

BUSINESS PLAN

ISLAMIC DAWAH CENTRE OF AUSTRALIA INC

LOCATION: 361 CHISHOLM ROAD AUBURN NSW 2144

ORGANISATIONAL STRUCTURE: Mr Gezim Recaj (President)

Mr Rashad Maarbani (Treasurer)

Mr Rabbie Zalaf (Secretary)

ORGANISATION NAME: ISLAMIC DAWAH CENTRE OF AUSTRALIA INC

COMPANY ABN No: 45 495 343 458

LOCATION REGISTERED: 361 CHISHOLM ROAD AUBURN, NSW 2144

CONTACT DETAILS: 02 9738 7700

THE FUTURE GOALS AND OBJECTIVES

Islamic Dawah Centre of Australia Incorporated was established in 2007 and is registered with the Australian Charities and Not-for-Profits Commission. Its objective will be to provide relief of poverty, sickness, suffering, disability or helplessness suffered by individuals and the community of Australia. In addition, it will continue to assist the disadvantaged communities from diverse non-English speaking backgrounds through programs aimed at empowering life skills, education and emotional development.

The goals and objectives of the organisation revolve around maintaining and operating a permanent and active not-for-profit public benevolent relief Institution whose principal purposes are:

- (a) Assisting the poor and the needy from disadvantaged communities, regardless of race, religion, ethnicity or social background, age, health or disability.
- (b) Assisting individuals, families and communities who are experiencing and have been afflicted by famine or natural disasters.
- (c) Assisting the community with issues associated with homelessness through the promotion of equity and sharing of resources.
- (d) Promoting inclusion of individuals with special needs into the community and assisting family members in coping with special needs including isolation, helplessness and emotional distress.
- (e) Assisting in the treatment and recovery services of drug dependent individuals and promoting their social, physical, intellectual and emotional well-being and that of their families.

- (f) Assisting the community with issues associated with domestic violence through the access of shelter and other resources.
- (g) Assisting the underprivileged and community with programs and activities that promotes social inclusion, participation, enhancing opportunities and providing access to resources.
- (h) Providing programs that enable children and young people, who are disadvantaged and or at risk of involvement in crime, to participate in sporting and recreational activities.
- (i) Providing and facilitating the community with language teaching for school aged children.
- (j) Empowering the children by providing after hour educational programs for children and young people.
- (k) Upholding honesty, integrity and moral ethics.
- (l) Providing youth counselling and support.
- (m) Providing and facilitating religious activities for the elders of culturally and linguistically diverse (CALD) background. The purpose is to promote harmony and the principles and teachings of God.
- (n) Liaising with organisations with the same faith and missions in Australia and abroad, with the aim of establishing and fundraising for a community-based initiatives in spreading the true message of Islam.
- (o) Undertaking other activities in accordance with the above.

EMPLOYMENT AND STAFFING

Recruitment will consist of a structural process whereby the candidates will be experienced, have appropriate industry recognised qualifications. Candidates will be screened to have police check as well as working with children check and trained in the areas of child protection and working with vulnerable people. Staff will be interviewed and offered positions suited to their experience and knowledge.

Contracts will be prepared by our experienced management team and any disputes or clarifications of employee and employer rights addressed accordingly.

Staff will be conducted with interviews and then induction training sessions involving service operations.

Recruitment options

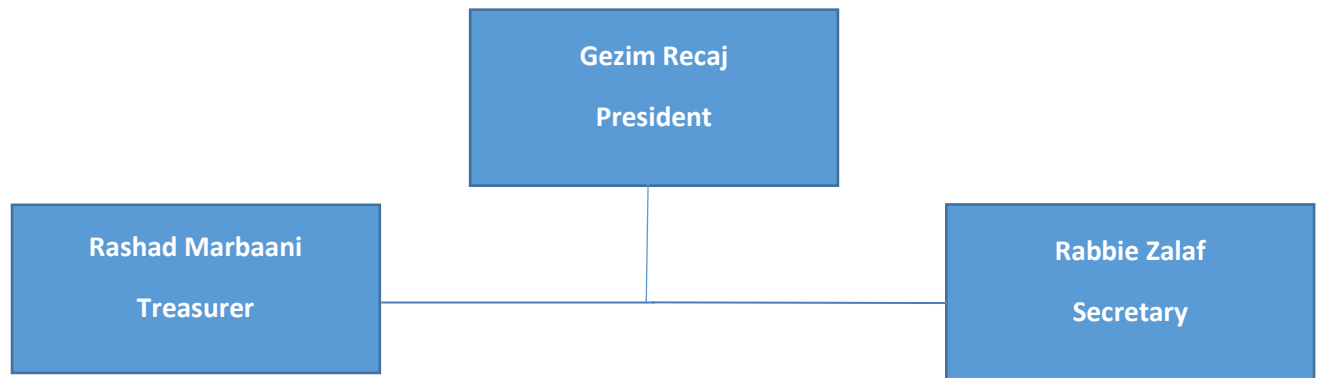
IDCA has access to a range of professional team that are involved in the assistance of community. We have a team of General Practitioners, Psychologists, Councillors, Social workers and other allied health professionals who will assist in the delivery of our intended projects and objectives. We will utilise our website and social media to obtain specialised staffing. In the event we do not obtain the candidates, advertising positions online through professional employment agencies.

