



# The Year in Review 2013

**JEWISH  
MUSEUM OF  
AUSTRALIA**  
Gandel Centre of Judaica

**“You have done something outstanding here.”**

Group visit from Israel, February 2013

**“Wonderful intellectual and emotional stimulation.”**

Short course participant, July 2013

**“Your enthusiastic volunteers have enriched our visit. A generous and warm experience.”** Visitor survey, June 2013

**“The JMA is one of the best examples of what is best in a community. It is an essential museum, a space for learning and one which is important to the cultural tradition of Melbourne.”**

Trip Advisor review, May 2013

**“Our experience was excellent – the guides were knowledgeable and very engaging for the students.”**

Teacher, Christian Brothers College, May 2013

**“Brilliant museum – great layout and very informative.”**

Visitor feedback book, July 2013

**“The JMA is a wonderful museum, and shows the impact the Jewish Community has had on Australian Society! Well worth a visit!”**

Trip Advisor review, July 2013

**“Thank you for the generous amount of time given and kindness during my visit this morning. I learned so much.”**

Facebook comment, October 2013

**“Great guide, fabulous place.”**

Visitor feedback book – March 2013

**“Thank you so much for a wonderful 2 hours spent with you both last Sunday learning about The Lane in the earlier years when it was a thriving time for the Garment/ Manufacturing Industry. Secretly, I blushed with pride when the names of Slutzkin, Shaw (Schwarz), Sidney Myer were mentioned as they are part of my heritage.”**

The Leon Haskin Schmatte Business Walk participant, March 2013

**“A magical journey through a small but great Museum.”**

Visitor feedback book, April 2013

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## In memory of Loti Smorgon AO 1918 – 2013

The Jewish Museum would like to take the opportunity in this Annual Review to pay tribute to Mrs Loti Smorgon AO.

During her lifetime, Loti gave generously to the Museum in so many ways and we are very proud that the Loti Smorgon Gallery is named in her honour.

Loti attended many of the exhibitions and events and, in particular, showed interest in contemporary works, of which she was very knowledgeable.

Loti took great pride and happiness in witnessing the school visits and watching the children learn. She revelled in the opportunity to discuss her own past in relation to some of the traditional and historical items in the collection.

Loti's enthusiasm and generous spirit will be sadly missed; however, she leaves behind the lifelong Jewish tradition of giving in her legacy.



## Message from the President

This is my final report as President of the Jewish Museum of Australia.

As the newly elected president, in April 2009, I stated the 4 key planks of my vision for the Museum:

1. Broadening and deepening our reach in both the Jewish and general communities;
2. Innovation in our marketing and operations;
3. Financial sustainability; and
4. Investing in people and generational change.

Following the departure of our founding Director, Dr Helen Light and the appointment of our new Director, Rebecca Forgasz, it was clear that I needed to add a 5th objective:

5. Successful transition into a different era for the Museum.

Looking back at the period of my presidency, I feel very proud of the Board and Management teams and wider Museum community's many achievements but I also can see we have yet to fully achieve all of our objectives. We set very ambitious targets and encountered the usual challenges of any major transformational change as well as the difficult external economic environment of the GFC and its aftermath. In spite of this, there were many achievements of this period:

- The JMA Organisational Self Assessment - a comprehensive examination of our relevance to the Jewish and wider communities as well as our modes of operation.
- Reimagining our vision and purpose in the context of the community's ever-changing needs and translating that into a clear 3 year strategic plan with ambitious and measurable targets.
- Broadening our engagement with younger audiences and Jewish families both in the physical Museum and with our redesigned and rebranded on-line and off-line presence and the program-rich exhibitions and open days and late night openings.

