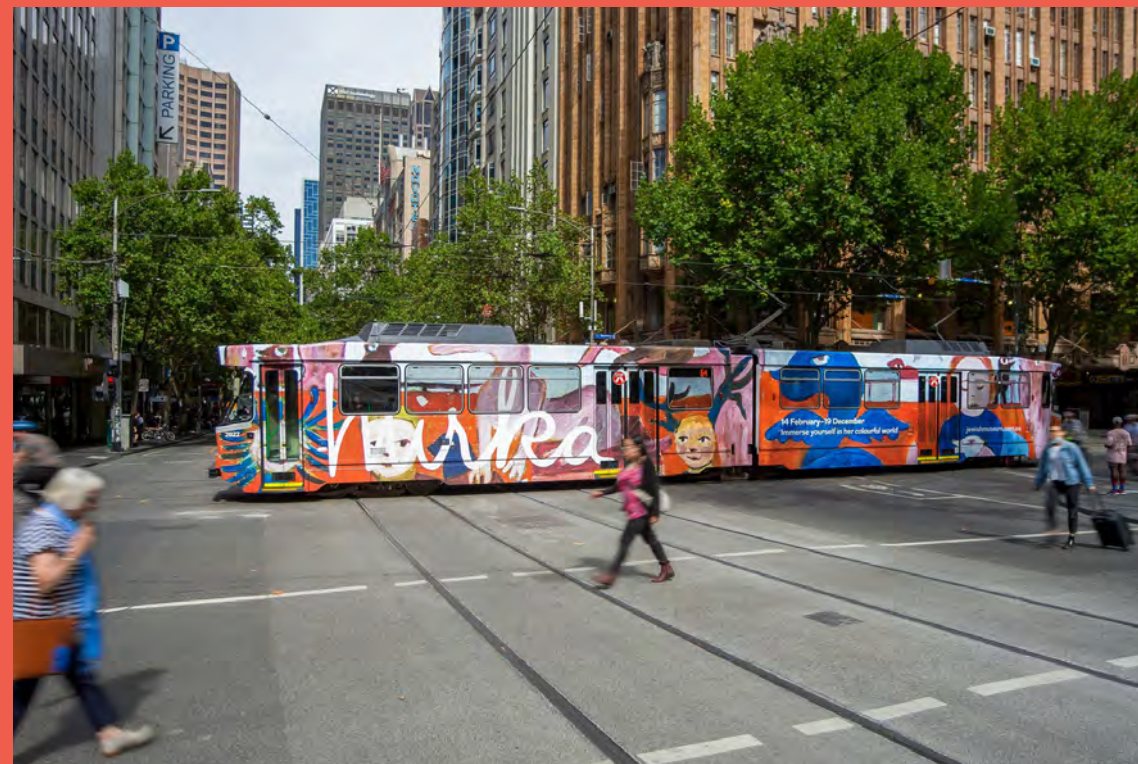


Year in Review 2021

MIRKA tram, Melbourne, 2021
Courtesy JCDecaux Australia & NZ



Our Message



↑
Jessica Bram
Director & CEO



↑
Gideon Kline
Board President

The second year of the global pandemic, like for all our friends and counterparts in the arts/culture, not-for-profit and community sector, brought complexities beyond our imaginings and issues that continued to last.

If there were ever a time for our Jewish Museum of Australia: Gandel Centre of Judaica to be wrapped in Mirka Mora's inimitable magic, 2021 proved undoubtedly to be it.

Our Alma Road doors were closed for 91 days across consecutive lockdowns in February, May/June, July and then extendedly from August to October. Our team relocated again (and again) from office to work-from-home set ups and we routinely bounced from changes to health orders and COVID-safe requirements—dizzied by the dedicated task of keeping our audiences and collection safe, and responsively planning our ambitious annual program, including our magnificent flagship MIRKA, in a newly hybrid way.

And yet, as Rabbi Lord Dr Jonathon Sacks so beautifully enuciated, 'we are as great as the challenges we have the courage to undertake.'

