



# ADELAIDE METROPOLITAN MALAYALEE ASSOCIATION

*(A registered community & cultural organisation in South Australia)*

ABN 28539417787

## Performance Report 2009-10

### Striving to deliver a sustainable future

Dear AMMA Family Members,

Well, I am delighted to present the performance report of Adelaide & Metropolitan Malayalee Association for the year 2009-10, while the organization is entering into its teenage. As AMMA being one of the leading Indian regional community in Adelaide, since the beginning as a newly elected Management committee, it was our mission to converge our efforts towards building a Caring, Collaborative and Culturally rich community for fostering a progressive and sustainable future.

#### Membership

AMMA has now over 500 registered families. The number of new members who joined AMMA family this year was 2<sup>nd</sup> highest, in last 5 years.

#### Initiatives

Besides continuing with standard arts and sports activities, this year our community embarked on variety of new programs viz. introduced Social Learning portfolio for providing an impetus on community learning, launched AMMA Youth Forum, for the first time jointly with Indian Australian Association of South Australia played a lead role in "Australia day parade" organised by Adelaide City Council. Further we also introduced track and field events for the athletes from our community. Very recently, we introduced electronic fund transfer facility for making the membership subscription renewal easy for AMMA members.

#### Onam Celebrations

Onam was celebrated at Fogolar Furlan Inc, Felixstow on 29th August 2009. Onam celebrations commenced by a traditional procession to receive "Mahabali" the mythical emperor of ancient Kerala. It was followed by a variety of cultural programmes staged by over 80 community members, which included group songs, traditional dances, classical dances and cinematic dances. The multicolored "Onapookalam" (flower bed) prepared by young girls at the entrance of the venue was outstanding. Ms. Vini Ciccarello MP, Member of Norwood was the Chief Guest and Major General Vikram Madan (Retd), President, Indian Australian Association of South Australia was the Guest of Honour of the function. During the celebrations, Ms. Alison Wall, Community Development Officer, Cheltenham Community Centre released the fourth edition of "Pravasi", the biennial journal of AMMA. The grand feast "Onasadhya" served at the end was yet another impressive part of the celebrations. Onam Celebrations were attended by over 750 community members.

#### Volunteers Meet

In order to acknowledge and recognize the support extended by volunteers from our community for successfully organizing Onam celebrations, AMMA management committee organised a Volunteers meet at Cheltenham community centre on 3<sup>rd</sup> October 2009. The event was attended by over 120 of AMMA members including their family, who also got an opportunity to preview of the Onam programme CD. Attendees enjoyed a surprise game of Tambola before tucking into BBQ lunch.

### **Friends of Cheltenham Community Centre**

AMMA community along with Members from the local Kurna (Aboriginal), Zimbabwe, Ogaden (Somali), Eritrean, the Vietnamese communities and the students from Adelaide Pacific International College came together to celebrate Cheltenham's annual 'Food and Cultural Festivals' at Cheltenham community centre on 17th of October 2009.

The forum of cultural diverse communities known as "Friends of Cheltenham Community Centre", where AMMA is also a member helps to facilitate a greater cultural awareness and social cohesion among the communities by breaking down communication barriers and minimising social isolation. The Food and Cultural Festivals has opened up a new understanding of the true meaning of cultural diversity. The event was a success with over 500 people attending the celebrations.

### **Chicago Fair**

Chicago Fair organised at the suburb of Kilburn was an opportunity for local community groups and associations to promote themselves to the people of Kilburn, Blair Athol and to celebrate what is truly unique about their suburb - Pride, Passion, People. This annual fair attracts over 3,000 visitors every year. Two folk dance performances from our community were presented in this fair organised at Peter McKay Reserve on 31<sup>st</sup> October 2009.

### **Children's day celebrations**

AMMA conducted their inaugural Children's day function at Cheltenham community centre on 14<sup>th</sup> November 2009 with a view to provide a platform for showcasing the talents of the younger generation in our community. Although Children's day is celebrated on the first Sunday of July in Australia every year, keeping Indian ethos in mind, the event was organised in the memory of Pandit Jawaharlal Nehru, whose birth anniversary is recognised as the special day for children in the country of our origin.

Fancy dress competition was conducted for children less than 10 years and Malayalam elocution competition was conducted for children in the age group of 10-14 years. The appreciative audience was also entertained by an interactive written quiz. Gift vouchers sponsored by APR Financial Services were given away to the winners of Competitions, besides giving participation certificates to all the contestants. The function was well received by the members of the community and there was plenty of feedback to conduct this celebration as an annual event in the future.