- The opening of our new Zelman Cowen Gallery of Australian Jewish History *Calling Australia Home*. This major change to our permanent and most visited exhibition, was developed and implemented whilst keeping the Museum open to visitors.
- The Dinah & Henry Krongold Gallery and 'public face' was transformed into a significant and exciting part of our temporary exhibition space.
- Significant growth in the school education arena reflecting the Museum team's creative and persistent efforts with the future looking even rosier thanks to initiatives such as the "Jewish Context of the Life and Times of Jesus" for the Catholic Schools' sector.
- Creation and implementation of clear management processes and reporting.
- Improving the Board's performance and good governance through a comprehensive external Board Assessment and a totally revised, up-to-date constitution.
- Technological progress, especially in the areas of customer data and management.
- Successful migration of many of our donors to multi-year financial commitments.
- Improved donor stewardship through a rigorous and consistent recognition, appreciation and acknowledgements of our donors and patrons.
- Injection of new blood and talent into our staff and volunteers, now generating many benefits.
- And much, much, more.

Financial sustainability has been the 'holy grail' for the Museum as long as I can remember, with the requirement to raise nearly 90% of our operating budget within the same calendar year continuing to challenge us. This inability to achieve our fundraising targets, though partially explained by the difficult economic circumstances, especially in the community/arts sector, is still foiling the achievement of our goal of financial sustainability.

Much has been achieved and, of course, there are many exciting developments about to be realised, including the newly redesigned customer services/front-of-house project about to go live, new exhibitions, greater community involvement and too many others to list – but that's for the incoming president and our committed Board to oversee.

I would like to thank the Jewish Museum Board members, past and present for their hard, passionate and dedicated work for the Museum and their generous support for me personally. My thanks also go to the Board of Governors for their passion and sense of ownership. Thanks also to our visitors and program participants, both in person and virtual, they represent a very broad cross section of the Australian and international community and are the reason the Museum exists.

I am always moved and encouraged by the efforts and commitment of our Director, staff and volunteers – they really make magic happen.

I shall miss being close to the pulse of our wonderful Museum; but I leave my role confident that the Board and future president will re-energize, re-engage and steer the Jewish Museum to new heights.

I look forward to working with the Board and assisting the new president through this transition.

Negba Weiss-Dolev



## Message from the Director and CEO

It gives me great pleasure to present Year in Review 2013. This publication highlights the Museum's key activities and achievements during 2013, and serves as a report against targets and objectives set out in our Strategic Plan 2012-14.

The past 12 months have seen some wonderful exhibitions, educational and cultural programs, and initiatives to improve the Museum's day-to-day functioning. In the early part of the year, we were delighted to be the sole Victorian venue for the *The 61st Blake Prize*, Australia's only national prize in religious art. Featuring works in a variety of media by artists from many different religious and cultural backgrounds, the exhibition provided contemporary and uniquely Australian perspectives on faith and spirituality, and gave us the opportunity to view our own tradition in a comparative perspective.

In July, we opened *In Season: Spring, Summer, Autumn & Winter* – a playful journey through a Jewish lens. Specially curated and designed for children and families, the open day to launch the exhibition attracted over 430 visitors. Throughout the year, the exhibition provided a platform for numerous creative programs and workshops for kids, focussed around seasonal plants, foods and the Jewish holidays.

One of our most important achievements in 2013 was the completion and launch of a new school education program targeting the Catholic school sector – *The Jewish Context of the Life and Words of Jesus*. School visitation currently constitutes around one-third of our total annual visitation, but there is significant capacity for growth. Our strategy to achieve this growth is to identify opportunities in the school curriculum where a visit to the Museum is relevant to, and can directly support what is taught in the classroom, and then to develop appropriate customised programs. The positive reception of this new program by teachers, academics, lay community leaders and the Catholic Archdiocese suggests that our approach is the right one, and we hope that it will result in significant increases in school visitation in 2014.

In addition to our exhibitions and programs, the Museum also undertook several projects in 2013 related to its staff and volunteers. A new, comprehensive performance management framework for staff was introduced. Previously undertaken on a more ad hoc basis, the new framework provides an annual cycle of planning and review, which promotes improved performance and the identification of avenues for professional growth and development for all staff. For our volunteers, a new opportunity for contributing to the Museum was created, with the establishment of a structure and training program for a new "Visitor Services" team, to take effect in 2014. The establishment of this team brings us into line with contemporary museum service provision, and will empower our volunteers to provide first class information and booking services to our actual and potential visitors.

