



Key results in 2014

Strategic Goal 1

To have a significant and accessible collection of objects and stories that represents the breadth of Jewish culture and Australian Jewish life.

- 586 collection items catalogued in EMu collection database

Strategic Goal 2

To have creative and stimulating exhibitions and programs that are relevant to our diverse audiences and education and engage them intellectually, emotionally and spiritually.

- 3 new exhibitions presented
- 16 short courses and 23 once-off public programs delivered
- High levels of intellectual, emotional and spiritual engagement achieved; of respondents to Museum exit survey in 2014:
 - 98% felt “nourished and enriched” by their Museum visit
 - 98% said their visit “sparked my curiosity to learn more”
 - 93% found their visit “inspiring / uplifting”

Strategic Goal 3

To be a thriving, dynamic, welcoming and accessible cultural destination.

- Commenced trial of Friday as additional opening day from October
- 10 Jewish holidays marked or celebrated
- Kids’ exhibition trail developed for the permanent galleries, available at all times as part of Museum visit

Strategic Goal 4

To have significantly increased audiences and greater awareness of, associations with and loyalty to the Museum.

Compared with 2013:

- 8% increase in total visitation and participation to 13,286
- 9% increase in school visitation to 4,661
- 57% increase in total visits to website to 47,959
- 18% growth of e-news subscriber list to 5,351
- 270% increase in number of Facebook “likes” to 5,000

Strategic Goal 5

To have long-term financial security and ongoing, resilient relationships with our donors and funding partners.

- Foundation corpus reaches \$2.95 million
- Strong results in grant applications from both government and philanthropic sources and renewal of two major corporate sponsorship agreements
- Limited success in major gift fundraising (private donors), though some new multi-year pledges achieved

Strategic Goal 6

To have a safe and sustainable organisation that demonstrates best practice in all of its operations and governance.

- Minor works completed to improve air-conditioning system, as well as purchase of museum-standard monitoring equipment



Message from the President and the Director & CEO

It gives us great pleasure to present *Year in Review 2014*. As always, this publication showcases the Museum’s key activities and achievements over the past twelve months, and, importantly, serves as a report against the targets and objectives set out in our Strategic Plan 2012-14.

Once again, the year that has passed should give all associated with the Museum cause for great pride and satisfaction. The year began with a wonderful family Open Day to celebrate the festival of Tu B’shevat. Almost 200 children, parents and grandparents of both religious and secular backgrounds, found refuge from the sweltering heat of a Melbourne summer day, enjoying nature-inspired art-making, gardening activities and a talk about Judaism and the environment. The program coincided with our year-long exhibition *In Season*, which closed in July, and exemplified our continuing commitment to providing both meaningful Jewish programming for kids and families and creative, alternative ways to mark and celebrate the Jewish holidays.

In August, we launched a new exhibition in the Krongold Family Gallery to follow *Voices & Visions – Letter, Land and Lore* by WA-based artist Nikki Green. Nikki was artist-in-residence for the duration of the exhibition, setting up a makeshift studio in the Loti Smorgon Gallery, demonstrating her artistic practice to visitors and running a number of workshops from meditation to card-making for Rosh Hashanah (Jewish New Year).

Undoubtedly, however, the highlight of the 2014 exhibition calendar was the November opening of our much anticipated blockbuster – *Andy Warhol’s Jewish Geniuses*. The exhibition was developed in partnership with the Jewish Museum Vienna and features a series of silkscreen portraits of ten famous and highly accomplished Jews of the 20th century, never before seen in Australia. We take this opportunity to thank and congratulate the Museum’s staff for their outstanding efforts to curate the exhibition as well as the complementary display of Warhol-inspired works by local artists, *Warhol Now*, to develop an exceptional and inspiring array of public programs and cultural events, deliver a comprehensive marketing campaign, and, importantly, raise the funds to make the presentation of the exhibition possible. In the first two months of the exhibition, visitation was regularly exceeding our weekly average four- or fivefold, and we saw a significant rise in public awareness reflected by tremendous growth across our digital marketing platforms. We look forward to reporting on the full outcomes and impact of our Warhol experience this time next year.

