

The Year in Review 2012



"Leaves me with a desire to learn more!" Jewish Museum of Australia visitor survey, August 2012

"Every time I visit, and no matter how long I stay, I leave wishing I could stay a little longer."

Tripadvisor review, September 2012

"It was my dream to fill the gaps in my knowledge and to be challenged by fresh ideas." Short course participant April 2012

"I • being Jewish! My experience made me feel more connected to my Jewish identity." Jewish Museum of Australia visitor survey, July 2012

> "The series on the aleph bet offered so many varied and wonderful insights to understand the exhibition more profoundly; deepened and enriched my sense of Jewish identity in every sense; made me realise how special it is to be Jewish and how special is the Hebrew language." Short course participant, June 2012

"Thank you so much for creating such a beautiful space for every Jew and non-Jew to connect to our essence, history and identity."

Facebook comment, September 2012

"The visit to the JMA provoked much interest and excited discussions in the students after their visit. They explored a culture that previously they knew little about."

Teacher, Aitken College, June 2012

"Very thoughtful with much that pulls at heart and mind." Visitor feedback book. December 2012

"It was a fantastic event. I loved listening to the Rosh Hashanah songs - it was very emotional. The Museum should do this sort of event more often." Rosh Hashanah Jazz concert attendee, September 2012

"Thank you for promoting understanding."

Visitor feedback book. November 2012



/Message from the Director & CEO

The past year has been one of projects, plans and ideas coming to fruition. In June 2012, we were delighted to launch Calling Australia Home, our new permanent exhibition about Australian Jewish history, community and identity located in the Zelman Cowen Gallery of Australian Jewish History. Over five years in the making, Calling Australia Home is our new flagship exhibition - a major drawcard for overseas visitors as well as a focal point for our community's own self-reflection.

The Museum also presented five temporary exhibitions during 2012. A highlight of the exhibition program was the extent to which the Museum's own collection featured – a key priority of our Strategic Plan 2012-14. Indeed, the Museum exceeded its target in 2012 for the number of collection items displayed, a key indicator of our success in achieving a more accessible collection.

Attracting younger audiences is also a key strategic priority, and the exhibition program certainly delivered on that front. Aleph Bet: Playing with the Hebrew Alphabet was curated especially for children, and, together with the accompanying suite of creative programs and activities, attracted hundreds of young visitors over its duration. The Museum also made important progress on a number of "behindthe-scenes" initiatives, detailed throughout this publication.

We are proud of the Museum's achievements over the past 12 months, and the impact we have, year after year, on all who come through our doors. We thank our friends and supporters for helping us make it possible, and hope you share in the naches!*

* Yiddish - pride, joy

/ Message from the President

In 2012, the Jewish Museum of Australia celebrated the 30th anniversary of the opening of its original premises at the Melbourne Hebrew Congregation, which took place five years after its inception by Rabbi Lubofsky and his fellow founders. In this milestone year, the Museum commenced implementation of its new three-year strategic plan. Significant initiatives were launched, audiences broadened, visitation and membership grew and our most significant exhibition redevelopment project, Calling Australia Home, was realised. While reaching and exceeding most of its performance targets, the Museum found 2012 a challenging year for fundraising, as did

many other community and arts institutions. This was despite a significant growth in the Museum's membership program, and the outstanding success of the Art Event, run for a second time by a dedicated committee of volunteers. The Board continues to monitor the Museum's financial performance, and work closely with the Director and the Development team to attract philanthropic support from the community.

Over the past three years, since the appointment of our Director, Rebecca Forgasz, much has changed at the Museum. Change and growth bring new energies and creativity, but may also be accompanied by apprehension and uncertainty. 2013 will see us focus on consolidating our gains and ensuring that all the Museum family and community feel part of the renewal and increase their involvement.

On behalf of the Board of Directors, I want to thank all staff, volunteers, Governors and our wider community of supporters for their passion, talent and commitment in 2012. I look forward to sharing an uplifting and successful 2013 with all of you.

M A. Weiss-Da

Negba Weiss-Dolev





/ Message from the **Board of Governors**

The main role of the Board of Governors is to monitor the Museum's primary asset - that is, its property at Alma Road. We find the property in generally good condition, unencumbered and adequately insured.

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 prior years.

