



Judy & Leon Goldman Learning Centre

Strategic Plan 2025–2027

**WHERE
HOPE SHINES
BRIGHTER
THAN HATE**

In an era of rising antisemitism, our purpose has never been more urgent.

The Melbourne Holocaust Museum is committed to fostering understanding and compassion, to inspire a future free of hate.

We will continue to honour and build on the vision of the Holocaust Survivors who founded our museum, ensuring their stories, their lessons, and their hope endure.





Our Purpose

We are a place of learning, amplifying the voices of the Holocaust through education, memorialisation, and research.



Our Vision

To inspire a world free of hate, discrimination and antisemitism.



Enhancing our advocacy and impact

We are positioned to speak out on issues that connect with our purpose and to create lifelong learning opportunities that inspire personal reflection and action.



Expanding our reach

The Melbourne Holocaust Museum is more than a place of remembrance — it is a Centre of Excellence in Holocaust education, memorialisation, and research.



Conserving the voices

As the last generation to hear survivors' stories firsthand, we are dedicated to conserving their voices, ensuring their testimonies remain accessible for generations to come.



Completing the transition

Our transition from the Jewish Holocaust Centre to the Melbourne Holocaust Museum strengthens our reach and impact across multiple audiences.

01.

Enhancing our advocacy & impact

We are positioned to speak out on issues that connect with our purpose and to create life-long learning opportunities that inspire personal reflection and action

We aim to connect with every student in Victoria once through their primary school and again through their secondary school and to continue to give opportunities for the whole community to learn in different ways.

Indicative Priorities

01. Grow those participating in our school and corporate learning programs by 10% each year.
02. Incorporate new technologies in our learning programs to enable deeper student engagement with our exhibitions.
03. Develop a new online learning platform to increase access to corporate learning, teacher professional development, and short courses.
04. Implement the *Critical Thinking is Critical: Education, Innovate and Advocate Against Antisemitism* program.
05. Launch a new Advocacy Strategy to focus our engagement with key stakeholders and ensure regular commentary on our work and on current events that connect with our purpose.
06. Support the Jewish Arts Quarter, and work with local, state, and Federal governments to enhance the Selwyn Street precinct as a vibrant and diverse Jewish cultural space.

02.

Expanding our reach as a Centre of Excellence

The Melbourne Holocaust Museum is more than a place of remembrance — it is a Centre of Excellence in Holocaust education, memorialisation, and research.

As thought leaders in our areas of expertise, we inspire others with the work we do.

Indicative Priorities

01. Increase the visibility and public participation in commemorative events and activities such as International Holocaust Remembrance Day and Yom HaShoah.
02. Contribute to organisations that connect with our purpose such as the International Holocaust Remembrance Alliance, and the Australian Holocaust Museums Alliance.
03. Develop a Scholar and Artist in Residence Program to bring innovative creative and intellectual perspectives to our collections to bridge academic research and public engagement.
04. Develop new forms of evaluation to enable us to critically reflect on the impact of our programs.
05. Resource staff to engage in scholarly research and public discourse, positioning our Museum as an authoritative voice that shapes debate.

03.

Conserving the voices of the Holocaust

As the last generation to hear survivors' stories firsthand, we are dedicated to conserving their voices, ensuring their testimonies remain accessible for generations to come.

Indicative Priorities

01. Implement the MHM Testimony Strategy and be proactive in recording new testimonies, including those of the Second and Third Generations.
02. Develop the Australian Holocaust Survivor Testimony Portal to bring together in one place the 1000s of testimonies of survivors who migrated to Australia.
03. Continue the digitisation of the collection with a target to have 100% completion by 2027.
04. Secure funds for a proactive and sustainable approach to the collection and conservation of relevant Holocaust material culture from the Victorian community.
05. Support Holocaust survivors to gather, share experiences and contribute to the vital work of the Museum.

04.

Completing the transition from the 'Jewish Holocaust Centre' to the 'Melbourne Holocaust Museum'

Our transition from the Jewish Holocaust Centre to the Melbourne Holocaust Museum strengthens our reach and impact across multiple audiences.

As a Museum, we are working towards deepening and widening public engagement, increasing our visibility with the arts and culture sector and upholding the highest museum standards.

Indicative Priorities

01. Significantly grow our fundraising capacity including a focus on major donor support and bequests.
02. Use audience research on Culture Segments to underpin our marketing strategy and inform decisions on programming and opening hours.
03. Host a diverse range of special exhibitions.
04. Strengthen the MHM as space for brave conversations through partnerships including with the Australian Centre of Jewish Civilisation at Monash University, AMAGA (Victoria), the Jewish Museum of Australia, the Immigration Museum and the Islamic Museum of Australia.
05. Value our Staff and Volunteers through a supportive workplace and provide professional development opportunities to enhance career progression.
06. Invest in a new Customer Relationship Management (CRM) system to improve our business practices.
07. Enhance the visitor experience and the security architecture.



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We all have the ability to make a difference in the lives of others. What kind of difference you make will depend on the choices you make... The choices you make will define you.

Holocaust Survivor Peter Gaspar OAM



Melbourne Holocaust Museum Inc

formerly known as Jewish Holocaust Centre

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