



# A Secret Chord At the Jewish Museum of Australia: Gandel Centre of Judaica, we illuminate Jewish life. We do this knowingly and respectfully acknowledging the first storytellers and their diverse Indigenous cultures across what is now called Australia. At the Jewish Museum of Australia we tell our stories on the lands of the Bunurong peoples and pay our respects to the local Aboriginal and Torres Strait Islander peoples, their Elders, past and present.

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# Message from our CEO



Noè Harse

This has been a profoundly challenging year for our Jewish community. In the wake of October 7 and the rise of antisemitism, we have felt the impact deeply—not only in our daily lives but within the arts and cultural sectors we hold so dear. The Jewish Museum of Australia has remained steadfast in its mission: to illuminate Jewish life and culture, creating a space where all Australians can engage with our history, creativity and contemporary identity.

In the face of uncertainty, our team of staff, volunteers and collaborators have delivered an extraordinary year of achievements. Together, we presented five impactful exhibitions—from the works of Harry Nankin, Nina Sanadze and Danielle Brustman (as part of the Eva & Marc Besen Contemporary Artist Commission), to our major feature exhibitions: *Andrew Rogers: Rhythms of Life* and *A Secret Chord*, drawn from the Jewish Museum Collection. These were not only artistic milestones but powerful affirmations of cultural strength and identity.

Education remained at the heart of our work. *Be the Light*, our cross-cultural secondary school workshop launched with the support of the Federal Government—Department of Home Affairs—Safe and Together Grant. Designed to combat antisemitism and extremism, the program encourages empathy, respect and active citizenship. In 2025, we look forward to expanding this work through *Connecting Cultures through Art*, a new education initiative for primary and secondary students, exploring how culture shapes identity and fosters social cohesion.

Accessibility and community engagement were central themes in 2024. We continued to lean into creative local programming and forged strong partnerships across the Jewish and wider cultural sectors—including with Social Blueprint, Melbourne Jewish Book Week, the Australian Centre for Jewish Civilisation, the United Jewish Education Board, Jewish Community Council of Victoria, Zionism Victoria and many others—ensuring our work remained a meeting place for both Jewish and non-Jewish audiences.

We also strengthened ties with Multicultural Museums Victoria, reaffirming our commitment to the rich, interwoven narratives that define Australia's multicultural landscape. Thanks to the continued support of Creative Victoria, the City of Port Phillip and a range of generous philanthropic partners, our programs remained strong and our financial position stable, even as we moved towards offering more free and accessible events.

Importantly, we undertook a number of significant capital upgrades to the Museum building, improving safety, accessibility and the visitor experience. These upgrades were made possible thanks to the generous support of the Victorian Government through the Department of Family, Fairness and Housing—Multicultural Community Infrastructure Fund. In addition, security infrastructure enhancements were delivered through the Securing Faith-Based Places Grant Program from the Australian Government, Department of Industry, Science and Resources—a vital step in safeguarding our community and ensuring a welcoming environment for all.

2024 was also a year of meaningful transition within our team. We farewelled Shelley Krape, Rebecca Thomas, Pierra Dinnerstein, Sarah Giles and Charlotte Eizenberg, and welcomed Naomi Lawson, Naomi Dascal, Lisa Klepfisz, Lauren Chalk and Dasha Rogozhkina into new or returning roles. These changes reflect our commitment to nurturing new talent while maintaining continuity within our organisation.

To our incredible staff and Board, your passion and professionalism have been the foundation of our resilience and success. To our remarkable volunteers—whose generosity of time and spirit enriches every corner of the Museum—thank you. We truly could not do what we do without you.

And finally, to our donors, members, partners and community—thank you for standing with us. Your unwavering support enables us to preserve and share Jewish culture in all its complexity and richness. As we step into 2025, we do so with renewed purpose, creative energy and a deep belief in the power of culture to foster understanding, dialogue and connection.

With gratitude,

Noè Harsel Museum Director & CEO

# Message from our Presidents





Gideon Kline

Adam Krongold

The Museum in 2024 went through some of its most challenging times. We recognise the difficult context for the Jewish community post 7 October 2023 and the impacts that events overseas and locally are having on our global and local Jewish community. We all continue to pray and hope for the return of our hostages and a return to peace, tolerance and civilty within our society.

