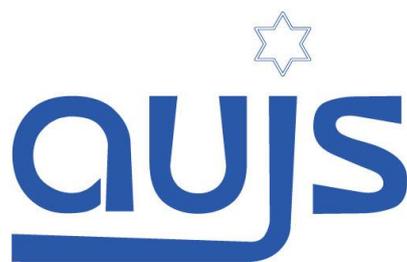
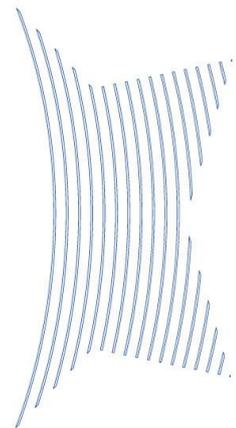


Australasian Union of Jewish Students

ANNUAL REPORT 2012



Australasian Union of
Jewish Students



Prepared by
Daniel Nash
AUJS National Chairperson

Australasian Union of Jewish Students

Annual Report 2012

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Introductory letter

To the AUJS student leadership and to the Jewish student body of Australia and New Zealand,

Dedicating oneself to the Jewish community and to AUJS can be challenging. I have more than once asked myself why I volunteer for AUJS and not use my spare time on one of any number of other activities. The answer is because I have found involving myself in AUJS – for four joyful years – fulfilling beyond measure.

I conclude my leadership of the organisation proud of the strides made in 2012, and inspired by the students who are joining AUJS for the first time this year and starting their own adventures in our Jewish student union. I look to those who join us on campus now and know that AUJS has a bright future ahead of it in continuing to provide for Jewish students.

I would like to thank everyone who has worked so hard at every tier of the organisation over the course of this year. This Annual Report is a tribute to our successes in 2012, and an insight into the challenges AUJS faces leading into 2013.

To every member of my Executive – Lev, Alex, Leya, Yossi, Andrew, Rotem, Shira and Reuben – thank you for your devotion to AUJS. Whether running a portfolio or a region, a campaign or a conference, you have each dedicated yourself wholeheartedly this year.

To student leaders across our regions, thank you. I have thoroughly enjoyed observing your success with social events, advocacy initiatives and educational campaigns.

To our leaders on campus, you are the ones who interact with Jewish students every day. Please accept this as my personal thanks for bringing Jewish life and a taste of our community to university campuses across Australia and New Zealand.

To our professionals: Tania, Robbie, Itay, Jane and Talya – successful AUJS initiatives across Australasia are grateful for your input. So too are the students who run them.

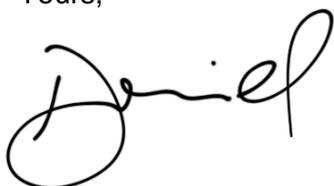
Finally, to our community partners and friends, thank you for your trust and keeping your faith in AUJS acting in the interests of our community's youth.

AUJS remains that key link connecting Jewish students to the rest of their Jewish life. We have a long road ahead of us to once again engage every Jewish student across Australia and New Zealand.

The good news is that we're heading in the right direction.

I wish the next National Executive and every AUJS student leader the best of luck for 2013. I include myself there, and I look forward to contributing to our wonderful union for many years to come.

Yours,

A handwritten signature in black ink, appearing to read 'Daniel', written in a cursive style.

Daniel Nash
CHAIRPERSON

Executive Council of Australian Jewry Inc.

הוועד הפועל של
יהודי אוסטרליה

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Service Associations

New Zealand Jewish Council

Zionist Federation of Australia



6 August 2012

Daniel Nash

National Chairperson

Australasian Union of Jewish Students (AUJS)

306 Hawthorn Road

Caulfield South VIC 3162 Email: danieln@aujs.com.au

Dear Daniel

On the occasion of the 2012 Annual Conference of AUJS, it gives me much pleasure to wish you, both personally and on behalf of my colleagues on the Committee of Management of the ECAJ, a hearty Mazal Tov on the successful completion of your one-year term of office as National Chairperson.

You and your dedicated team have demonstrated the importance of AUJS on many occasions as the key organisation driving the education and training of the youth of the Australian Jewish community to become effectively engaged with Australia's political system.

AUJS also continues to be crucial in assisting the ECAJ to monitor the upsurge of anti-Jewish and anti-Israel activity on campus that has accompanied the importation into Australia of the global campaign to attack Israel's legitimacy. Agitation for boycotts, divestment and sanctions against Israel has sometimes assumed a false mantle of respectability when promoted by academics abusing their positions of trust and authority. Here too, the vigilance of AUJS has been all-important in enabling the community to respond.

It has been especially heartening that under your leadership AUJS has continued to have a close and productive relationship with the ECAJ. I look forward to continuing the excellent working relationship we enjoy with you and your colleagues.

Yours sincerely

Dr Danny Lamm
PRESIDENT



**MESSAGE TO
AUSTRALASIAN UNION OF JEWISH STUDENTS (AUJS)
FROM PHILIP CHESTER
PRESIDENT, ZIONIST FEDERATION OF AUSTRALIA**

On behalf of the Zionist Federation of Australia, I extend warm greetings to the Australasian Union of Jewish Students (AUJS) for their 2012 annual report.

The Zionist Federation of Australia acknowledges the strong ongoing efforts of AUJS in supporting all aspects of Jewish life in Australia and New Zealand and congratulates the organisation on its efforts in combating anti-Zionism and representing the interests of Jewish university students.

AUJS and the ZFA share a long-standing partnership on AUJS Israel Programs, and the ZFA has worked in an effective and cooperative manner with AUJS, amongst other organisations, in dealing with the issues of advocating for Israel in Australia. We are proud of the work that AUJS is doing in combating anti-Israel activity on campus in a positive way while engaging young adults in *hasbara* and cultural activities.

I wish to congratulate Chairperson Daniel Nash and the Executive at the conclusion of a successful term in office and to commend you on your ongoing communal activism.

I would also wish to congratulate shaliach Itay Ziv for his two years of service and welcome new shlichah Leora Golomb. The ZFA is proud of the assistance we provide to AUJS in arranging the shlichut.

I look forward to ongoing cooperation and partnership, and I wish you *hatzlacha raba* for the coming year.

B'Virkat Zion,

**Philip Chester
PRESIDENT**

Chairperson's report

Daniel Nash, Chairperson

To be the AUJS National Chairperson is to be everything for everyone. Being Chairperson is filled with daily surprises, difficulties, life lessons and responsibility. It is also a role that has been immensely rewarding.

AUJS National has experienced a year of competing challenges and successes. Our challenges were broad and unpredictable. They included: changeover of staff mid-year with the Executive Director and International Programs Director; the resignation of the Vice Chairperson; early departure of the shaliach; at times poor internal communication; and a difference of location contributing to difficulty in establishing personal connection and cohesiveness as a team. There were unexpected and abnormal difficulties in trying to have the National Executive available to attend the entirety of both Executive retreats, and to have all Executive members attend all five conferences and associated events.

The positive note to derive is that the structural challenges faced by the Executive had little detrimental impact on the work of the organisation as a whole. This Annual Report details the considerable achievements of each National Executive member in their portfolio or Region this year. In my own report, I aim to compare the policies proposed in 2011 with what we have ultimately achieved in 2012. These policies relate to: O-Week, conferences, campaigns and sub-committees, and the website and Facebook. These are our successes. I also provide an insight into some of the important functions of my role as Chairperson: media, community, AUJS Ltd, and availability.

O-WEEK

Our 2011 promise was to provide an O-Week campaign with better gimmicks and better marketing. In starting preparing O-Week shortly after my election, I liaised with our community partners to secure items for our bags and to arrange the bags themselves, as well as following up on the purchase of specific AUJS gimmicks. AUJS National provided better bags than supplied in several years, and removed previous loose paper that occupied the content of the bags.

CONFERENCES

Our 2011 promise was to make Basic Training more practical, repeat our Winter Retreat proposals system to select a location, continue the work of building AUJS's stature with our Political Training Seminar, increase flight subsidies to make National Assembly more accessible, and launch a fifth conference. Basic Training explored skills more relevant for student leaders, PTS welcomed an extraordinarily high calibre of speakers and National Assembly offered greater subsidies. We also launched our fifth conference – Conference 5 – immediately after Winter Retreat. Our aim to make more enjoyable and more targeted conferences was largely achieved, with the exception of continuing strategic challenges with Winter Retreat.

CAMPAIGNS AND SUB-COMMITTEES

Our 2011 promise was to rework AUJS's campaigns. This year, AUJS National ran more campaigns than in recent years and thought critically about how each campaign would best operate. A considerable amount of time and energy was invested between myself and the National portfolio holders in discussing, planning and implementing campaigns. The Executive also laboured with its new sub-committee structure. The purpose of the Political Affairs and Development sub-committees was to invite the direct input on campaigns from the individuals they would affect – AUJS student leaders and Jewish students on campus.

WEBSITE AND FACEBOOK

The AUJS website is a useful tool for the organisation to liaise with its members and the broader community. The website's inaugural year in 2011 received little attention in content creation and maintenance from the 2011 National Executive. The result was a year of poor communication in the organisation and a reduced AUJS public persona. This year, I prioritised working on the website – correcting information, adding information, uploading articles and creating events. The website now requires the input of all on campus leaders for its continued growth and success. The website's faults have largely been corrected and now needs to be tried and tested to reach optimal function. In addition to the website, I also sought to increase AUJS's Facebook presence. Alexander Polson and I took a keen interest in ensuring AUJS's Facebook page was regularly updated this year.

