

Jewish Museum of Australia

Gandel Centre of Judaica

Annual Report 2011



Jewish Museum of Australia Annual Report 2011

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In memory of
Sir Zelman Cowen
AK GCMG GCVO QC
1919 – 2011

In 2011 the Jewish Museum of Australia mourned the passing of Sir Zelman Cowen, a distinguished and influential figure in Australian history and a patron of the Museum for 30 years. Sir Zelman is celebrated for his many social, political and academic achievements but above all for always identifying as a proud Jew and a proud Australian.

In 2012 the Museum will open the Zelman Cowen Gallery of Australian Jewish History which will feature a new, permanent exhibition entitled *Calling Australia Home*. It will cover Jewish settlement in Australia from 1788 until the present day and explore the key issues and challenges that have shaped the community over time.

Cover Image

Benjamin family register, 1852

Donated by Beatrice Bowie, a daughter of
Helen Beatrice Benjamin, Jewish Museum of
Australia Collection 13569

Board of Directors



NEGBA WEISS-DOLEV
PRESIDENT

2011 has seen the Jewish Museum of Australia take another major strategic step forward. The Board has been fully committed to, involved with and enthusiastic about working with our Museum Director, Rebecca Forgasz and her team on the Organisational Self-Assessment and delighted with the outcomes as represented by the new *Strategic Plan 2012–2014*. Thank you to everyone involved in this massive undertaking.

Another major milestone in our journey towards financial sustainability was achieved with the completion of the JMA Foundation's Director's Chair Endowment thanks to the tireless efforts of Philip Brass and the Foundation's trustees and donors as well as Museum staff. Having raised an amazing \$3.3 million for the Foundation, Philip is stepping down as chair and we will be implementing the Foundation succession plan in 2012.

The Museum was fortunate to celebrate Sir Zelman Cowen's 92nd birthday with him and his family, an event made all the more poignant because of his passing not long after. Together with many Australians we mourn the passing of a great man and an exemplary Australian Jew.

All this happened of course while the Museum continued to run its exhibition, school and adult education and development programs in parallel.

2011 has been a year of change, new faces and new ways as well as honouring and continuing our past achievements. As part of the Board's ongoing renewal and succession plan it welcomed Michele Lasky as our new Chair and Adam Krongold as a Board Member.

2012 promises to be an even busier and more exciting year as the Museum implements its exciting *Strategic Plan 2012–2014*. We will be celebrating Sir Zelman's life and contribution to Australian society when we unveil the Zelman Cowen Gallery of Australian Jewish History. This is the culmination of years of effort commencing under our founding Director, Dr Helen Light, and coming to fruition under the direction of Rebecca Forgasz. We are looking forward to a family-focused year with two new major exhibitions and several shorter ones aimed at making our museum a preferred destination for families with children of all ages.

On behalf of the Board I want to thank all staff, volunteers, governors and our wider community of supporters for their passion, talent and commitment in 2011 and I look forward to sharing an even more exciting and successful 2012 with all of you.

Board of Governors



JOHN GANDEL AO
CHAIR

The responsibility of the Board of Governors is all important as we continue to face uncertain economic times internationally. We are assiduous in ensuring that the property and assets of the Museum are being properly and effectively administered. The Board of Governors is completely satisfied with the way in which the Museum is being governed within the financial policies of its Board.

My fellow governors and I are committed to the sustainability and success of the Museum. I am grateful to them for their endeavours, advice and support. The property and assets of the Museum are fully safeguarded and we have found no factors that might adversely affect the value or security of the property within the constitutional requirements.

In the past year, at the instigation of Rebecca Forgasz, the Board of Governors gave its endorsement to the Organisational Self-Assessment process, a rigorous re-examination of the Museum's goals and objectives. We welcomed this initiative as a timely and valuable exercise to explore the relevance of the Museum to our audiences and to establish clear directions for the future. We were also very pleased to see the outcome of this process – the Museum's *Strategic Plan 2012–14*.

Funding this valuable community asset continues to be challenging. We urge the community to support the Museum in order to sustain and enhance such a vital organisation.

The variety and sheer number of people who work tirelessly for the organisation make it impossible for me to thank them all. However, I would like to make a special note of appreciation to the President, Negba Weiss-Dolev, Chair, Michele Lasky and to the Director, Rebecca Forgasz for her drive and commitment. On behalf of the Board of Governors, I extend my sincere thanks to the members of the Executive and everyone involved in the Museum.

BOARD OF GOVERNORS

John Gandel AO, Chair

The Honourable Justice Alan Goldberg AO

Jeanne Pratt AC

Zelda Rosenbaum OAM

Professor Louis Waller AO



Jewish Museum of Australia Board Members

01 Negba Weiss-Dolev, President

President since April 2009 and deputy chair since April 2006. Negba Weiss-Dolev has a Bachelor of Science in Architecture and Town Planning and a Post Graduate Diploma in Information Technology from the Technion, Israel Institute of Technology. She is currently Director at Resurgence Pty Ltd and a member of the Council for Swinburne University of Technology.

02 Michele Lasky, Chair

Chair since April 2011. Michele Lasky studied law at The University of Melbourne, practised as a barrister until 2002, and was a member of the Human Rights Committee of the Bar Council. From 1997 she was on the Board of Directors of Emmy Monash Aged Care, taking on the role of Vice President and then President until the end of 2010.

03 Elly Bloom, Vice President

Vice President since April 2010 and honorary secretary between 2008 and 2010. Elly Bloom has a Bachelor of Architecture (Hons) and a Bachelor of Planning and Design from The University of Melbourne and a Masters of Business Administration from Melbourne Business School. She is currently Senior Manager, Market Insight & Innovation at Bank of Melbourne.

04 Carmella Prideaux, Secretary

Secretary since April 2010. Carmella Prideaux has a Bachelor of Arts (Hons) and a Bachelor of Commerce from The University of Melbourne where she is currently International Projects Advisor.

05 Lyn Borowski

Board member since April 2004. Lyn Borowski has a Bachelor of Economics from Monash University and has worked in retail including in her own business. She is currently a Mt Scopus Memorial College Life Board Member and has led its Parents Association over several years. She currently works in fundraising and events there and for the Museum.

06 Peter Edwards

Board member since April 2009. Peter Edwards is the Managing Director of the Victor Smorgon Group. He is a member of the Council of Trustees for the National Gallery of Victoria (NGV), a member of the NGV Foundation and a board member of the Julian Burton Burns Trust. Peter is also a Director of SECUREcorp Pty Ltd.

07 Gary Hearst

Board member since September 2010. Gary Hearst has a Diploma of Commerce from RMIT University. He has been on the board of the First Nations Foundation since 2009 and is currently Director at Webcarhire Pty Ltd.

08 Adam Krongold

Board member since June 2011. Adam Krongold has a Bachelor of Business from Monash University. He works in TV, radio, film and education and was involved in Celluloid Soup – Melbourne's Jewish Short Film Festival for the past decade. Adam is currently Group Manager of the Atalina Group of Companies.

09 Ben Margow

Board member since January 2010. Ben Margow has a Bachelor of Commerce (Hons) and a Bachelor of Accountancy from the University of the Witwatersrand in Johannesburg and a Master of Business Administration from The University of Melbourne. He has been involved in Celluloid Soup – Melbourne's Jewish Short Film Festival and is currently Director of Global Investment at The Gandel Group which he joined in 1991.

10 Frank Tisher

Board member since June 2006. Frank Tisher has a Bachelor of Laws (Hons) and a Bachelor of Commerce from The University of Melbourne and is a past President and a current Director of Emmy Monash Aged Care. He is an accredited property law specialist of the Law Institute of Victoria and a member of the Property Law Committee as well as a partner at Tisher Liner & Co Lawyers.

Not pictured:

Brian Rudy, Treasurer

Treasurer since April 2008. Brian Rudy has a degree in commerce (Hons) and is a Fellow of the Institute of Chartered Accountants. He is currently a consultant at Lowe Lippmann Chartered Accountants & Business Advisors after retiring as a partner.