Against that backdrop, we thank our Museum Director and CEO, Noè Harsel, and her team who played a pivotal role in shaping our exhibitions and programs, strengthening community partnerships, expanding our reach and elevating the Museum's reputation.

We are proud of our continued evolution of the Eva & Marc Besen Contemporary Australian Artist Commission. Noè has championed the cause of Australian Jewish artists when they needed it most. Under her leadership, the Museum's exhibitions have received industry recognition, won awards and been included in university curricula, furthering both national and international awareness of the Museum.

The Museum is a highly important purpose led organisation within the Jewish community and for the wider community. Dedicated to preserving and celebrating the richness that is Jewish history, religion, culture and traditions and the important stories of Jewish Australians and the contribution to Australia generally.

Our Museum embraces the fullness of Jewish identity—religion, culture, history, and our connection to our indigenous homeland. We tell stories that span thousands of years yet remain urgently relevant today.

The reality is, with our relatively small numbers in Australia and our community's historical tendency to blend in or stay apart, many Australians have limited exposure to authentic Jewish experiences and perspectives. This creates both a challenge and an opportunity for our Museum—to help Australians understand who Jews really are, beyond stereotypes and headlines. In the wake of October 7, 2023, our role has only grown in importance as we navigate complex conversations about Jewish identity, antisemitism, and cultural resilience.

What makes our Museum special isn't just what we display, but how we connect with people. We foster an environment where learning happens through engagement, where difficult topics are approached with nuance, and where visitors leave not just more informed, but more thoughtful.

Programs like our "Be the Light" initiative for students exemplify this approach—combating antisemitism through cultural understanding and empowering young Australians to stand against prejudice. We believe in making Jewish culture accessible without diluting its richness—simple without being simplistic.

Our Museum is ultimately about people—the staff who bring it to life, the visitors who engage with it, and the community it serves. Our museum leadership balance practical museum management with a visionary approach to Jewish cultural preservation and education.

We aspire to continue to build bridges—between past and present, between different Jewish communities, and between Jewish and non-Jewish Australians. In telling specifically Jewish stories, we touch on universal human experiences.

Our Board and staff are passionate advocates for this institution, and we try to create a collaborative and inclusive environment where good ideas flourish. We value continuous learning, practical innovation, and the small kindnesses that make our Museum a truly special place.

We hold dear the belief in the power of cultural institutions to transform communities. We cherish the importance of Jewish cultural heritage to Australia's multicultural tapestry.

We have recently completed a strategy workshop with our board and leadership team. It has solidified a framework and direction for the Museum moving forward. Combined with the potential of a move to the Jewish Arts Quarter over the coming 3 years, it is an exciting time to be involved in the Museum.

Yours sincerely,

Gideon Kline Co-President Adam Krongold Co-President

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# **Our Mission & Values**

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.

We are:

- Authentic: Committed to excellence, heritage and quality;
- Inclusive: Building a sense of belonging and trust with people of all backgrounds;
- Innovative: A museum experience re-imagined beyond our community and country; and
- Open: Sparking curiosity, conversation and social cohesion through connection and play.

We seek to infuse all we do with:

- · Chesed, or compassion and kindness; and
- Tikkun olam, or the desire to improve our world.



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# Thank You

The Jewish Museum of Australia is only as strong as the people who bring it to life. To our incredible staff and Board—your dedication, creativity and resilience have ensured that we continue to be a place of learning, connection and cultural excellence.

A special thank you to our remarkable volunteers, who give their time, energy and passion so generously. Whether welcoming visitors, supporting programs or helping behind the scenes, your contributions are invaluable. We simply could not do what we do without you.

We are also deeply grateful to our Jewish community partners, who enrich our work through collaboration and shared purpose. In 2024, we were privileged to program alongside Social Blueprint, Melbourne Jewish Book Week, the Australian Centre for Jewish Civilisation, the United Jewish Education Board, the Jewish Community Council of Victoria, Zionism Victoria, and many others. Your partnership strengthens our collective impact, ensuring Jewish culture, history and identity remain vibrant and relevant.

To our government and funding partners, we extend heartfelt thanks. Ongoing support from **Creative Victoria** and the **City of Port Phillip** has enabled us to continue offering engaging exhibitions, meaningful programs, and educational experiences that connect with diverse audiences.

