



The Year in Review 2015

**JEWISH
MUSEUM OF
AUSTRALIA**
Gandel Centre of Judaica

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**JEWISH
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AUSTRALIA**
Gandel Centre of Judaica



Message from the President and the Director & CEO

2015 was an extraordinary year for the Jewish Museum of Australia – one in which we hosted an international blockbuster exhibition, saw school visitation reach record numbers, and had the privilege of hosting the Governor-General of Australia, His Excellency General the Honourable Sir Peter Cosgrove AK MC (Retd), and Her Excellency Lady Cosgrove, for a private visit of our World War One commemorative exhibition. We also reached the end of our strategic plan, originally written for 2012-14 but extended for an additional twelve months. This Year in Review publication shares some of the highlights of our exhibitions, programs and events in 2015, and also reports against some of the key targets and objectives set out in our Strategic Plan 2012-15 – for 2015 and for the full four-year period.

The first half of 2015 was dominated by our “blockbuster” exhibition, *Andy Warhol’s Jewish Geniuses*, which had been launched in November 2014. The opening two months of the exhibition had already seen visitation up almost threefold compared with the same time the previous year, and the high levels of attendance continued over the duration of the exhibition. Over the course of the entire exhibition (November 2014-May 2015), the Museum received over 13,000 visitors – close to a full year’s average annual visitation.

During this period, the Museum presented some outstanding public programs and cultural events – including a Warhol-inspired dining event as part of the Melbourne Food & Wine Festival, a short course about the “Jewish geniuses” depicted in Warhol’s portraits, a concert celebrating the music of George Gershwin, featuring some of Australia’s most respected musicians including renowned pianist and composer Dr Allan Zavod, and a reading and performance of the play “Andy Warhol’s Fifteen Minutes of Fame”.

The success of the exhibition was assured by a strong marketing campaign, supported by numerous in-kind sponsors, media and cultural partners. The campaign included a major digital marketing component, which resulted in a 60% increase in e-news subscribers and growth of over 400% in facebook followers. These extraordinary results consolidated an important learning for the Museum about the benefits of “blockbuster” exhibitions in not only raising short term visitation, but raising the profile of the Museum and building the audience base – both of which have longer term impact. Full details of the Warhol exhibition, program series and publicity coverage are available in our Warhol exhibition report.

A complete change of tone followed the Warhol exhibition, with the Museum’s World War One commemorative exhibition, *True Jews and Patriots: Australian Jews and World War One*. The Museum received strong support from the state and federal governments for this exhibition, which was presented in partnership with the Victorian Association of Jewish Ex & Servicemen & Women Australia (VAJEX),

and was part of national (and international) Centenary of Anzac celebrations. The exhibition was launched by the Hon Michael Ronaldson MP, then federal Minister for Veterans Affairs, as part of moving service organised by VAJEX and attended by over 300 people. Alongside the exhibition, the Museum worked closely with history teachers at Bialik College, King David School and Mount Scopus College to develop a hands-on school education program which saw students undertake original research into the lives and service of Jewish soldiers who fought in World War One.

The Museum’s school education program in general achieved outstanding results in 2015, with record attendances of over 5,500 students and teachers. The school education program is one of the most important ways in which the Museum achieves its core objective of promoting respect, understanding and appreciation of Jewish culture and of cultural diversity in general, and the steady growth in participation over the past four years should give all associated with the Museum cause for great pride.

Over the course of the year, the Museum also presented its usual diverse array of educational programs and cultural events – short courses, exhibition-related public programs, as well as business breakfasts featuring respected and high profile speakers to raise awareness of the Museum in the business community. Behind the scenes, important work continued on the documentation of the Museum’s collection, which has laid the groundwork for the launch of the Museum’s searchable online collection database in 2016.

Finally, in the sphere of governance, there were also significant changes in 2015. We bid farewell to Board members Peter Edwards, Gary Hearst and Michele Lasky, and welcomed Gideon Kline as a new director of the Museum. We take this opportunity to thank them and all continuing directors for their support and commitment to the Museum and its mission.

