

# Illuminate

Support the Jewish Museum

Bringing the Australian Jewish story to life

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**Jewish Museum of Australia: Gandel Centre of Judaica**

26 Alma Road

St Kilda VIC 3182

[jewishmuseum.com.au](http://jewishmuseum.com.au)

ABN 21 005 574 210

The Jewish Museum of Australia stands on the traditional land 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

At the Jewish Museum of Australia: Gandel Centre of Judaica, we exist to tell the Jewish story throughout history and in all its contemporary forms, celebrate Jewish culture, and the people and practices that bring it to life. We offer a place to experience and shed light on the Australian Jewish experience.

We have always done this for our own Jewish community. And in ever increasing numbers, we are doing this for the wider community. The Jewish Museum of Australia is dedicated to sharing our culture, learning, imbuing tolerance and tikkun olam (a desire to improve our world).

At the Jewish Museum of Australia, visitors of all ages learn about living, breathing Jewish life and culture. Students are encouraged to ask questions and to build an appreciation of the Jewish contribution to multicultural Australia. We are proud to have led the development and creation of Multicultural Museums Victoria, which include the Islamic Museum of Australia, the Chinese Museum, Museo Italiano, the Hellenic Museum and the Vietnamese Museum Australia. We continue to engage and work across the wider community and multicultural landscape.

In addition to sharing our story and Collection, we also welcome thousands of visitors through our exhibition spaces, featuring new perspectives on great Jewish masters such as our 2023 flagship exhibition CHAGALL. We also profile well-known and emerging Australian Jewish artists and performers.

We estimate almost 80% of visitors are not Jewish. Our exhibitions create opportunities to bring the wider community into our permanent exhibition and Collection spaces.

In this way, the Jewish Museum of Australia is a valuable resource for engagement, education and action.

Through our storytelling, programs and collection of 25,000 objects, we care for. We educate. We continue to achieve our important goals so that our Australian Jewish community remains strong, vital and heard. We thank you for your connection to this institution.

**We look forward to welcoming you into our spaces again soon, where we illuminate Jewish life for all people of all backgrounds.**



Gideon Kline  
*Board President*



Noè Harsel  
*Museum Director & CEO*



## Who We Are & What We Do

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

Our museum is a place for all people to share in the Australian Jewish experience. For almost 45 years, the Jewish Museum has celebrated Australia.

We create world-class exhibitions, programs and events. We explore the many voices of our diverse community and showcase Jewish excellence. We devise entry points that are compelling for Jewish and non-Jewish audiences and backgrounds, ensuring always that our offer is interactive, inclusive and audience-centred.. Devising entry points that are compelling for Jewish and non-Jewish audiences of all ages and backgrounds, ensuring always that our offer is interactive, inclusive and audience-centered.

In a time of growing intolerance and rising antisemitism, our museum provides a reason to come together, share ideas and exchange perspectives. Today, we're helping communities heal and reconnect, leveraging the Jewish Museum's agency as a place of learning and creativity across generations.

## **Board of Directors**

Gideon Kline  
*President*

Aviva Carnell  
Ari Bergman  
Barry Fradkin OAM  
Adam Krongold  
Naava Lederman  
Ben Margov  
Carmella Prideaux  
Zelda Rosenbaum OAM  
Grace Slonim  
Lindy Suskind  
Frank Tisher OAM

## **Leadership**

Noè Harsel  
*Museum Director & CEO*

Maia McDonald  
*Head of Experience & Facilities*

Shelley Krape  
*Head of Brand & Partnerships*

Esther Gyorki  
*Head of Collections & Interpretation*

Naomi Ryan  
*Head of Learning & Engagement*

## **Board of Governors**

John Gandel AC  
*Chair*

Jeanne Pratt AC  
Zelda Rosenbaum OAM

## **Patrons**

John Gandel AC and Pauline  
Gandel AC  
*Lead Benefactors*

Zelda Rosenbaum OAM  
*Honorary Life President*

Dr Helen Light z'l  
*Inaugural Director*

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**“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

**“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*



## What We Stand For

We illuminate Jewish life.

