie Potaznik with Julia Mason (right)



Arlene Joffe, Goldie Birch, Hayley Southwick, Melinda



Delysia Pahoff and Adam Elliot.



Lyn Rockman and Elana Melzak



Hannah Cohen, Tania Smorgan and Annette Rosen.



Adam Elliot signing DVDs.

A Young Achiever Partnership



Miriam Bass, YAP Mentor

Why did you want to become more involved in the community?

I wanted to contribute my skills and meet my interests in a way that made a difference.

Why do you choose to work with young people?

I enjoy young people because they are at a time in their lives when they are shaping their future.

What kind of advice does your mentee turn to you for?

My mentee talks to me about personal development issues, career planning and managing Year 12. She knows that I am here for her to help and support her to achieve her goals. She told me we are a good match because "I know about the stuff she is interested in".



Aviva Meisner, YAP Mentee

What inspired you to apply for the Young Achievers Program?

I thought it would be good to have someone to confide in who could offer advice and help me overcome issues during Year 12 such as stress.

What kind of advice do you turn to your mentor for that you might not ask someone else?

I usually turn to Miriam for advice about school and how to manage my workload, particularly in my creative subject, Visual Communication and Design.

What types of things do you do with your mentor?

We sometimes go for lunch. We once took part in a health program at the Botanical Gardens which included Tai Chi and morning tea. We have also gone to Chapel Street to do research for my design portfolio.

Free Art Classes For Volunteers

Jewish Care volunteers explored forms of art expression at a free Canvas Collage Class, sponsored by Emma Light of the Art Factory.



Art Factory manager Emma Light with Gabbi Kane

Volunteer Opportunities

- Give some Channukah light.
 Assist in preparing Channukah packages to deliver to older people in your neighbourhood.
- Record people's memories.
 Supervised by Adele Hulse of Makor Library, help record reminiscences of residents at Gary Smorgan House.

For more information, contact Sari Eisen, Volunteer Resource Program Coordinator, on 8517 5917 or seisen@jewishcare.org.au

Go Rachel, our Star Volunteer!

Congratulations to volunteer Rachel Kisin, Jewish Care's nominee for the 2010 Victorian Senior of the Year: Go for Your Life Award. Rachel (pictured below) has made an exceptional contribution to the community, running weekly yoga sessions at our Prahran Grove House for adults with a disability, and assisting elderly clients with weekly arts and crafts sessions at our Mark and Dina Munzer Community Residence. She has been volunteering for Jewish Care since 2007 and is a truly deserving nominee for this award.



Nogga Joins the Catalyst for Change

On Monday afternoons 3-5pm throughout September, Café Nogga, 294 Carlisle St, is the place to be for Jewish Care volunteers, parents, families and community members. Join us for a free coffee and chat, and hear what's happening at Jewish Care.



Enjoy a coffee with us at Café Noggo

Fred and Lilly Bishop Leave a Lasting Legacy

\$1 million bequest gratefully received by Jewish Care

Fred Bishop and Lilly Mayer and their respective spouses were friends in Vienna in the 1930's, arriving separately in Australia after WWII. After Lilly's husband Fritz passed away from lung cancer in 1974 and Fred's wife Lisl died soon after of Alzheimers, their long-time friendship blossomed. Despite advanced ages -Fred was 84, Lilly 78 – they married in 1985, enjoying seven wonderful years



together until Fred passed away in 1992. Described by family as "made for each other," Fred and Lilly were generous sponsors to a range of Jewish charities, including the Jewish Welfare Society and Montefiore Homes for the Aged.

For more information on planned giving, please contact the Development Team on 8517 5963 or development@jewishcare.com.au.

Jack & Robert Smorgon Families Foundation Helps Jewish Care Make a Difference to People with Disabilities

Guy Slome's new recumbent bicycle is more than just a novelty; it is a new lease on life. Thanks to Jewish Care and funding from the Jack & Robert Smorgon Families Foundation, Guy's bicycle will enable him to join his family for Sunday morning rides, and promises a new level of independence he would not have otherwise had.

Guy, who suffers partial paralysis of the left side of his body, is just one of a number of people whose lives are being fundamentally and positively impacted by a generous \$100K donation from the Jack & Robert Smorgon Families Foundation.

The grant has enabled 18 Jewish Care clients with a disability to receive funding for the purchase of aids and equipment, home modifications and otherwise unaffordable therapies that will assist them to live safely and independently in their own home.



If you would like to discuss ways that you can work together with Jewish Care to make a difference to the lives of people in our community, please contact the Development Team on 8517 5963 or development@jewishcare.org.au

Generous Gift Makes a Difference

Oscar Sokolski has been a generous donor to Jewish Care for more than 20 years. His recent gift will make a substantial impact to the lives of residents at Gary Smorgon House and Glen Eira Villas.



Building Independence at Glen Eira Villas

Since its official opening in February this year, ten residents have already moved into their homes at Glen Eira Villas and we are thrilled to see the real-life effects of our long term commitment to this exciting and innovative project. We are witnessing on a daily basis real individual growth as people take steps, both small and large, to achieve self determination and independence.

As our remaining residents move in over the next months, we will be looking forward to launching our respite unit at Glen Eira Villas for adults with disabilities as well, so that others in the community can have the opportunity to build competencies and to experience the possibilities of a more independent lifestyle for.