It's my privilege, alongside Board President Gideon Kline, to again reflect on our organisational courage and phenomenal success in meeting the challenges of the past year—sustaining our illumination of Jewish life across all our pillars of activity and energetically extending our engagement onsite, online and via outreach.

Not only is our outstanding performance evident in the pages that follow, but our strong and unwavering commitment to the values of authenticity, inclusivity, innovation and openness, chesed (kindness) and tikkun olam (our desire to improve the world) in sharing variously what it means to be Jewish and Australian, and championing creativity, conversation and compassion in the pursuit of social cohesion.

Creating and delivering entry-points for visitors of all ages and backgrounds, we used 2021 to continue refreshing and rejuvenating our brand voice, offer and spaces. Designing programs, events and experiences to colourfully animate the full arc of lifelong learning, 'in real life' as relaxed restrictions allowed or on our digital platforms when needed, we ensured the Jewish Museum of Australia was accessible at any time and from anywhere.

And with the launch of MIRKA—our much awaited milestone exhibition for the year—developed in privileged partnership with William Mora Galleries and Heide Museum of Modern Art and intimately experienced by almost 10,000 visitors, we truly cemented our place as a leading contemporary museum at the intersection of art and Jewish culture.

We thank deeply and acknowledge gratefully the resilience and dynamism of our staff, Board and volunteers, our government partner Creative Victoria, financial and in-kind supporters, creative collaborators and audiences for believing in the poignancy of our vision and the power of museums to change lives.

Our Vision

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-centred.

In a time of growing intolerance and rising anti-Semitism, our museum provides a reason to come together, share ideas and exchange perspectives. A place of learning, creativity and multi-generational experiences, we're proud to create opportunities that strengthen social cohesion, combat prejudice and share the wonders of our collective similarities and differences.

Our Team

Our Governors

John Gandel AO
Chair

Jeanne Pratt AC
Zelda Rosenbaum OAM

Our Board

Gideon Kline
President

Ari Bergman
Aviva Carnell
Barry Fradkin OAM
Simon Goodrich
Esther Gyorki
Adam Krongold
Naava Lederman
Ben Margow
Marcia Pinskiar
Carmella Prideaux
Zelda Rosenbaum OAM
Grace Slonim
Lindy Susskind
Frank Tisher OAM

Our Team

Jessica Bram
Director & CEO

Eli Dunlevie
Experience & Facilities Manager

Noe Harsel
Marketing & Communications Manager

Eleni Papavasileiou
Senior Curator & Collection Manager

Tamar Simons
Education & Programs Manager

Jenny Thompson
Finance Manager

Annette Bagle
Development Assistant

Nadia Bailey
Digital Marketing Coordinator

Jenny Better
Senior Education Coordinator

Katherine Bruce
Experience & Facilities Coordinator

Enza Farfalla
Accounts Assistant

Our Team (cont.)

Alice Freeman
Education & Programs Officer

Elizabeth Offer
Collection Officer

Krystalla Pearce
Education & Programs Producer

Cathy Pryor
Curator

Elisa Ronzoni
Assistant Curator, Collection

The Museum said farewell to two wonderful staff members in late 2021, Tamar Simons, *Education & Programs Manager* and Nadia Bailey, *Digital Marketing Coordinator*. We thank them both for their enduring contribution to the Museum and wish them well for their future endeavours.

Our Jewish Museum Board also farewelled Oliver Moore & Jodi Lee (observer), whose involvement and commitment we gratefully recognise.

Our Focus Areas: 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 of 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.