COMMUNITY

Part of the role of Chairperson is to represent AUJS to the Jewish community. That includes our communal roof bodies: the ECAJ and the ZFA, and their presidents, and attending and participating in their respective meetings. The Chairperson represents AUJS to AIJAC and JCA NSW, and liaises with the AZYC and any other relevant community organisations. In 2012, AUJS continued to enjoy strong relationships with our community partners. Individual community leaders and professionals, in addition to the organisations they represent, take an interest in AUJS's activities. There is a genuine desire to support students on campus to respond to heightening anti-Israel sentiment. It is an offer for help that should be willingly accepted by AUJS student leaders.

MEDIA

AUJS has featured considerably in the media this year. On my part, that included arranging the 2012 O-Week spread and publishing regular columns in *The Australian Jewish News*, as well as producing and circulating regular media releases for *The AJN* and J-Wire. From February, AUJS appeared in *The AJN* for twelve consecutive weeks.

AUJS LTD

As Chairperson of AUJS National, the office bearer wears the dual hat of being Chairman of AUJS Ltd. Each position takes up one hundred per cent of available time; together the two keep the AUJS National Chairperson busy indeed. As Chairman of AUJS Ltd, it is the Chairperson's responsibility to work with the Executive Director to manage the four areas of focus for AUJS's overall operations – employment, Israel programs, finances and sponsorship.

AVAILABILITY

In my time as Chairperson, I have taken great pleasure in continuing to attend AUJS campus events, in serving on the MonJSS Executive and in still seeing firsthand the incredible work being done. Though there is never any time or spare moment in holding the position of Chairperson, focusing on AUJS on campus and retaining contact with Executive members on campus has been one of the highlights of the role.

CONCLUSION

In all, 2012 has been a very fulfilling year. I hope this Annual Report provides a snapshot into the activities of AUJS National. I have, to varying extent, had my own input in every policy area covered in these pages.

Treasurer's report

Lev Cherkasski, Treasurer

2012 has recorded a financially prosperous year for the organisation. Having delivered an annual budget which continued the trend of my predecessors in delivering a small yet responsible surplus, the 2012 expenditure for the Union has been one of the biggest in recent history. We have employed more staff, embarked on more campaigns and delivered more conferences than ever before.

SPONSORSHIP

2012 has seen a departure from the convention established in recent years. Traditionally, AUJS would approach a large number of donors to be recruited for the Board of Patrons through the organisation of an annual function which was used to encourage prospective patrons to contribute to our organisation.

This year, on the advice of one of our existing Patrons, we have opted to leverage off the network of existing patrons. 2012 has seen the recruitment of new members to our Board of Patrons with several other prospective donors currently in the negotiation stages of an agreement and ultimate hopeful commitment. Whereas in previous years, a set amount was requested of members to join the Board of Patrons for use in an operating budget, we have now established that Patrons can specifically contribute towards particular programs or events run by the Union. This is an approach inspired by the UIA and its 'Touch, Look and Feel' initiative in attracting new sponsorship. Advertising a specific cause to prospective Patrons has yielded considerably more interest compared to asking for a contribution to a large general pool.

CONFERENCES

AUJS conferences represent one of our most significant ventures in connecting Jewish students to each other. We have encountered difficulty in attracting interest to fund our conferences, thereby affecting our capacity to provide reduced participant fees. AUJS continues to build universal subsidies into all conference places. This area has been identified as a priority for 2013 and a strategy has been implemented to overcome this problem in future years.

In 2012 we have seen the conclusion of several agreements which saw an annual contribution towards specific AUJS conferences however regrettably; these amounts have fallen short of desired targets and resulted in a failure to deliver the envisaged participant subsidies. With the revised BOP structure, we envisage that these relationships will be rolled-over into new ones once BOP composition for 2013 has been finalised.

Overall, all conferences have been financially sound with a small surplus being delivered from Winter Retreat once all fees are recovered from late-paying participants and a present forecasted surplus from PTS.

FUTURE

I am proud of having worked through the many changes and challenges we have faced in 2012. I look forward to working with my successor to build on our good work from this year.

Political Affairs Director's report

Alexander Polson, Political Affairs Director

Throughout the year, AUJS has relentlessly campaigned across Australia and New Zealand university campuses to convey a positive message about the State of Israel and to enhance the Jewish, Zionist university culture.

As pro-Palestinian activists and radical student university groups continued their campaigns to delegitimise the Jewish State and continually advocate for the Boycott, Divestment and Sanctions (BDS) movement across Australasia, AUJS has been at the forefront of the debate. There is not one university policy-maker or student across Australasia that doesn't recognise the concern among supporters of the State of Israel. One cannot simply spread hateful and untrue messages on campus without running into an AUJS campaign. It is imperative that AUJS continue with its Israel advocacy work so that community views are heard into the future.

Whether through events, campaigns or direct dialogue, AUJS has been active during 2012. Israel Peace Week, for instance, continued as AUJS's Israeli campus festival aimed to promote dialogue and co-operation between Israelis and Palestinians. It was designed to change the tone of discussion on campus away from a polarising debate to one of mutual understanding and exploring ways students could ease tensions stemming from the conflict in the Middle East.

Another key AUJS policy was not to run a counter campaign to Israel 'Apartheid' Week, rather organising a very successful poster initiative. Organising counter campaigns to radical student events would be a futile exercise only giving Israel 'Apartheid' Week legitimacy, whereas displaying informative posters across campuses with detailed information on AUJS's website achieved aims of supporting Israel and giving Jewish students a sense and accomplishment.

Another significant 2012 AUJS achievement was the annual Political Training Seminar run in Canberra. In its fifteenth year, AUJS sent 45 Jewish student leaders to Parliament House to engage with Australia's leading politicians on a range of policy and political debates. AUJS PTS continues to be one of AUJS's and the Jewish community's stellar programs for fostering the interest of Jewish youth in Australian politics and in advocacy for Israel and Australian Jewry. AUJS PTS 2012 was privileged to have been exclusively addressed by sixteen federal parliamentarians – including seven members of the Coalition front bench and several government ministers – as well as Jewish community leaders. PTS is an unparalleled opportunity for Jewish university students to engage with political life and meet with the individuals who lead this country.

AUJS has been active off campus with a variety of educational events catered to students to increase their knowledge and understanding about Israel and Israel advocacy. AUJS members have also been active on the Internet combating and reporting incidents of anti-Semitism and anti-Israel rhetoric.

Finally, I would like to thank each of the Regional political officers and Political Training Seminar interns for their hard work throughout the year.

Development Convenor's report

Leya Snider, Development Convenor

The role of National Development Officer has been for me a challenging, but very rewarding one.

The most basic responsibilities of the National Development Officer are Basic Training, Holocaust Awareness Campaign, Yom Ha'Atzmaut and Jewish Awareness Week. Although these are the bare essentials, this role can truly be what one makes of it. For the first time in recent AUJS history, we held a Presidents' Day prior to Basic Training and we sent out mishloach manot to all campuses on Purim. Most significantly, this year saw the launch of the National Development sub-committee, which met for an hour every fortnight to discuss National activities and to aid in the creation of National campaigns. The committee consisted of a cross representation from AUJS Regional and several campuses: Adina Rahamim (AUJS Caulfield), Benjamin Needleman (MonJSS), Keren Spector (AUJS Victoria), Mark Lazarovits (MUJSS, AUJS Victoria), Nicola Kobilski (AUJS University of NSW), Nicole Visontay (AUJS University of Sydney), Jake Campbell (AUJS NSW), David Mintz (AUJS Macquarie University), Adrian Brown (AUJS ACT), Ursula Czubala (AUJS Queensland), Sam Gurtman (AUJS New Zealand), Jenna Shneier (AUJS Western Australia) and Georgie Dolgoy (AUJS Western Australia). I want to thank all of these dedicated people for showing up to sub-committee meetings all year and helping to create AUJS's Development campaigns.

The existence of the sub-committee set the tone for Development work this year. Campaigns became a far more collaborative process than in recent years. For an idea to become a reality, it had to pass through both the sub-committee and the National Executive. This certainly complicated the process, and at times it was difficult to reach an agreement between the Executive and the sub-committee. This also meant that planning had to start months earlier in order to provide sufficient time for feedback from these two parties. I would recommend to next year's Executive that firm deadlines be set at the beginning of the year for idea generation and feedback from each body. Extra time and strict deadlines would have resolved many issues we faced this year.

What the sub-committee did provide was greater campus involvement in the creation of campaigns, as well as a sense that National was working closely with campuses to achieve mutual goals of education. Although the contribution of the sub-committee was in fact invaluable for the creation of campaigns, unfortunately there was not enough communication between the sub-committee and their campuses. This resulted in a lack of understanding of what the sub-committee was actually doing. In second semester, this was rectified by sending presidents and vice presidents of each campus key points and achievements of each meeting. A reporting system was also implemented in which sub-committee members reported on their activities at campus executive meetings, as well as reporting at each sub-committee meeting on the responses of their campus.