As always, we also owe our gratitude to all of the Museum’s friends and supporters – our donors, members, corporate sponsors, and providers of pro bono professional services – for your ongoing generosity, without which none of the above would be possible. We hope that you will continue to journey with us as we seek to consolidate and build on the great successes of 2015 in the coming years.

Barry Fradkin OAM
President

Rebecca Forgasz
Director & CEO

Highlights of 2015



Warhol-inspired events

A concert showcasing the genius of George Gershwin, a Melbourne Food & Wine Festival event inspired by Warhol's vision of a chain of vending machine restaurants for solo dining and a reading and performance of the play "Andy Warhol's Fifteen Minutes of Fame", first performed at the Midsumma Festival in 2014 – these were just some of the unique and creative events presented in association with *Andy Warhol's Jewish Geniuses* and the complementary exhibition *Warhol Now*.



Founders & Benefactors event

In February, the Museum honoured its founders and lead philanthropic supporters, with a special event to unveil an updated "Founders and Benefactors" honour board at the entrance of the Museum. Founding Chair and Honorary Solicitor Trevor Cohen addressed guests, talking about the establishment of the Museum as an entity in 1977, and its earliest years prior to securing a premises. Guests then had a curator's tour of the exhibition *Andy Warhol's Jewish Geniuses*.



State politicians' Jewish community familiarisation day

Every year, the Jewish Community Council of Victoria organises a "Jewish immersion day" for state politicians, councillors, advisors and policy makers. In March 2015, fifteen MPs from the Labor, Liberal and Greens parties visited organisations including Jewish Care, St Kilda Synagogue and the Jewish Holocaust Centre as well as the Jewish Museum of Australia. The immersion day gives parliamentarians the opportunity to experience first hand the diversity of the Melbourne Jewish community, and to learn about some of its major issues and concerns.



Business Network Breakfasts

The Jewish Museum's Business Network aims to develop awareness of the Museum in the business community and help to build partnerships that support the work of the Museum. In 2015, there were three Business Network breakfasts, featuring highly regarded and engaging speakers – senior business writer and columnist Adele Ferguson; tech entrepreneur and Catch Group founder Gabby Leibovich; and business futurist Morris Miselowski.

World War One exhibition opening

The Museum's new major exhibition for 2015 was *True Jews and Patriots: Australian Jews and World War One*, presented in partnership with the Victorian Association of Jewish Ex & Servicemen & Women Australia (VAJEX) to coincide with national commemorations of the "Centenary of Anzac" over the years 2014-18. The exhibition was launched in June by Senator the Hon Michael Ronaldson MP, then federal Minister for Veterans' Affairs and Minister Assisting the Prime Minister for the Centenary of Anzac at a moving service organised by VAJEX to celebrate "the birth of the Anzac spirit". Held at St Kilda Synagogue, the service was attended by over 300 guests, including many politicians, senior military officers and other VIPs.



Peter Cosgrove visit

Museum Director & CEO Rebecca Forgasz, together with President Barry Fradkin OAM, had the privilege of hosting the Governor-General of Australia, His Excellency General the Honourable Sir Peter Cosgrove AK MC (Retd), and Her Excellency Lady Cosgrove for a private visit of *True Jews and Patriots* in July. His Excellency is a great admirer of General Sir John Monash, and was particularly interested to see Monash-related items in the exhibition, including a portrait on loan from the National Gallery of Victoria, and his boots, identity tags and other personal belongings lent to the Museum by the Australian War Memorial.



Multicultural Museums Cook-off

In November, the Jewish Museum joined the Islamic Museum, the Hellenic Museum and Museo Italiano as a participant in the inaugural Multicultural Museums Cook-off, held at the Islamic Museum in Thornbury. Former Masterchef contestant Alice "Frames" Zaslavsky represented the Jewish Museum in the event, during which chefs from each museum had to cook each other's recipes, putting their own spin on another culture's cuisine.



