



2023 PROSPECTUS



75 ISRAEL

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ISRAEL 75: A DOUBLE MIRACLE

Israel's Independence Day celebrates a double miracle in the life of the Jewish people. The first miracle is the restoration of Jewish sovereignty. There is no other example that I know of in the history of nations in which a scattered people, practically left for dead, has been able to re-assert its national life.

The second miracle is what we've done since the establishment of the Jewish state. Israel is a regional economic power and one of the world's leading technological powers.

The creativity and genius of the Jewish people are bursting forth in every area: in science; in technology; in medicine; in the arts. The results of these successes promise a great future not just for the Jewish people, but for all mankind.

This double miracle is a testament to the life-force of the Jewish people. It's a testament to the deep wells of hope we carry inside us and to the deep connection that we have both to our past and to our future. The restoration of Jewish sovereignty and Israel's global contributions are only the beginning.

If we stand together, if we remain committed to our common destiny, there's nothing we cannot achieve.

Amir Maimon

Israeli Ambassador to Australia



OUR DESTINY IS ISRAEL'S DESTINY

There are, of course, many reasons to celebrate Israel's Diamond Jubilee next year.

The mere fact that this tiny strip of land, a third of the size of Tasmania, has not just survived but thrived is simply remarkable. Beset by enemies, plunged into war and afflicted by terror, the Jewish State has nonetheless prospered, emerging as a global leader in so many fields. We gaze in awe at all that has been accomplished in such a short space of time.

Truth be told though, we did the same on her 50th, her 60th and her 70th anniversaries.

But when we talk about Israel, there's something particularly significant, particularly auspicious about the age of 75. For it was when he was 75-years-old that the very first Jew made aliyah.

In fact, it occurs in the very first parsha I learnt as a child and the one that piqued my own interest in Zionism. I'm referring to Lech Lecha

As we read in Bereishit 12, "And the Lord said to Abram, 'Go forth for yourself from your land and from your birthplace and from your father's house, to the land that I will show you. And I will make you into a great nation, and I will bless you ... And Abram was 75 years old when he left Haran. And Abram took Sarai his wife and Lot his brother's son ... and they came to the land of Canaan ... And the Lord appeared to Abram, and He said, 'To your seed I will give this land.'"

In short, the very essence of Zionism - the unbreakable bond between the Jewish people and the land of Israel that has endured for thousands of years - was formed when the father of the Jewish people was 75.

Now, as Israel herself turns 75, her destiny is likewise being shaped - forging friendships with former foes, a pioneer in the worlds of science, medicine, agriculture and high-tech, a vibrant, thriving democracy, a force in the fields of sport and culture, and a leading light in the provision of humanitarian relief and aid. The Promised Land is a land fulfilling her promise.

Yes, there are still battles to be fought, both physical and existential and, here in Australia, Zionism Victoria is on the frontline, defending Israel against those who question her legitimacy, and misrepresent and malign her with unfounded accusations and scurrilous slurs.

But we also rejoice in all she has achieved and is yet to achieve, promoting awareness, facilitating debate and discussion, and representing her interests both within our own community and the wider community.

And in this her 75th year, as we pray for peace, the message we're spreading is clear: Lech Lecha - Go forth for yourself.

Go forth and embrace all that Israel has to offer and all that we at Zionism Victoria have to offer. Please join us on the journey as we strive to make this year a year like no other.

Yossi Goldfarb
President of Zionism Victoria



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ISRAEL 75

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OUR MISSION



It's our mission to lead and encourage Jewish and Zionist activity and expression within Victoria, to represent the Jewish community, to promote and communicate Israel's interests within the broader Victorian community and to promote and strong and positive relationship between the Victoria and the State of Israel.

It is our role as the roof body of all Zionist organisations in Victoria:

- ▶ Providing opportunities for discussion, debate and expression of Jewish and Zionist thought.
- ▶ Developing deeper connections between the Victorian Jewish community and Israel, in particular attempting to include a wider cross section of the community in our activities.
- ▶ Actively engaging with the general Victorian community with a view to expressing, explaining and promoting Israel's interests.
- ▶ Conducting cultural, educational and informational activities and events.
- ▶ Creating an atmosphere within the community that values Zionist thought and expression, the Hebrew language and culture, and pride in Israel and her achievements.
- ▶ Promoting Jewish communal voluntary and professional leadership and management.
- ▶ Fostering intercommunity understanding and tolerance and taking an active role in the Victorian multicultural community.

Zionism Victoria fosters a deep connection between the Victorian Jewish community and Israel, as well as facilitating a bridge between the Jewish community and the extended general community.



POLITICAL ENGAGEMENT

One of Zionism Victoria's principal roles is to engage with key decision makers to ensure they are fully appraised both of the full picture when it comes to Israel rather than the bias and propaganda that fuels so much of the public discourse, and of the concerns of the community.

As well as ongoing discussion and discourse with our MPs and their advisors, we host a number of political functions throughout the year for our affiliates and for Victorian Jewry as a whole.

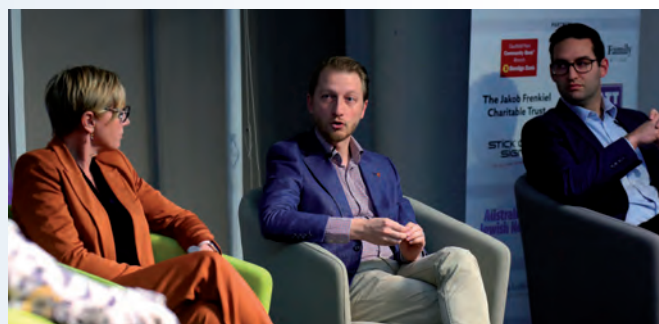
In the lead up to the 2022 federal election, together with the Jewish Community Council of Victoria, we organised briefings for the communal leadership with Karen Andrews, then Minister for Home Affairs, and Penny Wong, then Shadow Minister – now Minister – for Foreign Affairs.

After the election, the first address re-elected Member for Macnamara Josh Burns gave to the community was to a meeting of the Zionism Victoria executive. We also hosted a Q&A style forum for the community with the JCCV, featuring the newly-elected Members for Higgins and Goldstein, Michelle Ananda-Rajah and Zoe Daniel, alongside Burns and Victorian Senator James Paterson.

Ahead of the state election, we will be running a similar forum at which our local candidates will take the stage to face the voters,

As well as these ad hoc events, our annual Parliamentary cocktails attended by senior politicians including the Premier and Leader of the Opposition, as well as joint initiatives with the Parliamentary Friends of Israel group ensure Israel's interests are represented at the highest level.

And in the coming year, we are hoping to go one step further. Together with Parliamentary Friends, we are working on a mission to Israel so that a number of Victorian MPs can see first hand all that the Jewish State has achieved and learn about the threats it faces from those charged with ensuring its security. Details will be progressed after the state election.



ADVOCACY AND ACTIVISM

Zionism Victoria plays a leading role in both promoting and defending communal interests.

Earlier this year, when the University of Melbourne Student Union (UMSU) passed a motion branding Zionism as racist, accusing Israel of ethnic cleansing and apartheid, and calling for a boycott of the Jewish State, it was decided the issue was so important that all the communal roof bodies – both state and federal – should speak in one voice.

And that voice was articulated by Zionism Victoria, who led by writing to the university's Chancellor and Vice-Chancellor, as well as the Minister for Higher Education, on behalf of all the community's key organisations.

