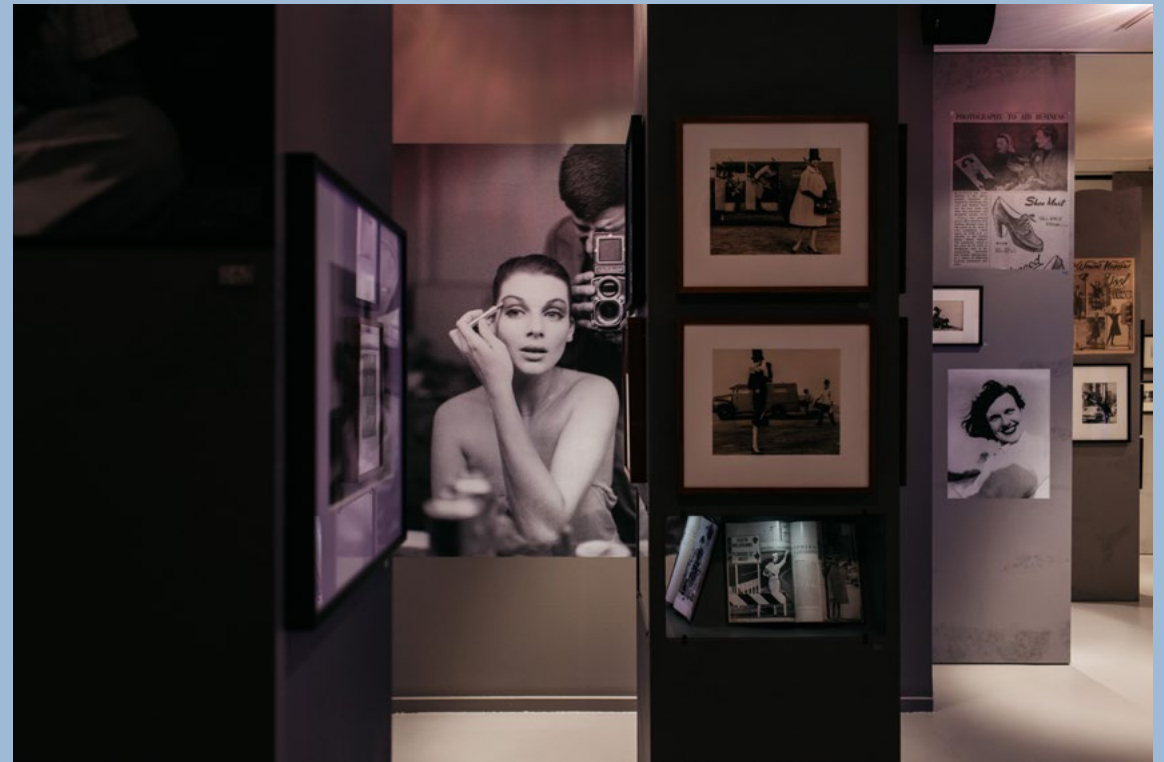


Year in Review 2022

Marie-Luise Skibbe
Installation view of HELMUT NEWTON: In Focus
Jewish Museum of Australia, 2022



Our Message



↑
Jessica Bram
Director & CEO



↑
Gideon Kline
Board President

It's my privilege to reflect on another outstanding reporting period for our **Jewish Museum of Australia: Gandel Centre of Judaica**—represented in the beautiful pages that follow, and quantified not just by our visitation, membership and support metrics but our deep engagement and connection with community too.

As the world strived to reassess and rebuild in post-pandemic 2022, our team did this, and so much more, bringing a dynamic focus on relevance, reinvigoration and refinement. With an ambitious calendar of audience-centric and high-quality exhibitions, programs and events, we interrogated our role and responsibilities as a contemporary cultural and collecting institution while showcasing our unwavering commitment to excellence and tikkun olam (our desire to improve the world) across all of our departmental areas.

Alongside our core **Illuminate** programming, which saw growing numbers of lifelong learners discovering and discussing the intricacies of Australian Jewish life, our **Flagship** MIRKA and HELMUT offerings provided bold and magnetic inspirations and provocations for thousands of visitors of all ages and backgrounds.