I believe that our greatest success in the Development portfolio this year was the close relationship built with all campuses across Australia and New Zealand. The collaborative approach required that I personally call a representative from each campus at regular intervals during the year. The most successful campaigns involved spending many hours on the phone building relationships with students working on campus.

A particular example of this was the Jewish Awareness Week magazine, which contained contributions from almost every campus across both countries. Although the campaign was labour intensive, I consider it to be this year's greatest Development success. I believe that in the provision of Development campaigns this year, we were able to started stripping away old boundaries and begun functioning as a cohesive union of Jewish students.

AUJS Victoria report

Yossi Reicher, President

The role of AUJS Victoria President was quite challenging, but also rewarding. Throughout this year, I have gained so many lifelong skills which will always remain with me. Time management has been a very important skill to learn, as has good organisation, management and communication skills.

A strong relationship was formed between the regional and campus levels of AUJS in Victoria this year. Together with my executive, I endeavoured to empower and support our campus executives by providing them with institutional knowledge, by attending their campus events and by supporting them whenever requested. A culture of support and mutuality has developed in Victoria which ensured that the campuses' best interests were always kept at heart.

A focus of our executive this year was to appeal to as many students as possible by having meaningful and quality events. Our aim was to have members feel a sense of community and togetherness and as part of an inclusive and welcoming environment.

AUJS Victoria is proud of its positive relationship with the various communal organisations in Melbourne and in 2012 has worked to strengthen this association. AUJS provided volunteers for the ADC and JNF annual appeals and a Youth Summit has been arranged with the JCCV and ZCV for November to enable AUJS student leaders to engage with the leadership of the Melbourne Jewish community to receive support and advice.

Without the hard work, dedication and commitment of my executive and of the campus executives, AUJS Victoria would not have been able to achieve our incredible amount of success this year. I would like to thank each member of my amazing team for your passion and determination this year. Thank you to the AUJS shaliach Itay for his support as well.

This year has truly been an incredible one and I have really enjoyed working with so many amazing people. I will always cherish the relationships which I have formed throughout the year and I will remember this experience as being truly remarkable.

EDUCATIONAL

AUJS Victoria hosted acclaimed Middle East expert Emanuele Ottolenghi who addressed members on Iran and the Middle East.

AUJS in conjunction with the AICC conducted two workshops in August which covered the main aspects involved in applying for internships and seasonal clerkships.

Activate will be held this year again. This five week program is designed to empower and activate members to take on leadership positions within AUJS in the future.

A 'schools initiative' committee comprised of members of the national, campus and regional executive members was recently formed in Victoria. Designed to educate Year 12s about AUJS and to form a good relationship from the outset, it is my hope that this initiative becomes something fixed in the yearly AUJS Victoria calendar.

SOCIAL

AUJS Victoria ran a significant number of distinctive and unique social events throughout the year. There was an end of semester party at Strike Bowling in 2011. In 2012 a Super Heroes and Villains themed Purim Party was held at The Saint in St Kilda.

One of our most successful social events this year was O-Camp held in week four of first semester. O-Camp enabled students to engage with their peers and to strengthen their connection to – and involvement in – the Jewish community. There were various social, political, educational and religious activities held on the camp, including a guest speaker from JNF and the phenomenal haunted-house themed party. Most of the O-camp participants have regularly attended our events through the duration of the year.

AUJS Victoria supported MonJSS's Tel Aviv on the Menzies Lawn, which featured an Israeli DJ and fairy floss and it also supported the Yom Ha'Atzmaut events held on each Victorian campus. AUJS Victoria also joined the young adult 'Out of the Blue' Yom Ha'Atzmaut party at Boutique in St Kilda. The feedback was outstandingly positive and it was a really amazing event.

AUJS also negotiated with JYM Theatre a special price for AUJS members for tickets to their *Avenue Q* performance, which many members appreciated.

AUJS Victoria held an end of semester party, 'Get Kushed at Cushion' to celebrate the commencement of holidays at Cushion Lounge in St Kilda. The feedback from participants was positive and they were pleased that AUJS had organised an end of semester party.

AUJS had a team in *The Age* Run Melbourne. This provided students with the opportunity to get active and to network with other students for a good cause.

In semester two, AUJS Victoria held a special goodbye BBQ celebration for the AUJS shaliach, Itay Ziv. Semester two social events include the annual AUJS Ball at Encore in St Kilda, a trivia night and an end of year pub crawl.

POLITICAL

This year, AUJS Victoria continued to publish periodic political updates written by AUJS Victoria Political Officer, Ricky Lebenholz. These updates were designed to educate members on the issues facing Israel – enabling them to have more confidence when advocating for Israel.

AUJS Victoria together with MUJSS and the Young Liberals hosted a silent protest at the University of Melbourne opposing a Students for Palestine event. The purpose of this event was to demonstrate to the attendees that the anti-Israel view of Students for Palestine movement is contested.

Our major political event for 2012, Spring Street Conference is going to be held in October. As the Victorian based equivalent of AUJS National PTS, this conference is designed to provide students with the opportunity of engaging with members of the Victorian parliament in order to raise issues with them and to gain an understanding of the work which they perform.

RELIGIOUS

In 2012, AUJS Victoria was a partner in a special shiur entitled 'Does G-d exist?' which was hosted by Mizrachi Beit Midrash. AUJS Victoria also recently hosted a shiur by Jackie Engel entitled 'Practical Spirituality,' and are planning to hold a series of shiurim by Jewish professionals from the legal, medical and business fields.

AUJS Victoria Religious Officer, Josh Bartak, compiled weekly Dvar Torahs and insights into the Torah portion of the week and into upcoming events on the Jewish calendar. These Dvar Torahs have been extremely well received by AUJS members from across Australasia. I hope this is something that will continue in 2013 and beyond.

AUJS Victoria partnered with Chabad Campus for the annual Shabbat 500 Friday night meal, and is also planning to hold a special Sukkot dinner with Aish.

CAMPUS REPORTS

AUJS Deakin

Ilya Maer, President

2012 was definitely a special year for AUJS Deakin. The year began with a bang with a successful O-Week campaign, which saw a lot of first year students express interest in the club. AUJS members were then all given a chance to meet each other at our welcome back BBQ, which – although affected by poor weather – still saw high membership numbers in attendance.

The biggest change came toward the end of May, with a SGM held to reshape and restructure the AUJS Deakin executive. The event was a success, with a new look executive emerging as a result. We are all very proud to play an important part in ensuring AUJS Deakin grows and becomes the largest and most attended club at Deakin! All executive members are fresh on ideas and we were able to gather together and set out an action plan for the remainder of the year.

The first event in our action plan was the launch of the AUJS Deakin Israeli banquet. The event was highly successful – increasing membership by more than 30%. It was, most importantly, fun and a great opportunity for everyone to get to know the new look team we have. Everyone had a ball and the falafel was great too.

From hereon in, we plan to have two on campus events per month as well as one monthly inter-campus event. We will launch access for members to Shabbat 500 and the AUJS Ball, and we could not be any more excited.

Looking forward to the remainder of the year ahead, it's going to be sababa!

AUJS La Trobe

Martha Michelson, President

2012 has been a year of change at AUJS La Trobe. This year, we have run many successful events and have formed the first executive in three years. In first semester we had a welcome back BBQ, Yom Ha'Atzmaut lunch and a Pesach event where – together with Chabad – we handed out matzah. All these events were successful. Each event welcomed new students who demonstrated an interest in joining the executive. We began semester two with a welcome back lunch and AGM where we formed an executive with a: President, Vice President, Secretary, Treasurer, and Safety Officer. We meet every second Thursday to discuss future events and goals for AUJS La Trobe. This semester, we hope to have events at least every three weeks – such as: a BBQ, a Ball launch lunch and events for the Jewish New Year and Sukkot. Our aims by the end of the year are: to be properly affiliated, hold national campaigns and reach 25 active members. The executive is trying to build a solid foundation so we can keep building bigger and better things for AUJS La Trobe in the future.

AUJS Monash Caulfield

Eli Vayn, President

At AUJS Caulfield this year we have focused on expanding membership, having a more visible presence on campus and having a free fortnightly kosher lunch.

We ran four events in semester one, including: O-Week, Yom Ha'Atzmaut beer and bagels, pizza pre-Shavuot and – notably – the first AUJS Caulfield off campus event, paintball. Additionally, we handed out mishloach manot on Purim and have purchased our own AUJS Caulfield BBQ. We have so far appealed to AUJS members and non-members with successful social and religious events. To further increase our membership numbers, avenues for appealing to a wider audience is being considered for semester two. AUJS Caulfield is considering hosting a greater range of events, such as educational and political sessions – including relating to Israel advocacy.

AUJS Caulfield has been listed on the MONSU clubs website, which will allow for greater promotional potential. This is especially beneficial for international Jewish students.

Looking forward to a fun, empowering and exciting second semester!