Our achievements over the past 12 months are evidence of our continuing commitment to and delivery of the strategic priorities set out in our Strategic Plan – including engagement of new, younger audiences, programming for relevance, and providing excellent visitor and customer services. I am proud of our efforts to continually improve our own effectiveness and performance, striving for best practice as a contemporary cultural institution and professional workplace, while at the same time maintaining the highest level of quality and creativity in the exhibitions and programs we present to the public, and retaining our commitment to and rootedness in our community.

I will be on maternity leave for much of 2014. As I head off to grow my own family, I wish the Museum another year of growth and success, and look forward to returning to the helm in the latter part of the year.

Rebecca Forgasz



## Message from the Board of Governors

The responsibility of the Board of Governors is significant as we diligently monitor the Museum's primary asset – that is, its property at Alma Road, as well as its collections. We are assiduous in ensuring that the property and all assets of the Museum are being effectively administered. We continue to find the property unencumbered and adequately insured. The assets of the Museum are fully safeguarded and we have found no factors that might adversely affect the value or security of those within the constitutional requirements.

I thank my fellow Governors Zelda Rosenbaum, Alan Goldberg, Louis Waller and Jeanne Pratt for their involvement in these limited roles and for their previous participation in the establishment and running of the Museum over many years. 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 cultural repository for future generations. On behalf of the Board of Governors, I extend my sincere thanks to the members of the Executive and everyone involved in the Museum. My fellow governors and I are committed to ensuring the ongoing sustainability and success of the Museum.

John Gandel AO

# Highlights of 2013



## In Season Open Day

The Museum's premiere temporary exhibition, *In Season*, opened to a fantastic crowd of over 430 visitors on Sunday 25 August. With a focus for 2013 on programming for families and children, visitors were engaged in an array of activities, ranging from music to gardening, cooking to arts and crafts. They were encouraged to photograph their own experiences of the day and share them on social media, making this interactive exhibition accessible to young and old.



## Open House Melbourne

The Museum was proud to participate for the first time in Open House Melbourne on Sunday 28 July, a city-wide event which offers punters the chance to gain behind-the-scenes access to different venues in Melbourne. The Museum was inundated with over 200 visitors, who took advantage of regular tours of the curatorial area, the St Kilda Synagogue, Museum library, as well as free access to all the exhibition spaces.



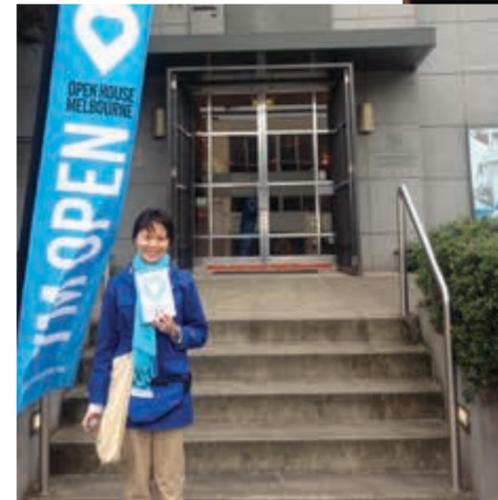
## Launch of groundbreaking new education program

On Thursday 14 November over 100 esteemed members from the Jewish and Catholic communities attended the program launch of *The Jewish Context of the Life and Words of Jesus*. Scholar and Broadcaster Rachael Kohn gave the keynote address, commending the Museum for its work in developing and delivering this program. This groundbreaking education program directly addresses a subject by the same title taught in Catholic schools across Victoria. It positions the Museum as a leading educational resource for teaching about Jesus and life in 1st century Israel, and for the furthering of interfaith understanding between Jews and Catholics.



## Dinah & Henry Krongold Family Gallery

On Sunday 21 April, the Gross family and the Museum community paid tribute to Naomi and Lionel Gross, founding members of the Jewish Museum, and in memory of whom the Museum's ground floor gallery had been named since 2002. On Sunday 5 May, friends of Dinah and the late Henry Krongold, together with patrons and supporters of the Jewish Museum of Australia, assembled for the renaming of the Gross Gallery to the Dinah & Henry Krongold Family Gallery. The Krongold family has been associated with the Jewish Museum of Australia over three generations. This gallery has been named in recognition of the Krongold family's philanthropic support of the Museum.