Collaborating with leading Australian and international multidisciplinary artists, creatives and thought-leaders, we also responded closely to the insights shared by our sector that revealed an audience appetite for new, uplifting and challenging cultural experiences, and the ongoing importance of multiplatform entry points and accessible activations in local areas close to home.

We continue to be overwhelmingly proud of and grateful for the passion, talent and determination of our team, and the generosity and trust of our volunteers, members, partners and supporters. It's only with these many hands, hearts and minds that we're able to dream big at the intersection of art and Jewish culture.

Jessica Bram

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

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Our Team

Jessica Bram
Director & CEO

Eli Dunlevie
Experience & Facilities Manager

Noe Harsel
Head of Brand & Partnerships

Eleni Papavasileiou (until end 2022)
Senior Curator & Collection Manager

Mark Themann
Head of Collection & Interpretation

Theresa Powles
Head of Learning & Engagement

Liat Azoulay
Grants & Partnerships Coordinator

Jenny Thompson (until mid-2022)
Finance Manager

Annette Bagle
Brand & Partnerships Assistant

Charlotte Eizenberg
Learning & Engagement Officer

Sarah Giles
Marketing & Communications Coordinator

Jenny Better (until end 2022)
Senior Education Coordinator

Our Team (cont.)

Katherine Bruce (until early 2022)
Experience & Facilities Coordinator

James Parini
Experience & Facilities Coordinator

Enza Farfalla
Accounts Assistant

Alice Freeman
Assistant Producer

Elizabeth Offer (until mid-2022)
Collection Officer

Krystalla Pearce
Education & Programs Producer

Cathy Pryor (until end 2022)
Curator

Elisa Ronzoni
Assistant Curator, Collection

The Museum said farewell to some wonderful staff members in late 2022, Eleni Papavasileiou, *Senior Curator & Collection Manager*, Cathy Pryor, *Curator*, Jenny Thompson, *Finance Manager*, Katherine Bruce, *Experience & Facilities Coordinator*, Elizabeth Offer, *Collection Officer* and Jenny Better, *Senior Education Coordinator*. We thank them for their enduring contribution to the Museum and wish them well in their future endeavours.

Our Focus Areas: Collection & 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 2022, we:

- acquired 18 new works including three new works by photographer Ruth Maddison, from her 2020 *Fellow Traveller* series—beautiful large-scale hand-coloured prints;
- audited 2,709 Collection objects;
- had 154 new enquiries and image requests;
- added 2,774 objects and records to our Collection (making our total Collection 20,153 objects and records);
- increased our collective knowledge economy on the Dunera & Internment Collections and subjects surrounding 1950s Jewish presence within artistic circles in Melbourne;
- transferred the Chaim Sztajer Czestochowa Synagogue model to the Melbourne Holocaust Museum. This is now deaccessioned from JMA Collection and placed under the MHM care and will be shown in their new exhibition spaces; and
- supported a number of events on/offsite including:
 - RMIT student visit;
 - JMA in conversation event: *Returning the Gaze*;
 - Marcellin College student visit;
 - Royal Photographic Society group visit;
 - Postcards TV show filming; and
 - RMIT Symposium.

As an active part of the program delivery for **HELMUT NEWTON: In Focus** Collection & Interpretation directly participated in:

- PHOTO 2022 webinar presentation for secondary and tertiary students;
- Curator-led tour **HELMUT NEWTON: In Focus** for PHOTO 2022 VIP tour;
- Curator participated in tour for German ambassador; and
- Director & CEO with Senior Curator & Collection Manager in *VAULT* Magazine SEX issue launch in-conversation event.

Our Focus Areas: Collection & Interpretation (cont.)



