

Illuminate

Supporting the Jewish Museum
into a New Era





Contents

03 Welcome

06 Who We Are & What We Do

11 What We Stand For

Our Pillars

15 Research & Interpretation

19 Learning & Engagement

23 Experiences & Events

Our Impact

27 Facts & Figures

29 Four Key Platforms

Illuminate

**33 Supporting the Jewish Museum
into a New Era**

37 Ways to Give and Be Involved

40 Find Out More

Jewish Museum of Australia: Gandel Centre of Judaica

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The Jewish Museum of Australia stands on the traditional land of the Yaluk-ut Weelam Clan of the Boon Wurrung people of the Kulin Nation. We acknowledge and respect the cultural heritage of this land, and offer our respects to their Elders—past, present and future.



Welcome

Out of our beautifully refreshed spaces, we are thrilled to welcome you to a new era at the Jewish Museum of Australia: Gandel Centre of Judaica—to reconnect, be inspired, feel excited and engaged.

At the Jewish Museum, we illuminate Jewish life. Across our pillars of focus—research & interpretation, learning & engagement, experiences & events—we are privileged to share the many voices of our diverse and dynamic community, showcasing Jewish excellence and everydayness to visitors of all ages and backgrounds.

From the youngest in our school groups to the young-at-heart, the transformative power of storytelling and discovery has never been clearer. For after the distance and dislocation wrought by the pandemic, we're ever more confident in the impact of our encounters to open minds and hearts.

With your help, we can do so much more. We're gearing up with a bold curatorial and programming agenda that cements our place as a world-class contemporary museum at the intersection of art and Jewish culture.

We hope for a world of freedoms and tolerance, where our Jewish Museum enables the space and courage to be curious, compassionate and creative.

Please join us on this journey to keep us shining bright.

Gideon Kline
Board President

Jessica Bram
Director & CEO

“Spearheaded by the Jewish Museum of Australia, Museums Together represents an opportunity for students to learn about difference as well as how to live with people from diverse backgrounds, which in this country is so important.”

Dr Sadik Kirazli
Religion & Values Educator, Sirius College



Who We Are & What We Do

At the Jewish Museum of Australia, we illuminate Jewish life.

At the intersection of art and Jewish culture, our museum is a place for all people to share in the Australian Jewish experience. For almost 45 years, the Jewish Museum has celebrated a truly global people through an Australian prism with curiosity and connection at our heart.

We create world-class exhibitions, programs and events, and design experiences, that explore the many voices of our diverse community and showcase Jewish excellence and everydayness. Devising entry points that are compelling for Jewish and non-Jewish audiences of all ages and backgrounds, we animate and activate storytelling across our four key platforms—onsite, online, offsite and via outreach—ensuring always that our offer is interactive, inclusive and audience-centered.

In a time of growing intolerance and rising anti-Semitism, our museum provides a reason to come together, share ideas and exchange perspectives. Today, we’re helping communities heal and reconnect post-pandemic, leveraging the Jewish Museum’s agency as a place of learning, creativity and multi-generational milestone experiences.

In the medium to long term, our plans include a once in a generation move to Melbourne’s Jewish Arts Quarter (JAQ), co-located with peer organisations in a state-of-the-art new building. With this exciting development in our sights, we’re gearing up with an ambitious programming agenda that lays the groundwork for immediate and spectacular impact from day one at our relocated address. And from now, a bold and bright enunciation of the Jewish Museum for a new era.

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Zelda Rosenbaum OAM
Honorary Life President

“The Jewish Museum provides a vibrant bridge to Judaism for the community. It links Jews to their heritage in fresh and engaging ways through boldly imagined exhibitions that never fail to excite and surprise.

The Museum is also a key bridge to the wider community where it plays a crucial role in breaking down barriers and educating the public against racism.”

Finkel Foundation





What We Stand For

The Jewish Museum sits at the intersection of art and Jewish culture, as a place for all people to share in the Australian Jewish experience. We maintain a key focus on marginalised and disadvantaged communities, ensuring that lesser-heard voices are preferenced and promoted.