John Gandel AO

Highlights of 2012





Heralding what proved to be a very successful longer term foray into families and children programming, the Open Day for *Aleph Bet* on 15 April was an outstanding success. During the course of the day over 300 people – predominantly families with young children – surged through the Museum and enjoyed activities such as "My Favourite Letter" with Curator Jess Bram and French artist Marc Lopez Bernal, "Alphabet Yoga", and "Make That Letter with Makedo".

Calling Australia Home

Zelman Coven Gallery



Launch of Calling Australia Home

The Museum's ambitious social history exhibition *Calling Australia Home* opened in the Zelman Cowen Gallery of Australian Jewish History on 14 June, to an enthusiastic and receptive audience. Former Governor of Victoria and personal friend of the late Sir Zelman Cowen, Sir James Gobbo officially opened the exhibition. *Calling Australia Home* presents the stories of Australian Jews from 1788 until the present day – exploring the reasons they came, the lives they built for themselves, and what it means to be Jewish in Australia.

Rebrand

Following on from the Museum's Organisational Self-Assessment in 2011 and the development of a renewed mission statement, vision statement and new strategic plan, creative agency Round was engaged to create a refreshed brand for the Museum. Round developed a brand strategy and visual identity, seen most readily in the Museum's new logo and colour palette, which are utilised across this publication.



Founders & Benefactors Event

The last event in the Museum's calendar of 30th birthday celebrations was a cocktail party held on 14 November in honour of the Museum's Founders and Benefactors. During the evening an honour board with the names of the Founders and Benefactors was unveiled, as was a tribute board to John Gandel AO, in recognition of his passionate and generous support of the Museum.

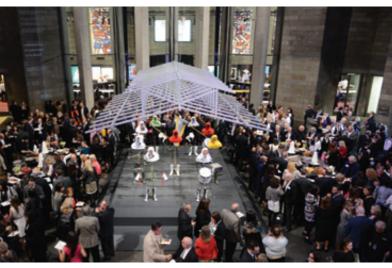




Purim Party (Hamantooshi)

On 3 March the Museum was buzzing with over 300 party-goers in fancy dress to celebrate the festival of Purim. In addition to there being a plentiful amount of the traditional food hamantaschen on offer, there was an eclectic mix of music, roving performers, karaoke, as well as a fully licensed bar. Prizes were awarded to the best-dressed, and some of the proceeds from the event went to Meir Panim (soup kitchens in Israel).





Artevent

On 16 October over 600 of Melbourne's visual arts lovers descended on the National Gallery of Victoria to enjoy the company of friends and colleagues over great food and wines – all in preparation for an auction of works by some of Australia's most significant and collectable artists later that evening. Assembled with the generous support of Melbourne's leading commercial galleries, 28 lots were auctioned with the outstanding result of \$200,000 ultimately being raised for the Jewish Museum.



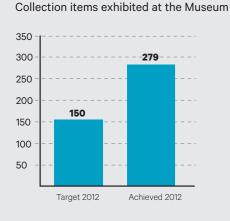
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To have a significant and accessible collection of objects and stories that represents the breadth of Jewish culture and Australian Jewish life.



Handmade gypsy doll, Leah Klein, Germany, 1945. Donated by Vera Jackson. Exhibited in Aleph Bet: Playing with the Hebrew alphabet: works from the Jewish Museum of Australia Collection Jewish Museum of Australia Collection 0979



/ Key results:

Miriam's Cup: Precious Water, Glenice Matthews, Australia. Purchased by the Visual Arts Committee. One of the contemporary Judaica items catalogued in readiness for uploading to EMu database. Jewish Museum of Australia Collection 12905



Dor Ledor (Generation to Generation), Paul Justin Melbourne, 2007. Purchased by the Visual Arts Committee. One of the contemporary Judaica items catalogued in readiness for uploading to EMu database Jewish Museum of Australia Collection 12723

The Museum's collection is its heart and soul - our most precious asset and most unique resource. Over the past 30 years, the Museum has built a collection of over 20,000 items of local, national and international significance. In 2012, we acquired over 100 new items, all of which were donated by members of the community.