Mary-Lou Howie

Board member since July 2010. Mary-Lou Howie has worked as a teacher and as a publicist in the public relations industry. She was the Publicity Manager for the Museum for eight years.



I HOPE YOU, OUR MEMBERS, FRIENDS AND SUPPORTERS WILL CONTINUE TO ENGAGE WITH THE RICHES OF JEWISH CULTURE THAT WE HAVE TO SHARE, AND TO TAKE PRIDE IN YOUR ASSOCIATION WITH US

2011 was a very significant year for the Museum – one of reflection, consultation and planning – as we developed a new vision and strategic direction. At the same time, we continued to present our usual array of exhibitions and programs, inspiring, educating and enriching our visitors as they explored the many facets of Jewish life and culture that we present. This annual report shares the outcomes of both our strategic planning process and the exhibitions, programs and other activities that took place in 2011.

The Museum's Organisational Self-Assessment began in October 2010, and concluded twelve months later. Its purpose was to critically examine and reflect upon the Museum's core purpose, to develop a thorough understanding of our operating environment, including the needs, interests and priorities of our visitors and stakeholders, and to establish a clear direction for the future and a plan for how to achieve it.

The outcome of this process was a new three-year strategic plan. It expresses a fundamental continuity of the original intent and vision of the Museum's founders and a commitment to change in response to the emerging needs of our community. Growth targets have been set for physical and online visitation as we seek to maximise our impact. In order to achieve our goals, a set of key strategic priorities has been identified, focusing on the need to engage new, younger audiences, increase access to our unique collection, deepen relationships with our stakeholders and provide excellent visitor services. I look forward to reporting in twelve months' time on our progress. In the meantime, I encourage you to read our *Strategic Plan 2012-14*, available on the Museum's website.

The Museum's staff and Board were involved at many levels in the Organisational Self-Assessment and I thank them for their time,

commitment and contributions. The Museum's staff were also busy developing and delivering a program of exhibitions, educational activities and public programs. Our major temporary exhibition for 2011, *Mameloshn – How Yiddish made a home in Melbourne*, attracted strong visitor numbers, media attention and a Victorian Community History Award. A suite of public programs to complement the exhibition – including lectures, panel discussions and performances – attracted sell-out audiences throughout the year.

Meanwhile, progress on the redevelopment of the Zelman Cowen Gallery of Australian Jewish History continued apace, with work on schedule for a launch in June 2012. Our adult education program continued to flourish, with many new students enrolling and taking up the opportunity to become members of the Museum. Our Foundation reached a milestone with the completion of its Director's Chair Campaign, which will mean a further measure of long-term financial security for the Museum.

As we celebrate the great strides we have taken, we also look forward with anticipation to what lies ahead. It is timely that we are embarking on a new direction in 2012 – the 30th anniversary year of the Museum. As we reach this milestone, and take steps towards an exciting future, I hope you, our members, friends and supporters, will continue to engage with the riches of Jewish culture that we have to share, and to take pride in your association with us.

A handwritten signature in black ink, which appears to read 'Rebecca Forgasz'. The signature is fluid and cursive.

Rebecca Forgasz
Director

Highlights of 2011

There were many memorable moments at the Jewish Museum of Australia in 2011. Throughout the year the Museum's association with world-class artists and academics and high-quality exhibitions and events attracted a diverse range of people to the Museum, and contributed to a year to be proud of.



MAMELOSHN BRINGS YIDDISH TO LIFE

The exhibition, *Mameloshn – How Yiddish made a home in Melbourne*, brought the Yiddish community to the Museum in droves to celebrate the humorous, passionate and poetic language and culture of Yiddish.



HEATHER ELLYARD RETURNS TO THE JEWISH MUSEUM OF AUSTRALIA

The Museum's relationship with 59th Blake Prize Exhibition Finalist Heather Ellyard continues. Ellyard created the Museum's *Timeline of Jewish History*, and in 2011 her exhibition, *Archive of Sighs*, was shown in the Gross Gallery.



UNDERSTANDING HISTORY THROUGH LANGUAGES

Language students from The King David School worked with staff at the Museum to translate documents in the Museum's collection. This Understanding History Through Languages project, developed in collaboration with The King David School, was part of the Museum's schools education program.



Top to bottom: *Mameloshn* exhibition space in the Loti Smorgon Gallery on an open day; Heather Ellyard, unfinished grid, mixed media, 1991; students from The King David School.

THE BABEL PROJECT TOURS VICTORIA

The Jewish Museum of Australia brought together a range of communities from various cultural and language backgrounds for *The Babel Project*. The installation toured Melbourne and regional Victoria and was presented in partnership with Hobsons Bay City Council, the City of Port Phillip, The Pod and the Victorian Multicultural Commission.



THE JEWISH MUSEUM OF AUSTRALIA'S DUNERA COLLECTION RECOGNISED

David Southwick MP presented Rebecca Forgasz with a Local History Grant, awarded to digitise 41 hours of interviews with the 'Dunera Boys' recorded in the 1990s.



A GATHERING OF YIDDISH EXPERTS

Professor Dovid Katz, an internationally renowned Yiddish scholar, led a panel discussion with *Mameloshn – How Yiddish made a home in Melbourne* curator Anna Epstein and Arnold Zable. The evening was presented in partnership with the Kadimah Cultural Centre, Sholem Aleichem College and the Australian Centre for Jewish Civilisation.