↑
Alexandra Obarzanek, c. 2000s, *Untitled (Boat with stand)*, FRONT © Estate of Alexandra Obarzanek. Jewish Museum of Australia Collection 13942



↑
Jewish Theatre Group, 1928–29, *Kadimah on Lygon Street*, Carlton. Jewish Museum of Australia Collection 786

Throughout the year, the team were able to progress on auditing and caring for the Collection and volunteers with key highlights being:

- Audits were progressed in areas of:
 - Location audit of the ‘books drawers’ in the store; and
 - Permanent Gallery, including Audit of Timeline and Calling Australia Home galleries.
- Enhancing the team with five skilled volunteers:
 - Four volunteers onsite, one working remotely, working through back-log boxes and past acquisitions. Working remotely Sigrid Summers has completed a major task of translating the Hofbauer diaries, from German to English;
 - Volunteer Kay Ronec has completed a major task of inventorying at item level a back-log box pertaining to the Taft family, which will help to close the circle around their story within our Collection; and
 - Volunteers have been trained and are now able to be monitored in pest management and auditing procedures.



Sarah Giles
Uninstall of HELMUT NEWTON: In Focus
Jewish Museum of Australia, 2023

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 Jewish and 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 into 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 2022, we:

- developed and created 36 events, both online and onsite;
- had over 445 participants across 23 short course sessions, both online and onsite;
- welcomed over 1,500 participants in Learn programming; and
- had 75 schools at the Museum with over 4,590 students across 140 sessions.

The Learning & Engagement team developed teachers' professional development in 2022 that saw 496 teachers attending sessions at the Museum.

Other highlights included:

- HELMUT Up Late with 126 people attending over the four nights; and
- Family Day: Chanukah *Rugrats* screening where 72 of the Museum's youngest and young-at-heart came and enjoyed this inclusive free event.



Marie-Luise Skibbe
Opening night of *HELMUT NEWTON: In Focus*
Jewish Museum of Australia, 2022

Our Focus Areas: Brand & Partnerships

The Jewish Museum has a strong brand belief which shines through all its exhibitions, programming, presentations, collateral and social media.

Starting with our brand manifesto, 'we illuminate Jewish life', throughout our story of being a place for all people to share in the Australian Jewish experience, Brand & Partnerships strives to uphold the Museum's values: that of chesed (compassion and kindness) and tikkun olam (a desire to improve the world) to underscore all we do.

Across all of our platforms, we're focussed on boldly representing the Museum for a new era, 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 2022, we:

- had 68,625 visitors to our website;
- 1,659 new social media followers and 48,648 people engaged with us across socials generally;
- 222 new and renewed members; and
- raised \$55,468 profit in the Museum Design Store.

Additionally, the Brand & Partnerships team were thrilled to continue great media coverage with **HELMUT NEWTON: In Focus** throughout the year including:

- being featured in 'Weekend Picks' in *The Saturday Age*, June 18;
- having Postcards TV film a segment within **HELMUT NEWTON: In Focus**, including an interview with Eleni Papavasileiou, 06 November, Channel 9, episode 39; and
- listing on Time Out Melbourne's 'The best museums in Melbourne', 15 December.

Our Focus Areas: Brand & Partnerships (cont.)

While the year kept the team busy across events, Design Store, partnerships, PR, marketing and communications, we were also thrilled to be able to deliver:

- the launch of the Jewish Museum's own gifting line **Collect JMA**;
- the development of exclusive HELMUT merchandise with the top-selling product in the Design Store being the **HELMUT NEWTON: In Focus** postcards (608 sold);
- a new arts and culture magazine for the Museum, *ILLUMINATE*;
- a refreshed Membership offer;
- an ever-evolving, live and online Flagship catalogue, *Spotlight on Helmut Newton*; and
- two successful fundraisers: Curiosity (mid-year) and Believe (end of year).



↑
Marie-Luise Skibbe, *Jewish Museum Design Store*, Jewish Museum of Australia 2022



↑
Sarah Giles, *Collect JMA display in the Design Store*, Jewish Museum of Australia, Melbourne, 2022



Issue #1

A Matter of Focus—A Life Well Chosen: Remembering Helmut & June Newton—JMA Volunteer Profile: Kay Ronc—Spotlight on Helmut Newton: Commissioned Work—Stories of Helmut—New Acquisition



02

03

A Matter of Focus

by RACHELLE UNREICH

When I was 13 years old, my mother let me redecorate my bedroom. It soon became awash in lilac and white hues, punctuated by white wicker furniture, as befitted the early 1980s. When it came to choosing artwork for the wall, I found the ideal black and white photograph of a couple leaning into each other near a bank of elevators. It was by Helmut Newton, called *Woman into Man*, and it was everything my teenage self so longed to be: sophisticated, worldly, knowing. The woman was all angles and suggestive pose, with the tuxedo-dressed man standing so closely that the cigarettes dangling from each subject's lips touch. It took several decades later for me to realise that the man in the photo was, in fact, another female. It amused me to think of such erotica on the walls of my family home. I wonder now if my mother had thought anything about it.