Dunera exhibition opening

September 2015 marked the 75th anniversary of the arrival of HMT Dunera – a ship carrying 2,500 German, Austrian and Italian nationals, mostly Jewish, who had been deported from England early in World War Two as "enemy aliens". The Hon John Eren, Minister for Veterans, Tourism and Major Events and Sport opened the exhibition, which comprised a selection of documents, photographs and artworks from the Museum's significant holdings of Dunera material. In attendance were six "Dunera boys" together with many children and grandchildren of deceased Dunera boys, for whom the event was an emotional and much appreciated recognition of the experiences and achievements of the internees.



Disadvantaged schools program

In 2015, the Museum received funding from Gandel Philanthropy to run a pilot program jointly with the Jewish Holocaust Centre, whereby disadvantaged schools from metropolitan and regional areas around Victoria had the opportunity to visit both Museums free of charge. The program was premised on the idea that, when studying the Holocaust, it is preferable for students to also learn about Jewish people and Jewish history, to provide them with a broader perspective and understanding. The program included a specially designed reflective activity for students to undertake following their visit, as well as an Israeli-style lunch.



Annual volunteers' morning tea

In December, the Museum held its annual volunteers' morning tea, to thank its volunteers for their contribution and commitment. The guest speaker was Philip Dalidakis MP, Victorian Minister for Small Business, Innovation and Trade, and a former Treasurer of the Museum. Philip delighted guests with his personal reflections on the importance of the Museum, and his own family connections to the Dunera experience, the subject of the exhibition in the Krongold Family Gallery where the event was held. At the event, special recognition was given to Ros Shlagman, who contributed the most hours of any volunteer over the course of 2015, and retiring volunteer Bev Cohen, who has worked at the Museum Shop since its opening in 1995, and, prior to that, at the op shop at Chadstone that raised funds for the Museum.



2015 Exhibitions



Loti Smorgon Gallery

Andy Warhol's Jewish Geniuses
20 November 2014 – 26 May 2015



Presented in cooperation with the Jewish Museum Vienna, this exhibition presented Warhol's series of silkscreen portraits of ten iconic 20th century Jewish figures, seen in Australia for the first time. The portraits included a mix of writers, philosophers, musicians, scientists and artists, from Sigmund Freud and Albert Einstein to the Marx Brothers and Golda Meir. In addition to the "Jewish geniuses" series, the exhibition featured a portrait painted by Warhol of Australian Jewish philanthropist and art collector, Loti Smorgon, and rare audio-visual footage on loan from the Andy Warhol Museum in Pittsburgh, which placed the "Jewish geniuses" portraits in the context of Warhol's artistic oeuvre.

True Jews & Patriots: Australian Jews and World War One
30 June 2015 – 31 January 2016



True Jews and Patriots was the Jewish Museum of Australia's commemorative exhibition for the national "Centenary of Anzac" celebrations. The exhibition investigated the contributions and legacies of Jews who enlisted to fight in World War One, and the impact of the War on the Australian Jewish community. It featured a diverse collection of objects, artwork and artefacts, including Sir John Monash's combat boots, Oswald Benjamin's custom-made uniform and Algie Sander's photographs. featured many previously untold stories of Australian Jewish contributions to the Great War. Curator Deborah Rechter placed the Jewish experience of World War One in the context of Jews' broader participation in 19th and early 20th century civil society in Australia, exemplified by the career of Australia's highest-ranking officer, Sir John Monash.

True Jews and Patriots was presented in partnership with the Victorian Association of Jewish Ex & Servicemen & Women Australia.

Dinah & Henry Krongold Family Gallery

Warhol Now
20 November 2014 – 26 May 2015



The Jewish Museum invited contemporary artists from around Melbourne to contribute a contemporary response to the *Andy Warhol's Jewish Geniuses* exhibition. Artists were asked to portray an inspirational Jewish figure or to reflect on Warhol's aesthetic, his artistic practice or his ideas of celebrity, fame and identity. The seven selected artists provided works in a range of media and using a variety of approaches – from clearly evident aesthetic parallels, to very personalised, creative takes on subject matter and form.