Security and community safety remained a priority this year. Thanks to the Federal Government's Department of Industry, Science and Resources, Securing Faith-Based Places Grant, we were able to make essential infrastructure upgrades. Additionally, through the Department of Home Affairs' Safe and Together Grant, we launched *Be The Light*, an educational program designed to combat extremism and inspire young people to become responsible, engaged citizens.

To all who have supported, partnered with and believed in us this year—thank you. Your generosity and commitment make it possible for us to continue sharing the richness of Jewish culture with the broader community.

# **Our Volunteers**

Agnes Banyasz, Annette Richter, Aron Bell, Barbara Frankel, Bertha Dembo, Carmel Klein, Caroline Isakow, Chris Teh, Dahlia D'Onghia, Debbie Max, Deena Spektor, Dennis Chan, Dina Tversky, Donald Lelah, Dong Ava Jia, Doris Kwiatkowska, Emily Ashdown, Estelle Dzienciol, Estelle Miller, Esther Kahn, Eva Millman, Frieda Shapiro, Gabby Pesochinsky, Gary Max, Glenda Recht, Haimy Katz, Heather Gerber, Helen Cohen, Hilda Gertler, Ian Joseph, Idit Benjamin, Indi Rubin, Jack Bar-Ness, Jackie Ruttner, Jana Goldstein, Janet Arndt, Jeanette Oshry, Jei Liu, Joseph Rose, Judy Feiglin, Julia Zaitseva, Kay Ronec, Kirsten Baumbeck, Kuba Lecki, Laurie Bar-Ness, Lena Pose, Lorette Brown, Lucia Zolnierkiewicz, Lynda Green, Magda Kron, Malcolm Brown, Mandy Hildebrand, Margaret Singer, Marion Samuel, Mark Kestin, Marleen Susman, Martha Vanderhoek, Mersault Liu, Michelle Izrailov, Miriam Zimmet, Naomi Bagle, Natasha Marinopolous, Orly Golod, Peter Cherny, Pose Lena, Priyanka Jain, Reena Rosenberg, Ricki Mainzer, Rita Sleep, Robyn Hellman, Robyn Stansfield, Rosalyn Goldberg, Roslyn Levy, Roslyn Shlagman, Rowan Huang, Ruth Belleli, Ruth Freedman, Sandra Monkhouse, Sandra Wilson, Sara Albeck, Shirin Tejani, Shoshanna Goldblatt, Simona Weinstein, Sofiya Margolin, Stella Sallman, Susan Wein, Tamara Kingsley, Tania Spiegel, Tari Sztokman, Tea Weiner, Terri Frenkiel, Terry Ashton, Thais Serafini, Tina Libertone, Tueane Mernopodes, Upasana Papadopoulos, Valentina Moisiadis, Vivien Coolen, Wendi Lee, Yolanda Rose, Yonatan Hazan, Yuma Kurachi, Zarra Bodna.



 JMA Volunteer Terry Ashton receiving the Local Hero certificate from David Southwick MP and Community Bank Caulfield Park at the Caulfield Volunteer Awards.

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# Our Board & Staff

### **Board Members**

Gideon Kline Co-President Adam Krongold Co-President

Ari Bergman Secretary

Aviva Carnell Barry Fradkin OAM Monica Kempler Alana Kushnir Amir Lefkovic Sally Robin

Zelda Rosenbaum OAM

Lindy Susskind

Nathan Faiman Board Observer

# Retiring Directors in 2024

Naava Lederman Ben Margow Carmella Prideaux Grace Slonim Frank Tisher

# **Staff Members**

Noè Harsel Museum Director & CEO

Esther Gyorki Head of Collection & Interpretation
Maia McDonald Head of Experience & Facilities
Shelley Krape Head of Brand & Communication (Until August)
Naomi Lawson Head of Brand & Communication (Beginning September)
Naomi Ryan Spotlight Foundation Head of Learning & Engagement

Annette Bagle Brand & Partnerships Assistant
Naomi Dascal Learning & Engagement Officer
Dasha Rogozhkina Learning & Engagement Officer
Lauren Chalk Marketing & Communications Coordinator
James Parini Experience & Facilities Coordinator
Lisa Klepfisz Development & Partnerships Coordinator
Elisa Ronzoni Curator, Collection