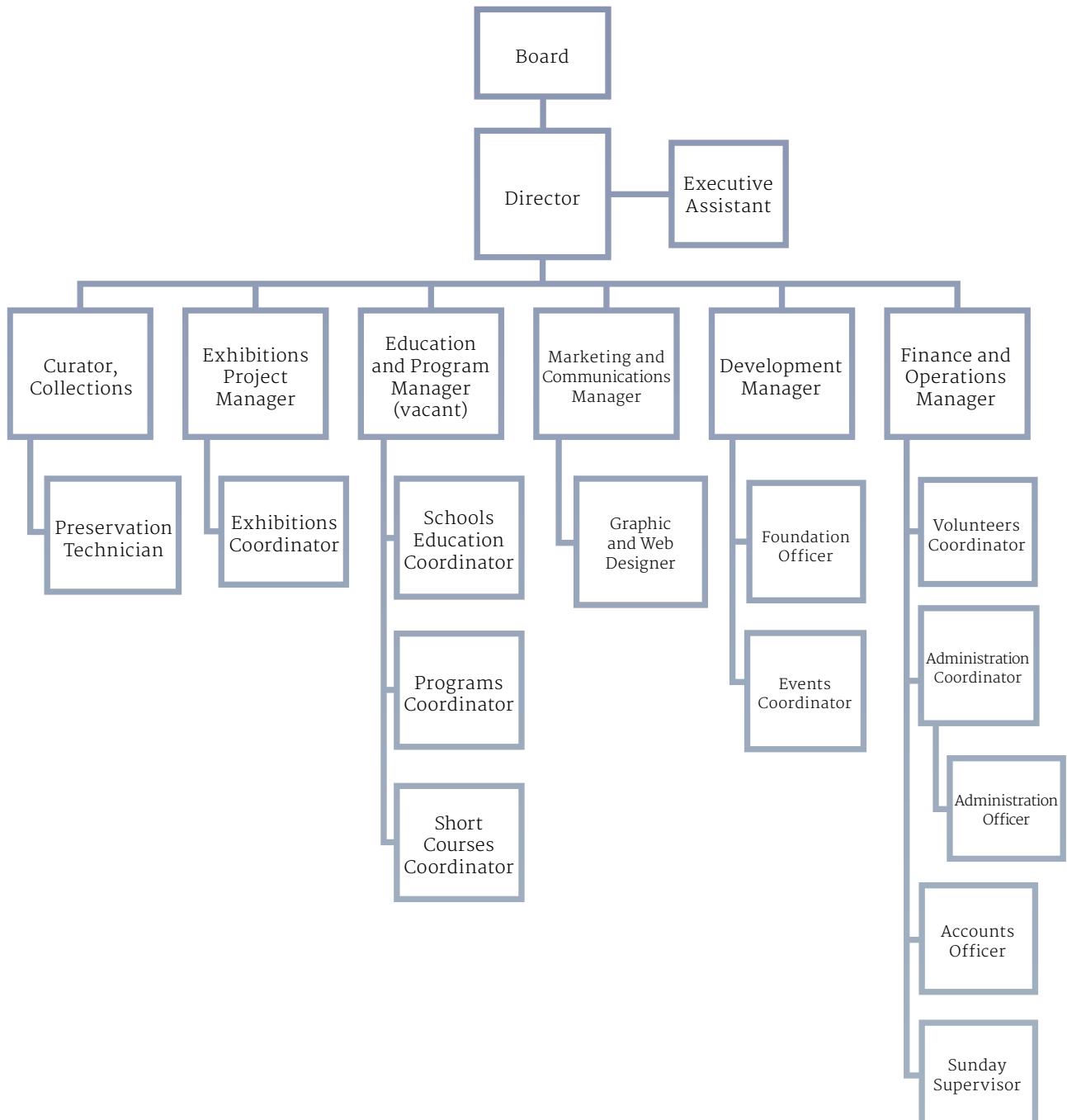
WANDERERS AND DREAMERS

Two performances of *Wanderers and Dreamers* in the Museum's Gross Gallery epitomised the romance, music, laughter and tears of Yiddish theatre in Australia. The events featured stories by award-winning writer Arnold Zable interwoven with music by Freydi Mrocki and David Krycer.



Top to bottom: Participants from *The Babel Project*; Part of *The Babel Project* installation in the Gross Gallery; Rebecca Forgasz with David Southwick MP; from left to right: Arnold Zable, Anna Epstein, Rebecca Forgasz and Professor Dovid Katz; David Krycer, Freydi Mrocki and Arnold Zable.

Organisational Structure 2011



Organisational Self-Assessment Report

While the Museum continued to present its full program of events, exhibitions and education program in 2011, an Organisational Self-Assessment was also taking place. The result of this year-long process of review and strategic planning is a renewed sense of purpose for the Museum and a new vision plotted out in its *Strategic Plan 2012–2014*.

The Jewish Museum of Australia will best serve the community by being aware of its changing needs. And so to ensure the Museum's success and sustainability, it undertook an Organisational Self-Assessment.

It began with the Museum asking itself what author and management specialist Peter Drucker calls: 'The five most important questions you will ever ask about your organisation'. These are: What is our mission? Who is our customer? What does the customer value? What are our results? And what is our plan? In seeking to answer these, Museum staff and Board members worked together, also seeking input from other internal and external stakeholders.

FROM THE INSIDE OUT

To create a starting point from which to judge the Museum and its effectiveness, staff and Board members collected information about the Museum's programs, operations, performance, visitation and its financial position. An environment scan – to establish the broader, community context in which the Museum operates – was also undertaken.

A report was compiled and a workshop, attended by all staff and Board members, was held to begin answering the five questions and to express, based on experience, what they thought the Museum's strengths and weaknesses were. At this first workshop the Museum also defined its primary customer – ie the main constituency for whom the organisation exists – as the Australian Jew and identified the need for a revised mission statement, which ultimately became: *To engage people with Jewish culture*.

THE MUSEUM DEFINED ITS PRIMARY CUSTOMER AS THE AUSTRALIAN JEW AND IDENTIFIED THE NEED FOR A REVISED MISSION STATEMENT, WHICH ULTIMATELY BECAME: *TO ENGAGE PEOPLE WITH JEWISH CULTURE*



LOOKING OUTWARDS

The next phase involved customer research to assess what the community's needs are, what customers value and the way visitors view the Museum. A survey was emailed to all Museum newsletter subscribers, and visitors to the Museum were encouraged to fill out a survey. Focus groups made up of people not currently engaged with Museum activities were held and Museum donors and current students of the short-courses program were also interviewed.

A second workshop was convened to work through the information gathered and to establish the goals that would support the Museum's new mission statement. These have been published in the *Strategic Plan 2012–2014* which was approved by the Board in October 2011. The overarching priority is to broaden the Museum's impact, by reaching new audiences and increasing visitation significantly.

THE NITTY-GRITTY

There are specific and measurable strategies in the *Strategic Plan 2012–2014* that set out how the Museum will achieve its ambitious targets over the next three years. A flavour of what the Museum has committed to do includes: increasing access to its collection through digitising and exhibiting more objects; extending the Museum's opening hours; introducing regular activities for children and families; developing relationships with corporate sponsors; introducing a Major Gift Program; implementing a new brand identity to represent the Museum's new, fresh-faced approach and undertaking regular research to understand its existing and potential audiences.

These steps will ensure that the Museum continues to be a dynamic, cultural destination that engages people's hearts and minds.

Museum Activities

The Collection

The Jewish Museum of Australia is the custodian of some 20,000 objects and narratives that represent a continuum of Jewish life and what it means to be Jewish in Australia. In 2011 the telling and preserving of these stories continued.

SIGNIFICANCE ASSESSMENT

In early 2011 the Museum completed the first Significance Assessment of its collection. This audit was funded by the National Library's Community Heritage Grants (CHG) program. Viv Szekeres, a heritage consultant and former director of the Migration Museum in Adelaide, worked with curatorial staff to determine the collection's strengths and gaps and to clarify its social, cultural and historical value. This process also informed future plans regarding conservation, interpretation, access and digitisation.

LIBRARY PLAN

In 2011 the library was run with the help of volunteer librarians Helen Rosenbaum and Harley MacDonald. In light of the redevelopment of the Makor Jewish Community Library, in 2011 the Museum developed a three-year library plan. Its focus is to establish the library as a specialised resource that specifically supports research into items in the Museum's collection, exhibitions and education programs.



Anne Ross, *Always Remember Never Forget*, 2007, 12923.009
Cast bronze, patinated; handblown glass; handwritten text. This object was purchased by the JMA visual Arts Committee with funds donated by the Orloff Family.

MANAGING THE COLLECTION

In 2011, thirteen volunteers worked to transcribe, translate, catalogue and research the Museum's collection. Priority was given to objects selected for exhibitions and to pieces that had attracted queries from the public. Over the year the Museum received 79 enquiries about material in its collection, and 54 enquiries about donating to the collection.

Working with casual contractors Adam Nudelman and John Sheehan one day a week, and assisted by Austrian intern Lukas Maher, the Museum rehoused and reorganised key parts of its collection for conservation purposes and to allow better access. Oversize documents and photographs were reboxed, individual conservation boxes were made for selected books and small textiles were boxed. The early Holocaust Society collection, considered the forerunner to the Jewish Museum of Australia collection, was also rehoused. Letters and documents were translated and transcribed, predominantly from German, Yiddish and Hebrew.

OVER THE YEAR THE MUSEUM RECEIVED 79 ENQUIRIES ABOUT MATERIAL IN ITS COLLECTION, AND 54 ENQUIRIES ABOUT DONATING TO THE COLLECTION



Chanukiah, Hay, 1940. Donated by Ben Chodziesner, Jewish Museum of Australia, collection 13579

DIGITISATION

To make the Museum's collection available to the public via its website, the Museum is converting paper-based object records and associated slides and photographs to digital format. In 2011, funded by Heritage Victoria, the Museum digitised 300 such records from the Gurewicz Archive. Rabbi Joseph Lipman Gurewicz (born in Vilna in 1885) arrived in Australia in 1932, and became the spiritual head of the United Congregations of Carlton. Rabbi Gurewicz was a dynamic community leader and an authority in matters of Jewish law.

The significance of this archive is in its documentation of the various social, communal and religious issues that confronted the emerging Eastern European immigrant Jewish community between 1930–1950, and the community's responses to those issues.