To discuss funding opportunities and to arrange a tour, please contact the Development Team on 8517 5602 or development@jewishcare.org.au.

A New Year, A New Vision



As the Days of Awe (encompassing Rosh Hashana and Yom Kippur) approach, there is always so much to ponder.

The year just passed consumes us as we prepare to sit in the synagogue to be judged and sentenced for the year ahead; hopeful always that the sweetness of the solemn days will prevail and that the Almighty will bless us all with a good year.

We have been doing our own soul searching here at Jewish Care – planning and setting into motion structures and processes to facilitate a new lease on life for our programs, residents and clients. Our new executive team and fresh service offerings and programs will form the basis of new

beginnings and a stronger, more secure future for all associated with Jewish Care.

So this year, while sitting in shul, we will not only reminisce over the past, but focus on our vision for the future - a realisation of hopes and dreams for the benefit of all

Wishing you 'Shana Tova' - a happy, healthy and sweet new year.

Welcome Rabbi Small

Rabbi Dovid Small is the most recent addition to the Cultural & Spiritual Team. Rabbi Small will be providing rabbinical, Kashrut and pastoral support to Montefiore Homes and Smorgon Nursing Home residents, staff and clients.



Thank You

Bar Mitzvah

James Hupert Daniel Peer David Stern Benjamin Weinmann Sam Korman

Bat Mitzvah

Mia Friedman Talia Lutchner Natalie Mendel

Special Birthday

Sima Greenfield Jeffery Shapiro Bob Metter Jessica Brott

50th Birthday Lionel Steinberg

Michael Shapp Geri Kras Henry Pinskier Tracy Back

60th Birthday Hilton Katz

70th Birthday Richard Layton Danielle Jelinek

80th Birthday Tibor Katz

Rita Kras Robert Neeter Clare Markoff

85th Birthday Richard Hayden



Daniel Peer (together with sister Nina and parents Hana and Gary) recently donated his Bar Mitzyah money to Jewish Care

Thomas Lipson Meier Heilbrunn

90th Birthday Rachmiel Alter

Golda Rosenblum Ron Taft Wolfie Sacks Rivka Kaufman

99th Birthday Ignacy Tyrmand

100th Birthday Milly Spizer Herman Stern

50th Wedding **Anniversary** Tom & Sylvia

David & Anne Jaffa Pam & Peter Morley **60th Wedding Anniversary**

Lowenstein

Horstein

Gabreil & Mavis

Barry & Hetty Rosenberg Ethel & Sid Silver Michael & Rae

Special Events Over 30s Shleppers Football Match

Snider



Rachel and Murray Caplan recently celebrated their joint birthdays with Simcha donations to Jewish Care in lieu of gifts.

A tremendous thank you to all those who have made their recent celebrations an opportunity to donate to Jewish Care.





Help Us to Help Sara

Sara* is in her 40s and has bipolar disorder. For this bright and intelligent woman, a life full of promise became one of loneliness, fear and lost opportunity – impacting on herself and on relationships with friends and family.

Sara's illness was diagnosed while at university. It affected her thoughts, feelings, physical and emotional health, behaviour and day-to-day functioning. She was unable to continue her job in the public service. For a time she was hospitalised. Her career stalled.

Sara turned to Jewish Care for help. With our support, she receives ongoing counselling, financial aid and housing support, as well as opportunities to join others in social activities. She says, "Jewish Care is a place where I am accepted, can make new friends, expand my interests and be more independent."

Sara is now ready to return to work. To help her on her journey, Jewish Care is offering a one-year Certificate II in General Education in partnership with the Mental Illness Fellowship of Victoria, and she is looking forward to starting the course in August.

*Not her real name

How Does Jewish Care Help People With Mental Illness?

Jewish Care provides comprehensive assessment, counselling and other support services, including advocacy, to support adults living with a mental illness, their families and carers.

Our focus is on prevention, healing and social support, with services to aid recovery, establish goals and build a sense of purpose and connection to the Jewish and wider community.

We help people like Sara with:

- Information, advice and advocacy
- Ongoing counselling and support
- Partnerships and liaison with other professionals and organisations
- Links to other Jewish Care services such as housing support, financial aid and employment services
- Educational programs, return to learning courses, computer training
- Social activities including creative arts and outings to foster belonging and encourage social inclusion
- Interpreters as required

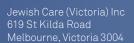
Our mental health services receive no government funding and their continuance relies on your generosity.

With Rosh Hashana approaching, we are asking you to help people with a mental illness start the new year with a fresh beginning.

Please complete and send the coupon below, or go to our website www.jewishcare.org.au

Yes, I would like to make a gift to Jewish Care's Mental Health Services

1800 JEWISH (1800 539 474)	Fax 03 8517 5705	Online www.jewishcare.org.au	619 St Kilda Road Melbourne Vic 3004
\$36 \$54 Method of payment I have encl	\$72 \$12 state osed a cheque payable to Jo		All gifts over \$2 are tax deductible
Or please debit my VISA	MASTERCARD	AMEX	
		Expiry Date	
Name on card		Signature	
Email		DOB	
Home phone	Work phone	Mobile	e



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