In 2021, we facilitated:

- Over 120 new objects in the collection, including:
 - six sculptures by artist Sarah Saaroni depicting shtetl, Australian goldfields and Indigenous figures and scenes (donated by the artist);
 - portrait of noted musician and conductor Ivan Pietruschka by Robert Hofmann, created Tatura 1942 (donated by Max Pietruschka & Tanya Makin); and
 - the Bendit and Tuchmann Archive, containing early 20th century papers of Leopold Bendit and Philipp Tuchmann reflecting their professional and family life in Germany and Switzerland prior to the latter’s arrival in Australia before WWII (donated by Don Klein)
- Over 150 internal & external image requests;
- Over 150 collection enquiries;
- Over 600 improved collection records; and
- Over 3000 visits to our online collection catalogue (IMu)

Though our COVID-enforced distance from the Museum prevented us from digitising new material in 2021, we rationalised and made available over 450 existing images, transcriptions and translations to our online database.

Our Curatorial team effectively cared for and protected our collection of over 25,000 objects throughout our closure period by conducting rigorous checks across the storage and exhibition areas and ensuring all preventative conservation measures were in place, even during periods of hard lockdown.

Our Focus Areas: Research & Interpretation (cont.)

We continued to liaise with external organisations and private individuals on all aspects of collection-related interest for research, publications and external loans, and in April delivered and displayed 63 objects at the new St Kilda facility of Jewish Care. A 19th century Sefer Torah from Lodz along with a 19th century Yad from England were also loaned to the State Library of Victoria for the World of the Book 2022 exhibition, while two 1941 Hay internment camp currency notes by George A Tetscher were displayed at the Museum of Brisbane for the Bauhaus Now! exhibition.

Excitingly our team expanded too to include Curator Cathy Pryor, Elisa Ronzoni, Assistant Curator, Collection and Collection Officer Elizabeth Offer. These new roles have allowed us to continue and set ambitious targets for the rationalisation of our collection by reviewing and accepting new acquisitions, retrospectively documenting and consolidating, while initiating work that will strategically enhance access and accountability of our holdings as well as see to the ongoing care of our permanent exhibitions and development of our future temporary exhibition offer.

Our Focus Areas: 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.

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

Each year, tens of thousands of students from non-Jewish schools, both public and private, come to the Museum 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.

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.

In 2021, we welcomed:

In-Person

- 65 groups, 2199 students & 184 teachers to our general schools' program;
- 8 groups, 96 students & 13 teachers to our unique MIRKA program;
- 4 groups, 94 students & 9 teachers to our Museums' Together program—our pioneering bridge-building project, developed with the Islamic Museum of Australia;
- Over 700 people into our public programs;
- 139 workshops and just under 100 courses;
- the warmth and love of over 100 people at our Mirka's Birthday celebrations, held at the iconic Tolarno's bistro; and
- 208 people to our walks across Melbourne.

Online

- 4 groups, 110 students & 9 teachers to our virtual schools' program; 4 groups, 211 students & 21 teachers to our virtual Museums Together program;
- 626 people engaging in our online programming;
- 307 participating in Breakfast with the Museum—moved successfully from an onsite event to an online event; and
- 176 participants in a new conversation series that explored and interrogated Jewish identity and life called Questioning.



Museums Together

Jewish Museum of Australia

Year in Review—2021

Our Focus Areas: Marketing & Communications

The Jewish Museum is proud to deliver a truly holistic brand strategy, enabling our curated experiences and programs to reach the widest possible audiences and carry the most meaningful impact.

Across all of our platforms, we're focussed on boldly representing the Museum for a new era and cultivating a range of vibrant and dynamic partnerships with our community friends and arts/cultural counterparts guided by our values of:

- **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.

In 2021, we had:

- 70,021 visitors to our website;
- 17,905 new social media followers and 236,200 people engage with us across socials;
- 232 new and renewed members; and
- a record profit of \$56,063 via our Museum Shop.

We also achieved:

- Consistent and high media coverage throughout the year;
- Significant increases in fans, followers and engagement across all digital platforms;
- Creation and implementation of meaningful, successful and record-breaking online and offline fundraising messaging through our mid-year Hope and end-of-year Imagine campaigns;
- Reinvigorated and renewed Shop stock lines, creating a refreshed Jewish Museum Shop identity;
- a stronger online presence across all platforms, that was a stabilising presence over the many COVID lockdowns in 2021;
- Development of bespoke MIRKA website, ticketing platform and exclusive merchandise line; and
- Expansion of our online and onsite Museum Shop into a lucrative and productive destination.