The Australian Jewish News 120 Years: The people and events making the headlines
7 June 2015 – 16 August 2015



Presented in partnership with The Australian Jewish News, a pictorially focused exhibition devoted to the central themes that have constituted Australian Jewish life. The exhibition featured a selection of photographs from the Jewish News' commemorative book, *The Australian Jewish News at 120*, edited by Karen Klein, highlighting the most significant news stories since the paper began.

From 'Aliens' to Australians: Remembering the Dunera 75 Years On
From 6 September 2015



Commemorating the 75th anniversary of the arrival of the HMT Dunera in Australia, this exhibition explored the experience of the "Dunera Boys" – German and Austrian Jews, aged between 16 and 60, deported to Australia from England as "enemy aliens" during World War Two. It focussed on the extraordinary cultural life they cultivated while they were interned in camps for two to five years in rural NSW and Victoria. Over 80 objects were on display from the Museum's rich and significant holdings of Dunera material, evidence of how the internees continued to produce art, theatre and music, developed a system of currency, practiced sport and religion, maintained a camp bureaucracy, and even attended a camp university.

Key Results 2015

In 2015, the Museum reached the end of the period covered by its strategic plan. Originally written for the years 2012-14, the plan was extended for a further twelve months, through to December 2015. Outlined here are key results against targets and objectives set out in the strategic plan for 2015, and, where relevant, results for the entire period 2012-15.

Strategic Goal 1

To have a significant and accessible collection of objects and stories that represents the breadth of Jewish culture and Australian Jewish life.

Collections online

In order to make the collection more accessible, the Museum's Curatorial team has been transferring paper-based records to the collection management database, KE EMu. In 2016, an online version of the catalogue will be available to the public online.

- 2015 – 1956 collection items catalogued in EMu collection database
- 2012-15 – 2,542 collection items catalogued

Strategic Goal 2

To have creative and stimulating exhibitions and programs that are relevant to our diverse audiences and education and engage them intellectually, emotionally and spiritually.

Exhibitions

- 2015 – 3 new exhibitions presented
- 2012-15 – 15 new exhibitions presented
- 2015 – 17 short courses and 23 once-off public programs delivered
- 2012-15 – 82 short courses and 78 once-off public programs delivered

Programs

- Two new school education programs centring on the permanent exhibitions developed over 2012-15: "The Jewish Context of the Life and Words of Jesus", tying in directly to the Religious Education curriculum at Catholic schools, and a teaching resource for *Calling Australia Home*, due to be published in early 2016.

Engagement

- High levels of intellectual, emotional and spiritual engagement achieved; of respondents to Museum exit surveys May 2013 to December 2015:
 - 97% felt "nourished and enriched" by their Museum visit
 - 98% said they "learned something I never knew before"
 - 97% said their visit "sparked my curiosity to learn more"
 - 95% found their visit "inspiring / uplifting"

Strategic Goal 3

To be a thriving, dynamic, welcoming and accessible cultural destination.

Expanded opening hours

- 2015 – Continued opening on Fridays, following a trial in 2014 to expand Museum opening hours

Jewish holidays

- 2015 – 8 Jewish holidays marked or celebrated through program and activities
- 2012-15 – 35 Jewish holidays marked or celebrated

Kids & family programs 2012-2015

- Children's activities in permanent exhibition *Calling Australia Home*
- Children's trail in the exhibition *Aleph Bet: the artistry and poetry of the Hebrew alphabet* and complementary children's exhibition, *Aleph Bet: playing with the Hebrew alphabet* (April-August 2012)
- Year-long children's exhibition *In Season: Spring, Summer, Autumn & Winter – a playful journey through a Jewish lens* with drop-in arts & crafts activities, workshops, and Jewish holiday-themed open days and special events (August 2013–July 2014)
- Exhibition trail for the permanent galleries, available at all times as part of a standard Museum visit
- Children's activity sheet for *Andy Warhol's Jewish Geniuses* (November 2014–May 2015)

Strategic Goal 4

To have significantly increased audiences and greater awareness of, associations with and loyalty to the Museum.