All three subsequently came out against the UMSU motion.

Zionism Victoria also coordinated the drafting of a landmark op ed on the topic, published in the name of all the roof bodies, youth movements and the Australasian Union of Jewish Students.

The resolution was subsequently rescinded by UMSU, only for a new one to be passed in August. Again, Zionism Victoria played a prominent role, engaging with the university's Chancellor and Vice Chancellor, urging them to adopt the International Holocaust Remembrance Alliance (IHRA) Working Definition of Antisemitism, and joining the other roof bodies in signing a statement condemning the motion.

In April, meanwhile, Zionism Victoria was asked by concerned parties to campaign for the adoption of the IHRA Definition by Glen Eira Council, amid fears that officials researching the matter had been briefed by left-wing groups opposed to the definition.

Taking up the cause, Zionism Victoria sent a five-page submission to Council stressing that the definition had been hailed globally by both Jewish and non-Jewish organisations as a critical tool in tackling resurgent antisemitism.

When it emerged that the officials had already drafted their report and appeared to have been swayed into rejecting the adoption, and with just two days before Council was due to vote, Zionism Victoria organised a public petition which secured more than 2200 signatures.

On the day of the vote, Zionism Victoria's executive director was one of just three people to address Council on the matter. The motion was ultimately supported by all councillors, save for one who abstained.





Zionism Victoria also successfully lobbied for IHRA to be adopted by the Victorian Government.

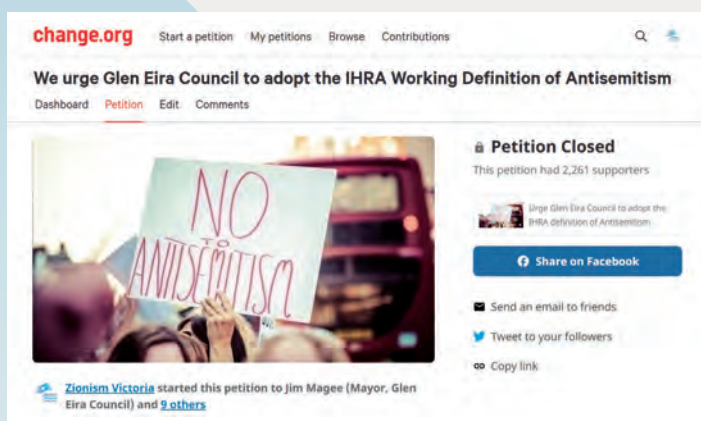
With Liberal Opposition Leader Matthew Guy having pledged to adopt it at Zionism Victoria's annual assembly last November, securing the support of the Labor Government was a key aim in the months that followed.

In May, those efforts paid off when Premier Daniel Andrews took to the stage at the Parliamentary Cocktail Reception hosted by Zionism Victoria and the Zionist Federation of Australia and declared, "Adopting the IHRA definition will provide a stronger foundation to protect Jewish Victorians and help inform future policy and legislative changes that defend against the scourge of antisemitism in our state."

In the coming months, Zionism Victoria will be encouraging other councils in Victoria to adopt IHRA and working with the government on its implementation.

We have also been asked by the Premier to discuss possible amendments to the state's anti-vilification legislation with the Attorney General's Office.

Over and above specific legislative initiatives, as with the UMSU resolution Zionism Victoria will be on the front foot and on the front line as and when issues relating to Israel and impacting the community arise.



HITTING THE HEADLINES

The high regard in which Zionism Victoria is held is reflected in the extensive media coverage it receives.

As well as reporting on our various programs and events, we have been invited to comment by both the Jewish and mainstream media on matters not only pertaining to our initiatives and activities, but also those of more general interest to Australian Jewry

Alongside local community publications, The Australian Jewish News and J-Wire, Zionism Victoria has been cited and quoted in The Australian, The Age, The Jerusalem Post and Jewish News Syndicate (JNS). We have also been interviewed on ABC News and Sky News.



THE AGE

The men also made a Jew gesture towards the building's CCTV cameras, according to Zeddy Lawrence, the executive director of Zionism Victoria, which owns the property.

"It's well known that anti-Semitism is currently on the rise, and this latest incident clearly shows why the ban the government announced yesterday on the public display of [Nazi] swastikas... is so important in combating this scourge," Lawrence said.

RELATED ARTICLE



Right-wing extremism

Nazi swastika ban takes shape as Victoria introduces landmark legislation

THE AUSTRALIAN

Zionism Victoria president Yossi Goldfarb welcomed "the support expressed for Jewish students and for academic partnerships with Israeli universities and scholars".

'WE HAVE OUR OWN VOICE'

Burns clarifies UNHRC stance

A/N STAFF

IN his first address to a Jewish communal organisation since being re-elected recently as Labor Member for Macquarie, Josh Burns explained why the Albanese government decided last week not to sign the US-led statement condemning the United Nations Human Rights Council's Commission of Inquiry report on Israel.

While Australia didn't put its name to the American protest, Australia's representative to the UNHRC, Amanda Gorey, expressed the government's "fundamental concerns" about the permanent inquiry into Israel and the "disproportionate scrutiny" of the Jewish state.

"Australia's guiding principle will be advancing the cause for peace. Viewing any conflict from one perspective will not achieve that goal," she said.

Speaking to the Zionism Victoria executive meeting on Tuesday night at Beth Weizmann, Burns reflected, "Do I think there is any substantive difference between us and the Americans? Absolutely not. Would I have been happy for Australia to sign the American statement? Yes, I would."

However, he noted that "Australia wanted to project that we have our own voice as part of international affairs, not just in the



Josh Burns (second in March) with ZV president Yossi Goldfarb and Foreign Affairs Minister Penny Wong. Photo: Peter Hahn

Middle East but on matters of foreign policy.

"We have different considerations, we have a different region to the US, we have different nuances that we need to express."

But he stressed, "On the substantive matters at play, as a country, we acknowledge that Israel should not be singled out in the way in which it has by the Human Rights Council, we acknowledge the disproportionate nature of the Human Rights Council's agenda and we acknowledge that the investigations being done recently don't reflect what we believe to be fair and proper process, which is why we expressed concern in them."

Responding to a question from Zionism Victoria president Yossi Goldfarb about the ALP's stance on recognition of Palestine, Burns emphasised that the policy included

in the party platform is not binding, and merely requests that a Labor government consider it.

Goldfarb last week expressed gratitude to the government "for speaking out against the UNHRC's blatant bias and for upholding Australia's bipartisan support of the Jewish state both domestically and on the international stage."

"That the Israeli-Palestinian conflict is the only global situation deemed worthy of a permanent commission of inquiry already highlights the UN's prejudiced view of Israel. But this is further underlined by the report's findings which focus almost entirely on allegations of Israel while skimming over the crimes perpetrated by Hamas."

"Anti speeches that were overwhelmingly hostile to Israel, we are grateful to the new government."

YOM HA'ATZMAUT SAMEACHI

'Pray for the realisation of an enduring peace'

MERGING from a year of COVID restrictions and believing the pandemic was behind us, Yom Ha'atzmaut last year was a real cause for communal celebration. After keeping our distance during the past 12 months, we could finally come together en masse with friends, family and fellow community members to enjoy the Jewish state's 75th birthday.

The nation's birth was short lived. Just two weeks after the birthday bash, we looked on in horror as 65 worshippers were crushed to death and around 150 injured during the traditional Lag B'Omer pilgrimages to Mount Meron.