### **Christmas & Kerala Fest**

AMMA community members celebrated Christmas and Kerala Fest with great enthusiasm at Slovenian Community Hall on 5th December 2009. The event had a variety of programs including traditional, semi-classical, cinematic dances, comedy skit and there were plenty of musical talents showcased by the young and old. In keeping with the theme of the day there was a traditional nativity play. Santa's visit towards the end of the celebrations was exciting to all the young and the young at heart.

The event was closed with a sumptuous meal prepared by the volunteers. Although many of the AMMA family members were on holiday, it was a spectacular event attended by over 500 community members. Mr. Babu Kanagasabhai, President, Adelaide Tamil Association was an invited guest for the celebration.

### **Youth Empowerment Seminar**

Teenage and youth is the period where young adults grapple with peer pressure and stiff academic competition. Youth Empowerment Seminar, popularly known as YES program organised by Art of Living Adelaide chapter was attended by 5 youngsters from our community at Port Adelaide Football Club from 14- 16 January 2010. The participants provided a fantastic feed back about the program, about its benefit to young people and about its uniqueness as compared to similar other programs.

## 2010 Australia Day & Indian Republic Day

This year on 26<sup>th</sup> January, the streets came alive when Adelaide saw one of its biggest Australia Day parade and the Indian Community played a major part in making it colourful and exciting. AMMA community along with the Indian Australian Association of South Australia (IAASA) took part in the Australia day parade in Adelaide city. The Indian contingent in the parade was led by Mahatma Gandhi look alike (Sam uncle), followed by a beautiful float done by the AMMA community saying “**Indian State Kerala**”. The model of the float based on the theme “**Kerala-God’s own country**” was co-created by highly talented AMMA Community members. The float represented ‘**the Snake boats**’ in the back waters of Kerala and on board we presented girls wearing the traditional classical dance costumes, along with the boat men. AMMA community members spent over 900 man-hours over a period of 6 weeks to develop and build the float. About 250 AMMA community members in their colourful traditional attires took part in the parade and marched proudly down the streets in the heart of Adelaide CBD, along with the members from IAASA and representatives from other regional associations of India. It was indeed a proud moment for the Indian contingent, particularly the AMMA Community members, when our float won the “**Best Creative Award**” from Australia Day council. To celebrate this incredible achievement as well as to acknowledge and appreciate the effort put in by volunteers from our community, IAASA hosted a dinner get-together on 28<sup>th</sup> February 2010. I take this opportunity to extend my heartfelt congratulations to each one, who has extended their support either directly or indirectly to make this event a grant success.

## Family Fun day

AMMA conducted one of its popular event Family Fun day at the Thorndon Park Reserve on 14<sup>th</sup> March 2010. Over 300 community members attended this event with great enthusiasm. The event marked the formal beginning of sports season for AMMA community. BBQ and the ever popular tug-of-war made it yet another successful event of the year, a pleasant day out for community members.

## Adelaide Kalamela 2010

AMMA’s cultural band wagon Kalamela has certainly come a long way over the past three years. Today it is one of the most fascinating multicultural events in Adelaide, the cultural heart of Australia. Considering its growing popularity equally among other Indian community and non-Indian community and to truly illustrate the show’s landmark effect on the cultural map of Adelaide, the event has been rebranded as “**Adelaide Kalamela**”. This year’s show was held at Norwood Concert Hall on 15<sup>th</sup> May 2010. Besides magnificent performances from our own community, the show also included outstanding performances from the other regional communities from India as well as dazzling performances from Polish, Croatian and Latin American communities, to truly reflect the multicultural spirit of the event.

Mr. Hieu Van Le A.O, Lieutenant Governor of South Australia and Chairman of the South Australian Multicultural & Ethnic Affairs Commission on the occasion of Adelaide Kalamela in his admiring message stated that the event was truly a multicultural festival that is informative, fun, fascinating and unforgettable for the people of Adelaide. The principal sponsor of the event was Mr. Vivek Padmanabhan for “Padmanabhan Family” and co-sponsored by ANZ Bank.

## AMMA QUIZ

AMMA conducted an outstanding Quiz competition “AMMA QUIZ 2010” at Hillcrest community centre on 10<sup>th</sup> April 2010. The contest was an eagerly anticipated event amongst the quiz enthusiasts of the community and the response from both participants and spectators was fantastic.

A written qualifying round was conducted in both the senior and junior categories to identify the four finalists from each category among the 26 teams (2 contestants per team) that had registered for the competition.