Equally as important as growing and preserving the collection is making it accessible to the public, currently our foremost collection priority. In 2012, a major achievement in this respect was the launch of Calling Australia Home - our new permanent exhibition in the Zelman Cowen Gallery of Australian Jewish History, which showcases over 100 items from our collection focussing on the history, community and identity of Australian Jews. Two of our five temporary exhibitions were curated entirely from the Museum's collection, while a third featured selected collection items to complement the externally sourced material. This reflects a significant shift in focus for our exhibition program.



The other main initiative to increase access to the collection is digitisation. The majority of the Museum's collection is currently catalogued on paper only. Over the past ten years, the Museum has undertaken a gradual process of cataloguing selected objects and collections in our world-class database, KE EMu. Our aim during 2012-14 is to dramatically accelerate this process, initially to enable our curatorial staff to more easily and efficiently access the collection, and ultimately to make it available to the public online via a web-based interface.

In 2012, the Museum's contemporary Judaica collection was catalogued in a format ready for uploading to EMu, and preparatory work to configure the system and develop cataloguing standards and procedures was undertaken.



Snuffbox c. 1770. Donated by John Solomon. Acquired for the exhibition Calling Australia Home Jewish Museum of Australia Collection 13568



Handcrafted Noah's Ark, 19th century. Acquired through funds donated by John Gandel AO. Exhibited in Aleph Bet: Playing with the Hebrew alphabet: works from the Jewish Museum of Australia



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

Aleph Bet artist Marc Lopez Berna gives an illuminating artist's talk

The Museum's exhibition program in 2012 included two international exhibitions, two curated entirely from the Museum's own collection, and one featuring new work by a local Jewish artist. We were delighted to host French Jewish artist Marc Lopez Bernal, who visited Melbourne for the opening of Aleph Bet and delighted audiences with a series of artist's talks and demonstrations.

A key strategic objective for both our exhibition and public programming in 2012 was to engage younger audiences, particularly children and families, who have, in the past, been under-represented in the Museum's visitation profile. *Aleph Bet* was a pair of exhibitions themed around the Hebrew alphabet, one of which was curated especially for children. Programs developed around our exhibitions, including a series of meditation workshops in the Aleph Bet exhibition, and film screenings at Federation Square to coincide with EPIC! 100 Years of Film & the Bible, specifically targeted adults aged 18-40.

School education remained a high priority for the Museum in 2012. With the support of a grant received from the Victorian Multicultural Commission, the Education & Program team commenced development of a new school education program strategically targeting the Catholic religious education framework, which includes a unit about the Jewish context of the life of Jesus at Year 8 level. This program has the potential to attract hundreds of students to the Museum each year, and is scheduled to be launched in mid-2013.

The Museum's adult education program once again presented a diverse range of short courses expanding on the themes of our exhibitions and collection. Several courses were inspired directly by our temporary exhibitions, and took advantage of the unique educational resources and environment the Museum provides.

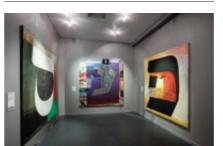
/ Key results:

- 5 new temporary exhibitions
- 26 short courses
- 19 public programs, including lectures, workshops and kids' programs
- 86% of participants in public programs aged <40
- Consistent feedback from visitors and program participants demonstrating intellectual, emotional and spiritual engagement (see sample quotes on inside front cover and short course survey results opposite)

EXHIBITIONS:

Loti Smorgon Gallery

 Mameloshn: How Yiddish Made a Home in Melbourne (03 April 2011 – 11 March 2012) Mameloshn documented the journey of diverse Eastern European Jews who came to Melbourne leading up to and immediately following World War Two, and told how Yiddish culture played a very important role in Melbourne's cultural birth.



• Aleph Bet: The Artistry and Poetry of the Hebrew Alphabet, Works by Marc Lopez Bernal (05 April - 05 August 2012)

French contemporary artist Marc Lopez Bernal created large-scale, mixed-media artworks, some measuring 2 x 3 metres, forming an exciting and complex landscape of Hebrew letters. This major exhibition was the first showcase of Bernal's works to be exhibited in Australia.



• EPIC! 100 Years of Film & the Bible (30 August 2012 - 03 February 2013) EPIC! explored the fascination that filmmakers from all over the world have had with the Bible. From Australia to Croatia, USA to Mexico, EPIC! showcased the unique and fascinating journey of the Hebrew Bible through film.