It was the worst civilian disaster in Israel's history. But the nation had's own finished sitting shiva before the scene was set for a fresh military conflict, with tensions flaring in Jerusalem over Shabbat, Jewish and the Temple Mount. Rising and bloodshed throughout the country was overshadowed only by the bombardment of rockets raining down from Gaza.

The IDF's response, targeting the terrorists behind the deadly onslaught, led to the all-too-predictable attacks on Israel on these shores and a constant spike in antisemitism. Jewish students felt the heat on campus, with various politicians and pundits condemning Israel, echoing the poisonous propaganda of the pro-Palestinian protesters who thronged through the streets of the CBDs.



Zeddy Lawrence

Our Israel solidarity rallies, by contrast, mourned the innocent victims on both sides and drove home a message of peace.

The gatherings heard from senior politicians from both major parties endorsing the Jewish state's right to defend itself against those intent on its destruction.

Headlines eventually drove to a close and just two weeks later Israel woke to a new dawn with a broad coalition forming a post-Nesher government stretching from left to right, and including, for the first time in history, an Islamist Arab party.

Back home in Australia however, things were not so bright as Melbourne and Sydney were plunged back into lockdown. Unhappily, our same here at Zionism Victoria, like other communal organisations, rose to the challenge, setting up a range of online events addressing everything from the Olympics to the film & Jerry's birthday, and all manner of topics, from culture to cuisine, in between.

And so to you. With the shadow of COVID hopefully passing, we come together as a community once again to mark Israel's birthday, but while we pay that the celebratory spirit has a little

longer than last year, we recognise that both the Jewish state and the Jewish community here in Australia face considerable challenges.

As we head towards Israel's 75th anniversary, the BDS movement's successful targeting of the Sydney Festival in January wounds alarm bells. No doubt belated by their unprecedented achievements, they will seek to strike elsewhere.

The recent Amnesty Report, meanwhile, branding Israel as a apartheid regime, the flimsiest of claims among those who wilfully oppose the existence of the Jewish state and those heaped by the report's misinterpretation and misconceptions. And then there are individuals and groups within our own ranks who down Israel at every opportunity, even as far as opposing the adoption of the IHRA working definition of antisemitism, and in so doing undermine the united front required to preserve and promote our communal identity as proud Jews and proud Zionists.

Realising that some of pride in our youth, especially when the country is under fire for both Israeli and figurative – and reminding ourselves and our fellow Australians of all that has been achieved in just 74 years – the miracle of the modern state – that is our mission here at Zionism Victoria, a mission we doubt shared by all our communal root bodies and main-

stream communal organisations. Yes, there is still a way for Israel to go. There are inequalities in society that need addressing, political schisms that challenge government stability, tensions between Jewish and non-Jewish members of the population, and, of course, there is that all too elusive peace with the Palestinians. But, and it's a big but, diplomatic breakthroughs with credible enemies and an Arab party in Israel's governing coalition prove that progress is not distant.

And so, this Yom Ha'atzmaut we pray for a peaceful year ahead and, indeed, the realisation of an enduring peace that once and for all will finally confine the Arab-Israeli conflict to the pages of history. With these hopes and prayers in mind, we urge you to show your support for Israel at next week's Yom Ha'atzmaut and from Ha'atzmaut events in your respective states – meaning the fallen, celebrating its accomplishments and rejoicing in the possibilities of what is still to be achieved.

Zeddy Lawrence is executive director of Zionism Victoria, New South Wales community director at Yom Ha'atzmaut, May 14 at North Blackwood Hall, Murrumbidgee Region, 4011 Commonwealth Ave, 2517 NSW. Email: zeddy@zionism.org.au or 0800 000 000. Zionism Victoria is a not-for-profit organisation. Donations are welcome. Register: zionism.org.au or 0800 000 000.

THE JERUSALEM POST

NY CONFERENCE ISRAEL NEWS HEALTH & WELLNESS WORLD NEWS MIDDLE EAST BUSINESS

Welcoming the announcement, ZV President Yossi Goldfarb said, "We are tremendously grateful that the Premier has taken this critical step. In doing so, he has sent an unequivocal signal that racism and antisemitism have no place in Victoria. The importance of adopting the IHRA definition was underlined just two weeks ago when the University of Melbourne Student Union passed a blatantly antisemitic resolution, despite protests from Jewish students fearful of the impact it would have on their well-being and safety."



Australian state of Victoria seeks to ban swastika, except for 'religious' use

The region's premier, Daniel Andrews, also announced on Wednesday that the Australian state will adopt the International Holocaust Remembrance Alliance's (IHRA) working definition of anti-Semitism, reported the Australian Jewish publication J-Wire. The announcement was made at an Israel Independence Day event co-hosted by the organizations Zionism Victoria and the Zionist Federation of Australia.

August 8, 2022

The main headlines

ONLINE ACTIVITY

In recent years, the nature of communal engagement has undergone a major transformation spurred on by two key factors.

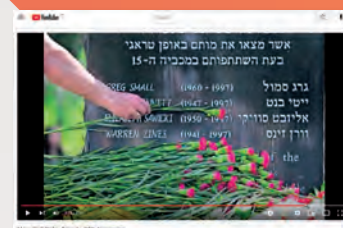
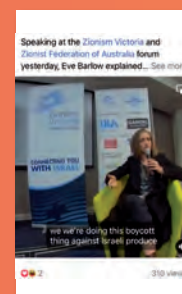
Firstly, the increasing tendency of younger generations to connect digitally.

And secondly, the multi-generational adaption to virtual communication driven by COVID

While still very much committed to real-world activities and in-person engagement, Zionism Victoria has wholeheartedly embraced the opportunities offered by digital and social media to engage all sectors of the community.

Broadcast online, our Yom Hazikaron commemoration in May 2022 was watched by well over 1,000 people at home, in addition to the 1,000 who attended in person.

As one viewer commented, "Thank you for a very moving Yom Hazikaron ceremony. Thank you especially for the live stream which enabled those who could not participate in person to honour the fallen from afar. Toda Raba."



Likewise, joining the thousands at our Yom Ha'atzmaut festival were several hundred more who tuned into the concert that rounded off the event via their laptops.

Meanwhile, Facebook, Twitter, Instagram and YouTube are employed not simply to post news and information – posts that regularly reach an audience of up to 2000 - but to create an interactive environment for discussion and engagement.

With no local ceremony organised to commemorate the 25th anniversary of the Maccabiah Bridge Disaster in July, Zionism Victoria took it upon itself to produce a video honouring the four Australian athletes who died in the tragedy. Uploaded to our digital platforms on the anniversary, it was viewed well over 1000 times.

Likewise, Zionism Victoria's online petition urging Glen Eira Council to adopt the IHRA Definition of Antisemitism amassed 2,500 signatures in less than three days, while a post condemning the University of Melbourne Student Union for passing a blatantly antisemitic and anti-Zionist motion was shared over 80 times, reaching a staggering audience of almost 22,000 people.

More recently, several hundred people have watched clips or full streams of our MPs forum and Q&A with social media activist Eve Barlow on Facebook and YouTube.

Add in a weekly email newsletter sent to a 4,500-strong database – up more than 1,000 on last year – and it is evident that pursuing a proactive policy of digital engagement is a critical pathway to extending our communal reach.



CONNECTING CULTURES



The Jakob Frenkiel Connecting Cultures Program run by Zionism Victoria is a free service offered to all Victorian schools and community groups aimed at breaking down barriers and promoting tolerance, respect and understanding.