MonJSS | Monash University Jewish Students' Society

Liron Shavit, President

MonJSS's aims at the beginning of the year were to bring a new meaning to Jewish activism and presence on campus. We believed that the best way to achieve this was through a commitment to consistent and quality events. With the exception of two weeks, MonJSS has delivered events on a weekly basis. Such events ranged from political, social and religious in nature, but were always original, creative and quirky. MonJSS was truly able to build a community on campus this year as a result of our regular interaction with members and welcoming atmosphere. MonJSS became widely known on campus for its openness and acceptance of everyone, as we believe that the best kind of advocacy and connection is done over a hotdog. MonJSS has put a special emphasis on AUJS's Judaism pillar through bringing a diverse range of rabbis to discuss fascinating and controversial issues in Judaism. MonJSS has registered 283 members this year, which is a staggering achievement compared to previous years.

All of MonJSS's achievements in 2012 must be credited to the amazing executive that has worked so closely and passionately this year.

SwUJS | Swinburne Union of Jewish Students

Yosl Cylich, AUJS Victoria co-Vice President

Things at Swinburne have been very slow in 2012 due to the unfortunate deferment of studies of the Swinburne AUJS President and Vice President at the beginning of the year – both due to personal reasons. The club holds steady with 10 members and there is interest by some new Swinburne members to try and get AUJS running for the second half of the year. Swinburne still remains a small campus in terms of numbers of Jewish students, but there are enough students to maintain an AUJS presence for the coming years. However, small Jewish student numbers mean that the strength of the club will likely continue to wax and wane from year to year.

MUJSS | Melbourne University Jewish Students' Society

Raphael Gleedman, President

This year, MUJSS has continued growing its membership base off the back of a number of new initiatives spearheaded by a motivated and dedicated executive. This year's success was set up by the hard work of executives of past years, whose long term direction for the club is being carried out. The executive has many new ideas for the remainder of 2012 and is very excited to see them carried out. This year, the club has strengthened its relationship with AUJS and Chabad, as well as with other clubs on campus through the running of joint events and cross promotion. Events that MUJSS has run this year include: semester one welcome back bagels and dips, Purim with Chabad, Yom Ha'Atzmaut featuring David Southwick MLA, an off campus movie night, a policy forum with the Melbourne University Liberal Club and plenty of other bagel and BBQ lunches. In semester two, a welcome back cupcakes event was held.

RUJSS | RMIT University Jewish Students' Society

Stephanie Silberberg, AUJS Victoria co-Vice President

For O-Day 2012, RUJSS decorated our stand with huge Israeli flags, balloons and comical posters. We advertised forthcoming events for AUJS Victoria and every member who signed up received a free crepe with the topping of their choice. RUJSS offered crepes from our 'crepe menu' – featuring 'the Havdalah,' 'the eight days of Chanukkah,' and 'Yom Kippur.' For students who didn't know what Havdalah was, we handed out two explanatory booklets. We signed up about 30 new members, with none committing to form an executive.

A trial event at the RMIT city campus for Yom Ha'Atzmaut saw the submission of affiliation forms, and the establishment of a new RUJSS executive. We organised free blue fairy floss on the day for all students. To receive the fairy floss, students had to sign their name and record their student number. For every signature we received from an RMIT student, RUJSS is eligible for student union funding. We have commenced the process of submitting grants for reimbursement. The student union subsidised RUJSS activities to the value of over \$1000.

After waiting for confirmation from the student union, RUJSS has recently been granted permission to register as a society. We are in the process of following more steps to make our registration a reality.

AUJS NSW report

Andrew Goldberg, Chairperson

VISION

At the beginning of our term the NSW executive came up with a three year vision for our ideal AUJS NSW. From this, we funneled down realistic objectives we hoped to achieve by the end of 2012. Our primary objective was for members to feel as if they had achieved value for their AUJS membership. Other main goals were to improve upon our events and strengthen relationships with communal bodies, as well as develop internal planning and communication. These issues shaped the framework around our activities for the year, which this report will document.

SOCIAL EVENTS

We held two major social events in semester one. We began the year with a very successful 'Hollywood Nights' Purim party. Our second major event for the semester, 'Jews for Cheeses,' was a soiree based around the dairy component of Shavuot. We are very excited about semester two's 'Jew Year's Eve' party which has generated much interest and is shaping up to be a memorable event.

Overall, while attendees thoroughly enjoyed our events this year, they attracted smaller numbers than desired. We feel ways to improve upon attendance are to build relationships with high school students and Israel programs returnees so that their early impressions of AUJS are positive. Committees made up of individuals from different social circles would also assist in targeting different groups. Whilst we have successfully begun cultivating these relationships with students, committees of this nature have yet to be successfully created and implemented.

In order to extend the positive impact of our events, we purchased a regional camera at the beginning of the year. This enabled us to take high quality photos and put them up immediately after on Facebook, leaving those that hadn't attended the events aware of its success and more likely to attend the next one.

DEVELOPMENT ACTIVITIES

We worked both on internal and external development on a Regional level. We wanted to improve significantly on internal systems, particularly on communication issues. We implemented a system of updating a Google document (our 'Update Doc') for immediate reporting on AUJS activities across NSW. This was originally intended for the Regional executive – after a mid-year review it was made accessible to all campus executives along with meeting agendas and minutes to improve transparency and communication across the organisation. Documents covering roles, responsibilities and expectations of the executive, decision making processes and communications guidelines were created and reviewed every three months to enable our executive to function as effectively as possible.

Externally, our main development activities were the Initiative Program event, Development Day, Review Day, and Advanced Training (Israel Express). These programs gave different opportunities for executives and members to gain new skills and contribute to AUJS initiatives. They were successful in getting more people involved and enabling members to learn more about the role of AUJS on a Regional level. However, we do need to work on increasing attendance among non-executives so that we may have more active members. Gateway Leadership Program was the flagship development activity in NSW for semester two, a collaborative effort with Hillel. The four-week course was successful with positive feedback and a solid weekly turnover. Whilst there were some non-executives in attendance who may become future AUJS leaders, we need to continue working to improve this number. A potential 2013

initiative is a mentoring scheme for new university students to be paired with an AUJS member or leader to foster relationships between them and the AUJS community. This would include initiatives such as providing an Orientation kit, course and career advice, and potentially tutoring.

POLITICAL ACTIVITIES

AUJS collaborated with JBoD, ZCNSW and Hillel in semester one to bring The Advocacy Project (TAP) to students. This program took a skills-based approach to advocacy. Whilst we started with strong attendance, it unfortunately declined throughout the course. We attribute this to it being difficult for participants to commit fortnightly to Monday evenings. We also feel the skills-based approach was inappropriate given the participants' lack of Israel knowledge. As a result, we held an intensive training session on Israel knowledge with JBoD in the form of 'Israel Express', which all attendees felt was invaluable. In the future, TAP would be more successful starting with an event similar to Israel Express prior to any skills-based training.

CAMPAIGNS

In addition to the national campaigns, AUJS in NSW ran two Israel related campaigns. Israel Peace Week, the first of these campaigns, was hugely successful across three of four campuses. This campaign engaged not only with AUJS members, but the wider campus community – educating them on current issues and peace initiatives. The campaign was less successful at UNSW due to a lack of state-wide co-ordination, campus executive buy-in and the inability of those campaigning to counter opposition from Socialist Alternative. This was another trigger for Israel Express. At present we are planning a campaign to showcase the cultural side of Israel.

REVUE

AUJS Revue this year was produced by Tom Binetter and Rachel Freeland and directed by Ant Sandler. *Curb Your Judaism* was a success. Expanding for the first time to the University of Sydney, both the USYD and UNSW shows sold out and received rave reviews. Revue will be shifted to second semester in 2013 in order to coincide with the USYD revue season.

COMMUNITY

We began the year by tackling weak relationships with communal bodies. We did this in the form of presentations about our organisation and strategy to the Jewish Board of Deputies plenum at a time when there was significant negative media coverage of AUJS. A presentation was also made to key members of the JCA and other communal leaders and donors. Responses to these initiatives were very good, with communal leaders and professionals gaining broader understanding of what we do and the reasoning behind it.

We initiated successful programs to engage with Jewish day school and BJE students. We simulated 'Ice Cream for Peace' at schools, with leaders getting involved and learning about AUJS as an organisation. We see this as integral to creating a positive image of AUJS so that students will be encouraged to get involved upon entering university. We were also able to benefit from the relationships we developed with the high school leadership through the promotion of Israel programs. We would like to further increase our presence in schools through providing services such as university advice and getting started packs. We also joined Hillel in hosting chocolate tasting events for BJE Year 12s and post-high school students.

AREAS OF IMPROVEMENT

One of the key issues this year was the lack of formal induction between Regional and campus executives where we could set expectations and better explain the structure of AUJS and develop relationships and communication channels. We plan on running a comprehensive induction in November for the 2013 executives.

CAMPUS REPORTS

University of Sydney

Daniel Cohn, President

A very strong executive was formed at the end of 2011. Despite a rainy O-Week, the executive signed up over 150 members with a higher percentage of those Jewish than the previous year. Kosher barbeques, beer and bagels and a shabbat dinner were popular events. USYD managed to hold a Yom Ha'Atzmaut 'birthday party' which attracted some SRC and union board members.