We illuminate Jewish life.

To illuminate is to:

- Supply with light;
- Make luminous or shining;
- Enlighten intellectually or spiritually;
- Make clear;
- Bring to the fore; and
- Make illustrious or resplendent.

Our values are:

- **Authenticity** A commitment to excellence, heritage and quality;
- **Inclusivity** Building a sense of belonging and trust with people of all backgrounds;
- **Innovation** A museum experience re-imagined beyond our community and country; and
- **Openness** Sparking curiosity, conversation and social cohesion through connection and play.

Our guiding Jewish values are:

- **Chesed** Compassion and kindness; and
- **Tikkun Olam** The desire to improve our world.

Our brand identity is proudly and purposefully the menorah—conjuring light and life; tradition and tomorrow; family, community and continuity; and hope.

“The Besen Family Foundation is delighted to support the significant and innovative work of the Jewish Museum of Australia. The Foundation is proud to be associated with the Jewish Museum of Australia, an institution that is recognised nationally for its inspiring exhibitions, education programs and museum collection management.”

Tabitha Lovett
CEO, Besen Family Foundation





Our Pillars

Research & Interpretation

With over 20,000 items of historical and contemporary significance—including ritual Judaica, fine art, photography, textiles, letters, diaries, documents, books, everyday objects and more—the Jewish Museum is home to the world’s largest repository of the Australian Jewish experience.

Our collection is a storehouse of memories, preserved in perpetuity and regularly presented for the enjoyment of audiences, both physical and virtual. Through our permanent galleries, special exhibitions and collection showcases, we share the myriad experiences of being Jewish and Australian. Exploring concepts such as identity, belonging and belief, we spotlight iconic and mainstream stories—inspiring delight, curiosity and introspection through our rigorous but generous and dynamic lens.

Each year, our multidisciplinary team conceives, curates and crafts a flagship exhibition—an immersive journey that illuminates Jewish life and captivates the young and young-at-heart.

With your support we will:

- **Improve and upscale our collection housing, as well as increase public access to our storehouse of over 20,000 items;**
- **Expand our research to reflect the diversity of contemporary Jewish life and culture in Australia and internationally;**
- **Scope and produce an oral history archive that captures the myriad experiences of being Jewish and Australian and that showcases the profound contribution Jews have made nationally and across generations; and**
- **Stage annual major exhibitions that profile iconic artists, stories and themes with Australian Jewish significance and relevance.**

“The exhibition is a revelatory exploration of Mirka’s life and art, and the museum has been transformed into an immersive Mirka world... The exhibition also gives us a taste of a new era for the Jewish Museum—fresher and more contemporary, but still very much tied to the legacy of the organisation.”

Alana Kushnir
Broadsheet

“What a triumph! Mirka is dancing in the stars with joy in her heart.”

William Mora & Anna Mortley
The Estate of Mirka Mora and William Mora Galleries





Our Pillars

Learning & Engagement

At the Jewish Museum, we believe in the arc of lifelong learning—recognising every engagement with our visitors as a chance to open minds and hearts and imprint our hope for a community of compassion and tolerance.

Each year, tens of thousands of students from non-Jewish schools, both public and private, come to discover more about Jewish culture and the contribution Jews have made to shaping modern multicultural Australia. For many, it is their first encounter with Judaism.

Our professional development programs support the teaching of Jewish life and beliefs, particularly as part of comparative religious studies, and our seasonal short courses enable adult learners to discover more about themselves, their culture and world.

Jewish day school students meaningfully take part in activities including our enduringly popular Roots program, developed in collaboration with Bialik College, The King David School, Leibler Yavneh College and Mount Scopus College, and delivered in conjunction with the Australian Genealogical Society (Victoria).

Our Learning & Engagement team is also responsible for pioneering projects such as the Museums Together bridge-building program with the Islamic Museum of Australia, and most recently, the development of an augmented reality experience that accompanies and enlivens our Timeline of Jewish History Gallery.