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# **Highlights**

Welcomed	Welcomed	Welcomed
115	3,622	685
Schools	Students	Teachers
Opened	Supported	Hosted a breakfast with
<b>7</b> Exhibitions	84 Australian Jewish Artists	The Hon. Julia Gillard AC
Acquired	Hosted	
384	3,600	43,895
New Pieces	Program Attendees	Website visitors

"There is much power in the words of the Italian philosopher George Santayana that 'those who cannot remember the past are condemned to repeat it'. Places of truth-telling and remembrance never matter more than in the darkest of times. The Jewish Museum here embodies this spirit of remembrance and learning, infused with tikkun olam, the desire to improve our world. Nothing is more important than that right now." — The Honourable Julia Gillard AC, March 2024

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# **Exhibitions**

29 February → 02 June 29 February → 09 June 10 May → 01 September 13 August → 09 March 31 October → 16 March

Harry Nankin: Instructions for Mending the World

Nina Sanadze: Hana and Child Andrew Rogers: Where We Are

Danielle Brustman: I Could Have Danced All Night

A Secret Chord

Telling our Stories (student exhibition in permanent gallery)
Head to Toe (opening exhibition in the Children's Space)

We create world-class exhibitions, programs and events that celebrate Jewish excellence and explore the many voices of our diverse community. Our approach ensures that every exhibition serves as a compelling entry point for Jewish and non-Jewish audiences alike—interactive, inclusive and deeply audience-centred.

In 2024, we leaned into supporting Australian Jewish artists, foregrounding local talent across our exhibitions, programming and our design store. Our exhibition schedule featured the striking environmental photography of Harry Nankin, the thought-provoking ceramic works of Nina Sanadze and the bold, immersive designs of Danielle Brustman, our 2024 Marc & Eva Besen Contemporary Artist Commission recipient. We also showcased internationally acclaimed sculptor Andrew Rogers. Closing the year, we turned to our own collection to spotlight Melbourne's rich creative landscape, curating an exhibition that celebrated local musicians and artists.

In a time of growing intolerance and rising antisemitism, the Jewish Museum continues to serve as a vital space for connection, learning and creativity across generations. Through our exhibitions, we provide a reason to come together, share ideas, and exchange perspectives—helping communities heal, reflect and find common ground.



 $\leftarrow \ \, \text{Harry Nankin: } \textit{Instructions for Mending the World}$ 

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"It is with pride and strength that I come here as a Jewish Australian celebrating who I am and never forgetting the solemnity of this day, October 7. I believe in Australia and a brighter future."

— JMA Visitor, October 7 2024



← Quilt for Hope, community activity and installation, October 7, 2024. Image courtesy of Dean Schmideg, 2024.

# **Partnerships**

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. We thank the generous support of all our partners in our exhibitions and programs, a full list of which is available in this document.

Starting in 2024, we gratefully received funding for the Eva & Marc Besen Contemporary Artist Commission from the Besen Family Foundation. This allows for an Australian Jewish artist to be supported in the creation of works to be showcased at the Museum in dialogue with our exhibitions and collection. The 2024 Commission, with Danielle Brustman, opened up conversations about culture, identity and belonging, giving extraordinary insight into the artist's practice and offered the JMA increased programming and audience engagement opportunities.

With the generous support of the Telematics Trust we are thrilled to have the opportunity to extend the reach of our story telling in a meaningful way by creating digital resources that can be used (via the Bloomberg Connects app) to enable virtual touring of significant objects in our Collection. We are very grateful to the Telematics Trust to have this opportunity to reach audiences beyond our walls and expand our story telling opportunities in 2025 and beyond. We are particularly thrilled to be able to increase accessibility to our Collection and story telling through technology using audio recordings, transcripts and other accessibility features in the delivery.

We partnered with the Social Blueprint to provide a second home for The Social Blueprint Interviews: Everybody has a Story. At the JMA our mission is to illuminate Jewish life. Across our pillars of focus—research and interpretation, learning and engagement, experiences and 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. The JMA is a place for preserving and celebrating community stories. This is why we are thrilled to provide a second home to the video interview archive.