Israel 'Apartheid' Week was put on early in semester by the Socialist Alliance and some Muslim students, which mainly attracted the attention of those already in the 'anti-Israel' camp and Jewish students. There was no direct response from AUJS, although Israel Peace Week, with its positive message and high visibility, was a very successful campaign that lifted the quality of discussion about Israel and the Middle East.

Finally, AUJS has been involved in USYD's inaugural Interfaith Council, and will be taking a central role in this year's interfaith week.

For next year, communication with both members and the community can be improved, for example in explaining AUJS's response to Israel 'Apartheid' Week. There is also room for improvement in relations with other societies, which can be achieved through the Interfaith Council or with direct communication with societies such as the Muslim Students Association.

University of New South Wales

Charlotte Lewis, President

AUJS at UNSW registered over 200 members at O-Week. With an executive of 13 people, we were able to bring our members some amazing events. From BBQs to social mixers with Shalom College, AUJS UNSW has provided top-notch events. We have had a shabbat dinner, a bake off against the Baking Society and a 'Beer, Bagels and Bow Ties' event.

We did find it difficult to do Israel Peace Week, as we were faced with opposition we were unable to counter from Socialist Alternative on campus.

One of our more successful events was our shabbat dinner. We had 20 people at Coogee Synagogue for prayers and dinner on a Friday night. Many people requested a repeat event. One of our less successful events was our movie night, with low attendance affected by hosting the event in the evening when many students had already gone home.

In 2012, we could have improved our financial management and are currently receiving guidance on this issue.

Overall, AUJS at UNSW held some great events and strengthened relationships between the organisation and Shalom College and its residents and worked well as an executive. As a result, many executive members this year are choosing to continue their AUJS career next year.

Macquarie University

David Mintz, President

AUJS Macquarie kicked off the year with a very successful O-Week campaign. AUJS MQ catapulted to over 80 members, doubling from last year. Semester one saw a range of social and cultural events and political campaigns.

Our first event was a picnic. Although we didn't reach the numbers hoped, it remained a great opportunity for members to meet and socialise. Yom Ha'Atzmaut beer and falafel was the second social event held this year. Numbers were higher and we received very positive feedback.

In conjunction with Young Adult Chabad, we held two cultural events. This gave members the opportunity to hear the megillah on Purim and bake matzah for Pesach. These events represented forms of social, cultural and educational involvement for members.

Semester two begun with another successful O-Week and a free BBQ for members. It is looking to be another eventful semester.

Macquarie has undergone a huge transformation, from a lack of events being run in the past to a strong positive presence on campus in 2012. Because of its lack of past presence, there have been low attendance numbers. However, the quantity and quality of events has worked toward building a base and interest in the organisation at this university.

University of Technology, Sydney

Sonya Berson, President

AUJS at UTS has taken an active role at university holding a number of social, political and religious events throughout the 2012 academic year. We began the year with a beer and bagels function aimed as a 'meet and greet' for new members, and as an opportunity for the Executive to make themselves familiar to the members and detail its plans for the semester.

It was made clear that member input is important, and would make for a more enriching AUJS experience. We strongly encouraged open feedback to share concerns and preferences relating to event times, types and focus. The event had a high turnout and showed the diversity of our group, being comprised of both undergraduate and postgraduate students; exchange students from partner universities in Rome and Geneva; and even some non-Jewish membership.

Our planning set the pace for our following event, 'Yeast Feast' picnic which was a good opportunity to socialise and celebrate the tradition of Pesach. Overall we were pleased with AUJS's events throughout the semester and took pride in running them, and are confident our members equally enjoyed themselves and will enjoy our next planned semester.

University of Wollongong

Sarah Howson, President

Situated on a small campus far from any major Jewish community centres, AUJS UOW has experienced major challenges recruiting and engaging members. Nonetheless, we maintained a comprehensive schedule of events and continued to have a presence at campus events like Interfaith Week and O-Week. We have been extremely grateful for the support of the local Kibbutz Ex-Volunteers Association, which represents the Jewish community in Wollongong.

Whilst AUJS UOW was not able to hold many major events due to lack of participation, we have been able to provide an important sense of community for many of our members who are international students. This year the Wollongong seder was attended by over 70 people, including several UOW students and AUJS UOW organised the provision of matzah to international students who requested it – products not available in Wollongong.

Throughout semester one AUJS UOW focused on events that doubled as recruitment and awareness opportunities. We held a bake sale and a stall for Yom Ha'Atzmaut and Israel Peace Week, where we gave out kosher chocolates with positive messages about Israel stapled to them. This was a really successful way of engaging with people on a campus where the continually negative messages about Israel are rarely challenged.

In semester two UOW will again be home to the 11th Annual Israeli Film Festival and we will be hosting a Sukkot celebration on campus for the local community.

AUJS Western Australia report

Shira Schwartz, President

At the outset, 2012 was a year of change for AUJS WA in many ways. We saw a new and fresh executive being elected and – with that – plenty of new ideas and initiatives that would make 2012 a year to remember. We set out to create more worthwhile events and be active across various target markets to increase involvement from our members.

Our focus for social events was to create more quality events targeting smaller niche groups to form longer lasting relationships with our members.

We started an initiative of a 'second tier' AUJS committee. This committee was the stepping stone between a regular member and executive member. Its members would help out where necessary and have an opportunity to be more involved on all activities. Unlike other states AUJS WA only has a regional executive, therefore this group was intended to aid the union on all levels.

Our first event for the year was a second tier welcome event:

An event was hosted at the house of Shayna Slotar for second tier members. Second tier was a new initiative started by AUJS WA this year to target and get students involved who didn't want to commit to an executive level but wanted to help in certain areas they found an interest in. Around 30 second tier members were treated to an afternoon of food, drinks and mingling with AUJS executive members. Unfortunately these members weren't used to their full potential and will be a focus in future years.

SACH (Save a Child's Heart) baking event:

AUJS ran for the first time a women's only baking demonstration. Four AUJS women kindly donated their time and skills to produce delicious kosher desserts, which were tested by around forty ladies. All ingredients were donated by AUJS and all proceeds raised on the day were donated to SACH in Israel.

Yom Ha'Zikaron event with Hagshama:

AUJS together with Hagshama ran an informal discussion session. Three speakers came to talks to students about their experiences with the IDF and trials and tribulations in living in Israel. Refreshments were provided. Around forty students attended the evening and all who attended enjoyed it.

'Ring My Bell' Party:

What a great success AUJS had with the primary social event of the semester. AUJS ran an event at the Perth Iconic bell tower on the top floor overlooking the city and the river. Around 85 students attended the event as a near sell out attracting people from across the community. This event being such a success paved the way for future events, raising expectations and hopefully future attendance.

Second semester brings exciting opportunities with our annual shabbaton, boat cruise and AGM.

All events are looking to be a success and based on the current reputation of AUJS in the community, potential sellouts.

CAMPUS REPORTS

AUJS WA focuses events around three primary campuses where numbers are largest: Curtin University, University of Western Australia (UWA) and Edith Cowan University (ECU).

O-Week 2012:

This year AUJS was present at the Orientation days for UWA, Curtin and ECU. There was a record number of around 200 student registrations, with each member receiving AUJS O-Day bags full of goodies. AUJS put together a stall full of posters, Israeli food and music. It was a great start to the new AUJS year.

Purim on campus:

AUJS for the first time brought Purim to campus. Together with Chabad, the megillah was read at UWA and Curtin and mishloach manot provided by AUJS National was distributed on campus.

Save a Child's Heart (SACH):

AUJS ran SACH at UWA, Curtin and ECU where students on campus were given the opportunity to send messages of support to the organisation in Israel. A banner was designed and students wrote messages while learning about this organisation.

Holocaust Awareness Week:

AUJS National sent AUJS WA post cards to scatter around all lecture halls on campus. AUJS WA also sent out personal Facebook messages to all members to remind them of the day and link them to personal stories of similar aged students growing up during the Holocaust.

International Food Week at ECU:

AUJS for the first time got involved in International Food Week at ECU. ECU was very grateful for Israel joining in the experience and many members of parliament, including John Hyde MLA, enjoyed the tastes of Israel.

Beer and bagels at UWA:

AUJS hosted regular beer and bagels at UWA averaging attendance of 30 students. This was a great event designed at assisting students to form relationships with other Jews on campus.

Yom Ha'Atzmaut at UWA:

AUJS ran Israel's birthday on campus this year with a difference. Centered as the main Israel campaign for the year, AUJS attracted large crowds with: Israeli music, slushy machines, blue and white food, and Israeli food. AUJS covered the university with Israeli flags, posters and flyers. Around 50 Jewish students came to celebrate this important day.

Challah for hunger at UWA, Curtin and Carmel:

AUJS ran our annual challah for hunger campaign in 2012. Unfortunately, this year we weren't able to involve the students in baking the challah but they were able to buy delicious made mini challot. AUJS sponsored the challot so that all the money and proceeds went straight to OzHarvest Australia and Jewish Aid Australia. As a new initiative we sold challah at Carmel School to bridge the connection between the school and AUJS.

COMMUNITY

Purim for the community:

AUJS is always part of the community Purim carnival and this year was no different. AUJS provided a stall with icing biscuits so kids could enjoy some fun activities at the Purim carnival. Most AUJS executive members got involved in this event to show our support for PHC.