With your support we will:

- Refresh and make contemporary our in-situ gallery programs for primary and secondary students, and teachers;
- Conceive and develop learning interventions that use new technologies like augmented and virtual realities;
- Design and conduct outreach modules for disadvantaged, regional and hard-to-reach communities;
- Boost our adult learning and short course programming, enabling hybrid delivery onsite and online and partnerships with local and international thought-leaders and scholars; and
- Devise and deliver multi-generational and family engagement opportunities that mark and celebrate Jewish holy days, festivals and milestones.

“Bringing the world of Jewish heritage and culture, art and religion to thousands of people each year, the Jewish Museum of Australia helps break down prejudices and promotes greater understanding among people through the appreciation of the richness and diversity of Jewish life and culture—in Australia and around the world.

It preserves our community’s material heritage for future generations, reflecting a unique history and celebrating the cultural expression of the Australian Jewish identity.

Pauline and I have been associated with the Museum since its inception as it provides a distinctive connection to our Jewish heritage. It is a very important part of my life.”

John Gandel AC
Lead Benefactor



Our Pillars

Experiences & Events

From launches, lectures and panel discussions, to creative workshops, film screenings, historic walks and musical performances, the Jewish Museum's programs bring people together and our collection and exhibitions to life—within and beyond our walls.

Taking our onsite work offsite and out in the wider community, our annual curated series of experiences and events also enables vibrant and dynamic partnerships with our community friends and arts/cultural counterparts such as the Festival of Jewish Arts and Music, Jewish International Film Festival, Melbourne Jewish Book Week, as well as Heide Museum of Modern Art, Museums Victoria, the National Gallery of Victoria, Melbourne Design Week, Melbourne Fashion Week and collaborative moments with our Multicultural Museums Victoria partners.

Many of these vibrant programs are supported by our dedicated and passionate volunteers. A band of 100+ storytellers, they add remarkable value through their lived experience and expert training, and rank among the Museum's proudest assets.

With your support we will:

- **Support the involvement and celebration of contemporary Australian and international Jewish artists, designers, writers, musicians, performers, thought-leaders and more;**
- **Commission unique activations, pop-ups and interventions across Melbourne that showcase Jewish voices, rituals and beliefs through contemporary visual art and design;**
- **Create and produce special moments for kids and families that explore what it means to be Jewish and Australian; and**
- **Strengthen meaningful and audience-centred partnerships with our Jewish community counterparts and arts/culture sector friends.**

“The exhibition was excellent.
It gave an insight to Amy
as a person rather than
a superstar.”

Jewish Museum visitor
Amy Winehouse: A Family Portrait exhibition

“It was a beautiful tribute to
Amy, who was such a talented
and complex character.
It was the main reason we
travelled to Melbourne. Well
worth the trip.”

Jewish Museum visitor
Amy Winehouse: A Family Portrait exhibition





Our Impact

Facts & Figures

Simply put, museums change lives. Numerous studies have found that access to cultural or creative activity impacts learning outcomes, social connection, physical health and mental wellbeing.

Museums have proven agency in:

- Building community, belonging and trust;
- Enhancing empathy and inclusion;
- Combating loneliness and isolation;
- Assisting individuals and communities to recover from disasters and trauma; and
- Making suburbs, cities and states more liveable.