Offering students from non-Jewish schools and organisations an insight into the Jewish community and endorsed by the Victorian Government, Connecting Cultures delivers quality educational programs to groups interested in exploring the many aspects of Jewish life, including religion, history, culture and Israel.

Partnering with various other communal organisations, we facilitate excursions to synagogues, the Melbourne Holocaust Museum, the Jewish Museum of Australia, Jewish schools and the Lamm Jewish Library of Australia.

We also arrange engaging speakers including rabbis, Holocaust survivors and specialist educators, tailoring talks and trips to the interest and requirements of the participating organisation.



“One of the best programs I've seen. The kids have not stopped talking about it.”

Rob Robertson
Wonthaggi North Primary School



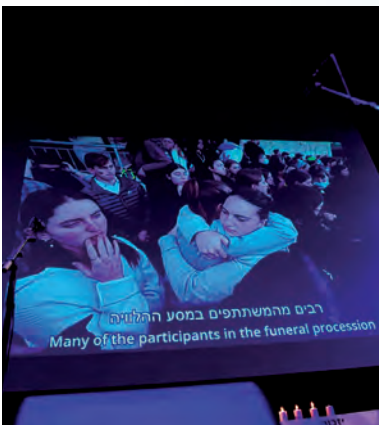
For Secondary School students, Connecting Cultures offers experiences which directly correspond to the VCE and Victorian Curriculum.

Targeted subjects include English, which can include various Holocaust-themed novels, History, Interpersonal Development, Global Politics, and Religion and Society.

For Primary-aged students, we offer fun activities to teach them about the various Jewish holidays and customs.

An Israeli-style lunch is also included, together with a talk and video about Israel to dispel the misconceptions perpetrated by the media, by showcasing the Jewish State as a vibrant, multicultural democracy, respectful of all faiths and at the cutting edge of scientific research.

YOM HAZIKARON



The evening of Yom Hazikaron marks Israel's National Day of Remembrance for those who have lost their lives in the IDF and through acts of terror.

Each year, thousands from across Victoria, and indeed beyond, attend our dignified commemoration either in person or via live-streaming to mark this solemn occasion.

Engaging both the Jewish and the Israeli communities, through its superb production values, it is the only communal event that successfully integrates both Hebrew and English.

The ceremony is professionally curated and marked by prayer, music, tributes and candle lightings. Among the participants are students from the major Jewish schools, members of youth movements, communal leaders, rabbis and cantors from across the religious spectrum, as well as relatives from within our own community of Israel's fallen.

Yom Hazikaron in 2023 will be particularly poignant as it marks the 75th anniversary of Israel's War of Independence, and we will recall and honour the more than 24,000 Israelis killed in defence of the state and the more than 4000 killed in acts of terror in the years since.



As Zionism Victoria President Yossi Goldfarb said at the 2022 Yom Hazikaron ceremony reflecting on the latest spate of terror attacks, "We all hope and pray that we will no longer need to enter dark places, that peace will reign, and that the last name on the list for this year becomes the last name on the list permanently."

YOM HA'ATZMAUT FAMILY FESTIVAL

An annual fixture in the community calendar, the Yom Ha'atzmaut Family Festival is the centrepiece of the Zionism Victoria year.

Marking Israel's Independence Day, thousands flock from across the state for an incredible afternoon and evening of celebrations.

Food vendors, carnival rides, Israeli dancing, community stalls and a major concert showcasing some of the best and brightest talent within the Jewish and Israeli communities are just some of the highlights making it a must-attend event for all ages.

And with Israel in 2023 celebrating its 75th anniversary, plans are underway for a fun-day out like no other.

We're also planning to invite other communities to join us at the event, so they can learn a little more about Jewish and Israeli culture while enjoying all the activities and entertainment on offer.

Among those who join in the festivities are communal leaders, state and federal politicians and other dignitaries. Together with key sponsors and supporters of Zionism Victoria, they are invited to attend a VIP reception at the festival.

Our sponsors and partners also have the opportunity to have stalls at the festival, where they can engage directly with members of the community.





ISRAEL SHABBAT

The weekend after Yom Ha'atzmaut, Zionism Victoria helps synagogues, care homes and other communal institutions celebrate the Jewish State's birthday with an Israel-themed Shabbat.

We arrange guest speakers to address congregants before or after services or at special Friday night dinners and/or Saturday kiddushes or lunches.

Experts in their fields, speakers can be selected to talk on all manner of topics related to Israel, from history and

culture to politics and society.

We also provide decorations to enhance the festivities.

In 2022, a record 27 synagogues hosted Israel Shabbats facilitated by Zionism Victoria, reaching thousands of members of the community through their shules.

With 2023 marking such a special anniversary, we're hoping to more than double that figure.

ISRAEL 75

PARLIAMENTARY COCKTAILS

Addressed by both the Premier and the Leader of the Opposition, the event is also attended by Ministers and Shadow Ministers, Members of Parliament, Federal MPs, leaders of both the Jewish and other communities, as well as a host of prominent personalities and dignitaries.

The level of attendance reflects the high regard Zionism Victoria is held in by the political establishment and the strong relationship we have with them. Indeed, it was at the 2022 reception, and following a campaign by Zionism Victoria, that Daniel Andrews announced the government's adoption of the IHRA definition of antisemitism.

Our annual Parliamentary Cocktail Reception is the VIP function of the Victorian Jewish calendar, and the once-a-year opportunity for our sponsors, supporters and affiliates to engage with the state's key policy-formers and decision-makers.

Israel isn't just the toast of our community on Yom Ha'atzmaut. At Zionism Victoria's annual Parliamentary Cocktail Reception, hosted in partnership with the Zionist Federation of Australia, Victoria's political leaders also drink a l'chaim to the Jewish State.





It was at the 2022 reception that Daniel Andrews announced the government's adoption of the IHRA definition of antisemitism.

SHALOM AMIR!

2022 saw the arrival of a new Israeli Ambassador to Australia.

Having previously held diplomatic posts in London, Washington, Turkey and Canada, Amir Maimon also had the distinction of being the Jewish State's first Ambassador to Lithuania.

A member of the diplomatic corps in Addis-Ababa, he personally coordinated Operation Solomon, the airlift of 15,000 Ethiopian Jews to Israel.

Welcoming him to Australia, Zionism Victoria co-hosted a reception attended by community leaders and affiliates, alongside the Jewish Community Council of Victoria.

Addressing guests, the Ambassador spoke about the depth of love he felt within the community for Israel.

Warmly received by the 100 leaders in attendance, a further 200 watched a recording of his speech online.



ENGAGING EVENTS



Next year might mark Israel's landmark 75th anniversary, but 2022 also saw its fair share of milestones.

July 24th was the centenary of the League of Nations adopting the British Mandate. And August 28th-31st marked the 125th anniversary of the First Zionist Congress in Basel, when Theodor Herzl invited Jewish leaders from around the globe to moot the idea of a Jewish homeland in response to a rising tide of persecution and pogroms.

A Zionism Victoria op ed in The AJN ensured the former did not pass unnoticed, while the latter saw us stage an online event titled To Basel & Beyond – screening the documentary My Herzl and conducting a Q&A with one of the world's leading experts in Herzl and Zionist history, Canada's David Matlow.

Yom Yerushalayim, meanwhile, saw Zionism Victoria booking out a room at the Classic Cinema to screen the critically acclaimed movie Image of Victory, alongside a talk by Jerusalem-born educator Erez Feinberg, who shared his deeply moving reflections on how his family history was bound up with the history of the holy city.