Risk management

The following section identifies the associated risks in pursuit of our strategic objectives and how we will deal with them.

| Risk | Likelihood | Impact | Strategy |
|---|-------------------|---------------|---|
| Handling cash at IDCA premise can lead to misappropriation of funds, increased chance of robbery and armed hold-ups. | Unlikely | High | Stringent cash handling process to be implemented. 1. Keep cash levels low 2. Use and encourage cashless purchasing e.g credit cards and EFTPOS.3 Cash register and safe to be locked at all times. 4. Install an alarm system. |
| IT and data protection may lead to loss of privacy and confidentiality of information being hacked by external sources. | Unlikely | High | Ongoing monitoring of data and development plans. Data encryption control. |
| Failure to compete against new or current competitors, leading to loss of clients | Unlikely | Medium | Good relations of clients and transparency and feedback on Al-Ihsan Foundation projects and campaigns. Marketing plan and review. |
| Failure to appropriately attract, manage, develop and retain staff and volunteers | Unlikely | Medium | Performance management Process. Training and development Plan. |
| Failure of board to understand consequences of their actions | Unlikely | High | Decision making process. Training and Development plan |
| Failure to lodge annual information statements | Unlikely | High | Internal accounting audit process in place to ensure accounts are up to date and to engage with external auditors at an early stage to provide assistance. |

ORGANISATIONAL CHART



CODE OF CONDUCT

Islamic Dawah Centre of Australia Inc is committed to the principle of honesty, integrity and fairness in the delivery of services to the public. Islamic Dawah Centre of Australia Inc will foster, promote and contribute to an environment that is fair, inclusive and equitable in delivering exceptional service to the community. The organisation will uphold its values in line with the Australian Charities and not for profit commission, the laws and regulations of Australia and within the policies and procedures of IDCA.

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| KEY PERSONNEL |
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| Job Title | Name | Key Skills or Strengths |
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| President | Mr Gezim Recaj | <p>Gezim has extensive background and experience in Information Technology (IT). Having completed his Diploma in Information Technology-Systems Administration, he has since worked in IT at a number of organisations. He has held the position of Technical Supports Officer, Head Technician, Technical onsite support officer, PC Server and Laptop Builder at Beyond World Technology, Leading Pacific, Impressive Doctors as well as the Islamic Dawah Centre Australia Inc (IDCA).</p> <p>He has held leading roles in three organisations being Third in Charge of Franklins at Bass Hill and Auburn Branches, Head Technician at Beyond World Technology, and Manager and Head Technician at IDCA.</p> |
| Treasurer | Rashad Maarbani | <p>Rashad has held the position of Senior Technician at Sydney Satellite Services since 2001. He possesses a range of skills and has held various positions and pursued several areas of interest ranging from working as a volunteer and contractor at Illawarra Fireworks, a service coordinator and Broadcast Technician for Sky Racing as well as a part time Youth Worker and Volunteer at IDCA.</p> <p>He has travelled overseas as a volunteer Humanitarian Aid worker, distributing food and water to thousands of needy people and refugees as well as providing them with equipment and building structures to help them become self-sufficient and generate income such as sewing machines and gymnasiums.</p> |
| Secretary | Rabbie Zalaf | <p>Before becoming a member at the Islamic Dawah Centre Australia Inc (IDCA), Rabbie held positions in major companies such as McDonalds Australia, Industrie IT, Bulletproof, NAB, MLC and Craveable Brands.</p> <p>Rabbie's range of roles and responsibilities are extensive, ranging from supports manager at Bulletproof, senior consultant on Cloud Strategy at Industrie IT, Solutions Architect Lead at McDonalds Australia to being the Head of Technology at Craveable Brands and to currently holding the position as Technology Services Owner at NAB/MLC Wealth Online.</p> |