The Jewish Museum has been presenting cultural and creative experiences for almost 45 years. Over that time, we have:

- Staged nearly 160 major exhibitions—including HELMUT NEWTON: In Focus (2022), MIRKA (2021), Amy Winehouse: A Family Portrait (2017), and Andy Warhol's Jewish Geniuses (2014), all to huge popular and critical acclaim, alongside community relevant exhibitions like Love & Legacy (2018), The Jews of Greece (2017), Can We Talk About Poland (2016), True Jews & Patriots: Australian Jews & WWI (2015);
- Presented over 1,300 events, including annual galas, business breakfasts, performances, launches, Q&As and talks by Jewish luminaries such as Her Excellency the Honourable Linda Dessau AC, Governor of Victoria, Victorian Ombudsman Deborah Glass OBE and the late Michael Gudinski AM;
- Welcomed more than 6,500 school groups;
- Provided professional development opportunities to nearly 12,000 teachers;
- Hosted over 450 short courses for 12,000 adult learners;
- Enjoyed the support of more than 1,000 volunteers;
- Partnered with 50+ cultural organisations in Australia and internationally; and
- When the global pandemic hit, the Jewish Museum dynamically continued programming—bringing much of our work online and expanding where and how we reached our community, in fact, broadening who that community became.



Our Impact

Four Key Platforms

The Jewish Museum is proud to deliver a truly multi-platform strategy, enabling our curated experiences and programs to meaningfully reach and engage with the widest possible audience.

Onsite

- Collection showcases
- Permanent gallery interventions
- Flagship special exhibitions
- Self-guided & guided tours
- Audio & new technology trails
- Primary & secondary schools programming
- Creative workshops, talks & performances

Offsite

- Commissioned activations & programming pop-ups
- Public art & street poster campaigns
- Guided walks
- Partnered events & experiences

Online

- 360-degree virtual gallery tours
- Collection & exhibition portals
- Learning tools
- Digital programming & subscriptions
- 24/7 Jewish Museum Shop
- E-magazine & podcast

Outreach

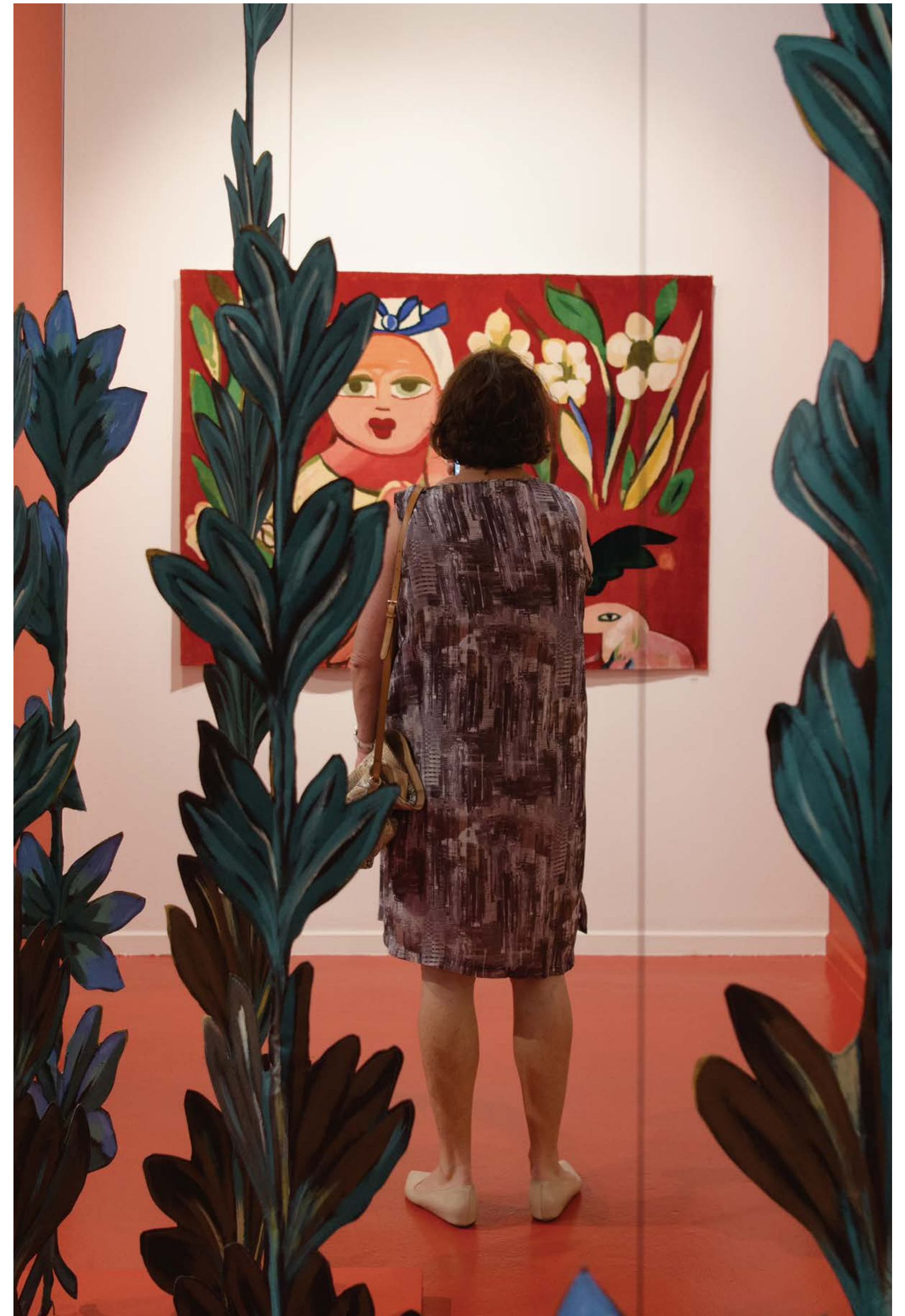
- Cultural awareness workshops
- School incursions for regional and hard-to-reach communities
- Programming for disadvantaged and isolated groups
- Multifaith & multicultural engagement opportunities—nationally and internationally
- Initiatives such as 'Museum in a Box'