Yom Ha'Atzmaut with the community:

AUJS got involved in the community Yom Ha'Atzmaut event this year again. We ran the bar and the SZC was very grateful for our support.

AUJS New Zealand report

Rotem Hochman, President

2012 has thus far been characterised by innovation, change and departure from tradition. The year began with an O-Week campaign recruiting approximately 30 members in Auckland and 20 in Dunedin. With a change in leadership, AUJS Wellington has seen difficulties in keeping the previous year's momentum. Purim celebrations across the Region were overall successful with good turnout and feedback. Yom Ha'Atzmaut events were difficult to co-ordinate as traditionally they require large attendance, which was difficult to achieve.

AUJS has decided to shift its activities more towards shared events with partners in the community – for example Hagshama and JYA – and to focus on campaigns at university campuses that provide high impact using only a handful of members or participants. An example of this is the Holocaust Awareness Campaign in Auckland where AUJS filled up a lecture theatre to capacity with students who came to listen to the ZFNZ's *I Survived Auschwitz* lecture.

In the spirit of innovation, AUJS has run several functions for Shavuot. The events in Auckland and Dunedin were successful. AUJS also provided leyl seder options for students with our own seder in Dunedin and 'Passover blind dates' and invitations to the BA second seder in Auckland. With the help of our shaliach Itay Ziv, we hosted a mid-year conference to review the first half of the year and form strategy and vision for the rest of the year and years to come. The conference was successful and saw representation from each campus in NZ.

The rest of 2012 will see AUJS involved in Limmud 2012; a networking event; sukkot dinner; a New Zealand wide Jewish Awareness Week; Israeli film screenings; guest speakers on campus; events during mid-semester break; our AGM; training for the new executive, and more.

A significant achievement for AUJS is that in the space of eight months we have sent eight students on various AUJS international programs – Academy, Aviv, Achshav and LDP – and five students to enriching conferences in Australia – Basic Training, Winter Retreat, Conference 5. AUJS has also worked in partnership with AIJAC to send four prominent non-Jewish student leaders and one of AUJS's key members on the RAMBAM program to Israel. RAMBAM is an educational program that provides an honest insight into the Israeli-Palestinian conflict between and connects key decision makers to these issues and the local Jewish community. At least two additional trips to conferences in Australia were scheduled for AUJS National Assembly and for AUJS's Political Training Seminar. This shows a rising involvement level of the executive and the members in Australia, despite the small membership size.

The biggest threat to AUJS thus far has been the 30% decrease in membership from 2011. It is a concern to AUJS, but it signals a bigger concern for the future of the New Zealand Jewish community at large. The decrease is attributed to a shrinking, aging Jewish population – a bottleneck in the group of Jewish students. Exacerbating this is rising student apathy toward organised social activities as evident in Jewish and non-Jewish students alike. Lack of preparation for O-Week also contributed to the low number of registered members this year. Registration of new members was difficult to co-ordinate, marketing of our O-Week events within the community was relatively weak and our presence on campus needed to be more visible so that people who had not heard of AUJS could find us easily. The future leaders of AUJS New Zealand are strongly urged to make no mistakes in the planning and execution of O-Week on all campuses.

The executive continues to develop creative ways to attract new members. A strategy is being developed to help AUJS operate on two fronts: capturing more of the unaffiliated Jewish students on campus and the affiliated Jewish students who are already active in our community. With the

finalisation of this strategy toward the end of the academic year, the 2013 executive will have a framework on which to rely when recruiting new members next year.

Financially, AUJS is in a sound position with sponsorship coming from our federal body in Australia and from various partners within New Zealand. Our accounts, however, do not reflect our structure and the current executive plans on implementing changes to our bookkeeping. This will involve amending our Constitution and creating a clearer separation between AUJS Auckland and AUJS New Zealand.

A WORD FROM THE PRESIDENT

After working with the 2011 and 2012 executives, I have a lot of faith in what AUJS New Zealand can achieve for Jewish students and for our community. It is now time for me to hand AUJS over to a bunch slightly more youthful than myself. Leaving AUJS with strong successors and outstanding potential leaders makes me proud of our cumulative achievements over the last two years. I know for a fact that AUJS New Zealand will go into the hands of very motivated people and, as growth starts from within, I am looking forward to seeing our development in 2013 and beyond: Alu Ve'Hatzlichu! – go get 'em!

Small Regions Committee report

Reuben Bolaffi, Chair

The Small Regions of AUJS consists of Queensland, South Australia and ACT (and also NT and Tasmania, which did not have any operations in 2012).

QUEENSLAND

Queensland's AUJS activities were reinvigorated in 2012 under the leadership of David McNamee and Ursula Czubala at the University of Queensland. David and Ursula re-established AUJS's presence with a launch event in March. They also had a well-attended BBQ in April and a Shabbat dinner in May. They continue to represent Jewish students on campus and ensure the National message is received well on campus.

At James Cook University, Joseph Pollock continued to lead AUJS and run several events throughout the year.

A very strong congratulations to David, Ursula and Joseph and their respective teams for ensuring AUJS had a presence in Queensland.

SOUTH AUSTRALIA

South Australia is the busiest of the AUJS Small Regions centres with over 80 members and holding several successful events throughout the year. Led under the leadership of Liam Wittert and his team of Alex Polson, Jarin Herson, Reuben Bolaffi and Roger Hassan, AUJS in South Australia held a very successful Israel Week, Pesach dinner, sold-out shabbat dinner and regular catch-up events. The AUJS team there was also able to successfully monitor very closely the strong BDS contingent in South Australia and ensure a response where necessary. BDS activities in Adelaide have been very active since the movement started to be known in Australia and – with a small Jewish community – the AUJS SA executive have worked tirelessly to ensure they do not go unstopped. AUJS in SA also facilitated rabbinical services and counselling for Jewish students on campus which is important in a community where Jewish students might not otherwise have a chance to be involved in these activities. AUJS in SA also has strong ties to both Young Liberal and Young Labor ensuring that there is strong support for Israel on all levels of campus.

ACT

AUJS in the nation's capital continues to grow and be active. Under the leadership of Yael Sasson and then Nikita Samoylov, AUJS in the ACT has run several events and ensures Jewish students on campus have a voice.

Nikita with the assistance of Small Regions organised various events including a bagel brunch, cooking class, Lag Ba'Omer bonfire, kippah painting session, bagel catch ups and a Purim event. Participants of PTS were also lucky to meet ACT members during PTS which was a great opportunity to interact and mingle with our capital friends. Fortunately, anti-Israel sentiment on campus is at a minimum in the ACT and did not require much response from AUJS in 2012. Nikita and the ACT team did a fantastic job together with the executive in ensuring that AUJS had a presence in 2012 in the nation's capital city.

Conferences

BASIC TRAINING

On Saturday, the day before Basic Training, the National Development Officer launched and facilitated a shabbat friendly Presidents' Day. Campus presidents were invited to participate in an intensive, specialised day designed to train them to fulfill the duties of an AUJS campus president. The day took place at the National Council of Jewish Women Australia (NCJWA) building. Kosher lunch was provided. Before the Basic Training and Executive Conference structure, AUJS ran a President's Conference in the 1990s. The introduction of the President's Day in 2012 ensured some quality time for campus presidents, while not impacting the running of Basic Training.

This year, Basic Training was held in Melbourne at Bacchus Marsh. The camp was catered by Unger Catering, and the mashgiach was David Neifeld from New Zealand. In total, 57 participants attended from Queensland, South Australia, Western Australia, New Zealand, NSW and Victoria. Guest speakers Mr Sam Tatarka, Ms Nina Bassat AM and Mr Joel Burnie were brought in to facilitate sessions; and LDP participants each jointly facilitated at least one session. The National Executive decided to introduce a system whereby the location of Basic Training and AGM would interchange between Melbourne and Sydney each year, with one conference always in each. This year, Basic Training was scheduled to take place in Sydney, but was moved to Melbourne due to unforeseen logistical difficulties.

WINTER RETREAT

Winter Retreat 2012 was held at Cataract Scout Park, Sydney. The camp featured fun evening parties, outdoor activities and dynamic opportunities for students to get to know each other. There were 54 participants who attended Winter Retreat 2012.

One of the key challenges continuing to face Winter Retreat is being able to market a social camp for Jewish university students that is exciting and attracts considerable interest. While the feedback was extremely positive from those who attended Winter Retreat, attracting a sufficient number of participants remained a challenge. The Executive discussed hosting Winter Retreat in an unexplored location, including New Zealand or Tasmania. It was argued that a different location with its own unique sights would successfully attract students. In the end, the placement of Basic Training and AGM in Melbourne necessitated the running of one conference in Sydney. The Executive would strongly recommend exploration of a location outside of the two major cities.

CONFERENCE 5—C5

In 2012, AUJS organised a fifth, free national conference. The purpose of Conference 5 was to provide student leaders with an opportunity to contribute toward AUJS's strategic direction and to have their say in AUJS's future. The conference addressed the important areas requiring AUJS improvement, including: Israel programs marketing and follow up, educational campaigns, Israel advocacy, marketing and the website, and Jewish day school engagement. The conference was made free by way of hosting it in Sydney after Winter Retreat and taking advantage of student leaders already being in Sydney from interstate. The conference was held at Shalom College, and participants were billeted when requested.