## Business Network Breakfast with Evan Thornley

The first of two business network breakfasts throughout the year launched on Wednesday 31 July with great aplomb. Both inspiring and riveting, Evan Thornley delivered an illuminating talk on the topic, *Transformations Big and Small - lessons from Melbourne, Silicon Valley and Tel Aviv* to a crowded room of corporate networkers and Museum supporters. The breakfasts are an initiative to develop awareness of the Museum in the business community and build mutually beneficial relationships.





# Strategic Goal 1

*History through Channukiot*  
A temporary display was launched in December to mark the festival of Chanukah by charting the artistic and cultural history of the European Chanukiah.

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



Child's embroidered coat and hat, c1938, Polish  
Donated by Mrs Paula Flinkier, 2013.  
Jewish Museum of Australia collection, 13748.2



WWII correspondence, 1939 - 1944  
Donated by Mr Barry Novy, 2013.  
Jewish Museum of Australia collection, 13751.5



*Always Remember Never Forget* Anne Ross, 2007  
Jewish Museum of Australia collection 12923.9  
Yom HaShoah candelabrum by contemporary artist, Anne Ross, which was purchased through funds donated by the Orloff Family.



*Israeli doll*  
WIZO Home Industries, Israel, 20th century  
Donated by Bernard Moses Joffe.  
Jewish Museum of Australia collection, 6839.6

In 2013, the Museum continued to develop its collection through the judicious acquisition of items generously donated by members of the community. Some key acquisitions are illustrated on these pages. Items accessioned to the collection include some exquisite miniature glass beakers which would probably have been used by children during the Seder in the early 1900's; a child's coat and cap, both beautifully embroidered in a traditional Polish style; and correspondence from WWII, which help tell the story of both Dunera, Shanghai and Jewish migration to Australia. Some key acquisitions are illustrated on these pages.

Access to the collection was provided through various means. Over the course of the year, almost 100 objects from the collection were exhibited at the Museum – the vast majority in our major exhibition for the year, *In Season*, with others displayed in special exhibits focussing on the Jewish festivals. Direct access to the collection was also provided to academics and other researchers, including the Museum's important Dunera archive, the records of the Melbourne Hebrew Congregation and a large number of items relating to WWII.



*The Bathers* 1989 Anne Zahalka  
Photograph  
Jewish Museum of Australia collection, 6096.

Improvements to the process of assessing new acquisitions undertaken over the past 18 months have ensured that all items accepted to the Museum's collection are significant in the context of Jewish artistic traditions, ritual practice or Australian Jewish history. At the same time, with a newly structured and staffed curatorial team in place since the beginning of 2013, the Museum has been able to commence the process of examining its collection afresh, as part of a longer term project to develop a strategic collection development plan.

One of our most important current projects is to provide enhanced access to our collection through the implementation of an electronic catalogue by developing our world-class collection management database EMu (KE Software's Electronic Museum). During 2013, significant progress was made on this project with the employment of a Registration Assistant. As a result of this work, we expect to see over 1,000 new records uploaded to the database over the coming year, and ultimately access to the database being made available to the public via the internet.

Child's embroidered undergarments, 1930's, Polish  
Donated by Mrs Paula Flinkier, 2013.  
Jewish Museum of Australia collection, 13747.3

## Key results:

Collection items exhibited at the Museum



Miniature Kiddush cups, c1900, European  
Donated by Mrs Paula Flinkier, 2013.  
Jewish Museum of Australia collection, 13740

Australian Jewish News, September 10th 1943  
Donated by Mrs Anne Wolper.  
Jewish Museum of Australia collection, 13752





Participants of the Germany Study Tour.

## Strategic Goal 2

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

The Museum was delighted to open its exhibition program for 2013 with *The 61st Blake Prize: exploring the religious and spiritual in art and poetry*. The *Blake Prize* was founded in the 1950s by Jewish businessman Richard Morley and priest and teacher Michael Scott, in the hope that a prize might encourage the development of fresh, contemporary and distinctly Australian expressions of faith – an objective shared by the Jewish Museum even today.