In addition to our exhibitions, the Museum also presented its usual diverse and high-quality offerings of public programs and short courses, including a poster-making workshop to coincide with the *Voices & Visions* exhibition, a series of historical walks of Jewish Melbourne and study tours of Jewish Poland and Lithuania and medieval Spain. Our school education program reached new heights with record numbers of participants. This was partly due to the new program targeting Catholic

schools, “The Jewish context of the Life & Words of Jesus”, launched in November 2013. In addition, the Museum developed and piloted a new batmitzvah program as part of a year-long program coordinated by UJEB. We hope to be able to make the program available to the community more broadly in the future.

Behind the scenes, Museum management continued to strive for improvement in day-to-day operations. The new Visitor Services team, staffed entirely by volunteers, took on greater responsibility for the provision of customer service, both in person and over the phone, with numerous new volunteers attracted to this important and rewarding role. The Museum also utilised grant funds from the Office of Multicultural Affairs & Citizenship to undertake works to improve its air-conditioning system and purchase industry-standard equipment to monitor the environment.

Finally, we were delighted and proud to receive the Citipower City of Port Phillip Business Excellence Award 2014 – Tourism, which recognises businesses that exceed visitor expectations by providing high quality services and experiences.

All of this activity proceeded against the background of considerable internal change for the Museum, with the election of a new President and the CEO on maternity leave for much of the year. We both take this opportunity to acknowledge and thank Jenny Thompson, the Museum’s Finance & Operations Manager and now Deputy Director, who served as Acting Director & CEO over most of 2014. Jenny led the Museum’s management team and its day-to-day operations with her characteristic calm and unwavering diligence and provided invaluable support to Barry as incoming President.

We also wish to thank all of the Museum’s friends and supporters – our donors, members, corporate sponsors, and provider of pro bono professional services – for your ongoing generosity, without which none of the above would be possible. We hope you derive pride and satisfaction from your association with the Museum, and from helping us to discharge our mission of *engaging people with Jewish culture*.

Barry Fradkin

Barry Fradkin OAM
President

Rebecca Forgasz

Rebecca Forgasz
Director & CEO

Highlights of 2014



Sir Isaac Alfred Isaacs Portrait Unveiling at Parliament of Victoria November 2014

In partnership with the Parliament of Victoria, the Museum commissioned a portrait of the first Australian-born and first Jewish Governor-General, Sir Isaac Alfred Isaacs (1855-1948). Made possible with grant funding from the Pratt Foundation, acclaimed artist Juan Ford, produced this new work for the Museum's collection. The portrait is on loan from the Museum to the Parliament of Victoria for presentation in the new Sir Isaac Alfred Isaacs reading room.



Business Network Breakfast with the honourable Linda Dessau July 2014

The Museum was fortunate to have the Honourable Linda Dessau AM talk *Law, Footy, the Arts...what works and what can change* at the Museum's mid-year Business Breakfast. It was a full house in the cultural setting of the Museum. Linda delivered an expressive talk to a crowded room of corporate networkers and Museum supporters. The breakfasts aim to develop awareness of the Museum in the business community and build mutually beneficial relationships.



NGV Women's Morning Tea November 2014

The NGV Women's Association together with the Jewish Museum of Australia held a delightful NGV Women's Association Morning Tea & Guided Tour by Dr Astrid Peterle, Assistant Curator, Jewish Museum Vienna and Peta Cook Senior Curator & Collection Manager, Jewish Museum of Australia.



Andy Warhol's Jewish Geniuses arrives in Australia!

The Museum is privileged to present these dramatic works to Australian audiences for the first time. Whilst the show focuses on the original series of ten works, other props were used to create further engaging and informative elements to create one of the most exciting exhibitions the Museum has ever had.

The Museum included some rarely before seen artworks by Warhol, adding a uniquely Australian flavour to the show. This includes a beautiful portrait of Loti Smorgon produced by Andy Warhol in 1981, kindly loaned to the Museum by the NGV and the Smorgon family.