### Our values are:

- **Authenticity** A commitment to excellence, heritage and quality;
- **Inclusivity** Building belonging and trust with people of all backgrounds;
- **Innovation** A museum experience re-imagined for a new era; and
- **Openness** Sparking curiosity, conversation and social cohesion.

### 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.

“An astonishing collection of profoundly meaningful objects from the revered to the mundane, all imbued with a depth of story that moves me to my very soul. I am so lucky to have made it here in my short visit to this city. Thank you so much for maintaining such a treasure-trove of treasures.”

Jewish Museum visitor



1800s

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**DEBATE**

draw on various precedents in the arguments. The questioners draw on their own conclusions from the literature. The assistance of Rabbi R. Lubofsky, Robert Joseph and Zella Rosenbaum.

Section 2: You Lie or Mine? Please press buttons to start.



## **Our Pillars**

### Conserving & Sharing the Community's Collection

With over 25,000 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. Exploring concepts such as identity, belonging and belief, we spotlight iconic and mainstream stories that illuminate Jewish life and captivates the young and young-at-heart.

#### **With your support we will:**

- **Improve our collection housing, as well as increase public access to our storehouse of over 25,000 items;**
- **Expand our research to further capture the myriad experiences of being Jewish and Australian and showcase 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.**



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居 住 證

RESIDENT CERTIFICATE

R. M. HETTING.

姓名

羅丁格

國籍

German Republic

住址

唐山路九九二號

保甲

區第 聯保第 保第 甲 戶

職業 學生

填寫機關上海特別市第一警察廳



中華民國三三年四月十一日



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指食右



## **Our Pillars**

### Learning & Engagement

At the Jewish Museum, we believe in lifelong learning—recognising that every visitor is a chance to open a mind and share our hope for a community of compassion and tolerance.

Each year, 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, 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. Programs developed in collaboration with Bialik College, The King David School, Leibler Yavneh College and Mount Scopus College, are delivered in conjunction with the Australian Genealogical Society (Victoria).

### **With your support we will:**

- **Reach more students and teachers, creating impactful learning about Jewish culture and history;**
- **Design and conduct outreach modules for disadvantaged, regional and hard-to-reach communities;**
- **Boost our vibrant adult learning and short course programming; and**
- **Deliver multi-generational and family engagement opportunities for all that celebrate Jewish 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**

### Connecting with our Audiences

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 out into the wider community, our curated experiences and events enables vibrant and dynamic partnerships with counterparts such as the State Library of Victoria, 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 collaboration with other multicultural museums in Victoria.

Many of these vibrant programs are possible because of our dedicated and passionate volunteers. A band of 100+ storytellers, they generously share their lived experience and expert training, and rank among the Museum's proudest assets.

#### **With your support we will:**

- **Support the involvement of contemporary Australian and international Jewish artists and creatives;**
- **Commission unique cultural activations across Melbourne that showcase Jewish voices, rituals and beliefs through visual art and design;**
- **Create special moments for our aged-care residents to engage with the exhibitions and Collections of the Jewish Museum; and**
- **Deliver more for children and family to explore what it means to be Jewish and Australian.**



The treatment of Jews in every country is the thermometer of that country's civilization.

### ANTISEMITISM

A 19th-century term, antisemitism refers to a range of anti-Jewish beliefs and manifestations, dating back centuries of years. In antiquity, Jewish intolerance on marriage, dietary, religious practices aroused hostility. With the rise of antisemitism took on theological and arbitrary violent tones.

In the post-Enlightenment era of supposed rationality, it was no longer acceptable to express hatred toward an entire group. Thus pseudo-scientific theories were formulated of "racism," "eugenics" and "social Darwinism" - to justify the same course of two millennia of Diaspora history: the persecution of the Jewish people - the Holocaust - occurred in the heart of Europe in the 20th century.