After university, straddling the work worlds of both magazines and film, I was drawn to Newton's photos once more. The women were always spectacularly beautiful: high cheekbones, long limbs, pert breasts and full lips at a time when Kardashiansque injectables were decades away from touching any models' mouths. In the 1990s in *Movieland*, I had learned that an actress' main currency was to be ornamental. But Helmut's women were not decorative. In his photo of actress Sigourney Weaver, for instance, she is statuesque and powerful, with not even the tiniest smile dancing across her lips. She isn't there to seduce the man

behind the lens. There is no come-hither look. It is a 'come, if you dare' stare, but you don't really know what she is thinking. That is entirely the point.

Newton's works have mystery, glamour and not a little subversive edge. As I entered my twenties, I would study his images for the world of possibility that they held: it was not only evident in the scenes they showed, but in the portrayal of a universe in which women were demanding, sexual, submissive, playful, delighted and sometimes angry. These women were nuanced, and they did not have to give up their femininity to be so.

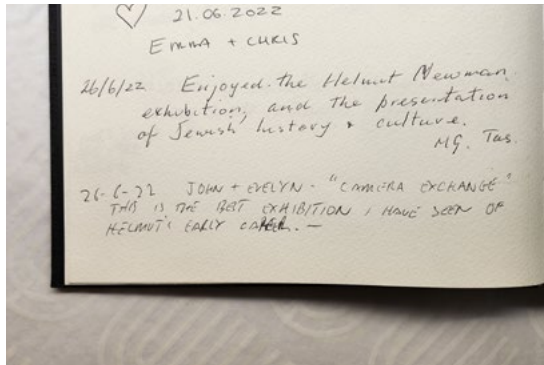
By the time I entered the 90s, I was living in New York. When I stumbled upon one particular Helmut Newton image, it fascinated me: taken in 1975, it was of then-model Elsa Peretti, standing against the edge of a rooftop, the tall buildings of New York behind her. She is dressed in a manner both unlikely and completely understandable in Manhattan, depending on which downtown haunts you frequent: she wears a strapless corset, fishnet stockings and Playboy Bunny-style ears. I found it outstandingly beautiful, but I was also aware of the subtle themes in the shot. She was alone. She wasn't waiting for anyone. She seemed to be wearing the costume for herself, and if desire is in that photo, it is hers alone.

Newton showed me another world of possibility, and that was entirely away from his negatives and film. Here was a man who had fled

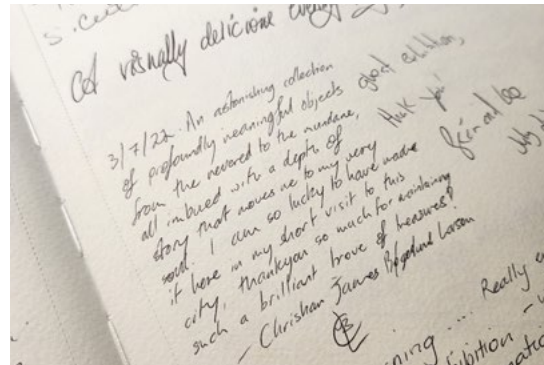
Our Focus Areas: Experience & Facilities

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.



↑ Sarah Giles, *Jewish Museum 2022 Guestbook lower-left corner*, Jewish Museum of Australia, 2022



↑ Sarah Giles, *Jewish Museum 2022 Guestbook centre*, Jewish Museum of Australia, 2022

The Experience & Facilities team are very proud of the work done in recruiting and maintaining an active and engaged volunteer cohort through the Museum. We are proud that in 2022 we:

- welcomed volunteers to a Volunteer Thank-you Night in June. This event provided volunteers with the opportunity to bring a guest to view **HELMUT NEWTON: In Focus**;
- held a Volunteer Afternoon Tea in October. The aim of this event was to celebrate the volunteers' involvement in presenting **HELMUT NEWTON: In Focus** and provide a refresher on some of the key themes in the exhibition as it entered the second half of its run; and
- invited volunteers from across the Museum to an end of year event at the State Library of Victoria. 44 volunteers attended. Curators from the SLV lead tours across three gallery spaces. The tours were followed by a coffee and chat in the Library's café.