Among other events Zionism Victoria has hosted or sponsored this year are talks by social media activist Eve Barlow on combatting antisemitism and anti-Zionism, and by Achi Kushnir, a 42-year-old Israeli businessman who swapped his career in hi-tech to join the crew of the Mercy Ship international floating hospital.

We also teamed up with Habayit to stage the critically-acclaimed one-woman show Sabra by Israeli actress Netta Yashchin, with productions in both Hebrew and English, and to host a pre-Rosh Hashanah family singalong at the Lamm Library.

Zionism Victoria also supported a symposium run by Australian Friends of Rambam, at which Israeli and Jewish experts discussed the benefits of medicinal marijuana.



THE LAMM JEWISH LIBRARY OF AUSTRALIA

“The only thing that you absolutely have to know,” wrote Albert Einstein, “is the location of the library.”

A treasure trove of information, reflections, memories and entertainment, whatever you're looking for, the library is where you'll find it. And when it comes to matters of Jewish interest, there's only one destination Down Under that fulfils that role – Zionism Victoria's sister organisation, the Lamm Jewish Library of Australia (LJLA).

Boasting a significant collection of over 46,000 books, an expanding collection of e-Books, several thousand audio-visual materials comprising DVDs CDs, posters and journals, in English, Hebrew and Yiddish, the LJLA provides resources for research and leisure, for learning and being.

Culture, history, religion, genealogy, fact and fiction - whatever it is you're looking for the LJLA has it. But the library is so much more than the sum of its books.

It is also a thriving community hub, a place of meeting and learning. Panel discussions, author talks, book clubs, poetry readings, book launches, children's story time, internationally-acclaimed speakers ... the list of activities goes on and on.



Over the past two years, of course, much of the action has been online, but now visitors are returning to the bricks and mortar building.

The Lamm Library is not just about encouraging you to read though, it also encourage you to write, with a skilled professional editor helping you pen your memoirs.

From stories of survival during the Holocaust to rags to riches refugee recollections, 150 volumes have been published to date as part of the library's 'Write Your Story' program.

In the coming year, the library looks forward to publishing many more books, as well as lending them and hosting community members at its numerous and varied events.

Home to a whole host of key communal organisations, the Beth Weizmann Jewish Community Centre is the beating heart of Victorian Jewry. Within the Caulfield premises, you'll find the roof bodies, the charities, the educational organisations, the welfare groups - to name but a few - that make our community tick.

From the huge outdoor celebrations to the moving memorial services, from the gala dinners to the guest speakers, from the missions to Israel to the meetings with ministers, Beth Weizmann is where they're planned ... and, with a state-of-the-art auditorium and an array of other meeting rooms, it's where those events are often held.



If the Premier, the Prime Minister or the President of Israel is coming to talk to the community, Beth Weizmann is where it happens.

Or if there's a telethon, a music recital or even a mahjong afternoon, this is where it's at.

Beth Weizmann is also the site of the Lamm Jewish Library of Australia, home to tens of thousands of Jewish-interest books and audio-visual materials.

And Beth Weizmann's very own community garden is the ideal place to sit and relax or, if you fancy yourself as an urban farmer, to grow your own fruit and vegetables. There's even talk of getting a beehive, so the site can produce its own organic honey.

A hive on the outside and a hive of activity on the inside, Beth Weizmann is all about the communal buzz.



ISRAEL 75

BETH WEIZMANN

ISRAEL 75: TOGETHER LET'S MAKE IT A YEAR LIKE NO OTHER



In 2023, the State of Israel marks a major milestone - 75 years since its foundation. This landmark anniversary offers us a unique opportunity as a community for celebration and reflection

But it comes at a time when we face increasing delegitimation from without, and rising disengagement from within.

In seeking to address these challenges without forsaking the spirit of joy and jubilation at the heart of Yom Ha'atzmaut, alongside our traditional communal events, Zionism Victoria is developing a series of initiatives and activities that will be both meaningful and memorable.

We invite you to join us in making Israel's 75th a year to remember.

PM TO ADDRESS EVATT ORATION

On 29th November 1947, after almost 2000 years without a land of their own, history was made when the United Nations General Assembly voted to support the creation of a homeland for the Jewish people. Not only was Australia the first country to cast a vote in favour of Israel's establishment, the resolution was based on a proposal drawn up by a UN committee chaired by Australia's Minister for External Affairs, Herbert Vere 'Doc' Evatt.

In his memoirs, Evatt – who would eventually become leader of the Australian Labor Party – hailed Israel's foundation as “a great victory”.

Two years after the landmark UN vote, in May 1949, Evatt then serving as president of the General Assembly, oversaw Israel's admission to the UN - a member of the family of nations, a state like any other state, the same rights, the same legitimacy, enshrined in international law.

In honour of the future ALP leader's pivotal role in Israel's establishment and to mark the 75th anniversary of both The UN vote and Israel's independence, Zionism Victoria and the Zionist Federation of Australia will be hosting the inaugural Evatt Oration.

The keynote speaker for the inaugural Oration will be Evatt's successor as leader of the ALP, the current Prime Minister of Australia, Anthony Albanese.



Taking to the dais, his participation underscores the fact that though the international climate is often hostile, in 2023 as in 1948, Australia stands shoulder to shoulder with Israel.

Our intention is that the Evatt Oration will become a regular fixture in both the communal and broader political calendars, commemorating the historic ties between Australia and Israel, and – reflecting the evolving geopolitical and international landscape that led to the UN vote of November 1947 – focusing on current geopolitical issues and how they impact on Australia, and Australia on them.

ISRAEL 75



THE FRIENDSHIP DINNER

Today, alongside peace with Egypt and Jordan, the Jewish State enjoys blossoming relations with the United Arab Emirates, Bahrain, Morocco and Sudan. And further signs of normalisation with her historic enemies are evident, with Israeli planes passing through Saudi airspace and Israel soccer fans getting the green light to attend the World Cup in Qatar.

The once unthinkable is now becoming reality, as the Middle East embraces the words of legendary Israeli statesman Moshe Dayan, who said, "If you want to make peace, you don't talk to your friends. You talk to your enemies."

In honour of the changing geopolitical landscape in which Israel now finds itself, Zionism Victoria – with the support of both the Israeli and UAE Ambassadors, as well as the Victorian Multicultural Commission - is planning to host the Friendship Dinner, at which former enemies will sit together as friends and break bread, celebrating the triumph of harmony over hostility.

For more than 70 years, the overwhelming majority of Arab and Muslim nations refused to recognise Israel's right to exist. But August 2020 witnessed the dawn of a new era with the signing of the Abraham Accords.

As well as ambassadors and consuls representing the Jewish State's new friends, members of the wider diplomatic corps and leaders of other faiths and cultures will be invited to this prestigious function, alongside delegates from the countries and communities they represent.

This is an opportunity for all nations and cultures to join as one in friendship, and toast Israel on its landmark anniversary.

ISRAEL 75 IN PARLIAMENT

As well as our annual Parliamentary Cocktail Reception, Zionism Victoria has been working with the Parliamentary Friends of Israel to ensure there are extra special celebrations in Spring Street for the Jewish State's 75th anniversary. Three key proposals are currently being explored.