Our Focus Areas: Experience & Facilities

Delivering on our ambitious organisational objectives by assuring an exceptional quality of workplace and visitor experiences is part of our everyday focus at the Jewish Museum.

Through all of our spaces and services, we're committed to establishing clear systems and frameworks that support creativity and innovation, while also contributing to an insights-driven culture of collaboration, productivity and continual improvements.

In 2021, we:

- responded to 79 new volunteer enquiries;
- welcomed 68 new volunteers to the Museum;
- thanked all of our volunteers for their involvement with a special day at Heide Museum of Modern Art, which included a guided tour and light refreshments; and
- gratefully received 3,755 hours of volunteer assistance over the course of the year.

We also conducted an end-of-year volunteers survey, which pleasingly revealed that:

- our volunteers all enjoy their Jewish Museum experience, particularly when more visitors are in the building; and
- COVID-lockdowns gave many of our volunteers a new appreciation for their Museum involvement and our efforts in ensuring pandemic-safety and precautions were enormously appreciated.

“It’s the highlight of my week. I get to be involved in the Jewish community, educate others on our history and culture, and meet new people and learn from them. It’s my little way to take part in tikkun olam.”



Museum volunteer, 2021

“I think the education elements of the volunteer training were one of my favourite parts. Gaining insights into Mirka’s fraught history, her creative process, and the vibrant world she forged here in Australia was something I would never have learned about were it not for the Jewish Museum. Then being able to share that knowledge with visitors made for a really engaging, enriching experience for all parties.”



Museum volunteer, 2021

COVID-19

Like the rest of our city, the Museum spent another year navigating the complex COVID-19 environment, managing closures, reduced staffing, adjusted Government directions and mandates, all while continuing to illuminate Jewish life in dynamic and meaningful ways and conserving our precious onsite collection and permanent galleries.

We thank our ever-resilient team and volunteers, contractors, suppliers and creative partners, who helped maintain the professional standards under which the Jewish Museum operates.

Our heartfelt gratitude also to our wonderful visitors who rescheduled their tickets—some up to three or four times—and assisted us in upholding Government directions, while visiting the Museum with such joy and happiness.



MIRKA

Jewish Museum of Australia

Year in Review—2021

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MIRKA

2021 opened spectacularly at our Jewish Museum with the much-anticipated launch of our flagship exhibition and program, MIRKA presented in partnership with William Mora Galleries and supported by Heide Museum of Modern Art. A project in development under the strict lockdowns of 2020, we delighted and moved our visitors with the display of over 200 artworks and objects immersing audiences in the story of the wonderful Mirka Mora.

MIRKA heralded a new era for our Museum in benchmarking the design and delivery of immersive experiences for our audiences—illuminating Jewish lives, sparking curiosity, triggering conversation and debate, while engaging the senses and capturing the imagination of the young and young-at-heart.

In 2021, we:

- welcomed 9,844 onsite visitors to the Museum, despite being closed for 91 days across the year due to COVID-restrictions;
- gratefully onboarded 82 new Visitor Experience Officers who supported our front-of-house and in-gallery activities;
- designed a Mirka-inspired doll-making activity that filled our downstairs spaces with colour and joy, and captured the attention of all ages;
- developed a special kids' trail for the exhibition;
- heard from hundreds of visitors who had a special personal connection with Mirka and shared a selection of these through our #MyMirka project;
- welcomed a MIRKA tram on the rails throughout the year, a giant, moving billboard seen by an estimated 20,000 each day;
- created a MIRKA-inspired capsule collection that proved popular with both online and onsite shoppers; and
- saw incredible media representation and positive headlining throughout the year, including media that has not previously written about our events.



“You have created a curatorial masterpiece. It does justice to Mirka. We are so grateful.”