Visitation and participation

- Total visitation for 2015 – 18,093
 - 36% increase compared with 2014
 - 43% increase compared with 2009-2011 average annual visitation
- Total visitation 2012-15 – 57,246
- Record results achieved for school visitation in 2015 – 5,675 students and teachers
 - 22% increase from 2014
 - 69% increase from 2009-2011 average annual school visitation

Awareness

- 2015 – over 60% increase in number of e-news subscribers, from 4,565 in January 2014 to 7,343 in December 2015
 - 2012-15 – total increase of 130%
- 2015 – over 600% increase in facebook followers – 1,355 as at 1 January 2014 compared with 9,920 as at 31 December 2015
 - 2012-15 – number of followers grows over ten-fold

Strategic Goal 5

To have long-term financial security and ongoing, resilient relationships with our donors and funding partners.

Over the period 2012-2015

- Foundation corpus \$2.9 million at 31 December 2015
- Acquisition and retention of annual major donors and corporate sponsors
- Renewed triennial funding from Arts Victoria
- Stewardship plan for continuing engagement of major donors developed with ongoing implementation

Strategic Goal 6

To have a safe and sustainable organisation that demonstrates best practice in all of its operations and governance.

Key initiatives 2012-15

- New CRM database implemented to support fundraising and donor relationship management
- Rigorous governance processes developed for tracking and monitoring implementation of the Museum's risk management plan
- Overhaul of the Museum's visitor services function, with creation of new volunteer roles and new induction and training programs
- Minor works completed to improve air-conditioning system, as well as purchase of museum-standard monitoring equipment



Financial Performance 2015

Overview

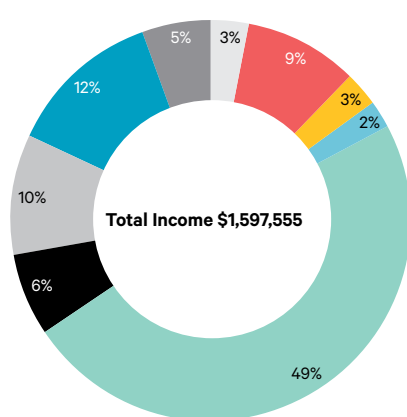
The Museum's total revenue for 2015 was \$1,597,555, including donations totalling \$966,147, admissions and program fees totalling \$198,975 and State Government funding via Creative Victoria in the amount of \$69,600. Expenses for the year totalled \$1,436,015, resulting in a net income of \$161,540.

The Museum's net assets as at 31 December were \$5,101,992, an increase from \$4,940,452 at the end of 2014. This was primarily due to a decrease in total liabilities, including a reduction of \$106,791 in the non-current FBT liability and recognition of \$127,000 of income received in advance in 2014.

Statement of Financial Position 31 December 2015

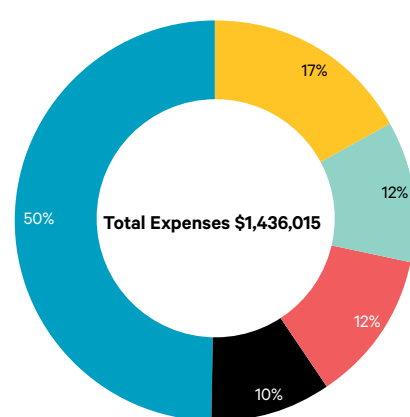
	2015 \$	2014 \$
Current Assets		
Current savings accounts & term deposits	119,658	102,750
Accounts Receivable	46,463	44,986
Other Current Assets	14,447	25,154
Total	180,568	172,890
Fixed Assets		
Permanent Collection	1,211,144	1,209,344
Freehold Property & property improvements	4,123,915	4,195,038
Office furniture, equipment & software	44,040	47,169
Total	5,379,099	5,451,551
TOTAL ASSETS	5,559,667	5,624,441
Current Liabilities		
Trade creditors, accrued expenses & provisions	122,652	115,020
Fringe Benefits Tax payable	144,000	144,000
Income received in advance	0	127,156
Total	266,652	386,176
Non-current liabilities		
Fringe Benefits Tax payable	188,525	295,316
Other payables	2,497	2,497
Total	191,022	297,813
TOTAL LIABILITIES	457,674	683,989
NET ASSETS	5,101,993	4,940,452
Equity		
Accumulated funds at the beginning of the year	4,940,452	5,098,192
Net surplus/deficit for the year	161,540	-157,740
TOTAL EQUITY	5,101,992	4,940,452