*In Season* was the Museum's major in-house exhibition for 2013. Curated entirely from the Museum's own collection, the exhibition targeted kids and families in continued pursuit of our efforts to engage a new generation of visitors. Our newly named Dinah & Henry Krongold Family Gallery featured an exhibition of selected family photographs from the Museum's collection, honouring the centrality of family in Jewish life, and, later in the year, a vibrant display of posters commissioned by the Harold Grinspoon Foundation (USA) to promote contemporary engagement with traditional Jewish texts.

A key highlight of the year for the Museum's programming in 2013 was the launch of its new school education program, *The Jewish Context of the Life and Words of Jesus*. In development over almost 18 months, the program specifically targets Catholic schools, where a subject of the same name is a compulsory component of the religious education curriculum.

The Museum's short courses program continued to present a diverse range of offerings to new and returning students. A highlight of the program in 2013 was the subject *There is a season and a reason*, which utilised the Museum's collection to illuminate the customs and traditions celebrated throughout the Jewish year.

### / Key results:

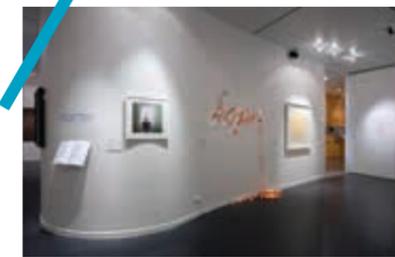
- 4 new temporary exhibitions.
- 21 short courses.
- 13 public programs, including lectures, workshops and kids' programs.
- Consistent feedback from visitors and short courses participants demonstrating intellectual, emotional and spiritual engagement.

### / Feedback snapshot

- 92.5% of short courses participants in the 2nd quarter learned something they didn't know before.
- 96.9% of visitors in the 3rd quarter felt nourished and enriched.
- 88% of short courses participants in the 3rd quarter said their course made them feel more connected to their community and/or traditions.
- 100% of visitors in the 4th quarter said their Museum visit sparked their curiosity to learn more.
- 88.8% of visitors in the 4th quarter found their visit inspiring and uplifting.

### EXHIBITIONS:

#### Loti Smorgon Gallery



**61st Blake Prize: exploring the religious and spiritual in art and poetry**  
(17 March 2013 – 28 July 2013)

The *Blake Prize* was instigated in 1951 by lawyer and artist, Richard Morley, and Jesuit priest, Michael Scott. Since its inception, the Prize has provided a remarkable opportunity for contemporary engagement with religion and art, inspiring conversation about the meaning and value of these two elements within everyday life. The Museum was the sole Victorian venue for the 2013 national tour of this prestigious art prize, which brought the works of artists of multiple faiths and various artistic disciplines together.



**In Season: Spring, Summer, Autumn & Winter – a playful journey through a Jewish lens**  
(25 August 2013 – 20 July 2014)

Designed specifically for children and families, this exhibition displayed rarely seen items from the permanent collection to tantalise and engage all of the senses. The gallery was transformed into a dedicated kids' space, combining colourful, vibrant design with tactile experiences and more traditional object display. *In Season* took visitors on a playful, educational and stimulating journey, allowing them to discover the beauty of the changing seasons from a uniquely Jewish perspective.

#### Dinah & Henry Krongold Family Gallery



**From Generation to Generation: selected family photographs from the collection of the Jewish Museum of Australia**  
(6 May 2013 – 15 September 2013)

This exhibition displayed photographs of Australian Jewish families for multiple generations. Throughout the year, Jewish families gather to celebrate Jewish holidays, and having children and instilling Jewish values is often seen as the most important way to ensure a thriving Jewish community into the future. While traditional Jewish family life has changed in response to modern values, for many Jews in Australia and around the world, family remains the touchstone of their connection to Jewish culture and identity. The exhibition was mounted to coincide with the launch of the newly named Dinah & Henry Krongold Family Gallery.



**Voices & Visions**  
(29 September 2013 – 20 July 2014)

*Voices & Visions* is an exhibition initiated by the Harold Grinspoon Foundation (USA), of graphic designed posters that interpret the ideas of Jewish luminaries throughout history. Drawing on concepts of environmental health, communal belonging, identity and positive existence, the exhibition encouraged us to consider which ideas remain relevant and poignant in contemporary times.