The Museum also continued to digitise pieces created as part of its contemporary ritual Judaica initiative. There have been three editions of this project over ten years and it has invited Australian craftspeople and artists to create a piece of work (such as the one pictured to the left) that investigates Jewish rituals and Judaica. The digitisation involved incorporating full catalogue records, images and other details into the Museum's digital collections database.

The Museum also received a Local History Grant from the State Government of Victoria to digitise 40 hours of interviews with 'Dunera Boys' recorded in the 1990s. The Museum has one of the most significant Dunera collections in the country, which includes diaries, letters, artworks and objects made during the voyage and in internment camps by those who arrived on the *HMT Dunera* in 1940.

KEY ACQUISITIONS

The acquisition in 2011 of a *chanukiah* (pictured above), donated by Ben Chodziesner, made by his father Georg in the internment camp in Hay, NSW during the Second World War, is particularly significant. Georg Chodziesner arrived in Australia on the *HMT Dunera* from the UK, where he had fled from Germany. The *chanukiah* is embossed with a *Magen David*, mounted on a wooden base with a pokerwork inscription 'Hay 5701 1940'. It was cut from a kerosene tin using nail scissors. Also donated are photographs, papers and correspondence.

In 2011 the Museum also accepted into its collection an embossed, leather-bound registry donated by Beatrice Bowie. The registry (featured on this report's front cover) documents the births, deaths and marriages of the descendants of Solomon Benjamin in Melbourne from 1841. This is a remarkable document because it records some of the earliest Jewish births, deaths and marriages in Australia and tells the story of a family's lineage and milestones of life.

Museum Activities

Exhibitions

A full and vibrant exhibitions program in 2011 featured acclaimed artists, photographers, filmmakers and sculptors. The result was a year of relevant, topical and inspiring content that encouraged audiences to reflect, celebrate and engage.

In 2011 the Jewish Museum of Australia hosted long-term and temporary exhibitions. *Mameloshn – How Yiddish made a home in Melbourne* was exhibited in the Loti Smorgon Gallery between April 2011 and March 2012 while a series of shorter exhibitions were held in the Gross Gallery. Also during 2011, the Museum's exhibitions team began work on the redevelopment of the Zelman Cowen Gallery of Australian Jewish History, scheduled to open in June 2012.

MAMELOSHN – HOW YIDDISH MADE A HOME IN MELBOURNE

The *Mameloshn* exhibition displayed almost 200 items, 50 per cent of which were from the Museum's own collection, many of which were on display for the first time. Content also came from private community lenders and organisations. The exhibition was created in consultation with a committee which included writer Arnold Zable, historian Andrew Markus and klezmer musician Freydi Mrocki.

Mameloshn documented the journey of Eastern European Jews who came to Melbourne to recreate their lives before and after the Second World War. It featured a variety of readings from Yiddish literature via iPads; audio recordings of various Yiddish dialects, relating accent to place in Europe; a continuous soundscape which traced the evolution of the Yiddish language through song and four commissioned films, featuring interviews with Yiddish-speaking community members. These interviews, or visual oral histories, were complemented by photographs, documents and other footage to reinforce that Yiddish continues to be a living language connected to a vibrant community.

In October 2011, *Mameloshn* won a Victorian Community History Award in the Best Exhibit or Multimedia category. The award was received by Curator Anna Epstein and Museum Director Rebecca Forgasz at a ceremony held in Queen's Hall in Parliament House.



The *Mameloshn* exhibition installation in the Jewish Museum of Australia's Loti Smorgon Gallery

MAMELOSHN WON A VICTORIAN COMMUNITY HISTORY AWARD IN THE BEST EXHIBIT OR MULTIMEDIA CATEGORY

ARCHIVE OF SIGHS: AN EXHIBITION BY HEATHER ELLYARD

Created by mixed-media artist and 2010 Blake Prize finalist Heather Ellyard, *Archive of Sighs*, used images, text and metaphor to explore issues surrounding the relationship between spirituality and art, and the way they relate to the Holocaust. The exhibition was held between February and April 2011.

PEOPLE SMUGGLERS: FRIEND OR FOE?

Between April and May the Museum hosted the *People Smugglers: Friend or Foe?* exhibition, developed by Liberty Victoria, exploring the issue of people smuggling from the perspective of refugees. Refugees who arrived in Australia from around the world were filmed recounting their stories and experiences. Each story considered the people who smuggled them across borders and seas to safety.

TRACING: NEW WORK BY HELEN SCHAMROTH

Tracing, exhibited at the Museum between May and July, was inspired by the journey that New Zealand-based, Melbourne-raised artist Helen Schamroth took to Zloczow, Poland – her mother's home town. Inspired by her search for evidence of her family's history – much of which was lost during the Holocaust – her milliner grandmother and shoemaker grandfather's hats and shoes were a prominent part of this exhibition.

SEEN AND UNSEEN: PHOTOGRAPHS BY LEX MROCKI

Curated by Emmanuel Santos, in consultation with Lex Mrocki's family, this exhibition, held between July and August, honoured the life and work of journalist and photographer Lex Mrocki (1964–2009). It featured Mrocki's journalistic work alongside his personal collection of photographs. The exhibition also included a collaged mural of *Australian Jewish News* front covers that Mrocki had photographed over more than a decade.



From *Seen and Unseen: Photographs by Lex Mrocki: Katzetler Farband Partisans & Fighters Holocaust Memorial Service, Australia, 1995, C-Type Lambda photographic print. Courtesy of the Mrocki Family; Flat Iron Building, New York, United States, 2006, C-Type Lambda photographic print. Courtesy of the Mrocki Family*

ADAM'S TALLIT SCREENING

On 21 August the Museum hosted a screening of Justin Olstein's short film, *Adam's Talit*, the story of the recently widowed Magda and the changes inspired in her by her young grandson, Adam. *Adam's Talit* was also nominated for an AFI Award in 2011.

INTUIT: SCULPTURES BY TSVIA ARAN-SHAPIR

Shown at the Museum in the Gross Gallery for four weeks between September and October, *Intuit* featured works by Israeli sculptor Tsvia Aran-Shapir that are inspired by the human body. Aran-Shapir's sculpture garden was a collection of dark, elongated, surreal figures in movement akin to dancing, talking, embracing and working.

THE BABEL PROJECT

Exhibited in the Gross Gallery between October 2011 until March 2012 *The Babel Project* was inspired by the biblical story of the unfinished Tower of Babel. The Museum worked with partner organisations and photographic artist Georgia Metaxas to create a multicultural arts program and touring exhibition. Thirty six participants from a variety of backgrounds and locations around Melbourne contributed to the exhibition, each exploring their commonalities through photography and film. *The Babel Project* was exhibited at The Substation in Newport, the Cardinia Cultural Centre in Pakenham and the Hume Global Learning Centre in Broadmeadows.

CALLING AUSTRALIA HOME

In June 2012 the Museum will open its refurbished Zelman Cowen Gallery of Australian Jewish History, a project that originally began in 2008.

This permanent exhibition, entitled *Calling Australia Home*, will tell the story of Jewish life in Australia from 1788 to the present, and explore the character and diversity of the community today and the evolution of Jewish tradition and culture in response to Jewish migration and the Australian context and environment.

It will primarily display content from the Museum's collection alongside individual items on loan from private collections. The new exhibits have been curated and designed to enhance visitor engagement, make the Museum's collection more accessible and to encourage participation through traditional and new-media displays. It will also feature activity hubs for children.

Museum Activities

Programs

In 2011 the Jewish Museum of Australia presented a varied series of thought-provoking panel discussions, readings, performances, lectures and walks that supported and enhanced the Museum's permanent and temporary exhibitions.

PUBLIC PROGRAMS

To coincide with and complement the Museum's principal exhibition in 2011, *Mameloshn – How Yiddish made a home in Melbourne*, the Public Programs Committee and Museum staff, assisted by the *Mameloshn* Committee, put together a series of sold-out, Yiddish-related events.

