



## **B'NAI B'RITH VICTORIA Inc.**

### **inaugural CEO Appointed to B'nai B'rith Victoria**

B'nai B'rith Victoria (BBVic) is excited to announce the appointment of Ellana Aarons as its inaugural CEO.

Ellana, in accepting the new position commented that nearly every Jewish organisation in Australia is facing major challenges in getting new people involved in their projects and adapting their organisation's activities to this unique post COVID environment.

As a well-established Jewish community service organisation, the Executive and members of BBVic are keen to see that it remains relevant to the changing needs of the community. President Dr Benny Monheit welcomed Ellana to BBVic and explained that now was the right time to make the investment in the new position which will help to invigorate the organisation and lead the required changes for growth.

BBVic is proud of its rich history, built on the vision and commitment of its extraordinary volunteers over the past 75 years. They are part of an International B'nai B'rith organisation that was established 177 years ago in New York and now exists in over 40 countries.

Ellana joins BBVic after spending more than 16 years working in the not-for-profit sector. She began her career initially as a consultant and more recently as the Executive Director of Maccabi Australia and then Chief Operating Officer of Sandringham & District Netball Association. Ellana commented that "the structure and challenges faced by BBVic are not dissimilar to those faced in sport, from an organisational perspective in particular. Just as sporting clubs are run so successfully by a band of volunteers, so too are BBVic's Units. As a roof body it is of fundamental importance to provide support, add value and ensure a common underlying purpose and culture to have the possibility of enduring success."

On accepting the role Ellana stated "I cannot wait to work with BBVic's Council, Executive and Unit Presidents, members, volunteers and staff, to become entrenched in the organisation's richness of purpose and work towards reaffirming BBVic's position not only in the Victorian Jewish community but amongst the B'nai B'rith International Community."

BBVic has proven itself over the past 75 years to be a powerful incubator for change. It initiated progressive community projects in Victoria such as Hillel for tertiary students, the Anti Defamation Commission and Courage to Care. Ellana's appointment will see this tradition continue and advance.

Ellana's purview will be to take this broad mission and fine tune the organisation's activities to ensure BBVic's continued relevance and impact.

Dr Benny Monheit along with his Executive is focussed on maintaining the balance of respecting the past whilst working to remain relevant and contemporary. "We have no doubt that Ellana has the skills, knowledge and cultural fit to be able to navigate this path successfully and lead BBVic forward."

To editor:

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