- Erdi Foundation: partnered with ANU Museum of the Jewish People in the gallery Telling our Stories: A Student's Creative Journey. This initiative has provided Jewish day school students with an opportunity to showcase artistic responses to their Roots projects in the Museum's designated gallery space.
- Spotlight Foundation: supported our learning and engagement programs and workshops
- Gandel Foundation: supported our operations and exhibition program
- Loti and Victor Smorgon Family Foundation, Besen Family Foundation and Cooper Investors supported our exhibition program

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# **Education & Public Programming**

We believe in the arc of lifelong learning—recognising that every engagement with our visitors is a chance to open minds and hearts and imprint 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. The Jewish Museum of Australia educates students, fostering understanding, tolerance, and cross-cultural dialogue. Our objectives include preserving Jewish heritage, enhancing historical and cultural literacy, supporting curriculum goals, promoting critical thinking, and celebrating diversity.

Highlighting the Jewish community's impact on Australian and global history and culture, the Museum aims to break down stereotypes and contribute to a more inclusive, informed and interconnected society.

# **Programs for Students**

Students experience the depth and diversity of Jewish culture, build understanding and fight ignorance by engaging with art, objects, food, people and place. Our programs are designed to give students the opportunity to look both outwards onto a diverse Australian community, and to reflect inwards on their own lives and experiences—serving as both 'windows', where we can see the world, and 'mirrors', enabling us to see ourselves. The programs aim to build a foundation for Holocaust education later in students' schooling by fostering awareness and promoting authentic learning around cultural diversity in Australian society. It educates about Jewish people, community, and culture while encouraging all students to see themselves as part of Melbourne's broader multicultural landscape. Our school programs align with the Victorian Curriculum.

# **Programs for Teachers**

Students experience the depth and diversity of Jewish culture, build understanding and fight ignorance by engaging with art, objects, food, people and place. Our programs are designed to give students the opportunity to look both outwards onto a diverse Australian community, and to reflect inwards on their own lives and experiences—serving as both 'windows', where we can see the world, and 'mirrors', enabling us to see ourselves. The programs aim to build a foundation for Holocaust education later in students' schooling by fostering awareness and promoting authentic learning around cultural diversity in Australian society. It educates about Jewish people, community, and culture while encouraging all students to see themselves as part of Melbourne's broader multicultural landscape. Our school programs align with the Victorian Curriculum.





The Museum gratefully acknowledges the support of the Spotlight Foundation and Erdi Foundation to our efforts in Education and Public Programming

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"To be the light is to be supporting to others when they face a struggle. This could mean talking to them about the issue, standing up to anyone who bullies them, or simply being there when they need. It is to act as a light to guide them through a darkness." — Year 7 Student, Brighton Secondary



← Group of people at Ansbach Displaced Persons Camp Gross (Grosz) Family Collection
1947, Germany
Photographic print on paper, 81 x 118mm
Donated by Eva Gross
Jewish Museum of Australia Collection 14005.6

# Be the Light Program

The *Be the Light* program offers a cross-cultural workshop experience that fosters understanding and equips students with the knowledge to challenge intolerance. It is designed to combat antisemitism and empower students to be upstanders today. *Be the Light* educates about Jewish people, community, and culture while encouraging all students to see themselves as part of Melbourne's broader multicultural landscape. It aims to build a foundation for Holocaust education later in students' schooling by fostering awareness and promoting authentic learning around cultural diversity in Australian society.

The program is uniquely facilitated by young-adults who guide students through a program which addresses cultural conflict and cross-cultural misunderstandings that can lead to racism and antisemitism. Integrating the study of the Jewish community into education, as with other minority groups, fosters empathy, critical thinking, and a deeper appreciation for the complexities of human experience.

This two-hour program includes interactive small group discussions, object-based learning, and a guided tour through the Museum and synagogue.

The *Be the Light* program aligns with the Victorian Curriculum's cultural capabilities by promoting respectful relationships, empathy, and critical reflection on cultural diversity. It also servs as valuable foundational learning for Holocaust studies, which are mandated for Year 9 and 10 students in Victoria.

This program received funding from the Department of Home Affairs, Safe and Together Grant.