The year-long schedule began in March in the Gross Gallery with a performance, arranged in partnership with Yidish Oystralye (Yiddish Australia), by New York-based artist Amanda (Miryam-Khaye) Seigel entitled: *A New Yorker's path to Yiddish – Same tune, different language*. This was followed by the Colin Brooks Memorial Lecture, an event presented in collaboration with the State Library of Victoria at which Dr Leah Kaminsky, Moshe Lang and Frank Tisher discussed the lives and work of Yiddish poet and essayist Melech Ravitch and his son, modernist artist Yosl Bergner.

THE WALKS PROGRAM IN 2011 WAS THE MOST SUCCESSFUL YET, WITH WALKS THROUGHOUT THE YEAR BOOKED TO CAPACITY AND, IN SOME CASES, WITH A WAITING LIST

In October, An Evening of Yiddish Poetry, Prose and Song was held in the Gross Gallery, where an at-capacity audience was enthralled by readings from Arnold Zable, Danielle Charak OAM, Hinde Burstin, Henry Nusbaum, Anna Epstein, Floris Kalman, Shmulek Slucki and Marcia Jacobs. Freydi Mrocki and the Choir Mir Kumen, conducted by Tomi Kalinski, also performed.

Two exclusive performances of *Wanderers and Dreamers* in the Gross Gallery in

November were a perfect finale to a year of Yiddish culture for the Museum and for Melbourne. Based on Arnold Zable's book of the same name, the stories he recounted at this event traced the extraordinary journeys of the performers and colourful characters who brought Yiddish theatre to Australia from all corners of the globe over the last century. There were also musical performances by Freydi Mrocki and David Krycer.

In association with the *People Smugglers: Friend or Foe?* exhibition held in the Gross Gallery for a month over April and May, Liberty Victoria, one of Australia's leading civil liberties organisations, presented a panel night in April called, *Finding Refuge: Coming to Australia as an Asylum Seeker*, which addressed and discussed issues surrounding the morality of people smuggling.

In 2011 the Museum also put together two events in partnership with other cultural organisations. In April, accomplished historian Ken Inglis presented his study of Jewish refugees who fled from Europe to England – and who were then transported to Australia – in his lecture 'Remembering the Dunera' at the 2011 Making Public Histories seminar series held at the State Library of Victoria. Arranged as a partnership between the Jewish Museum of Australia and Monash University, this sold-out lecture was a highlight of the series.

In June, the Austrian Embassy, in partnership with the Jewish Museum of Australia and the National Gallery of Victoria, presented Jewish Music in Vienna at the Turn of the 20th Century. The concert featured renowned international Viennese cantor Shmuel Barzilai, accompanied by Anatoly Gelbak on piano.

Public Programs Committee Members

Esther Kister, Convenor

Pam Burke

Lorraine Freeman

Adriana Gomberg

Julie Grossbard

Yvonne Kay

Rita Kornhauser

Ella Levy

Karen Stock Schnall

Barbara Szwarc

WALKS

The Walks Program in 2011 was the most successful yet, with walks throughout the year booked to capacity and, in some cases, with a waiting list. The Museum offered ten walks in 2011, taking in the



Walks guides Marie Hirsh and Leon Haskin

sights of Jewish St Kilda, Carlton, North Carlton, East Melbourne and Jewish China Town. As well as this the Museum presented the *Schmatte* Business Walk and a tour exploring the mansions of East Melbourne. Once again, the St Kilda Walk formed part of the St Kilda Festival and the Leon Haskin *Schmatte* Business Walk coincided with the L'Oreal Melbourne Fashion Festival's cultural program. All walks were led by the Museum's volunteer guides. The Museum pays tribute to Leon Haskin who sadly passed away in 2011. The *Schmatte* Business Walk has since been renamed the Leon Haskin *Schmatte* Business Walk in his honour. Leon's knowledge and anecdotes about 'The Lane' (Flinders Lane) have been one of the highlights of the Museum's Walks Program for the ten years that he has been associated with it. His warmth and wonderful personality will be greatly missed.

Volunteer Walks Guides

Terry Ashton

Leon Haskin (z"l)

With assistance from

Marie Hirsh

Charla Smith

Chris Smith, heritage architect

Schools Education

For many of the 3000 students from the 61 schools that visited in 2011, the Jewish Museum of Australia is their first introduction to Jewish culture, and it plays an important role in demystifying Jews and Jewishness for the young participants.

Of the schools that came to the Museum in 2011, 64 per cent were repeat visitors. The schools education team is continually broadening its list of school contacts and in 2011 had a series of visits from Catholic primary schools drawn to the Museum by word of mouth.

SUPPORTING TEACHERS

Teacher training sessions were run in May and September by the Museum. In 2011, these professional development seminars were tailored so as to directly reference the part of the Catholic religious-education curriculum that covers the Jewish life of Jesus. In this way, teachers have been encouraged to use the Museum as a tool for understanding the New Testament. These seminars were run by Monash University academic, and regular short-course educator, Paul Forgasz at the Jewish Museum and in the St Kilda Hebrew Congregation. They involved theoretical learning combined with a Museum and synagogue tour.

FOUND IN TRANSLATION

New and innovative schools education programs are always being developed, and in 2011 the most ambitious of these was developed in collaboration with The King David School. It was called Understanding History Through Languages and involved middle-school Hebrew, Yiddish, Russian, Chinese and French students. Students were given an object or document from the Museum's archives and asked to describe that item and translate it. History students researched the objects, giving them further meaning and context. These translations are now being used by the collections department for catalogue worksheets, which identify each object owned by the Museum. The students' translation work has revealed much new information about objects in the Museum's collection.

Short Courses

In 2011 the Jewish Museum offered 24 short courses to more than 400 students in its revamped adult-education program, continuing the packed, lively discussions on all things Jewish for which the Museum is renowned.

The Museum's short courses attract a range of participants, creating an environment where each week Jews and non Jews gather at classes at the Museum for courses that

PROVIDING A PLURALIST LEARNING ENVIRONMENT WAS ACHIEVED IN PART IN 2011 THROUGH THE CHOICE OF TEACHERS, WHO COME FROM ACROSS THE RELIGIOUS SPECTRUM

cover belief and ritual, texts and traditions, Jewish history, Israeli society, modern Jewish literature, Yiddish language and modern Israeli and American Jewish writers.



Short course participants in a Monday morning session with Rabbi Ralph Genende

2011 was the first year that the Museum independently ran its short courses and held all classes at the Museum. Courses in 2011 ran for six to eight weeks and resulted in an increase in Museum memberships as many students sought to take advantage of the fee reduction that membership offers. Many lapsed memberships were also renewed in 2011 for the 2012 course schedule.

The Museum's principle of providing a pluralist learning environment was achieved in part in 2011 through its choice of teachers, who come from across the religious spectrum, representing the modern orthodox and progressive movements; a group made up of rabbis, academics, professionals and educators.

COURSES AND TOPICS IN 2011

Can We Trust the Bible?, Paul Forgasz; Jewish Explorers of the Mind – Freud, Frankl, Bettelheim and Yalom, Sidney Bloch; Short But Not Sweet: Great Jewish Short Stories of the Twentieth Century, Yvonne Fein; Jews and Christians – From Conflict to Coexistence, Paul Forgasz; Israeli Society Through the Lens of Modern Israeli Film, Ittay Fleischer; Heroes and Harlots: Walking the Line Between the

Sacred and the Profane, Yvonne Fein; My Favourite Texts, Rabbi Ralph Genende; Amos Oz, Yerushalmi, Philip Roth: An Exploration of Jewish Identity, Carmela Levy-Stokes; Unscrolling the Scrolls, Paul Forgasz; A Vanished World: A Journey to the Shtetl in Song, Freydi Mrocki; The Amazing Adventures of the Jewish People, Paul Forgasz; Zionism: Past and Present, Zvi Civins; Great Religious Conflicts and Schisms, Paul Forgasz; Pluralism: Jews and Judaism Confront Modernity, Michael Cohen; My Son the Doctor: Jewish Medical Ethics, Ronnie Figdor; Islamic World: Forming and Challenging Perspectives, Adam Goodvach; Standing at Sinai: Torah Texts with Attitude, Marlo Newton; Reading Genesis: A Close Reading, Paul Forgasz; Contemporary Italian Jewish Writers in Translation, Mirnia Cicioni.