The Executive took the opportunity to schedule a General Meeting for the time of Conference 5. The Meeting enabled the submission of constitutional amendments, and saw the passage of Honorary Life Membership.

Conference 5 welcomed Dr Joachim Schneeweiss AM, AUJS's founding President, to address participants at a launch cocktail function for the conference. Other satellite events around Conference 5 included a shabbat service and dinner at Shalom College, and a bar night.

Conference 5 enabled student leaders to directly express their concerns to the Executive – the leadership of the organisation. For its value in strategic planning and in reflecting on the first half of the calendar year, it is recommended that Conference 5 be run again in 2013.

POLITICAL TRAINING SEMINAR—PTS

In its fifteenth year, AUJS's Political Training Seminar enjoyed perhaps its best year yet. For the first time, AUJS was joined by the federal Leader of the Opposition and welcomed Tony Abbott back to PTS. AUJS was also addressed by the Leader of The Nationals, Warren Truss; Deputy Leader of the Australian Greens, Adam Bandt; Shadow Attorney-General, Senator George Brandis; Minister for Immigration and Citizenship, Chris Bowen; former Prime Minister, Kevin Rudd; Senator Doug Cameron; Minister for Broadband, Communications and the Digital Economy, Senator Stephen Conroy and his Shadow, Malcolm Turnbull; the United States Ambassador to Australia, His Excellency Jeffrey Bleich; Jewish federal parliamentarians Michael Danby, Mark Dreyfus and Josh Frydenberg; high profile Liberals Andrew Robb from Victoria, and Christopher Pyne and Senator Simon Birmingham from South Australia; adviser to the Prime Minister, Bruce Wolpe; and Australia's first indigenous member of the House of Representatives, Ken Wyatt.

The most notable, positive feedback distinguishing PTS 2012 from 2011 was the perspective added by welcoming leaders of the Jewish community who were, in large part, unavailable at the time of the previous conference. AUJS PTS welcomed Peter Wertheim AM, Executive Director of the Executive Council of Australian Jewry; Vic Alhadeff, Chief Executive Officer of the NSW Jewish Board of Deputies; Jeremy Jones AM, Director of International and Community Affairs at AIJAC; and Professor Kim Rubenstein, newly elected as President of the Canberra Jewish community.

PTS continues to represent one of AUJS's best initiatives in fostering Jewish leadership, an interest in political life, and in advocating for Israel and for the Australian Jewish community. In 2011 and 2012, AUJS sent a limited to capacity 45 participants on PTS – rejecting dozens of high quality applicants. The Executive notes that the experience may prove more intimate and beneficial with an even smaller group, but that it is of course difficult to restrict the program from even more high quality applicants.

NATIONAL ASSEMBLY AND AGM

AUJS National Assembly and AGM continues to be AUJS's most crucial conference in setting the stage for the new AUJS year. It is an opportunity to assess the organisation's strengths and weaknesses after the year gone by, discuss policy for AUJS's future and to elect the new leadership for the organisation. The AGM inaugurates the AUJS election season on campus and for the Regional executives, and remains valuable in enabling student leaders to meet their peers and friends for their next year in AUJS.

National Assembly and AGM 2012 is to be held at Beth Weizmann in Melbourne, where this Annual Report will be presented. The AGM launches on Sunday 9th September with a cocktail function featuring Dr Danny Lamm, President of the Executive Council of Australian Jewry; Mr Philip Chester, President of the Zionist Federation of Australia; Ms Nina Bassat AM, President of the Jewish Community Council of Victoria; and Mr Sam Tatarka, President of the Zionist Council of Victoria. Other satellite events around AGM included a shabbat service and dinner, and the AUJS Victoria Ball organised in 2012 to coincide with the conference.

Campaigns

AUJS National organised or provided components to six campaigns over the course of 2012. Campaigns are for AUJS on campus, and resources provided by AUJS National require supplemental material and input from AUJS on campus.

The purpose of AUJS's campaigns is to give voice to the events and ideas we, as a national union, care about. Jewish values and culture, advocating for Israel and connecting Jewish students form the basis to the campaigns we run.

In 2012, AUJS National introduced its committee structure for campaigns. The Development and Political Affairs sub-committees were a new avenue for AUJS Regional and campus executive members to have direct input into the campaigns they would see on campus. Unanimity was not achieved in planning every campaign, and was not to be expected. The legacy of the sub-committees is that grassroots leaders were able to make their own contribution to AUJS's campaigns for Jewish students.

O-WEEK

February 2012

AUJS conducted a very successful O-Week 2012, with many campuses registering higher membership numbers after the first week of 2012 than had been obtained by the very end of 2011. AUJS National distributed 2500 O-Bags with AUJS gimmicks, and with items provided by both federal and state Jewish community partners. With some variation in each AUJS Region, items supplied in the bags were:

- AUJS backscratchers
- AUJS stress balls
- AUJS key tags
- JNF pencil cases
- MDA packs
- Hagshama lip gloss
- Jewish Care Frisbees
- Hillel thermoses
- Assortment of UIA items

The bags themselves were supplied by MASA, and included a publication on the range of high quality study and other programs to Israel.

PURIM

March 2012

2000 mishloach manot were sent to campuses for distribution to both Jewish and non-Jewish students. The mishloach manot contained two different kinds of lollies, a wafer and a lollipop. The packets featured a postcard that, on one side, wished students a 'Purim sameach.' The other side detailed the story of Purim.

ISRAEL 'APARTHEID' WEEK

April 2012

AUJS National produced six high quality posters as a response to Israel 'Apartheid' Week, with 3000 printed in total. The posters were positive and represented a proactive campaign advocating for Israel. The posters featured famous quotes from Martin Luther King Jr, who said that Israel is one of the world's greatest outposts of democracy; Dana International, who won the

Eurovision song contest for Israel and is transgender but welcomed in the country; and poet Nathan Alterman, who noted that Israel's democracy saw a communist Arab serve as an MK.

The campaign was received very positively in Victoria, South Australia and New Zealand and saw enthusiasm develop around what was AUJS's first proactive advocacy campaign in some time. There was exceptional feedback received from leaders of the Australian Jewish community, friends in Israel and at the World Union of Jewish Students, and – most importantly – by Jewish students on campus. This was especially the case in Victoria. Difficulty in achieving buy in for the campaign elsewhere was disappointing.

YOM HA'SHOAH

April 2012

1500 A2 posters and 4000 flyers were sent to all campuses. There were six posters which depicted the major events that led to the Holocaust. Each poster bore the message: 'These were the warning signs of the Holocaust. Next time, we will speak out before it is too late.' The A5 flyers were double-sided, with one side featuring quotes from Holocaust survivors and academics. The obverse featured Martin Niemöller's famous poem on 'speaking out.'

Reception of the flyers was positive for the flyers, with inadequate lead time and communication contributing to difficulties with the posters and their reception.

YOM HA'ATZMAUT

April 2012

1500 stickers were printed and sent to all campuses.

Funding was also provided to campuses to hire fairy floss or snow cone machines. A number of campuses took up the opportunity for funding, but many did not.

JEWISH AWARENESS WEEK

September 2012

A campaign guide was sent to campuses offering options of how to conduct a local Jewish Awareness event. A magazine, *AUJS Jewed In*, was produced by AUJS National containing submissions from almost every AUJS campus across Australia and New Zealand. Although not all articles were printed, a digital edition was produced that contained all articles. No date was set for Jewish Awareness Week other than a date set by AUJS for the publication and release of the magazine. Campuses were presented with the option to set their own date to distribute the magazine and implement the campaign.

The magazines were of very high quality, and received positive feedback across the board.

International programs

ISRAEL PROGRAMS

Historically and ideologically, Israel programs continue to be a core expression of AUJS's values and represent one of the organisation's key operational endeavours. Since its founding, AUJS has sent thousands of young Jews on immersive Israel experiences. Our current programs to Israel: Achshav (twelve days), Birthright (ten days), Academy (five weeks), Aviv (five months) and LDP (five weeks) send three hundred Jewish young adults to Israel every year. The ZFA remains our valued partner in running our short-term programs to Israel: Achshav, Birthright and Academy.

Achshav is a short-term program set with a more adventurous theme in exploring Israel. Participants are introduced to exciting social and natural activities to see Israel outside of a traditional, historical tour.

Birthright is a partnership between the people of Israel through their government, local Jewish communities and leading philanthropists. Birthright is a free, organised program to Israel for young Jews who have never experienced Israel on an organised program. It is an ambitious, global project designed to further connect Diaspora Jewry to Israel. AUJS is proud to send three buses – 120 participants – on Birthright every year.

Academy is AUJS's flagship short-term program primarily aimed at school leavers, but open to students already at university as well. It is an ideal program for school leavers looking to travel over the Australian summer and return in time for the commencement of university.

Aviv is AUJS's long-term program to Israel. On Aviv, participants gain an independence and sense of self and responsibility as they learn to adapt to different environments and master the many social, physical and emotional challenges that arise along the way.