• On Reflection: 30 Years of Exhibitions at the Jewish Museum of Australia (19 August - 18 November 2012) On Reflection profiled 30 exhibitions from the

Museum. Each was represented by an object featured in the original display and which comes from the Museum's own permanent collection.



(02 December 2012 - 21 April 2013) This exhibition of digital images by Australian-Jewish artist Bill Meyer used the 54 parashot (weekly readings) of the Torah to navigate a personal and universal journey.

PROGRAM HIGHLIGHTS:

(23 October 2011 - 11 March 2012)

Gross Gallerv

The Babel Project

The Babel Project was a three-year venture inspired by the famous story of the unfinished Tower of Babel, involving 36 participants from all over Melbourne.



· Aleph Bet: Playing with the Hebrew Alphabet, Works from the Jewish Museum of Australia's Collection (05 April - 05 August 2012)

This part of the Aleph Bet exhibition featured 50 colourful, quirky and interesting objects from the Jewish Museum of Australia collection, each one related to a different letter of the Hebrew alphabet. With objects displayed at child-friendly heights, and a range of fun activities, this exhibition was a wonderful way to engage children with language and words through history and objects.

almost 100 major exhibitions produced at the

• Significant Journeys: Works by Bill Meyer



- Aleph Bet artist's talk with Marc Lopez Bernal – April 2012
- Aleph Bet meditation workshops: Art as Meditation - May 2012
- The Leon Haskin Schmatte Business Walk - March 2012
- Ballarat: Self drive tour November 2012
- Spain trip In the footsteps of Sephardi Jewry: A study tour of Jewish medieval Spain, – May 2012
- Film screenings at Federation Square to coincide with EPIC! 100 years of film & the Bible – December 2012

SHORT COURSE **HIGHLIGHTS:**



- Jews Confront Modernity Paul Forgasz (February – April 2012)
- A Food Lover's Journey Through Jewish *History* – Shelley Cohney (April – June 2012)
- Jewish Attitudes to Israel Johnny Baker (July - September 2012)
- Calling Australia Home: Australian Jewish History - Howard Nathan
- (July September 2012)
- EPIC! Film as Midrash Jan Epstein (October - December 2012)

Feedback from short course participant surveys (Series 3 - September 2012):

- 94% learned something new from the course they attended
- 97% were engaged by the course they attended
- 80% said that the course they did made them feel enlightened



Staff celebrate the festival of Purim

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





Who am I interactive children's exhibit in Calling Australia Home

Exhibition trails and information sheets are produced to inform visitors about the Jewish holidays and guide them to related objects from the Museum's collection The Museum strives to maintain a vibrant and lively yet *haimish* (Yiddish 'homely') atmosphere for all who visit. For Jewish and non-Jewish visitors alike, we aim to make the Museum a place to not only connect to Jewish history and heritage through our exhibitions and educational programs, but to experience Jewishness as a living culture in contemporary and creative ways. As a strategic objective, this cuts across everything we do, but we have also chosen some specific initiatives to realise this goal.

In 2012, the Museum introduced a series of programs and activities to mark and celebrate the Jewish holidays. These included a Purim party, which attracted over 300 guests in their 20s and 30s, and a musical event for Rosh Hashanah, featuring jazz interpretations of traditional Jewish new year liturgy by the Australian Jewish Music Ensemble, led by Adam Starr. The Museum also developed a series of information sheets and exhibition trails for other Jewish holidays throughout the year.

Providing child-friendly activities and programs is essential to making the Museum more accessible and welcoming to families. In 2012, the *Aleph Bet* exhibition served as a focal point for a suite of creative children's workshops, including aleph bet yoga, jewellery making and "Make that letter with Makedo". Children's activity stations were also incorporated into the design of *Calling Australia Home* – a first for the Museum's permanent exhibitions. We thus met our aim of having kids' activities available at all times as part of a Museum visit by the end of 2012.

Throughout the duration of our exhibition *EPIC!*, the Museum stayed open late on the last Thursday of each month. Attendance at these late night openings grew slowly but steadily, and it is an initiative we will continue to trial in 2013.