Paul Forgasz teaching a class in the Gross Gallery

Museum Activities

Development

A new approach to fundraising, alongside the Museum's usual calendar of impressive events, made 2011 a standout year for development and for working towards a sustainable future.

In 2011 the Jewish Museum worked with Peppermill Consulting, an organisational management company that specialises in strategic planning, fundraising, marketing and capacity building in the not-for-profit sector. The result is the Museum's new Major Gift Program.

This program takes a fresh approach to fundraising by focusing on the Museum's existing donors, encouraging them to commit to larger, multi-year contributions. Over the course of the next three years, the Museum hopes that the Major Gift Program will allow it to break its cycle of subsistence fundraising.

One of the most important ways to achieve this will be to improve the Museum's relationships with its donors by building lifelong relationships with them and keeping them engaged with the Museum. To do this, the Museum is creating opportunities to involve its supporters on a more personal level.

This new approach will give the Museum more financial security and will allow it to plan and implement the initiatives articulated in the *Strategic Plan 2012-2014*.

THE MUSEUM HOPES THAT THE MAJOR GIFT PROGRAM WILL ALLOW IT TO BREAK ITS CYCLE OF SUBSISTENCE FUNDRAISING

CORPORATE SPONSORSHIP AND EVENTS

In addition to philanthropic gifts from individuals, trusts and foundations, in 2011 the Museum approached fundraising from a commercial angle, via corporate sponsorship. During the year the Corporate Club committee worked with businesses and people in the business sector, making connections that benefited the Museum and raised its profile in 2011.

Last year the Corporate Club held two business breakfasts. At the first in March, guest speaker Andrew Demetriou, Chief Executive Officer of the Australian Football League, spoke about 'The AFL as a Social Business'. At the second event in November, Steven Skala AO, Vice Chairman of Deutsche Bank, gave an address entitled: 'Some Thoughts in an Uncertain Financial World'. Both breakfasts were well attended and enjoyed by Corporate Club members and guests.

Other events held by the Museum in 2011, as well as being geared toward fundraising, aimed to create awareness about the many and varied activities at the Museum. Volunteers played an enormous part in a variety of high-standard, entertaining and informative events which attracted audiences from all sectors of the community last year.

In May the Events Committee held a cooking demonstration for more than 100 people with visiting Israeli chef Michael Katz, who was sponsored to travel to Australia by the Israeli Embassy. The Museum also hosted an eight-course dinner designed and prepared by Katz in collaboration with Kosher Classique caterers. The Museum is proud to have hosted Yuval Rotem, the Israeli Ambassador to Australia at the event, also attended by special guest speaker Professor Judith Sloan who is Commissioner of the Productivity Commission and of the Australian Fair Pay Commission.



L-R: Nathan and Nechama Werdiger, Philip Brass at a Museum dinner to thank Director's Chair donors



L-R: Rebecca Forgasz, David Smorgon, Andrew Demetriou, Alan Synman, John Gandel



L-R: Judy Wasserman, Mary-Lou Howie, Leah Justin, Zelda Rosenbaum at the end-of-year Lubofsky Society event



Guests at the Museum to celebrate the partnership with La Trobe University

OTHER EVENTS AND HIGHLIGHTS

La Trobe University has been involved with the Museum as a sponsor for more than ten years and in particular has supported the development of the Zelman Cowen Gallery of Australian Jewish History as well as the Museum’s schools education programs. Ms Christine Fyffe MP, representing the Premier Ted Baillieu in his capacity as Minister for the Arts, attended a cocktail party to celebrate the partnership between the Museum and the University in June. Professor John Rosenberg, Senior Deputy Vice-Chancellor and Vice-President of La Trobe and Rebecca Davis, La Trobe graduate and volunteer guide at the Museum were keynote speakers.

In October the Museum was privileged to host a special event in honour of Sir Zelman Cowen’s 92nd birthday, the last event he attended before his sad passing in December. Director Rebecca Forgasz praised Sir Zelman for his passion for philanthropy at an afternoon tea attended by dignitaries and the Cowen family. She also paid tribute to Sir Zelman and Lady Anna Cowen, who have been patrons of the Museum and the Lubofsky Society for 30 years.

Events Committee

- Zelda Rosenbaum OAM (Life President)
- Andrea Bliss
- Lyn Borowski
- Brenda Kahan
- Anne Korman
- Ella Levy
- Susan Minc

After 30 years of dedicated service the Events Committee retired in 2011, but not before arranging some of the fantastic events mentioned above. Its members will remain involved as volunteers in other capacities.

In August the Museum treated Lubofsky Society members to an exclusive tour of the exhibition, *Mameloshn – How Yiddish made a home in Melbourne* with curator Anna Epstein. And in December Lubofsky Society members enjoyed an evening at the home of Luba and Asher Bilu who graciously opened their home and gallery for a special end-of-year event. Asher Bilu is well known to the Museum family having exhibited at the Museum in 2007, as well as Australia wide and internationally. Luba Bilu was involved in the Museum’s visual arts committee and addressed the audience on Asher’s works and their collection.

FOUNDATION

In 2011 the Director’s Chair Foundation reached its milestone goal and this achievement was celebrated with a Director’s Chair dinner. In November Philip Brass announced his retirement as Chair of the Foundation of Trustees and the Museum farewelled Judy Wasserman, Foundation Officer, who acted in the role with passion and commitment for more than six years.

Corporate Club Committee

- Alan Synman (Chair)
- Martin Jaffe
- Charles Justin
- Paul Kaufman
- Hannah Piterman
- Frank Tisher

Volunteers

For those who give their time to the Jewish Museum, 2011 was filled with accolades, graduations, welcomes, farewells and a familiar ethos of giving and teamwork.

Although from a range of backgrounds and with different motivations, volunteers at the Jewish Museum of Australia form a committed and tireless core group. Across the Museum's functions and activities its volunteers are tireless in helping it to achieve its collective goals. And 2011 was no exception.

ENGAGING THE YOUTH

In 2011 the Museum welcomed 26 new volunteers. In keeping with the Museum's aim to engage young people, it also placed three university-age student interns last year; two in the marketing and communications department and one working with the Museum's curators, who, with guidance from the Museum's collections team, researched objects that will be placed in the Zelman Cowen Gallery of Australian Jewish History when it reopens in June 2012.

Similarly, the Museum continued its relationship with students returning from the two-week March of the Living program. Between July and August, six scholarship winners who completed the program – which takes participants to Poland and Israel – spoke to visitors about their experiences overseas. This was done in association with the *Mameloshn – How Yiddish made a home in Melbourne* exhibition.

MAKING CONNECTIONS

Having non-Jewish volunteer guides sharing their skills, time and perspectives with visitors and fellow volunteers is crucial in fulfilling the Museum's commitment to religious tolerance in the community and strengthening the Museum's outward-looking view. Andrea Waling is one of four volunteers who graduated from the Museum's guide-training program in 2011. Andrea is not Jewish and is currently doing a Ph.D. in gender studies and sociology. She contacted the Museum in May 2011 in response to an advertisement because she wanted to give visitors what she describes as 'accurate information' about Judaism.

In August the Museum farewelled Lukas Maehr, a volunteer from the Holocaust Memorial Service in Innsbruck, Austria which was established in 1991 as an international network providing assistance to Holocaust-related archives and museums. Lukas began work at the Museum as a full-time volunteer in September 2011. He helped to install and curate the Jewish Museum's *The Babel Project* and translated valuable letters to and from refugees of the Second World War after they had left Germany to begin a new life in Australia. His work has been vital in ensuring that the Museum has accurate information about its collection and allows it to verify and determine which objects are most significant. Sponsored by the Austrian Embassy, Lukas spent the month before he returned home at the Wellington Holocaust Research and Education Centre in New Zealand, where he was also translating documents as well as helping to set up a version of *The Babel Project*.