In 2013, AUJS looks to be sending an increased number of participants to Israel. We are as usual tracking to send two Academy buses and 120 Birthright participants, are aiming to revitalise Achshav and have selected 11 participants for AUJS LDP 2012/13 to the United States, the United Kingdom and Israel. Our international programs office also records an impressive eighty registrations for Aviv. This compares with 54 participants sent in 2012.

AUJS's Israel programs are vital, above all, for their ideological importance in connecting young Australian Jews to the ancestral Jewish homeland. They also hold importance for their strategic value. Three hundred AUJS program graduates every year represent a fertile recruitment pool for AUJS's future leadership, and for crafting and implementing Israel advocacy campaigns in Australia. A continuing strategic challenge for the organisation is integrating the skills and interests of the participants on AUJS Israel programs into AUJS's activities at home. In 2012, AUJS employed an Israel Programs Follow-Up Co-ordinator charged with the role of cultivating opportunities for involvement by graduates in the union's on and off campus events. Though Melbourne based, the position will aim to develop techniques and plans for use across Australia and New Zealand.

The role of the AUJS student leadership is to play its part in finding participants to join AUJS in Israel and to then find a place for them in AUJS as leaders upon their return to Australasia.

INTERNATIONAL PROGRAMS

In addition to our programs to Israel, AUJS runs **Volunteer Nepal** with Jewish Aid and our **AUJS Heritage Tour** to Europe. There are plans to expand trips outside of Israel, while continuing to refine our trademark Israel programs.

AUJS personalities in 2012

In 2012, the AUJS National Executive turned an old initiative viral – storing the names and details of every AUJS student leader in our first online *Black Book*. Here we publish the names of our *Black Book* leaders, as well as the names of the professionals working with AUJS in 2012 and the current Directors of AUJS Ltd.

These are the people who keep AUJS a vital, growing Jewish student union.

BLACKBOOK

AUJS National

Daniel Nash | Lev Cherkasski | Alexander Polson | Leya Snider

AUJS Victoria

Yossi Reicher | Stephanie Silberberg | Yosl Cylich | Rachel Kuttner | Cameron Trijbetz | Keren Spector | Eli Oliver | Ricky Lebenholz | Josh Bartak | Dana Harel | Terri Goldman | Mark Lazarovits | Liron Shavit | Stephen Machet | Justine Pianko | Rachel Kuttner | Anna Pitchouguina | Benjamin Needleman | Paloma Kemelman | Nomi Kaltmann | Aidan Webberley | Gail Schwartz | Tamara Unger | Julian Kowal | Dean Sherr | Kate Zielinski | Eli Vayn | Chana Neubauer | Josh Misel | Daniel Smorgon | Adina Rahamim | Tali Raab | Raphael Gleedman | Amanda Horiniak | Mark Bloom | Shaanan Cohny | Martha Michelson | Kovi Henenberg | Ilya Maer | Marcus Frauman | Mason Fein | Esther Lim | Judith Aldor

AUJS NSW

Andrew Goldberg | Sarah Segal | Joel Selby | Efreem Blackshield | Jake Campbell | Teneille Sean | Daniel Cohn | Katherine Tobias | David Pink | Amy-Lee Sesel | Natalie Sareff | Lawrence Muskitta | Ant Sandler | Alon Salby | Sharna Katzeff | Charlotte Lewis | Ari Gorney | Shayna Wolman | Ron Schwarzmans | Nicola Kobilski | Matti Zinn | Rosie Meyerowitz | Orrie Johan | Eliot Redelman | Mike Joffe | Adam Elliot | Sarah Herman | David Mintz | Bindy Ziegler | Martene Stoch | Kim Ravia | Andrew Corin | Ary Danilov | Sonya Berson | Daniel Goldstein | Eran Halevi | Sara Howson

AUJS Western Australia

Shira Schwartz | Georgie Dolgoy | Jake Steed | Shayna Slotar | Josh Dolgoy | Jenna Shneier | Lee Sher | Ari Gore | Blake Flinkier | Jesse Sharp | Tim Green | Blake Flinkier | Alyssa Van Butzelaar

AUJS New Zealand

Rotem Hochman | David Neifeld | Matthew Abel | Sam Gurtman | Jacob Sanders | Nathan Hart | Matthew Shrimpton | Ben Isaacs | Nick Hornstein

AUJS Small Regions

Reuben Bolaffi | Liam Wittert | Susannah Seaholme-Rolan | David McNamee | Ursula Czubala | Jamie Rother

Professionals

Itay Ziv, Shaliach (Victoria)
Robbie Dinte, International Programs Director (NSW)
Tania Samuels, Executive Director (NSW)
Talya Wiseman, Hillel Director (NSW)

AUJS Ltd Directors

Daniel Nash, Chairman
Lev Cherkasski | Jonathan Lazarus | Simon Sawday | Liam Getreu | Dan Green | Daniel Meyerowitz-Katz | Jessica Roth | David Gold | Steven Lewis | Jeremy Dunkel | Philip Zajac

Strategic direction

Where to from here?

Daniel Nash, Chairperson

AUJS has always been a product of the student life it inhabits. Today, we're a union in a co-curricular system where students avert from union membership. It's a system where, at my own university, not more than ten per cent of the student body votes in union elections. Between a decreased amount of time spent by students on campus and an increase in competing work and study commitments, the challenges for the future of student life have been well documented.

AUJS faces a further challenge in that we ultimately aim to connect Twenty-First Century students to what, today, is not on the whole striking: religion, community, tradition, heritage and peoplehood. Our mission to provide meaningful Jewish experiences is an important one, but contains a message that often gets lost in youth favouring an exploration of the broader world to the exclusion of the Jewish world. Our answer is simple: being an Australian university student and being a proud Jew are not mutually exclusive. Our way of expressing our answer is to say – and believe – that any person who wants to pursue any event or initiative in AUJS will be empowered to do so.

Since the day I joined AUJS in 2009, I have treated our union as what I wanted it to be. If you – the individual – want to arrange visits of Jewish students to a comedy festival, a movie screening, organise guest lecturers, throw a barbeque on campus, arrange a trip to the Holocaust or Jewish Museum, plan a shabbat service and dinner, be addressed by a state or federal parliamentarian, organise a camp or conference, offer a student volunteer circuit for other community causes, open a Jewish book or cooking club, or facilitate a discussion on a religious topic, you should do it and have AUJS help you do it. Any Jewish student anywhere – current leaders, members, and student on campus – ought to feel encouraged to share their ideas to connect Jewish students for financial and logistical support from AUJS's senior leadership. Every single idea to engage Jewish students with each other and with our community is worth pursuit. You should use AUJS as your platform to then achieve your ends.

In my time on campus, I wanted to have a social event for Jewish students every week. In my time as AUJS Victoria Social Officer, I wanted to introduce a trivia night. In my time as National Treasurer, I wanted to increase support for campuses in need, and had the pleasure of co-ordinating AUJS PTS. In my time as National Chairperson, I wanted to run a fifth national conference, introduce sub-committees and rework our campaigns. With the input of some extraordinary people for four years along the way, I was presented with the opportunity to achieve each of those things.

If there is one thing that guides you in your time with AUJS at university, let it be the knowledge that each of us is here to achieve the same end and, if you feel there is ever any project or idea you want to pursue, you should work with your AUJS peers and friends to get it done. Our sixty years of student leaders – nationally and locally, on campus and off campus – have always shared two crucial commonalities: they have all been Jewish students on campus and all have been members of AUJS.

There are many areas in which we need to continually develop, including:

- Improving AUJS Israel programs marketing and follow up
- Revising communication with members, including use of the AUJS website and AUJS Facebook page
- Deconstructing our events, conferences and campaigns to ensure that we continue to meet the interests of students

- Working at better engaging Jewish students in our Regions across Australasia – not simply as members, but as active participants in AUJS initiatives
- Connecting Jewish students to the community at large
- Advocating on behalf of Israel

In 2012, we have made some considerable strides in these areas as a national organisation. Aviv numbers continue to grow; we have made regular use of the AUJS website and Facebook page; the National Executive and clubs on campus have looked very carefully at planning and implementing quality campaigns and conferences; the AUJS Regions have each run a number of high calibre events; and AUJS has been more proactive in advocating for Israel than has been the case in recent times.

But the picture is not – and will never be – complete. AUJS has a way to go. We are always challenged to reinvent ourselves and our activities. We must ensure our continued relevance and that we are engaging Jewish students on campus and connecting them to the Jewish homeland – both for their time as students and as we all enter into the rest of our Jewish lives. Sharing and executing your ideas will ensure AUJS's continued improvement in 2013 and beyond.

Our four pillars continue to define who we are: Judaism, Zionism, Pluralism and Activism, and must remain the rudder for our activities. It is our collective responsibility to uphold the values of our union.

To bring to a close my final words as an AUJS student leader, enjoy your time with our Jewish student union. You will be presented with the most incredible opportunities in AUJS. You will be able to see the world, make Jewish friends from all across Australia and New Zealand, engage with the most brilliant minds in our Jewish community and in society at large, debate with your peers in AUJS who are inspiring in their own right, and learn how to be an advocate for Israel and community causes.

Open yourself to all that AUJS has to make your own vision your reality.

I hope you gain as much from your time in AUJS and from pursuing your ideas into action as I have from mine.