

The start of 2020 was traumatic enough with a mix of heat, smoke and our new practice facility closed when asbestos pipes were disturbed during excavation.

Little did we know that this ominous beginning would get worse with the onset of COVID-19. This meant the cancellation of cricket in early March followed by the Museum's closure on March 26, the first time in 30 years it had been completely closed to the public for more than a day.

At least we were fortunate enough to host the Fairbreak Women's Challenge on 22 February, sponsored by VOCUS and live streamed around the globe. This event enabled the catering team to host our first high tea function in the international hall. We were privileged to have Chairman of UNICEF Global Ann Sherry, as our guest speaker. The players Q&A panel consisted of four international captains including Bradman Scholar Alex Blackwell.

Cricket didn't return to the oval until October when we welcomed our Crest Members back to social cricket.

A Bradman team registered a good win against an SCG X1 to retain the Rodney Cavalier Cup.

An unfortunate COVID casualty was the cancellation of the under 14 Bradman invitational tournament. Our disappointment was shared by the country players and the officials who regularly travel with the teams. The Foundation has run this tournament for 25 years. It is well supported and designed to emphasise to younger players the spirit of cricket on their first tour away.

Despite the pandemic, Jock McIlhatton has been outstanding in keeping the Coverdrive Program for the local public high schools running during school terms three and four. The Coverdrive Program has delivered a series of multi-sports activities tailored to 12 to 17 year old students with special needs from Bowral, Moss Vale and Picton High Schools. In 2021 local charity partner 4 K's have committed to increase their financial support due to the increasing numbers of children who qualify for the program. It is a wonderful initiative thoroughly deserving of support.

This year, Crest Member, Phillip Kerr, was appointed groundsman responsible for the wicket and outfield. His work to date has been well received by demanding local players, members and, visiting teams. In response to COVID, we have also turned the oval into a community asset by making it available to locals for recreation.

On June 6, in time for the June-July school holidays, we were granted permission to open some of the galleries. A rush of visitations followed. To comply with social distancing rules, café furniture was moved into the foyer area of the museum shop allowing us to slightly increase our seating capacity.

The décor and design of the table layout, were given a much needed make-over thanks once again to the extraordinary personal generosity of Bradman director and managing director of Harvey Norman, Ms Katie Page. She not only financed the fit-out but provided access to the expertise of Harvey Norman's outstanding global design team. Notwithstanding the difficult trading conditions, her advice and deep understanding of retailing enabled Bradman management to turn the cafe trading around. Ms Page's contribution to Bradman in its hour of need cannot be exaggerated.

Because conservation of cash was paramount to our business survival through the pandemic, it was decided to defer the granting of 2020 Bradman Scholarships until November when generous donations from Bradman

director-elect, Mark Faraday and, Katie Page, made them possible. The 2020 Bradman Scholars are South Australian, Kyle Brazell and, Matilda Lugg from NSW. They are outstanding recipients and will join our illustrious alumni.

We also awarded Andrew Young \$4,000 from the Radford Scholarship Fund which is administered by the Bradman Foundation. Andrew will gain valuable experience working with the the SCG and CNSW communication teams.

Like most organisations, COVID dealt Bradman an unexpected and heavy blow. But thanks to our former long-standing director and now treasurer, Richard Shepherd, a timely and thorough 11-point review, of every aspect of our business was implemented. We are now better prepared to meet future shocks.

Regrettably, we had to release all our casual employees. However, through Jobkeeper, we managed to retain eight permanent employees and, two part-time staff.

While seven day trading commenced on 1 September, certain monthly services are still curtailed. We expect these to be reinstated, if and when required, over the next 12 to 18 months.

The Coronavirus presented our CEO, Rina Hore and the staff at Bradman, with new and extraordinary challenges. They responded with lightning speed working long hours and ~~making~~ contributing well beyond the call of duty. The Board records its deep gratitude.

Sincere thanks must also go to the Mayor of Wingecarribee Shire Council, Duncan Gair and, his management team for allowing our café to operate as a stand-alone takeaway business while the Museum was closed. It provided a vital source of revenue in a time of great need.

Despite the easing of restrictions, strict social distancing and hygiene requirements remain. It has been necessary to look to new ways for visitors to access our interactive displays. Having invested heavily in this form of visitor experience, we are exploring alternative digital solutions. In the interim, popular and informative tours and talks have been introduced.