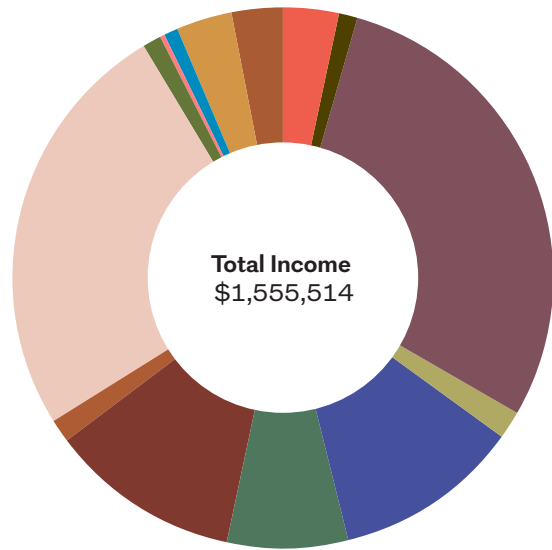


Mirka Mora, *Hope*, 1988, oil on board
Courtesy William Mora Galleries
© The Estate of Mirka Mora

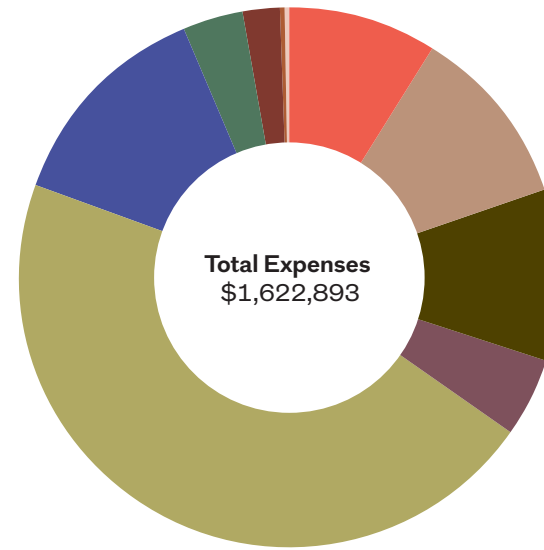


Museum visitor, 2021

Our Performance: Income & Expenditure



- Income**
- Fees \$52,638
 - Sale of Goods \$2,473
 - Memberships \$17,428
 - Donations \$448,981
 - Sponsorship \$25,000
 - Grants (Philanthropic & Government) \$172,047
 - Foundation Distribution & Interest \$115,248
 - CV Grant \$173,080
 - CV Strategic Investment Package \$0
 - Augmented Reality App \$22,359
 - MIRKA \$392,425
 - HELMUT NEWTON: In Focus \$20,000
 - Museums Together \$0
 - Other Income \$5,324
 - Auspiced grant: Multicultural Museums Victoria \$11,011
 - Business Victoria Support \$51,600
 - ATO Subsidies \$45,900
 - MMV Digital \$0



- Expenses**
- Curatorial \$144,427
 - Education & Programs \$176,612
 - Marketing & Communications \$166,162
 - Development \$78,540
 - Experience & Facilities/Finance \$742,367
 - MIRKA \$214,813
 - HELMUT NEWTON: In Focus \$0
 - Museums Together \$57,925
 - MMV digital \$35,243
 - Auspiced grant: Multicultural Museums Victoria \$5,016
 - Augmented Reality App \$1,788

Net Income -\$67,379

Our Supporters

The Jewish Museum is grateful to the individual donors, philanthropic trusts and foundations, corporate and government partners who share our passion for illuminating Jewish life, and whose financial and in-kind support assists and enables our pillars of research and interpretation, learning and engagement, and experiences and events.

Government Partner

Creative Victoria

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Major Benefactors

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Benefactors

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MIRKA Partners

Heide Museum of Modern Art
National Film & Sound Archive
William Mora Galleries
The Monthly
The Saturday Paper
7am

Thank You

MIRKA street posters, Melbourne, 2021
Courtesy Both Studio