### PROGRAM HIGHLIGHTS:



The Museum presents an annual series of talks, short courses, workshops, guided tours, special events and activities focussed around the Museum's permanent and temporary exhibition program, and the Jewish holidays.

- *Blake Prize* Open Day – March 2013
- *In Season* Open Day – August 2013
- Rosh Hashanah puppet show with Puppet Magic – September 2013
- North Carlton guided walk – October 2013
- Remembering Jewish Life in Germany – Who Cares? – October 2013
- Stamp Me a Pattern – November 2013

### SHORT COURSES HIGHLIGHTS:



The annual series of short courses, designed to complement and extend the Museum's permanent and temporary exhibition themes, provides participants with a fantastic opportunity to experience stimulating adult Jewish education in a friendly and relaxed environment.

- *Jews Pursuing Justice in a Broken World* – Joel Lazar
- *People of the Books* – Rabbi Fred Morgan
- *Jewish Music History from Bible to Broadway* – Cantor Michel Laloum
- *When Sholem Aleichem met Woody Allen: Jewish Humour and the construction of cultural discourse* – Marc Caplan
- *Modern Israel 1995–2013* – Avi Cohen
- *Reading Genesis: An encounter with the human condition* – Paul Forgasz



In Season Open Day, August 2013.

# Strategic Goal 3

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



Rosh Hashanah Puppet Magic Show.



**Purim info sheet**  
The 14th day of Adar / 24 March 2013

Purim commemorates events in the royal court of Ancient Persia. Queen Esther saves the Jews, her people, from annihilation. Purim is a joyous festival of deliverance where the Megillat Esther is read and celebrations are carnival like. Food is also given to the poor (Mishloach Manot).

**Things to see at the Museum**  
Jewish Year Gallery  
- Megillat Esther-Hamelech, Poland, 19th C  
- Mishloach Manot plate Kim Harel, Australia, 1995  
- Grager (noisemaker) Australia, mid 20th C  
**Timeline of Jewish History**  
- Reading of the Megillat Esther  
- Yeshvah Shule East Sikkida

**Things to do when you leave the Museum**  
- Attend a synagogue service and hear a reading of the Megillat Esther  
- Dress up in fancy dress costume  
- Decorate a mask  
- Buy hamantaschen or bake your own. Check out the book Monday Morning Cooking Club in the Jewish Museum bookshop for a delicious chocolate and halvah filled hamantaschen recipe

**Something to think about**  
- Who are your modern heroines and how have they fought against tyranny and / or prejudice?  
- How do you express your Jewish identity?

**JEWISH MUSEUM OF AUSTRALIA**  
David Centre of Justice

Purim Info Sheet.

**Key results:**

- Marked or celebrated 9 Jewish holidays.
- Kids' activities available at all times as part of a general Museum visit and incorporated into *In Season* exhibition.
- Increased weekend/late-night opening hours from an average 30 to an average 33 hours per month.
- New Visitor Services volunteer program developed.



A celebration of our wonderful volunteers.



In 2013, the Museum continued to implement various strategies in pursuit of this goal. Regular children's and families' programs were delivered throughout the year, particularly in association with our kids' exhibition *In Season*. Monthly workshops focussed on themes of seasonal foods, the environment and Jewish holidays, engaging children in hands-on gardening activities, cooking demonstrations, arts and crafts, puppet shows and more.

We also continued to build on our Jewish holiday program, in an effort to make the Museum a centre of living, dynamic Jewish culture. A highlight of our Jewish holiday program was the *Tikkun Leil Shavuot* (late night study session) held at the Museum for the first time to mark the festival of Shavuot. The program was attended by many who had long wanted to participate in a tikkun, but did not feel comfortable attending a synagogue. Similarly, our Jewish holiday programs for children were attended by secular, intermarried families and religious families alike. For all these visitors, the Museum has indeed proven to be a welcoming and accessible space in which to engage with Jewish culture.