The first is for Parliament to pass a resolution committing itself to developing both a symbolic and practical partnership with Beersheva. The rationale behind this choice of city is fourfold: Australia and Beersheva are tied historically, as it was the Anzacs' Light Horse charge there that helped liberate the region from the Ottoman Empire, paving the way for the British Mandate responsible for the establishment of a Jewish homeland; Anzac Day in 2023 coincides with Yom Ha'atzmaut; it was in Beersheva that the process of water desalination - often hailed as the solution to Australia's water woes - was first pioneered; and the current Israeli Ambassador to Australia, Amir Maimon, was brought up in Beersheva.

The second is for a week-long expo within Parliament itself showcasing some of Israel's incredible innovations in recent years, particularly in the fields of technology, medicine and the environment.

The third is to launch the inaugural Zionism Victoria-Parliamentary Friends of Israel mission, giving MPs the opportunity to visit the Jewish State, explore opportunities for collaboration, trade and research, and learn from those at the highest echelons about the very real security challenges Israel faces and her attempts to make peace with her neighbours.



FLAGSHIP EVENTS FOR 75

YOM HAZIKARON

Our annual Yom Hazikaron ceremony, attended by 1,000 members of the Jewish and Israeli communities and watched by an equal, if not greater, number online, will be especially significant in 2023.

Not only will it commemorate 75 years since Israel's War of Independence, it also marks 50 years since the Yom Kippur War.

But it's not just the victims of those conflicts that we will mourn. In its brief history, almost 30,000 Israelis have been killed in defence of the state or as victims of terrorist atrocities.

As we gather together to honour the fallen through prayer, music and personal testimonies, so too we pray that the coming year will bring an end to the violence and bloodshed that have afflicted the state since its foundation.

FED SQUARE FLAG CEREMONY

Each year on Yom Ha'atzmaut, as a gesture of solidarity with the Jewish State, it has become customary for the Israeli flag to be flown in Melbourne's Federation Square.

Typically, the flag is simply raised at the start of the day and lowered at the end of the day by personnel at Fed Square.

However, to mark Israel's 75th anniversary Zionism Victoria plans to host an actual ceremony at the site emphasising the significance of the occasion.

As well as a band and choir performing both Hatikvah and Advance Australia Fair, dignitaries representing the State of Victoria, the State of Israel and the Jewish community will attend, launching the official celebrations marking Yom Ha'atzmaut.



YOM HA'ATZMAUT FAMILY FESTIVAL

In recent years, despite the cloud of COVID hanging over communal celebrations, we have been blessed to be free from restrictions on the day of Yom Ha'atzmaut itself and have attracted crowds of more than 6,000 people to our annual festival.

How many more will flock to the festivities with the threat of the pandemic receding and with 2023 being an extra special anniversary!

But it's not just numbers that will be bigger than before. Plans are underway for a unique celebration befitting a unique occasion. More activities, more entertainment and more ruach, culminating in a night of blue and white infused with pride at all Israel has achieved.

And it's not just members of our own community we're hoping to attract. The festival is also an opportunity to showcase the joy of Jewish life, Jewish culture and the Jewish State to the broader community,



PARLIAMENTARY COCKTAILS

Undoubtedly the red carpet event of the Jewish community calendar, Zionism Victoria's annual Yom Ha'atzmaut Parliamentary Cocktail Reception co-hosted with the Zionist Federation of Australia sees the state's most senior figures raise a glass and drink a l'chaim to Israel.

Attended by political, spiritual and communal leaders, this prestigious function is where the Premier and Leader of the Opposition make major policy announcements relating to the Jewish community, and where our sponsors, supporters and affiliates can share their thoughts on key issues with Victoria's VIPs.



ISRAEL SHABBAT

On the Shabbat directly after Yom Ha'atzmaut, Zionism Victoria facilitates Israel-themed services and meals at synagogues and care homes across the state.

In 2022, we arranged guest speakers and decorations for no fewer than 27 shules, reaching thousands of congregants. And in 2023, we'll be stepping up our activities with a view to bringing a taste of Israel to as many congregations and communal organisations as possible.



MALKI ROTH PEACE GARDEN

Home to the largest Jewish community in Australia and the epicentre of communal life including annual Yom Ha'atzmaut celebrations, there is understandably an appetite for the City of Glen Eira to honour its residents' deep-rooted relationship with Israel and recognise this landmark occasion with its own special gesture symbolising the 75th anniversary.

Zionism Victoria is currently working with Glen Eira Council and local MP David Southwick to identify a suitable project that reflects both the City's vision and the ethos of the Jewish State.

Currently under consideration is an initiative that embraces Glen Eira's commitment to environmental sustainability, the pioneering premise on which the State of Israel was founded of making the desert bloom and recalling a young Caulfield resident whose life was cruelly cut short in an act of bloody terror.

Aged just 15, Malki Roth was one of more than a dozen people killed in August 2001 when a bomb exploded in the Sbarro pizza restaurant in Jerusalem.



Planting the Malki Roth Peace Garden for Israel's 75th would not only celebrate the Jewish State's anniversary, it would also honour all the innocents who have fallen since its establishment.

Its name, meanwhile, would underline the aspirations of both the country itself and the Jewish community of Victoria who yearn for an end to the violence that has afflicted Israel's citizens – many of whom are mourned by brothers, sisters and cousins within Glen Eira itself.

Our hope is that Beersheva, a city that shares historic ties with Australia, will plant a twin garden as part of its 75th anniversary celebrations, symbolising the bond between the two countries.

30

With Israel marking its 75th anniversary, what better time could there be to reflect on the remarkable achievements and tremendous strides forward the Jewish State has made in so many fields, not just in building a society from scratch, but for the betterment of mankind as a whole

As the rabbinic sage Hillel asked, "If not now, when?" and several generations later we pay heed.

Agricultural innovations, water purification, medical research, scientific development, technological advancement and now huge leaps forward in addressing environmental and climate concerns – all have changed the face of the world we live in, helping feed the hungry of the poorest nations, alleviating the suffering of drought-stricken lands, curing sickness and disease across the globe, rescuing victims of disaster buried beneath rubble, creating communication and information pathways beyond our wildest imagination and tackling the global warming that threatens our children and grandchildren's future.

Working in tandem with such organisations as the Australia-Israel Chamber of Commerce, the Jewish Climate Network and our affiliates in the fields of science, education and medicine, Zionism Victoria will deliver a program of events showcasing the spirit of tikkun olam – healing the world – that has led Israel to be acknowledged globally as the start-up nation and a pioneer in the provision of humanitarian aid.



A LIGHT UNTO THE NATIONS



ISRAEL 75

OUR ISRAEL: REFLECTIONS

Even before Australia's Herbert Vere Evatt spearheaded the UN Resolution that led to the establishment of the State of Israel, the two nations' histories were bound together.

Three decades earlier, in late 1918, the Australian Light Horse were involved in pivotal battles that led to the defeat of the Ottoman forces in the Middle East, paving the way for the British Mandate tasked with the creation of a Jewish homeland.

It is noteworthy that the Australian cavalry who charged at Tzemaeh and Beersheva counted among their ranks numerous Aboriginal Anzacs, forging a bond between two indigenous peoples.

Chronicling various episodes in our shared history and reflecting on key issues in our relationship, 'Our Israel: Reflections' - published by Zionism Victoria and the Lamm Jewish Library of Australia - will be a commemorative book celebrating both the incredible relationship between our two countries and also the incomparable ties that exist between the Australian Jewish community and the Jewish State - from the countless projects supported by our communal organisations to the students who spend their gap-years there and to the Aussies who've made Israel their home.