## **Our Impact**

**The Jewish Museum has been presenting cultural and creative experiences for almost 45 years.**

The Jewish Museum of Australia was founded in 1977 by a group of dedicated volunteers led by Rabbi Ronald Lubofsky.

In 1995, with community support, the Museum was able to move to St Kilda, across from one of Melbourne's most beautiful synagogues, the St Kilda Hebrew Congregation. The Jewish Museum of Australia: Gandel Centre of Judaica, named for our lead benefactors, John and Pauline Gandel, has since become nationally and international acclaimed.

### **Key Impact:**

- **Staged nearly 160 major exhibitions;**
- **Presented over 1,500 events;**
- **Welcomed more than 7,000 school groups;**
- **Provided professional development opportunities to nearly 12,000 teachers;**
- **Hosted over 500 short courses for approximately 12,000 adult learners;**
- **Enjoyed the support of more than 1,000 volunteers; and**
- **Partnered with 50+ cultural organisations in Australia and internationally.**



I hope we act on  
climate change.  
And there will be bright  
green trees. YAE.L.S.

**“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*

**“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*





## **Illuminate**

### Supporting the Jewish Museum

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 it's how we exist today.

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.

#### **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 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.**



## **Illuminate**

### Ways to Give and Be Involved

General donations and major gifts to the Jewish Museum are recognised under the banner of Illuminate at different levels:

Supporter	\$10,000–\$24,999
Major Supporter	\$25,000–\$99,999
Principal Supporter	\$100,000–\$249,999
Benefactor	\$250,000–\$499,999
Major Benefactor	\$500,000–\$999,999
Principal Benefactor	\$1,000,000+

More specific support can also be tied to particular interests and impacts, using the same categories above and according to our pillars of activity:

- Conserving & Sharing the Community's Collection
- Learning & Engagement
- Connecting with our Audiences

Donor recognition includes acknowledgment in our Year in Review, on donor boards onsite and across digital channels, and as part of promotions for exhibitions and events. All donations are tax-deductible.

### **Lifetime Illuminators**

Donors whose cumulative giving totals \$100,000+ are part of our 'Lifetime Illuminators' group and enjoy a range of attached benefits. These include invitations to exclusive previews and launch parties, an annual evening hosted by the Director & CEO and Board President, VIP tours of major exhibitions, and VIP seating at gala events.

## **The Lubofsky Society**

The Lubofsky Society is the Museum's Bequest givers' group, named in honour of Rabbi Ronald Lubofsky who helped found the Jewish Museum and believed that bequest giving was central to the Museum's continued relevance and sustainability.

## **Birthdays, Weddings, Milestones, Bar- & Bat-Mitzvahs**

If you'd like to support the Jewish Museum by asking your guests to make a donation in honour of your milestone or celebration, we would be delighted to assist. The Museum can provide donation forms and envelopes and set- up an online giving circle or auction on your behalf. We'll undertake to have tax deductible receipts and thank you letters out to every donor within days of your event and will respect their privacy thereafter.

## **Corporate Partnerships**

Uniquely positioned within both the Jewish community and arts and culture sector, the Museum offers brand alignment with considerable kudos, along with access to valuable networks. The Museum can work with you to tailor a mutually beneficial corporate partnership, including interactive and informal cultural awareness workshops, exclusive experiences and invitations to gala events

## **Chai Circle**

An exclusive group of donors, bringing together people who share a passion and interest in Jewish culture, this invitation-only group, regularly gather and support the Museum's activities.

## **Giving Circles**

The Jewish Museum is proud to have several Giving Circles that amplify our impact, fostering cultural understanding and inclusivity. These Giving Circles can individually focus on exhibitions, acquisitions, education programs or the broader Museum experience, but all assist in the development of our mission to educate in harmony and diversity through cultural enrichment.

## Find Out More

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

Board President, Gideon Kline:

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+61 408 502 532

Director & CEO, Noè Harsel:

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Head of Brand & Partnerships, Shelley Krape:

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**“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