In addition to this, the team:

- had 111 active volunteers across 2022;
- welcomed 33 new volunteers, of which:
 - 27 were Visitor Experience Officers and
 - 6 were specifically for Education.
- hosted 16 adult groups for private tours through the Museum's permanent galleries; and
- hosted a range of groups hiring the Museum spaces including the Victorian Multicultural Commission, Monash University's Australian Centre for Jewish Civilisation and Courage to Care.

“Love chatting to the visitors, hearing their insights, especially those who have some sort of past connection with the flagship exhibition. Very cool!! All the staff I interact with are incredibly lovely, and it’s always the best to come in to chat to other volunteers and James, who has been a fantastically friendly and inviting face over the exhibition.”

“Making a difference by contributing to growth of knowledge amongst students about Judaism.”

“It’s a treat to be involved in the special exhibition. I have met so many interesting people and learnt from their stories about Helmut. Lovely environment.”

Museum volunteers, 2022

“My favorite part about volunteering at JMA is engaging with people with different backgrounds, the visitors, fellow volunteers, staff from the Museum have all given me such a wonderful experience of being a part of an amazing community. It is a privilege to work with JMA, a very educational, culturally rich and community friendly public cultural space.”

“Taking visitors around and watching them smile when they are happy and engaged. You can always tell by looking at them as to how well they have been engaged. Each situation is different. You have to feel the vibes and adapt accordingly.”

HELMUT

HELMUT NEWTON: In Focus opened in partnership with PHOTO 2022, offering us extensive exposure in the lead-up and during the PHOTO Festival, as one of their premier programs and exhibitions. The exhibition was presented in partnership with the Helmut Newton Foundation (Berlin) and brought an exploration of the work and life of the visionary German-born photographer, Helmut Newton.

Through a fascinating collection of personal and family papers and photographs, **HELMUT NEWTON: In Focus** offered an intimate and little known story about the photographer, illuminating his Jewish identity and Australian beginnings.



↑
Marie-Luise Skibbe, *installation view of HELMUT NEWTON: In Focus*, Jewish Museum of Australia, 2022

This 2022 Flagship exhibition, which furthered our reputation for showcasing the extraordinary in Jewish arts and culture:

- had total visitation numbers of 7,826 across **HELMUT NEWTON: In Focus** (5,610 paid) and had 11,669 in total throughout the Illuminate galleries;
- had over 46,900 HELMUT-specific website visitors;
- enjoyed very high levels of positive feedback, from diverse audiences;
- was requested for touring to the Sydney Jewish Museum. This idea was shelved as the SJM had to prioritise a gallery refurbishment, over touring exhibitions;
- had constant media representation of the exhibition throughout the year, nationally and internationally online and in print;
- branded the building inside and out in shades of black to white; and
- developed a special poster-making activity for the young and young-at-heart.

We enjoyed a number of exciting new and collaborative programming events alongside **HELMUT NEWTON: In Focus** including:

- Helmut Up Late in July, with 126 in attendance across 4 nights;
- Jewish International Film Festival with a Q&A and a screening of, *The Bad and the Beautiful*;
- The Wheeler Center partner event, for the *Broadly Speaking Series*; and
- developed well-attended exhibition introduction sessions, drawing in new and repeat crowds.



Marie-Luise Skibbe
Opening night of HELMUT NEWTON: In Focus featuring The Huxleys
Jewish Museum of Australia, 2022



“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!”



Christian, Museum visitor, 2022

“What a truly excellent exhibition! I found it to be quite exhilarating. Very beautiful and quite stunning!”



Joy, Museum visitor, 2022

“Fabulous exhibition! I learned so much!”