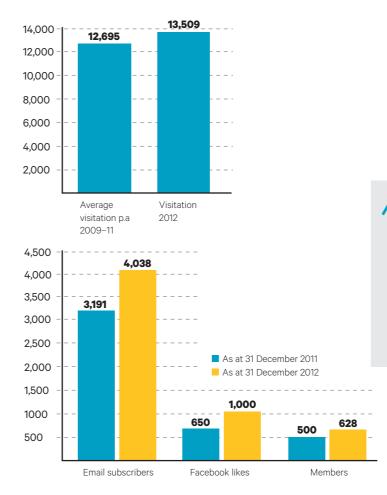
Key results:

- Increased weekend/late-night opening hours from average 30 to average 32 hours per month
- Marked or celebrated 12 Jewish holidays
- Kids' activities available at all times as part of a general Museum visit

Shalom

Strategic Goal 4

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



What's On is the Museum's monthly enews, jam-packed with Museum highlights.



The Museum's mission is to engage people with Jewish culture. We know that visitors and participants in our programs are touched and inspired by the experiences they have at the Museum, and that they leave having learnt something new. We aim to maximise our impact by reaching as many people as possible and have, therefore, set ourselves ambitious targets for increasing visitation over the duration of our Strategic Plan 2012-14.

In 2012, our total visitation increased by 6% compared with the average annual visitation in 2009-11 – a positive step towards our three-year target. Visitation to the *Aleph Bet* exhibition was strong, especially during the mid-year school holidays, thanks to a successful marketing campaign and, as always, word-of-mouth. Most pleasingly, many of the young parents and children who came to the Museum were first-time visitors, attracted by the family-friendly offerings. School visitation was up compared with 2011, despite the Museum being virtually closed to schools during Term One due to the redevelopment of the Zelman Cowen Gallery of Australian Jewish History. Participation in our short courses also remained strong in 2012.

The Museum performed strongly in relation to all metrics indicating an increase in public awareness and customer loyalty. Our email list grew by over 25% and our facebook likes increased by over 50%. As a result of a concerted membership drive, our membership base also grew by over 25%. Members took advantage of benefits available to them – including free entry to the Museum and discounts on fees for our short courses – throughout the year.

Key results:

- Total visitation & participation in 2012 13,509 (6% increase from 2009–11 average of 12,695 p.a.)
- Email subscribers increased from 3,191 as at 31 December 2011 to 4038 (26.5% increase)
- Facebook likes increased from 650 (as at 31 December 2011) to 1000 (53.8% increase)
- Number of members increased from 500 in 2011 to 628 as at end 2012 (25.6% incease)



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

The Jewish Museum was established and continues to thrive thanks to the philanthropic support of the community – their voluntary contributions of time and money. Since 2008, the Museum has been the recipient of annual government funding through the Arts Victoria Multi-Year Operations Program. However, this provides only 5-7% of the Museum's annual operating budget. Over 65% of our budget each year is achieved through fundraising via membership, our annual appeal, corporate sponsorship, and grants from philanthropic trusts and foundations and other government funding programs. The highest percentage of our fundraising income, however, comes from individual donors. In 2012, the Museum was pleased to acquire new donors as well as renew the support of existing donors.

The Museum aims to build meaningful and long-term relationships with all of its supporters. To this end, in 2012, the Museum held a number of events to thank, honour and engage our donors. Private exhibition viewings were held for members of our bequestors circle, the Lubofsky Society. A special major donor event was held in November as part of our 30th birthday celebrations to acknowledge the contribution of the Museum's founders and lead benefactors, paying particular tribute to our foremost benefactor and Chair of our Board of Governors, John Gandel AO. All of the Museum's major donors for 2012 are acknowledged on the inside back cover of this report.

Key results:

- Net income for year ending 31 December 2012 \$237,421
- Foundation corpus \$2.7 million as at 31 December 2012
- Donor stewardship & recognition activities:
 - 4 Lubofsky Society events to engage and thank confirmed bequestors to the Museum
 - Founders & Benefactors Event (14 November 2012)- to recognise and honour the contribution of the Museum's founders and lead philanthropic supporters
 - Gift agreements developed for all new major gifts
 - Personal correspondence with all donors on the occasion of family celebrations and personal achievements