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# l)onors

Our work at the Jewish Museum of Australia is made possible by the generosity and dedication of our donors, supporters and partners. Your belief in our mission-to celebrate and share the richness of Jewish life and cultureenables us to create world-class exhibitions, programs and events that inspire, educate and connect communities.

In a year that has called for resilience, reflection and unity, your support has ensured that our museum remains a place of learning, dialogue and creativity for all. Thank you for being part of our journey and for helping us shape a vibrant and inclusive future.

For any interest in gifts to the Museum please visit: jewishmuseum.com.au/ support-jma or contact info@jewishmuseum.com.au.

Jewish Museum of Australia **Foundation** 

The Foundation was established over twenty years ago in 2002 with the same principal objectives as the Museum. Its remit was to raise long term funds for the Museum designed to support, buttress and protect our institution. Over recent years, the Foundation has managed a financial corpus and received beguests from deceased persons who generously pledged from their estates in their wills.

We thank all those that supported the Foundation since inception—who made the pledges of support that created the corpus and those that valued and remembered our institution upon their passing. These funds are now managed by the current Board of Directors of the Foundation.

The Museum has again been supported over the last 12 months financially by the Foundation. We thank the Foundation Board for their ongoing efforts and support.

We also encourage potential donors to consider the Foundation in their giving plans, including leaving bequests to the Foundation.

For further information about the Foundation or making a bequest, please contact Gideon Kline, Director-Jewish Museum of Australia Foundation via email at gideon@geomaxcapital.com.au.

Jewish Museum of Australia thanks our lifetime supporters:

### **Government Partners**

Australian Government

- · Department of Home Affairs
- Department of Industry, Science and Resources

City of Port Phillip Creative Victoria

Victorian State Government

### **Principal Benefactors**

Gandel Foundation

Victor Smorgon Charitable Fund

## **Major Benefactors**

Daniel Besen

Finkel Foundation

**Pratt Foundation** 

Dennis & Tauba Wilson

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Bori & Helen Liberman Family Spotlight Foundation

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Charles Justin AM & Leah Justin

Gideon Kline

Malka & Pinek Krystal Scholarship Fund

Sidney Myer Fund

Orloff Family Charitable Trust

Zelda Rosenbaum OAM & Maurice Rosenbaum

In 2024 the Jewish Museum of Australia thanks:

### 2024 Benefactor

Gandel Foundation

### 2024 Major Supporters

Anonymous

Gideon Kline

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Adam Krongold

Pratt Foundation Spotlight Foundation

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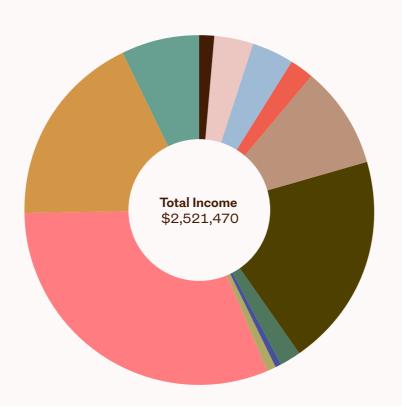
Estate of Margaret Toet



# **Financials**

# Income

- Sale of Goods \$36,513
- Provision of Services \$89,561
- Creative Victoria Grant \$100,000
- Zionism—Connecting Cultures Grant \$60,000
- Securing Faith Based Places Grant \$234,649
  Multicultural Grant \$500,000
- Telematics Grant \$50,000
- ECAJ Grant \$10,000
- Interest from Financial Institutions \$24,417
- Contributions \$783,166
- Exhibition \$454,669
- Other Income \$178,495



# Expenses

- Employee Benefits \$788,874
- Superannuation \$74,543
- Depreciation \$106,823
- Doubtful Debts \$18,408
- Experience & Facilities \$275,743 Education & Programs \$28,678
- Curatorial \$17,506
- Marketing & Communications \$56,945
- Development \$63,997
- Exhibitions Expense \$234,147
- Securing Faith Based Places Grant \$87,362
- Multicultural Grant \$42,124
- Safe & Together Grant \$41,826
- Zionism—Connecting Cultures Grant \$6,225
- Telematics Grant \$2,255
- ECAJ Grant \$765

**Total Expenses** \$1,846,220

Net Profit \$675,250