As well as commentary and analysis from prominent pundits, 'Our Israel' will also include a lection of poems, pictures and prose from younger members of our community reflecting on what the Jewish homeland means to them.



ISRAEL 150

Over the past 75 years, Israel has made tremendous strides. The nascent state that had to fight for its very existence from the moment it was established is now a global leader in countless fields – high-tech, agriculture, science, medicine to name but a few – with more Nobel Prizes per capita than the US, France, Germany and, indeed, Australia.

Crucially, it has also made tremendous strides in forging friendships with former foes. From the pioneers who drained the swamps to the pioneers who are building the start-up nation, and from the leaders who fought for survival to the leaders who are signing trade and tourism deals with their old enemies, unimaginable progress has been made.

But Israel still faces many challenges. The neighbourhood may be less hostile than it was two years ago, but peace with the Palestinians remains elusive, Iran's nuclear quest continues as does her genocidal rhetoric, the global balance of power is in flux and global warming presents the Promised Land with its own threats,



So, while we may have some sense of where the country is at it celebrates its 75th anniversary, what the future holds is far from certain.

As we reflect on all that has been achieved during Israel 75, so too we consider all that is yet to be achieved with a series of panel discussions in which experts in various fields share their thoughts on where Israel will be as it marks its 150th anniversary in 2098.

THE MONASH MUSEUM

While we may be celebrating Israel's 75th anniversary next year, the story of modern Israel actually begins around 75 years before 1948 with idealistic Jewish pioneering group Hovevei Zion heading to the Holy Land in the 1870s and 1880s, seeking self-determination and sanctuary from the persecution and pogroms they endured in Eastern Europe.

This movement, which would ultimately be known as Zionism, gained both momentum and a figurehead during the Dreyfus Affair of the 1890s, when Theodor Herzl, a journalist covering the antisemitic show trial of a Jewish army officer on trumped up charges, realised even the most assimilated of Jews was at risk of becoming the victim of prejudice and discrimination in a supposedly civilised society.

Australia, meanwhile, played a pivotal role in the establishment of Israel, prior to 1948. The ANZAC charge at Beersheva paved the way for the British Mandate, charged with creating a Jewish homeland, while it was Australian statesman Herbert Vere Evatt, who chaired the UN commission that recommended the partition plan in 1947 and Australia that cast the first vote in its favour.



In Melbourne, meanwhile, in 1927, one of our nation's most iconic and revered citizens, General Sir John Monash helped found the Australian Zionist Federation, serving as its first president.

Named in his honour, the Monash Museum at Beth Weizmann will showcase the history of Zionism from the Hovevei Zion and Herzl to Ben Gurion, and the battles for survival to draining the swamps and the Declaration of Independence.

It will also trace the historic relationship between Australia and Israel, and Australian Jewry and Israel, highlighting the incredible contributions of both our country and community to the creation of the modern state we see today.



YOUTH UNITE FOR SEVENTY-FIVE

Traditionally in Victoria, the Jewish schools operate independently of each other. They organise their own events and activities, and there are rarely occasions where their students are all under the same roof.

But for Israel's 75th anniversary, we see an opportunity for the shared Zionist ideals that bind us together to bring us together.

The aim is to hold a one-day conference for the Year 10 students from all the Zionist schools - and, where possible, those at government schools under the auspices of the United Jewish Education Board (UJEB) - offering a diverse range of programs that are educational, inspirational and fun.

From peulot shedding light on different aspects of Israeli life to our relationship with the Jewish State and to what Zionism means today, great guest speakers and educators will help participants explore and develop their identity as young Jews in the modern world



Add in an Israeli-themed sports tournament featuring matkot and machanayim, a gap year exhibition, participation from the youth movements and the Australasian Union of Jewish Students (AUJS) and round it all off with a sausage sizzle and a battle of the bands, and this will be a landmark event marking a landmark anniversary.

Building on the success of the conference in 2023, the intention is that it will become an annual fixture in the communal and school calendar, possibly expanding to incorporate other year-levels as well.

FOOD WEEK

Whether it's a simple shwarma stuffed laffa or the more fancy fare served up by the likes of Yotam Ottolenghi, there's no question that Israeli cuisine has now made its mark on the international scene.

Indeed, even in Melbourne, cauliflower king Eyal Shani – hailed by some as the Jewish State's "most celebrated chef" – is cooking up a storm in the CBD at Miznon.

What was once a land flowing with milk and honey is now a land flowing with every kind of food and drink you can think of, served up as a street snack or on a silver salver.

To celebrate the flavours that are setting tastebuds tingling from Tel Aviv to Tiberias, Zionism Victoria is planning a series of epicurean events as part of our Israel 75 festivities.



So if you're a fan of five-star fine dining or if you prefer pitas filled with falafel, we're catering to all requirements. From an exclusive Israeli-themed dinner dished up by a renowned chef in sumptuous surrounds to fressing at a food truck festival while bopping to a band playing top tunes from the Jewish State ... whatever meal makes your mouth water, it's time to tuck in.

And with a range of cooking demonstrations as well as talks exploring the ancient and modern links between particular ingredients and the Promised Land, there's something for everyone on the Israeli Food Week menu.

Beteavon!

CALLING ALL KIDS

To engage younger members of the community, Zionism Victoria will liaise with Jewish schools, youth movements and UJEB to organise a number of activities helping to foster their relationship with Israel.

As well as producing easy-to-understand educational materials, we're planning to run a 'My Israel' competition across different age categories, inviting children to produce pictures, poems and essays illustrating their perceptions of the Jewish State.



The winning entries will be displayed or recited as part of Israeli Culture Month, and also published in the 'Our Israel' commemorative book.

For those who are creative with their hands, we'll also be running a Lego competition, with contestants making models of iconic Israeli landmarks. Their creations will be on show in Beth Weizmann, with Lego Masters' Hamish Blake invited to join the judging panel.

Add in a song contest, with the winners earning the right to perform at our Israel 75 gala concert, and the younger members of our community won't just be catered for during our celebrations, they'll also be taking centre stage.

CULTURE MONTH

It seems you can't turn on the television nowadays without a hit show from Israel or a hit show from America based on an Israeli show flashing across your screen.

From *Homeland* and *The Baker* and *the Beauty* to *Fauda* and *Shtisel*, the Jewish State's scriptwriters and producers are behind some of the biggest must-see TV events of the past ten years.

But these small screen successes are just part of the incredible collage that make up the breadth of contemporary Israeli culture. And you don't need to go to Israel to find it. Head to Point Leo Estate on the Mornington Peninsula, for example, and you'll see *Big Boy*, a sculpture by Zadok Ben-David that's now a notable landmark overlooking Western Port Bay.

Ben-David is just one of countless artists, authors, musicians and moviemakers hailing from the Jewish State who have made their mark around the globe.

Whether it's the glitterati such as Gal Gadot, Natalie Portman and Gene Simmons or the literati such as Amos Oz, Etgar Keret and David Grossman, there are pop stars, poets, painters, prima donnas, divas, dancers, conductors and composers who have not only helped shape Israeli culture but also global culture.



Working with other cultural organisations within and outside the community, such as the Jewish International Film Festival and Melbourne Jewish Book Week, Israel 75 provides the perfect opportunity to reflect on the output of these icons and celebrate their work with exhibitions, screenings, recitals, readings, concerts and plays at a variety of venues throughout the city.