Brenda, Museum visitor, 2022

“Well done on an incredible, informative and fascinating exhibition. Learning about Helmut’s early life and history and influences and seeing his work is inspiring and provides lots to think about. Congratulations to the whole JMA team!”



Lindy, Museum visitor, 2022

“Very evocative photograms and memorabilia and the accompanying documentary was very enlightening. Great to learn more about the artists who coloured Melbourne’s history and contributed to the city’s creative profile.”



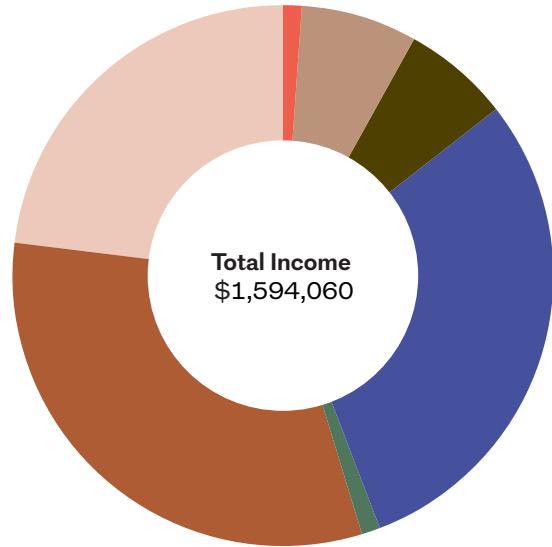
Sharni, Museum visitor, 2022

“Thank you for welcoming us into your community!”



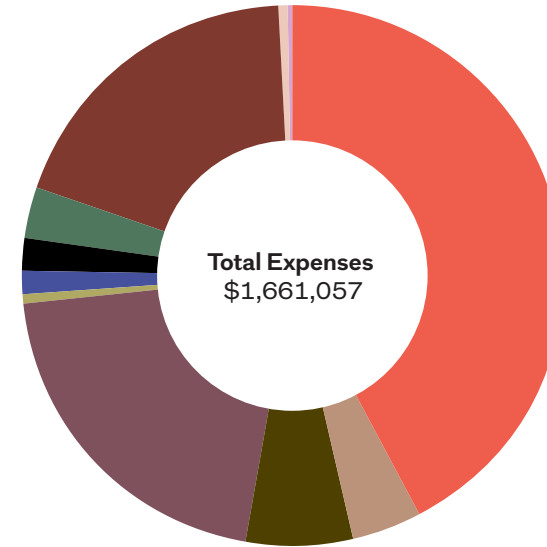
Paul and Karen, Museum visitor, 2022

Our Performance: Income & Expenditure



Income

- Sale of Goods \$20,524
- Provision of Services \$113,815
- Creative Victoria Grant \$100,000
- Auspiced Grant: MMV \$0
- Augmented Reality App -\$19,639
- HELMUT NEWTON Exhibition \$480,322
- MIRKA Exhibition \$16,320
- Interest from financial institutions \$1,104
- ATO Subsidies, JobKeeper and cash flow boost \$0
- Business VIC support \$510,159
- Contributions \$371,455



Expenses

- Employee benefits \$704,717
- Superannuation \$68,303
- Depreciation \$105,682
- Experience & Facilities/Finance \$343,119
- Education & Programs \$9,812
- Curatorial \$22,939
- Marketing & Communications \$30,699
- Development \$48,419
- HELMUT NEWTON Exhibition \$313,767
- Auspiced Grant: MMV \$0
- Augmented Reality App \$0
- Museums Together \$0
- MIRKA Exhibition \$10,536
- MMV Digital Education Project \$0
- CHAGALL Exhibition \$3,064

Net Income -\$66,997

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.

Lifetime Cumulative Donors

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Year Of Support 2022

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Media Partners

The Monthly
The Saturday Paper
7am

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Marie-Luise Skibbe
Opening night of *HELMUT NEWTON: In Focus*
Jewish Museum of Australia, 2022

Thank You

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

26 Alma Road

St Kilda VIC 3182

jewishmuseum.com.au

ABN 21 005 574 210

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.



Donations of \$2 or more to the Jewish Museum of Australia are tax deductible.
The Jewish Museum of Australia is endorsed as a Deductible Gift Recipient.