The recognition that Bowral is home to Australia's pre-eminent cricket museum, was confirmed when the CBA selected the Bradman Museum to be the repository of Shane Warne's baggy green cap. The cap was auctioned to raise funds for the bushfire appeal and bought by the CBA for over \$1,000,000. Proceeds went to bushfire relief. The cap toured Australia until COVID intervened.

We are immensely grateful to the CBA for covering the cost of their marketing agency M&C Saatchi professionals assisting Rina Hore and our resident curator Andrew Summerell in the design and installation of the Baggy Green display in the main hall. Considering COVID restrictions, the exhibition's opening event was well attended. In a digital first for us, the event was broadcast live via Zoom.

As we our return to our longer term future, completion of the women's history project is now a priority. The ongoing research and cataloguing of many recent object donations for the dedicated women's display is well on track for 2021. We thank our volunteers who have been working behind the scenes to generate accurate statistics, content and storylines.

In keeping with this project, former Australian player and Cricket Australia chair, Wally Edwards, has funded a wonderful reference book on women's cricket, *"Clearing Boundaries"*. He has also been the inspiration and financier behind three other cricket books, Justin Langer's *"Aussie Way"*, *"Warne Worn"* and *"The 71 year History of Indian Test Cricket"*. The Bradman Foundation will receive royalties from the sale of these books, enhancing the Museum's reputation as a cultural centre.

Needless to say, our major fund-raising event, the Gala Dinner, was not held this year and we look forward to its return. Indeed, led by director Andrew Wildblood, many hours have been invested in coordinating a strategic plan to reshape our business model in a way which grows our revenue and attracts increased corporate and philanthropic support.

Andrew's considerable time and expertise should be acknowledged and, we thank him.

In building a strong philanthropic arm, the first step has been to clearly articulate the Foundation's purpose which has been distilled to a single sentence. It is: *"We are here to recognise and celebrate the past, the present and the possibilities, through cricket"*. This project is vitally important and our chair-elect, Leon Zweir, has identified philanthropy as a priority.

A particularly significant development was the signing of a new three year partnership with the SCG Trust, now part of Venues NSW. This agreement formalises Bradman's involvement in enhancing the SCG Museum's visitor experience. It is a synergistic partnership marrying the collection and expertise of Bradman with the heritage of the Sydney Cricket Ground. As the relationship grows, there will be many opportunities to build temporary exhibitions at the SCG bringing the prospect of sharing revenues, including outside of match days.

The support of the SCG's finance staff has been invaluable over the past twelve months. SCG General Manager Finance, Lynda Mackie, and, David Thorburn, have worked closely with our external accountant Ali Bartlett to implement Xero accounting software and to assist with the smooth transition of our change in auditors to Price Waterhouse Coopers. These developments have resulted in a positive improvement for our customer service, financial position, business operations and, the timely presentation of our accounts.

Having PwC as auditors has been a source of great comfort to the board. Their audit team performed an thorough review of our accounts, internal procedures and compliance practices. The result was a clean bill of health for the Foundation. PwC's audit is provided pro- bono which last financial year was equivalent to \$40,000 of billable hours. We are indeed fortunate to have their international reputation and expertise at our service. We thank them

We also thank Marsh & McLennan for their pro bono provision of advice on the level and placement of our insurances.

This has been a year like no other I have experienced and I have been blessed to have an unstinting, energetic and experienced Board and management to assist me.

Christina Mathews, who at the AGM completes her tenure after eight years as a director, has been one of those constants whose commercial and cricketing knowledge has contributed greatly to where Bradman is today. I have regularly sought her counsel and am sure my continuing colleagues will greatly miss her.



## CHAIRMAN'S REPORT 2020

For me, being Bradman Foundation chair for nine years has been a privilege and a highlight of my career. I thank all the directors who have served on the board with me over the years for their collegiality, diligence and support.

I also want to pay a special tribute to Rina Hore who, throughout my term, has been my indefatigable and reliable chief executive. Her capacity to multi-task, despite the multitude of competing priorities, never ceases to amaze me.

Finally I retire from Bradman confident in the knowledge that it is in a much stronger position than I would have dared to imagine going into the year and then with the onset of COVID-19. The future of the Bradman Foundation is in good hands and its future is bright. I wish Leon Zwier and his team, every success.

Maurice Neman AC

**Chairman 2011 to 2020**