The Museum also continued to trial late-night openings, staying open until 9pm on the last Thursday of each month. Modest but appreciative audiences visited on these evenings, which aim to provide greater access to those working during regular visiting hours and a presence in Melbourne's after-hours cultural scene.

A major project in 2013 was the overhaul of our flagship volunteer program to provide a more consistent, integrated customer service focus. After a long process of consultation and the active involvement of volunteers, a training program was developed to transform our existing cohort of reception and shop volunteers into a new "Visitor Services" team. The new structure takes effect in early 2014.





## Strategic Goal 4

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



Our ambitions remained high in 2013 for growing visitation and thereby increasing the breadth and scope of our impact. One of our most successful strategies to attract visitors was the series of open days we held throughout the year. Open days to celebrate the launches of new exhibitions *The Blake Prize* and *In Season* attracted over 200 and 430 people respectively. In July, for the first time, the Museum participated in the city-wide event *Open House Melbourne*, attracting over 200 visitors, many coming to the Museum for the first time.

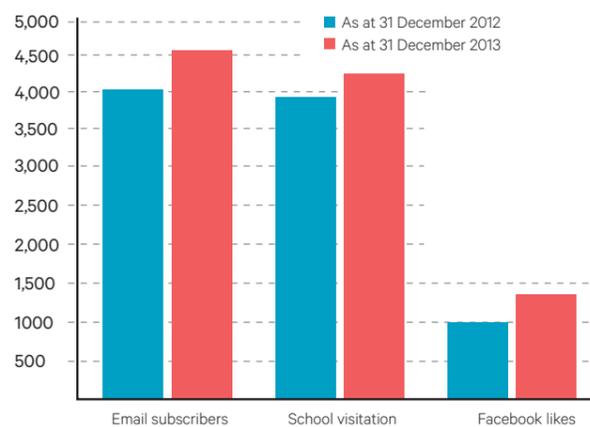
Overall, total visitation and participation was slightly down for 2013 compared with 2012, primarily due to an anomalous decline in enrolments in short courses in the latter part of the year. However, one of the most pleasing results was the growth in school visitation, a trend we expect to see continue in 2014.

Again in 2013, as in 2012, all indicators providing evidence of increased awareness and loyalty showed positive results, with significant growths in our email subscription list and Facebook 'likes', with forays also into other social media platforms Twitter and Instagram. Membership rates remained stable, following a significant increase in 2012.

The Museum also initiated numerous partnerships throughout the year with other community and cultural organisations, which help us to reach new audiences and create positive brand associations. These partnerships included St Kilda Walk and Open Day as part of St Kilda Festival, Public Program "Queer readings of the Bible" as part of Midsumma Festival, "Shmatte Business Walk" as part of the L'oreal Melbourne Fashion Festival, "North Carlton Walk" as part of Seniors Week and Public Program *Remembering Jewish life in Germany* a joint venture auspiced by the Jewish Museum of Australia and Caulfield Hebrew Congregation. We also had cross-promotions with The Blake Society with *The Blake Prize* exhibition and *Open Day*, Cultural Partners of the JIFF 2013 for *In Season Open Day* and a variety of arts workshops including, Makedo, Thinkplay, Alice from Masterchef, BoLaShir and Puppet Magic.



### KEY RESULTS

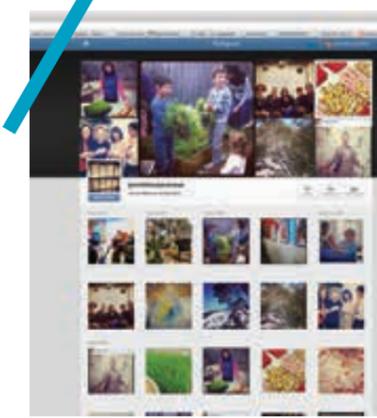


### Key results:

- Total visitation & participation in 2013 – 12,358.
- School visitation increased from 3,959 in 2012 to 4,257 in 2013.
- Email subscribers increased from 4,038 in 2012 to 4,565 in 2013.
- Facebook likes increased from 1,000 in 2012 to 1,355 in 2013.



Facebook page.



Instagram page.



What's On flyer.