Financial Performance 2012

Overview

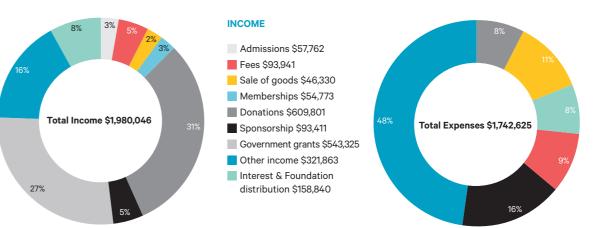
The Museum's total revenue for 2012 was \$1,980,046, which included recognition of income raised over 2009-11 as part of the fundraising campaign for the redevelopment of the Zelman Cowen Gallery of Australian Jewish History and JMA Online projects. Expenses for the year totalled \$1,742,625, resulting in a net income of \$237,421. It should be highlighted that, in 2012, work was completed on the new Zelman Cowen Gallery of Australian Jewish History, at a cost of \$470,167. The costs expended on this project were capitalised at the end of the year, which had the effect of increasing the total value of the Museum's assets, which can be seen in the Statement of Financial Position.

Statement of Financial Position 31 December 2012

Current Assets Current savings accounts & term deposits Accounts receivable Other current assets **Total Current Assets Fixed Assets** Permanent collection Freehold property & property improvements Office furniture, equipment & software **Total Fixed Assets Total Assets Current Liabilities** Trade creditors, accrued expenses & provisions Income recieved in advance Total Current Liabilities **Non-Current Liabilities** Provision Total Non-Current Liabilities **Total Liabilities** Net Assets Equity Accumulated funds at beginning of the year Net surplus/deficiency for the year

Total Equity

Income & Expenditure 2012



2012	2011
526,470	1,049,053
41,195	293,584
18,671	16,417
586,336	1,359,054
1,209,344	1,209,344
4,285,014	3,886,062
77,554	90,024
5,571,912	5,185,430
6,158,248	6,544,484
123,814	298,214
45,736	499,977
169,550	798,191
4,984	0
4,984	0
174,534	798,191
5,983,714	5,746,293
5,746,293	5,567,178
5,746,293 237,421	<u>5,567,178</u> 179,115

EXPENSES

Collection \$131,741 Exhibitions \$198.590 Education & Programs \$136,542 Marketing & Communications \$162,888 Development \$282,342 Finance & Operations \$830.522 Net Income \$237.421



Donors & Supporters 2012

The Jewish Museum of Australia gratefully acknowledges the following individuals, families, trusts & foundations, corporations and government agencies, who have provided funding in 2012. 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.



Volunteer Lenis Aarons at work in the collections office The proposed new air-conditioning system will ensure that the Museum's precious collection items will be maintained in optimum climate controlled conditions



ThankQ - the new Museum's fundraising and relationship management database

The Museum aims to enhance its effectiveness and efficiency by continuously improving the systems, structures and policies underpinning every aspect of its functioning – from human resource management and organisational policy to risk management and IT.

In 2012, one of the Museum's key operational focuses was the implementation of ThankQ - a fundraising and relationship management database which will support all aspects of the Museum's fundraising and membership activity. Systems like ThankQ help to make fundraising activity more efficient and targeted, resulting in increased revenue, so this has been an important project for the Museum.

The Museum's climate-control system has also required continuing attention in 2012. Temperature and humidity need to be carefully controlled in a museum environment, in order to ensure the long-term preservation of the collection. There are a number of ongoing issues with the Museum's system that necessitate its replacement. In 2012, the Museum was awarded a major infrastructure grant by the State Government for this purpose. Matching funds must be secured in order for this grant to be realised, and the Museum will be seeking those funds in 2013 in order to proceed with the project.

The Museum's Board also undertook a number of important activities over the course of 2012 with the intent of improving its own performance and discharge of its governance responsibilities. A working group was established to review the Museum's constitution and a draft framework was established to enable the Board to monitor and oversee the Museum's management of risk. The Board also undertook a self-evaluation to assess its strength and capabilities and identify any gaps and weaknesses in its composition and knowledge. The outcomes of this survey will help to inform the Board's strategic agenda in the coming year.

Kev results:

- New customer relationship management database (ThankQ) implemented and fully operational as at November 2012
- \$140,000 grant awarded by Office of Multicultural Affairs and Citizenship to support replacement of air-conditioning system
- Development by Board of draft risk management framework
- Regular training and enrichment activities delivered for all Museum volunteers

Government Partners Arts Victoria Department of Premier and Cabinet

Major Corporate Partner National Australia Bank

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