“I have always believed that it is a privilege to support the Jewish Museum of Australia.

Established as a community museum more than forty years ago and dedicated to the highest standards, it is a jewel in the crown of our community and stands tall among Jewish museums worldwide.

As we enter a new era, your support for the Museum will help to ensure that our special story can continue to be told.”

Zelda Rosenbaum OAM
Honorary Life President





Illuminate

Supporting the Jewish Museum for a New Era

With less than 10% of our funding derived from Government sources, we depend on the generosity of our committed supporters to keep our doors open and our programs and experiences alive.

Bringing visitors of all backgrounds and ages together to engage with the richness of Jewish culture, the Jewish Museum was established through the power of philanthropy and we exist today as a direct result of this grand altruistic tradition.

Under the banner of 'Illuminate', we are fundraising to ensure the enhancement of our offer into a new era and across our four key platforms of impact: onsite, offsite, online and outreach.

Most significantly, your support will enable immediate enrichment today, and major impact from day one at our upscaled new home.

Your involvement will empower us to:

- **Conserve, expand and make more accessible our permanent collection, extending and enriching our storytelling to reflect the rich diversity of being Jewish and being Australian;**
- **Refresh and refine our learning programs for the young and young-at-heart through single events and series that illuminate Jewish life and increase our social imprint;**
- **Hone and improve our visitor experiences to fully reflect our organisational values and calibre;**
- **Strengthen and diversify our digital capacities to enable meaningful access to the Jewish Museum from anywhere and at any time; and**
- **Consolidate our working and engagement processes to achieve best practice and cement the Jewish Museum as a global leader among our counterparts.**

“The Museum offers a wonderful opportunity to connect with stories. When we know each other’s stories, it leads to understanding and a better world. Thank you for the visit.”

Jewish Museum visitor
Love & Legacy exhibition



“Thank you for inviting the wider community to visit this cultural treasure trove. I look forward to coming back and exploring the rest of the museum collection.”

Jewish Museum visitor



Find Out More

To find out more about giving to the Jewish Museum of Australia, please contact:

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“Our family takes pride in being involved over three generations with the Jewish Museum of Australia, and acknowledges the Museum’s empathy with the community, embodying history, education and entertainment.”

Dinah & Henry Krongold
Benefactors