ISRAEL 75

SPONSORSHIP OPPORTUNITIES

75 FOR 75

To mark Israel's 75th anniversary, we're offering three opportunities to become a Major Partner of Zionism Victoria for \$75,000:

Major Communal Partner	\$75,000 +gst.
Major Philanthropic Partner	\$75,000 +gst.
Major Lead Partner	\$75,000 +gst.

- As a Major Partner, your branding will be featured prominently at all Zionism Victoria events throughout the year in the top section of the Zionism Victoria Sponsors Banner.
- A personalised message from the CEO or President of your company or organisation will be included in our Yom Ha'atzmaut Program
- There will be opportunities for involvement in major event proceedings, with speaking and introductory roles available
- Your branding will be featured prominently throughout our website with links to your website or social media on our sponsorship page
- Inclusion of your branding on our weekly email newsletter to our 4,500+ database
- Four dedicated EDM's to our 4,500 database promoting your activities
- Four 'Spotlight on Sponsors' advertisements published via social media
- Inclusion of your branding in all Israel 75 promotional material
- A full colour page advertisement in our Yom Ha'atzmaut Event Program
- Acknowledgement of support in the Australian Jewish News
- Ten reserved seats for the Yom Hazikaron Commemoration
- Eight invitations to the Fed Square Flag Ceremony, the Yom Ha'atzmaut Family Festival VIP Reception and the Yom Ha'atzmaut Parliamentary Cocktail Reception
- Formal invitations to all exclusive Zionism Victoria functions throughout 2023
- Further benefits to be tailored to your company or organisation

ISRAEL 75 FLAGSHIP EVENT PACKAGES

Help the community mark Yom Hazikaron and Yom Ha'atzmaut as a sponsor of our flagship events: The Yom Hazikaron Commemoration; The Federation Square Flag Ceremony; The Yom Ha'atzmaut Family Festival; Israel Shabbat; The Yom Ha'atzmaut Parliamentary Cocktail Reception

Partner . . \$50,000 +gst

- Your branding featured prominently at all our events on our Sponsors Banner
- Your branding featured throughout our website with links to your website or social media on our sponsorship page
- Two dedicated EDM's to our database promoting your activities
- Four 'Spotlight on Sponsors' advertisements published via social media
- Inclusion of your branding in all promotional material for the flagship events
- A full colour page advertisement in our Yom Ha'atzmaut Program
- Acknowledgement of support in the Australian Jewish News
- Eight reserved seats for the Yom Hazikaron Commemoration
- Six invitations to the Fed Square Flag Ceremony, the Yom Ha'atzmaut Family Festival VIP Reception and the Yom Ha'atzmaut Parliamentary Cocktail Reception
- Formal invitations to all exclusive Zionism Victoria functions throughout 2023

Patron . . \$25,000 +gst

- Your branding will be featured prominently at all our events on our Sponsors Banner
- Your branding will be featured throughout our website with links to your website or social media on our sponsorship page
- Two general EDM's to our database promoting your activities
- Two 'Spotlight on Sponsors' advertisements published via social media
- Inclusion of your branding in all promotional material for our flagship events
- A full colour page advertisement in our Yom Ha'atzmaut Event Program
- Acknowledgement of support in the Australian Jewish News
- Six reserved seats for the Yom Hazikaron Commemoration
- Four invitations to the Fed Square Flag Ceremony, the Yom Ha'atzmaut Family Festival VIP Reception and the Yom Ha'atzmaut Parliamentary Cocktail Reception
- Formal invitations to all exclusive Zionism Victoria functions throughout 2023

Corporate Sponsor \$10,000 +gst

Event Sponsor \$7,500 +gst

- Your branding featured prominently at all our events on our Sponsors Banner
- Your branding featured throughout our website with links to your website on our sponsorship page
- One 'Spotlight on Sponsors' advertisement published via social media and one general EDM to our database promoting your activities
- Inclusion of your branding in all promotional material for flagship events
- Full colour page advertisement in our Yom Ha'atzmaut Program
- Acknowledgement of support in the Australian Jewish News
- Corporate Sponsors: Four reserved seats for the Yom Hazikaron Commemoration plus three invitations to the Fed Square Flag Ceremony, the Yom Ha'atzmaut Community Festival VIP Reception and the Yom Ha'atzmaut Parliamentary Cocktail Reception
- Event Sponsors: Two reserved seats for the Yom Hazikaron Commemoration plus two invitations to the Fed Square Flag Ceremony, the Yom Ha'atzmaut Community Festival VIP Reception and the Yom Ha'atzmaut Parliamentary Cocktail Reception

Connecting Cultures Sponsor \$10,000 +gst

Help us break down barriers and build bridges

- On any given day, Zionism Victoria can be coordinating programs for up to 150 students.
- In 2019 (pre-Covid), we organised programs for around 900 students from across Victoria. This year, we've run programs for more than 1600 students from 30 schools. In the coming year, we aim to reach at least 3000 students.
- We recently presented at the History Teachers' Association of Victoria Annual Conference and more than 60 schools from around the state signed up to receive details of the program.
- For many schools and groups, particularly those travelling from outside of Melbourne, a full-day excursion can be costly. Wherever possible, Zionism Victoria endeavours to assist financially, helping to cover transport, museum entry and dining costs, so no student is deprived of the opportunity to learn about the Jewish community.
- As a Connecting Cultures Partner, your organisation's branding will appear on the Connecting Cultures banner and website and on all Connecting Cultures promotional material
- Two dedicated EDM's will be sent to our database promoting your activities
- Four 'Spotlight on Sponsors' advertisements will be published via social media
- Your branding will be featured at all Connecting Cultures activities
- You'll receive four reserved seats for the Yom Hazikaron Commemoration plus three invitations to the Fed Square Flag Ceremony, the Yom Ha'atzmaut Community Festival VIP Reception and the Yom Ha'atzmaut Parliamentary Cocktail Reception

Major Online Partner \$50,000 +gst

- To meet the rising demand for engagement and communication via social media, as well as the increased necessity for online advocacy and activism, Zionism Victoria is looking to take on a digital media manager
- As our Major Online Partner, you will receive all the benefits of a Partner, as well as branding across our social media platforms and our newsletters
- Your branding will also be included at the beginning and end of all video content produced by Zionism Victoria.

SPONSORSHIP TO SUIT YOU

As outlined in the previous pages, alongside our flagship Yom Hazikaron and Yom Ha'aztmaut commemorations and celebrations, Zionism Victoria is planning a range of events and initiatives in the coming year to mark Israel's 75th anniversary.

If you are interested in supporting any of the following, we would be delighted to discuss sponsorship opportunities for each one tailored to your interests and requirements, including naming rights.

- The Evatt Oration Page 25
- The Friendship Dinner Page 26
- Israel 75 in Parliament. Page 27
- Our Flagship Events Page 28
- The Malki Roth Peace Garden Page 30
- A light unto the nations. Page 31
- 'Our Israel: Reflections' Page 32
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To discuss your involvement in any of the above, or if you'd like to chat about other sponsorship opportunities relating to Zionism Victoria, Beth Weizmann Jewish Community Centre or the Lamm Jewish Library of Australia, please contact our Relationship & Advertising Manager **Sandra Sochen** on (03) 9272 5508 or at ssochen@zionismvictoria.org.au.



For more information, please contact

Zeddy Lawrence
Executive Director

(03) 9272 5508
execdirector@zionismvictoria.org.au

www.zionismvictoria.org.au