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| S.W.O.T ANALYSIS |
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| Strengths | Weaknesses |
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| <ul style="list-style-type: none"> - Directors have a vast experience with over 40 years of collective experience working in the community. -Islamic Dawah Centre of Australia Inc is in a strong position in management. - Low overhead to maintain the organisation. - A strong need within the community. - Support of the local community striving to assist in doing good. - Working with other community organisations. - Support of community leaders, and council members. - Word of mouth and marketing strength. - Location of the organisation. - Distribution Channels. - Increasing in technologies. | <ul style="list-style-type: none"> - Awareness of our projects and community programs - The demand outweighs the ability to provide the need required. |
| Opportunities | Threats |
| <ul style="list-style-type: none"> - establishing relationships and trust with the community. - Engaging in various community projects and providing related services within the capacity of Islamic Dawah Centre of Australia Inc. - Joint ventures and strategic alliances with other organisations. - Improving the quality of life and wellbeing of community members. - Increase awareness and prevent self-harm with in the community. - Breakdown misconceptions and build bridges within the community through advocacy. - Being not-for-profit company we will be entitled to such concessions, as Income tax exemption and GST concession. | <ul style="list-style-type: none"> - Shortage of funds and resources. - Any regulations that are newly introduced that may limit the care and support to be delivered within the local and international community. - Closing of geographic opportunities to assist. |

Future Action Plan

Below is the action plan for IDCA registering as a Public Benevolent Institution.

| Plan | Action Plan | Time Frame |
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| Research and identify potential stakeholders | <ul style="list-style-type: none"> • Identify priorities such as community engagement, strategic communication, leadership development, governance and management. • Solicit ideas from other agencies, schools, and communities who might share interests with our program. • Talk to local businesses about how our program can benefit them. | Months 1-3 |
| Initiate relationship with potential stakeholders | <ul style="list-style-type: none"> • Schedule community/partner meetings. • Select team of helpful community members, agency representatives, and business people to act as advisory committee. Formulate meeting agenda. • Prepare invitations and ask folks who recommended individuals for committee to invite them personally. • Prepare written materials for participants outlining the program's purpose and vision. Language should match community interests garnered from earlier research and interviews with community members. | Month 4 |
| Analyse Program Cost | <ul style="list-style-type: none"> • Clarify financing for services and outcomes. • Map current spending and analyse funding gaps. • With staff and advisory committee, develop financing strategies, evaluate options, and develop recommendations. | Month 4 |
| Continue to cultivate stakeholders and create buy in | <ul style="list-style-type: none"> • Hold meetings. Include shared vision exercise to get input and expand vision to more stakeholders. • Invite press to cover a meeting, highlight participants and outcomes. • Always follow up and send thank you notes to participants. | Month 5 |
| Follow-up | <ul style="list-style-type: none"> • Formalize relationship with MOUs, volunteer position description, and formalize advisory Committee roles. | |

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| <p>Create and execute fundraising plan</p> | <ul style="list-style-type: none"> • Identify any products or services of program that are valued in the community and could produce income to offset project expenses. • Create a team and marketing plan to develop and market business. • Identify budget items that could be provided in-kind by partners, other stakeholders. • Select methods and teams for fundraising and resource gathering for the year. • Use more than one fundraising method (grant writing, direct mail, special event, major donor clubs, in-kind resource gathering, phone-a-thon, personal solicitation). • Select team members from advisory committee, board, and other community leaders to act as fundraising committee. • Formulate strategies for meeting with prospects individually. • Prepare a fundraising plan with objectives and timelines. • Launch and execute fundraising efforts. | |
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Due to the nature of the non-for-profit sector, increased performance and service expectations from stakeholders and in particular the community, we believe developing sustainable workforce capability is of critical importance for our organization.

Our organisation has appropriate systems in place to meet governing standards and to deliver quality services to the community. We have effective Risk Management, Quality Management and Continuous Improvement systems in place. We will also be systematically and continuously improving by engaging with professionals to ensure we not only meet all our regulatory requirements, but we continue to evolve as a better service provider for our clients so that we maintain high quality of service. We will also strive to work and engage within the communities, government and private sector in delivering community services.