The quiz was based on topics related to Australia, India and specifically to Kerala with multiple rounds including audiovisual, rapid fire and multiple choices formats. All the contestants were awarded participation certificates and the winners received medal in addition to the cash award, sponsored by APR Financial Services. The function was well received by the community members and there was a strong urge from the community to conduct this event every year.

## Games & Sports

Since February 2010, AMMA community members, irrespective of their age have been actively participating in a multitude of sports activities. Variety of indoor & out door events such as Volleyball, Cricket, Badminton, Soccer, Chess, and range of track and field events were organised over a period of about four months. Painting competition for all age groups was an attractive event to add colour to the Games & Sports competitions. AMMA's very first track and field event was organised this year at Enfield Harriers Club on 24<sup>th</sup> April 2010. It was a fantastic day where all the sports men and women of all ages could compete in the various track and field events. Although there were a few showers, the sky eventually cleared up and the event was a big success. By and large seven team events and 58 individual events were conducted, in which over 350 community members of all ages participated in various events and over 250 prizes were announced for the winners. Congratulations to all the winners!

## Sub-Committees

**Arts:** The sub-committee led by Melvin John and supported by Bobby Alex Koshy, Lydia Langlin and Anitha Naveen did a fantastic job with the active support of other volunteers and their contributions for the success of cultural events were remarkable.

**Saregama:** the musical arm of AMMA Community led by Mathew C Varghese, presented three performances this year, starting with a brilliant group music performance to mark the opening of Onam 2009 celebrations. Thereafter, the team presented noteworthy performances at Mela 2010 organised by IAASA and at Adelaide Kalamela 2010.

**Sports & Games:** The sub-committee lead by Lathish Namath and supported by Varsha Prashanth, Rajesh.C.P, Don Joseph and Suresh Kumar Vasudevan was incredible in meticulously planning and organizing the sports and games including the newly introduced track & field event. The sub-committee's task was made simpler with the effective and efficient support and co-operation from the house captains and house vice-captains.

**Social Learning and Website:** The sub-committee led by Dr. K.M. Sanoj and supported by Jolly Mathews, Mahesh.K.S and Saji Verghese, introduced innovative programs to inculcate community learning among AMMA family members. The task undertaken by Dr. Sanoj with the support of Sandeep Chalil and Rafeek Mohammed for providing a fresh look for our community website is progressing well.

**Vazhikatty:** The sub-committee led by Vimaldas Kottarapat and supported by Aneesh Mathew and Vineeth Jose Tharakan extended assistance to over 15 immigrant families and students to settle down in and around Adelaide, besides providing valuable information to approaching Malayalee immigrants from India, UK and Middle –Eastern countries.

**Publications and Public Relations:** Tisha George with the support of Siju Thomas was very prompt in publishing 'Malayali Shabdham' the quarterly news letter of AMMA on time. Besides the news letter, we also published 2010 version of AMMA Member's Directory in December 2009. On the occasion of Adelaide Kalmela 2010, a colorful souvenir providing invaluable information about our native land Kerala, our cultural & traditional values to improve awareness about our community among other Indian and non-Indian communities. We have continued our close relation with City of Charles Sturt and Port Adelaide councils as well as Friends of Cheltenham. We also maintained good relations with IAASA and other regional associations from India.

## **Acknowledgement**

AMMA owes its esteemed position in the society to its dedicated and committed community members by and large. On behalf of AMMA Management committee and my own behalf, I acknowledge the commitment, support and co-operation extended by one and all AMMA family members, particularly the senior citizens for their continued support and guidance, participants in each of the community events, the volunteers and the sub-committee members as well as house captains and vice-captains that enabled us in successfully conducting various programs.

I would like to record my sincere thanks to Sujitha Adiyeri for providing exemplary service as the honorary auditor for over six years in a row.

I would also like to thank few individuals from our community who have made immense contribution in accomplishing our mission successfully; they are Tomy George, Venugopal, Prakash in leading the catering team during Onam & Christmas feast, Biju Joseph for providing active support during the preparations for Australia day Parade, Sreekumar Madathil for organising Adelaide Kalamela 2010.

I would like to place it on record our sincere thanks for the support provided by Multicultural SA, Alison Wall from Cheltenham Community Centre and David Paull from Enfield Community Centre.

I also take this opportunity to acknowledge and thank all the sponsors for bestowing their support to our community initiatives during last one year.

Finally, I thank all the committee members for their brilliant contribution towards building a harmonious, progressive and sustainable society. Further, I also appreciate and thank the family members of all the committee members including myself for their invaluable support.

Thank you.

Prem Panicker  
President, AMMA

15<sup>th</sup> July 2010