# Strategic Goal 5

Cocktail Party at the home of Zelda Rosenbaum OAM and Maurice Rosenbaum to recognise and thank the Museum's major donors and benefactors and to share and celebrate the Museum's achievements in 2013.

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



Frank Tisher and Negba Weiss-Dolev.



Dennis and Tauba Wilson and Zelda Rosenbaum OAM.



Joyce Marks, Dr Geoffrey Prideaux, Dr Helen Light AM.

## Key results:

- Foundation corpus - \$2.87 million as at 31 December 2013.
- Delivery of donor recognition activities in accordance with the Museum's Donor Stewardship Guidelines, including:
  - Special event to recognise a major gift from the Krongold family;
  - Board members participate in a "thank-a-thon" to thank donors to the mid-year direct mail appeal;
  - End of year events to thank and recognise all major donors and bequestors.



Jack and Dianne Gringlas and Tauba and Dennis Wilson.



Donor stewardship event.

In 2013, the Museum was fortunate to receive confirmation of continued funding from Arts Victoria via its revamped "Organisations Investment Program". Following a comprehensive review of its funding programs, and the development of new funding criteria and assessment processes, Arts Victoria announced the recipients of triennial funding for 2014-16 in September. The application process was highly competitive, with several organisations losing long-standing funding. So the Museum was delighted to have received the continued endorsement and financial support of the State Government body.

However, this source of government funding provides only 5-7% of the Museum's annual operating costs, and the Museum relies on fundraising – via direct mail, membership, grants (government and philanthropic), corporate sponsorship, and major gifts from private donors – for a further 65%. 2013 proved to be a challenging year financially for the Museum.

Yet while fundraising income was down, the Museum maintained a strong focus on building relationships with its donors, and on recognising the philanthropy that makes it possible for the Museum to continue to thrive and grow. A highlight of the year in this respect was the special event held in May to celebrate the generous philanthropic support of the Krongold Family, in recognition of whose giving the Museum's ground floor gallery was renamed the Dinah & Henry Krongold Family Gallery. This followed the conclusion of a ten-year period during which the gallery was known as the Gross Gallery. The gallery was so-named in memory of the late Lionel and Naomi Gross, whose own and whose children's involvement as both volunteers and donors has been of profound significance to the Museum since its inception.



Frank Tisher, Geoff Emmett, Negba Weiss-Dolev, Charles Emmett.



Lady Cowen lights Chanukah candels with Zelda Rosenbaum OAM overlooking.



# Donors & Supporters 2013

*The Jewish Museum of Australia gratefully acknowledges the following individuals, families, trusts & foundations, corporations and government agencies, who have provided funding in 2013. Their generosity has allowed the Museum to continue its important work.*

## Strategic Goal 6

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

As part of its strategic plan 2012-14, the Museum has identified a number of initiatives to develop and continually improve its operations – from the maintenance of its building and facilities to human resource management and governance. In several areas, significant progress was made in 2013.

The Museum's Board formally approved a risk management framework for the Museum. Risk management is an important responsibility of all boards, and an up-to-date risk management plan is a requirement of government and other funding bodies for all arts organisations. In the past, the Museum has complied with basic requirements, but now has a more rigorous and comprehensive framework in place, including oversight by a Risk Committee, a sub-committee of the Board.

In 2013, the Museum also established a formal performance management framework for all staff. The framework involves setting an annual work plan, aligned with the strategic plan, an annual performance review, and setting professional development goals for the following year. This framework ensures that staff receive formal feedback to consolidate and improve their performance, and enables them to identify opportunities for professional and career growth.

Another major project for the Museum is the maintenance and upgrade of its climate control system. In 2012, the Museum received a grant from the State Government's Office of Multicultural Affairs and Citizenship to replace its aging system. This was conditional on the Museum raising dollar-for-dollar matching funds. Over 2013, the Museum was able to only partially match this grant, and will therefore proceed with a scaled back project, implementing a number of solutions to minimise the risks associated with the aging system.



### / Key results:

- Risk management framework approved by Board.
- Formal performance management framework introduced for all staff to provide feedback, identify opportunities for development and encourage improved performance.
- Regular training and enrichment activities delivered for all Museum volunteers.

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