AWARDS AND ACCOLADES

In November long-serving guide, mentor and volunteer-guide trainer Marie Hirsh, who has been associated with the Museum since it was founded in 1982, was awarded a Jewish Community Council of Victoria (JCCV) Award, celebrating her services to guiding at the Museum. In December Bev Cohen, who has been associated with the Museum and the Museum Shop committee since 1983, was shortlisted for the City of Port Phillip's Senior of the Year Award, which recognised her commitment to wider community endeavours as well.

ALWAYS LEARNING

In keeping with its commitment to staying up to date with changes in the human-resources sector, and to fostering a professional approach among volunteers, the Museum took advice from Kate Colley in the human resources department of the National Australia Bank (NAB). Colley worked with the Museum as part of the NAB's corporate volunteering program and helped it devise new position descriptions for volunteers, further honing their sense of purpose and the effectiveness of the volunteering department.

Also in 2011, the Museum continued its involvement in the Cultural Volunteer Coordinators Group (CVCG), a network developed by Volunteering Victoria to encourage volunteer managers working in the cultural sector to share knowledge and information among like-minded organisations. In August, the Jewish Museum of Australia took several volunteers from Museum Victoria, Royal Botanic Gardens Melbourne, Craft Victoria and the Public Record Office Victoria on a free tour of St Kilda Hebrew Congregation. In return, Jewish Museum volunteers were guests at these organisations, learning from the experiences of their volunteers and enjoying special access to their exhibitions, grounds and facilities. Museum volunteers, alongside the usual, comprehensive volunteer training program, also broadened their knowledge with sessions teaching computer skills and Facebook as part of a new training initiative.

Opposite: Top to bottom, left to right: Haimy Katz, Sharonna Brott, Judy Kluska, Lena Pose, Frieda Shapiro, Hilda Gertler, Marie Hirsh, Renee Leighton, Estie Teller, Mel Black, Sarah Wein, Esther Kahn, Miriam Pinczower, Susi Bendel, Rachel Meltzer, Tess Schwarz, Sandra Gordon, Vera Unger, Roe Wise, Martha Vanderhoek, Denise Barnett.



' I VOLUNTEER BECAUSE IT IS A WONDERFUL WAY TO EXPERIENCE ARCHAEOLOGY AND BECAUSE DURING MY TIME HERE I HAVE MADE FRIENDS THAT TEACH ME LIFE LESSONS THAT EXCEED ANYTHING I'VE LEARNED AT UNIVERSITY. '

Ruth Cerbu, 23

' WHEN I RETIRED, VOLUNTEERING WAS A GREAT OPPORTUNITY TO GIVE BACK TO THE COMMUNITY. THE MUSEUM IS SO MUCH PART OF MY LIFE. '

Lynda Green, 67



' I ALWAYS LEARN FROM THE VISITORS AND FROM THE OTHER VOLUNTEERS. EVERYONE ALWAYS HAS SOMETHING TO CONTRIBUTE. '

Alan Davis, 75



' THE TRAINING THAT I RECEIVED OPENED MY MIND TO JEWISH HISTORY AND HAS ENCOURAGED ME TO READ AND LEARN. THE MUSEUM HAS THE ATMOSPHERE OF A LARGE AND CARING FAMILY. '

Hilda Gertler, 66



' ONCE, WHILE GUIDING AN INTERFAITH GROUP OF MUSLIM AND CATHOLIC GIRLS, I WAS TRYING TO SHOW THE SIMILARITIES BETWEEN THE RELIGIONS. ONE GIRL WEARING A HIJAB SMILED AT ME AND SAID SOMETHING LIKE: "WE ARE NOT SO DIFFERENT AFTER ALL". THAT'S WHY I VOLUNTEER. '

Debora Neufeld, 47



Treasurer's Report and Financial Snapshot

BRIAN RUDY
TREASURER

It is very encouraging to see that, even though the economic climate in 2011 was difficult and challenging for so many, the Museum's fundraising team was successful in achieving excellent results.

The total revenue for the year was \$1,622,871 with total expenses being \$1,443,756 resulting in net income of \$179,115.

As at 31 December 2011 the Museum had Cash and Equivalents of \$1,049,053 with total assets being \$6,544,484 and net assets \$5,746,293 – a very healthy financial position.

Special thanks to our auditors, BDO Audit (NSW-VIC) Pty Ltd and our external accountants Deloitte Touche Tohmatsu.

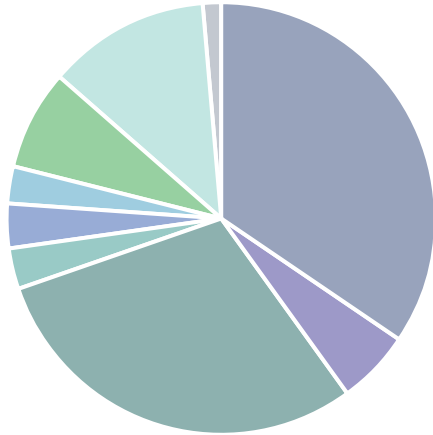
Statement of Financial Position 2011

	Dec 2011	Dec 2010
	\$	\$
Current Assets		
Current Savings Accounts and Term Deposits	1 049 053	1 423 297
Accounts Receivable	293 584	285 753
Other current assets	16 417	30 502
	1 359 054	1 739 552
Fixed Assets		
Permanent Collection	1 209 344	1 209 344
Freehold Property and Property Improvements	3 692 123	3 755 070
Office Furniture, Equipment and Software	90 024	115 639
Zelman Cowen Gallery	193 939	0
	5 185 430	5 080 053
Total Assets	6 544 484	6 819 605
Current Liabilities		
Trade creditors, accrued expenses and provisions	298 214	350 875
Income received in advance	499 977	901 552
Total Liabilities	798 191	1 252 427
Net Assets	5 746 293	5 567 178
Equity		
Accumulated Funds at beginning of the year	5 567 178	5 529 874
Net Surplus/Deficiency for the year	179 115	37 304
Total Equity	5 746 293	5 567 178

Income and Expenses 2011

Income 2011 Year

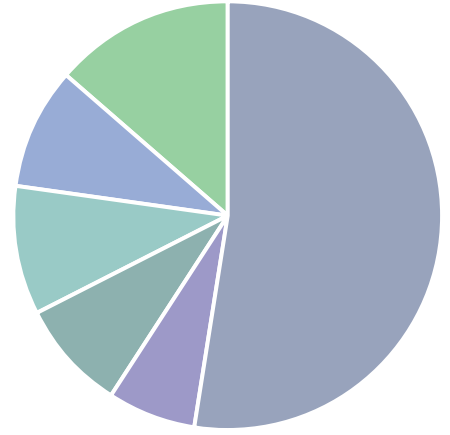
- Donations \$559 713
- Sponsorship \$91 136
- Government Grants \$483 224
- Admissions \$51 467
- Sale of Goods \$53 867
- Memberships \$41 372
- Fees \$124 749
- Interest & Distribution \$198 470
- Other Income \$18 874



Total
\$1 622 871

Expenses 2011 Year

- Operations \$769 143
- Collection \$93 085
- Exhibition \$122 217
- Program \$135 080
- Marketing \$131 972
- Development \$192 259



Total
\$1 443 756

Foundation

Corpus	\$2 564 253
Distribution in \$	\$120 754
% of JMA 2011 Budget	8.14%

Zelman Cowen Campaign

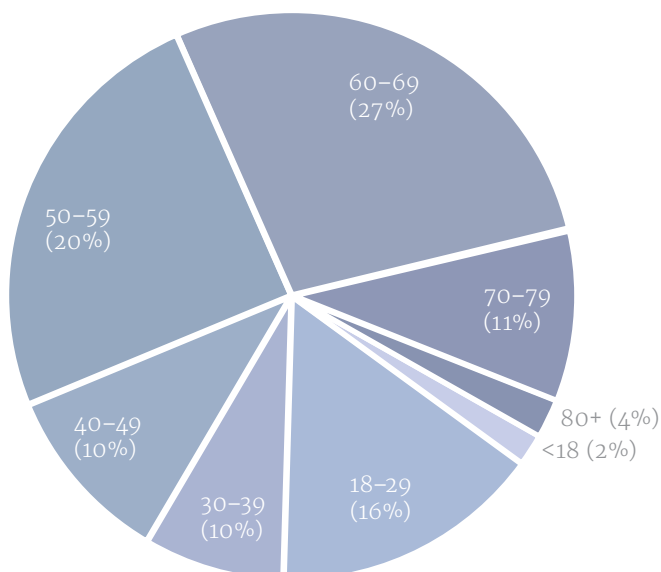
Project budget	\$805 833
Expenditure to end of 2011	\$345 266
Target fundraising amount	\$870 833