Income & Expenditure 2015



INCOME

- Admissions \$51,585
- Fees \$147,390
- Sale of goods \$40,671
- Memberships \$36,737
- Donations \$775,121
- Sponsorship \$103,050
- Government grants \$157,576
- Other income \$198,975
- Interest & Foundation distribution \$87,101



EXPENSES

- Curatorial \$244,402
- Education & Programs \$165,795
- Marketing & Communications \$172,961
- Development \$140,465
- Finance & Operations \$712,392

Net Income \$161,540

Donors & Supporters 2015

The Jewish Museum of Australia gratefully acknowledges the following individuals, families, trusts & foundations, corporations and government agencies who have provided philanthropic and other funding in 2015. Their generosity helps the Museum to fulfil its mission of engaging people with Jewish culture.

Lifetime Philanthropic Supporters

Principal Benefactors

Gandel Philanthropy
Victor Smorgon Charitable Fund

Major Benefactors

Pratt Foundation

Benefactors

Daniel Besen
Finkel Foundation
Dinah & Henry Krongold Family
Naomi Milgrom
Spotlight Foundation
Nathan & Nechama Werdiger
Dennis & Tauba Wilson

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Principal Corporate Sponsor



Exhibition Sponsors

Andy Warhol's Jewish Geniuses



True Jews and Patriots: Australian Jews and World War One



2015 Government Supporters



True Jews and Patriots: Australian Jews and World War One



Sharing Victoria's Stories of Making Connections



Volunteers 2015

Volunteers at the Museum undertake a range of important roles – from welcoming visitors at front-of-house, providing guided tours and presenting our school education programs to assisting with the cataloguing of our collection and behind-the-scenes administrative assistance. We thank them for their commitment and loyalty, and, most importantly, for helping make the Museum such a warm and welcoming place for our visitors.

Volunteering facts

- 135 volunteers engaged in 2015 including
 - 45 school education
 - 25 guides
 - 25 Visitor Services desk
- 30 new volunteers in both on-going and project based roles
- Demographics of volunteers engaged in 2015
 - 20% aged under 30
 - 40% aged over 70
 - 15% male, 85% female
 - Approximately 18% not Jewish
- Total of 2,100 volunteering episodes or 6,300 hours in 2015
 - Average 121 hours a week (equivalent of 3.2 full time staff)
 - Represents over \$200,000 in human resources



I really enjoyed this, especially learning about the Jewish culture in Australia, being from New York.

Museum visitor, 2015

These courses are a most important part of my weekly lifestyle. My deep and sincere thanks.

Short course participant, July 2015

This is a great museum to learn about Judaism and Jews in Australia. The displays are clear and well presented and there is always a guide on hand if you need more explanation

Trip Advisor review, January 2015

The event gave me an illuminating insight into a world that I know exists but am not very aware of. The quality of the speakers was very high.

Public program participant, February 2015

Jewish content was deeply touching. Thank you to the guide, it was lovely meeting you.

Museum visitor, 2015

Congratulations on an excellent exhibition and JMA's contribution to extending Jewish and Australian understandings of Jewish Australians' participations in the Great War.

Museum visitor, 2015

Fabulous guides with excellent knowledge. I feel the experience was better than anticipated, that was relevant to our curriculum which explores and respects all religions/faiths.

Year 10 teacher, St Augustine's College, Kyabram, August 2015

Very interesting. I certainly came out having learned more than when I came in. Great exhibits.

Museum visitor, 2015

Never thought I would see a Warhol exhibition in a Jewish museum!!! Best Warhol exhibition I have ever seen!!!

Museum visitor, 2015



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