FINANCIAL MANAGEMENT

The accounting team will work closely with management to ensure effective financial and administrative management of the service. The accounts team will be responsible for risk management of finance, account reconciliation with banks, internal audit and external audit of not only finance but of all processes of Islamic Dawah Centre of Australia Inc in coordination with the management team.

TARGET MARKET

Islamic Dawah Centre of Australia Inc (IDCA) Services aims to provide services to the poor and the needy of the community in the areas of Western Sydney who are from culturally and linguistically diverse (CALD) background. The disadvantaged area compounded with low socio-economic background makes it extremely difficult for the community of western Sydney to have fair and equitable access to basic services.

IDCA has consulted with numerous communities to discuss how best to address the needs of the community and their families. The findings and research indicates that there is an increase in demand for services than currently available in and surrounding areas for our target group.

We are therefore confident that by providing high quality services we can contribute to addressing the demand. Our experience and knowledge we bring to the industry gives us confidence and belief in the viability of our business proposal in the short and long term.

Projects delivered by IDCA

IDCA has been active in the community of western Sydney at the address of 361 Chisholm Road Auburn which was a temporary mosque and various activities were carried out that assisted the community immensely. Due to its limited scope and objectives of being a religious organisation, we have witnessed the need to expand the organisation's objective and focus more on areas of most need. During the last 12 months in 2020 IDCA had the following activities conducted:

- Teenagers Language and religious Lessons
- Children's Afternoon Classes
- Pre-School
- Adult Language and religious classes
- Islamic Lessons for Children
- Women's weekly Lessons
- Friday night youth Lessons
- Men's Class
- Youth Weekend lessons
- Holiday programs for children
- Mentoring Youths
- Counselling and religious services

Projects in detail

Islamic Dawah Centre of Australia Inc is in the process of building on a land it has acquired for the community of Western Sydney and the greater region. The site is an asset that IDCA owns and will be used to assist the community in achieving its objectives. In the interim and during the construction phase IDCA is in the process of acquiring a lease site to carry out its benevolent projects. The site will also be used as headquarters for IDCA to carry out its various projects it intends to carry out. The projects include:

Assisting the poor and the needy Homelessness

Services for the homeless will commence in Sydney CBD. We will network and make ourselves known to the homelessness services of the city of Sydney, and will be collaborating with the homelessness unit within the Cumberland council. We will do this through:

- Regular food drive occurring on a weekly basis. Volunteers will dedicate themselves to an area each night and deliver food to those in need.
- Food packs and warm meals will be prepared before going out by our volunteers and be delivered to individuals or groups found in need of assistance.
- We will have clothing provided to individuals who needed it most.
- Winter Blanket drives This Drive will be set initially every winter to provide clothing or blankets for the homeless and needy.

We will have a data of volunteers who will be assisting in the preparation and packing of food items, clothing and blankets on a weekly basis. The organisation will also liaise with the community, food outlets, shops and businesses for donations and food parcels to our projects.

Establishing a community Kitchen

One of our aim is to establish a community kitchen for the poor and the needy to have access to warm nutritious meals. Through the kitchen we are able to provide onsite meals and food packs to cater to the community in particular to the homeless and families who are unfortunate and difficult situations. We will also have access to mobile vans that we can deliver meals and food packs to people in need.

Special Needs Services

IDCA will provide services that will assist the disability area and provide an environment which will benefit the society by having playgroups that will be held at local community centres, which will provide wheelchair access for disabled person(s). We have recently enquired of various community centres to provide services for the special needs. The service for the special needs aims at teaching children basic skills such as:

- Self-expression
- Social skills
- Self confidence
- Discovering ideas
- Arts and crafts
- Motor skills

Youths affected by drugs

Being established within the southwest of Sydney, we witness firsthand the problems and issues the youth face on a regular basis with drugs and associated issues. We have a good working and professional relationship with the officers of the Flemington LAC (Local area command) of Auburn and Bankstown Police Station, including community liaison officers. Through this relationship establishment with law enforcement and Auburn and Bankstown councils, youth centres such as Lidcombe PCYC Bankstown YMCA and the likes of the Australian National Sports Club in Lakemba we will use to build the intended bridges.

Awareness programs

Awareness programs will be in a form of either:

- Website fact sheet and articles
 - Social media
 - Pamphlets and articles will be available as handouts according to the (awareness or other) program or service offered by IDCA. The location of these programs will be based according to the above.
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