JMA Online

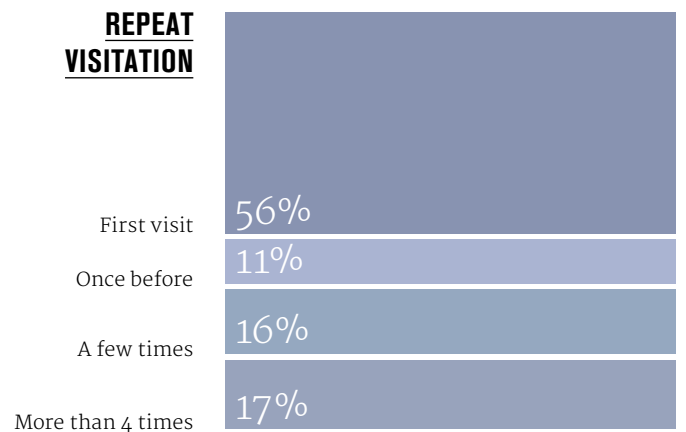
Project budget	\$225 000
Expenditure to end of 2011	\$136 856
Target fundraising amount	\$305 000

Visitation Statistics 2011

AGES OF GENERAL-ADMISSION VISITORS



REPEAT VISITATION



AUDIENCE ENGAGEMENT SNAPSHOT

12,886	Total admissions
3326	eNews subscribers in 2011
495	Members in 2011
3143	Unique visits to Museum website
4513	Total visits to Museum website

Please note that the visitation statistics for 2011 are based on the visitor feedback surveys that 10% of general admission visitors filled in.

The Impact of the Museum

The Jewish Museum of Australia's mission is to engage people with Jewish culture. Visitors to the Museum, from all age groups and cultural backgrounds, come and learn about, connect with and immerse themselves in a rich heritage.

“LEARNING ABOUT DIFFERENT ASPECTS OF JUDAISM IS FASCINATING FOR ME BECAUSE I HAD NO FORMAL JEWISH EDUCATION”

MARTHA VANDERHOEK, 64 YEARS OLD, VOLUNTEER GUIDE

“I GET GOOSE BUMPS WHEN I HEAR STUDENTS SINGING SONGS FOR THE JEWISH FESTIVALS. KNOWING WE MAKE A POSITIVE IMPACT IS THE REASON I AM HERE”

EFRAT GOLDBERG, EVENTS COORDINATOR,
JEWISH MUSEUM OF AUSTRALIA

“THE MUSEUM GUIDES HAD ALL THE GIRLS WORKING AND LISTENING FOR TWO SOLID HOURS AND SHARED PERSONAL STORIES ABOUT THEIR FAMILIES AND LIVES. I BELIEVE THEY CAME AWAY UNDERSTANDING A DIFFERENT RELIGION AND CULTURE”

TEACHER, PRESENTATION COLLEGE

“*THE BABEL PROJECT* HAS BEEN AN EYE-OPENER FOR ME. IT HAS MADE ME REALISE THAT DESPITE PEOPLE'S APPARENT DIFFERENCES WE ALL HAVE SIMILARITIES”

GUNA MANI NITAI, PARTICIPANT IN *THE BABEL PROJECT*

“I CAME TO THE JEWISH MUSEUM OF AUSTRALIA TO SHOW MY NON-JEWISH FRIEND WHO I AM”

MUSEUM VISITOR FROM QUEENSLAND

“THANKS FOR SHOWING US ALL ABOUT YOUR LIFE”

YEAR 5 STUDENT

“THE MUSEUM PROVIDES US WITH A PLACE TO CONSIDER OUR ORIGINS, TO REJOICE IN OUR TRADITIONS AND TO CELEBRATE OUR CULTURE”

MUSEUM PATRON, LADY ANNA COWEN

Donors and Supporters 2011

The Jewish Museum of Australia gratefully acknowledges the following government departments, corporations, trusts and foundations who have provided funding in 2011. Their generosity has allowed the Museum to continue its important work.

Government Partners

Arts Victoria
Department of Premier and Cabinet
Public Record Office Victoria
VicHealth

Major Philanthropic Partners

Gandel Charitable Trust
Victor Smorgon Charitable Fund

Major Corporate Partner

National Australia Bank

Trusts and Foundations

Besen Family Foundation
Finkel Family Foundation
Kronhill Pletka Foundation
Oliver-Affleck Fund
The Pratt Foundation
Rowe Family Foundation

Director's Chair Endowment Fund

The Jewish Museum of Australia gratefully acknowledges the following individuals and family trusts that currently support the Director's Chair Endowment Fund

Arnold Bloch Leibler
Natalie and Stewart Baron
Danielle and Daniel Besen
Vivien and Philip Brass
Suzy and Barry Carp
George and Freda Castan Families
Morry Fraid
Pauline Gandel and John Gandel AO
Louise Green
Dianne and Jack Gringlas
Vivienne and Alex Harris
Rosie and Solomon Lew
Bori and Helen Liberman Family Trust
Lee Liberman
Naomi Milgrom AO
Jeanne Pratt AC
Bronia Raynor and Robert Raynor AM (dec)
Greg Rosshandler
Rae Rothfield
Loti Smorgon AO
Victor Smorgon Charitable Fund
Ricci Swart
Nathan and Nechama Werdiger

Donors – Gifts of more than \$1000

The Jewish Museum of Australia thanks the following, as well as many other donors, who generously supported the Museum in 2011

Sandra and Dion Abrahams
Roseanne Amarant
Amnesty International Australia
Vivien and Philip Brass
Ann Cebon Glass
Mary-Ann and Michael Cohn
Monica and Peter Edwards
Heather Ellyard
Anna Epstein
Miriam Faine and Greg Shalit
Nathan Feld
Harry Flicker
Rebecca Forgasz
Pauline Gandel and John Gandel AO
Neilma Gantner
Alan Goldberg AO QC
Andrea Goldsmith
Ian Gust
Susan and Gary Hearst
Emanuel Hirsh
Peter and Mary Lou Howie
Peter Isaacson AM
Leah and Charles Justin
Carol and Ken Klooger
Adam Krongold
La Trobe University
Don Marejn
Elise and Ben Margow
Barry Novy OAM
Miki Ochert
MaryLou & Raymond Orloff
Sarah and Nick Orloff
Kurt Pollitzer
Carmella and Geoffrey Prideaux
Ruth and Ralph Renard
Rita and William Rogers
Michael Roseby
Laura and James Ross
Edith Sadlon
Gerda and Otto Shelton
Izaak Wolf Szykman
Frank and Miriam Tisher
Tauba and Dennis Wilson

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Sue Allnutt, Nuttshell Graphics
BDO Kendalls
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Hatikvah Sea of Life
Penhalluriack's Nursery
Nick Ruskin, DLA Phillips Fox
St Kilda Hebrew Congregation
Securecorp
Peter Seidel, Arnold Bloch Leibler
David Shelley, Business Class IT Services
Geoffrey Shiff, Shiff and Co
Marcus Simkin, Pitcher Partners
Diana Strauss
George Umow, Umow Lai & Associates
Studio Round
Cardinia Shire Council
City of Port Phillip
Hobsons Bay City Council
Hume City Council
The Substation
SBS Yiddish
Sholem Aleichem College

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