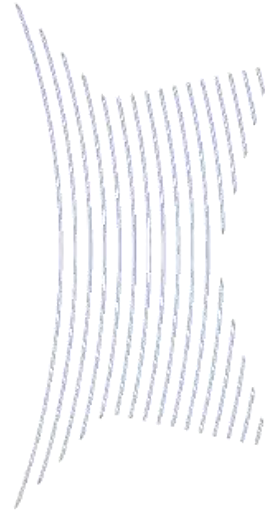




Australasian Union of
Jewish Students



Australasian Union of Jewish Students Annual Report 2011

Compiled and Edited by Jono Lazarus

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2011 National Executive at the Midyear Executive Retreat, Rye, Vic

From Right to Left:

Backrow: Jono Lazarus, Shayna Slotar, Daniel Nash, Simon Sawday

Frontrow: Dana Harel, Shailee Mendelevich, Rachel Benn, Rotem Hochman

Who we are – Australasian Union of Jewish Students

The Australasian Union of Jewish Students (AUJS) is the federal body for Jewish student societies at universities, colleges and TAFEs across Australia and New Zealand. Our mission is to provide meaningful Jewish experiences through engagement, enrichment, development and action, thereby strengthening community and enhancing Jewish identity.

AUJS provides a wide variety of activities for Jewish students including cultural, social, educational, political and religious forums, national conferences and Israel Programs. AUJS was founded in 1948 at the University of Sydney and is now established across eight regions and almost 30 campuses throughout Australia and New Zealand.

The Executive of AUJS is elected at the Annual General Meeting, which is held in September each year. The 2011 AUJS Executive is:

National Chairperson	Jono Lazarus
National Vice-Chairperson	Simon Sawday
Treasurer	Daniel Nash
Leadership Coordinator	Shayna Slotar
NSW Chairperson	Shailee Mendelevich
VIC President	Dana Harel
WA President	Rachel Benn
NZ President	Rotem Hochman
SR President	Reuben Bolaffi

AUJS also has three Professional staff who are dedicated to supporting the union. These professionals are:

Executive Director	Mark Fischer
Shaliach/VIC Regional Director	Itay Ziv
IP Director	Tali Seidman
NSW Regional Director	Sarah Myerowitz

I would like to acknowledge the considerable efforts of each member of the Executive and Professional body, and thank them for their dedication, commitment and incredible leadership of their region/portfolio in 2011.

National Chairperson Letter – Jono Lazarus

To All Members of the Australasian Union of Jewish Students,

I would like to thank my National Executive for their hard work and the determination they have shown over the last 12 months. Without their efforts, we wouldn't have achieved what we have.

To the National Executive and all our members - we have accomplished what we found possible to do in 2011! When I ran for the position of National Chairperson late last year I was aware of three important cultural cornerstones that needed to be put in place in order to create a strong and stable AUJS. These were: A culture based on listening and consulting with campus and regional executives, as well as external organizations. A culture built on continuous learning and flexibility. Lastly I wanted an AUJS culture, which welcomed people to seek membership and then encouraged them to become active. Well done to everyone involved in the organisation, we have achieved these.

Whaia te iti kahurangi ki te tuahu koe me he maunga teitei

Aim for the highest cloud so that if you miss it, you will hit a lofty mountain.

Being the 2011 National Chairperson of the Australasian Union of Jewish Students has been a challenging yet extremely rewarding experience for me – one, which if I had my time again, I wouldn't swap for any other opportunity. Being able to see firsthand and assist AUJS members, of all ages and educational/life experiences, to find their place in this organisation has been a privilege. Knowing that we, as an organisation, have given people an opportunity to belong, will leave a lasting impression on me. Personally, the real challenge this year was to encourage those students who were members, to become active and engaged members. Those individuals had clearly made the conscious decision to put their name to paper and sign up as members, and it's a matter of trying to get them to give more of themselves to AUJS. I believe that if we know how to marry A (AUJS members) and B (the love for the organisation) to C (a strong base of active members) our community will benefit in the long term. In light of the rewarding and challenging experiences I (and the organisation) have had this year; I firmly believe 2011 has been a stable and successful year for AUJS. We have achieved substantial growth in members. We have made our presence felt on campuses all across Australasia. Our relationships with other community organizations have never been stronger. AUJS 2011 has created a strong foundation for those who will be involved in AUJS 2012, to build from and shape as they wish. I would hope that those involved in 2012 will not disregard what we have achieved in 2011 – take note where we tried new initiatives, where we succeeded and where we fell short. It is from these experiences that we move forward as individuals, as teams, and as a Union.

Duality – The many hats of the National Chairperson

As I have already highlighted, the opportunity to lead and shape the way the organisation interacts with its members, community groups and other stakeholders has been an immense privilege for me – albeit a frustrating one at times. A major cause of the frustrations I have felt as the 2011 Chairperson is that the chairperson is required to wear two hats within the organisation (Union and Company) and thus I have often felt myself ‘torn’ between two sides of the same organisation.

One hat requires the Chairperson to lead the Union in its endeavors to increase union membership and encourage those who sign up as members into active participants. As the Union Chairperson I have tried to achieve this goal by actively assisting all AUJS regions, whether financially through budgetary allocations, mentorship through my union experience, or hands-on through rolling up my sleeves the stall or event and being of assistance.

The other hat requires the Chairperson to Chair the Board of Directors at AUJS Ltd. While, due to board privacy obligations, there is a great deal of ambiguity, the main roles involve employment, finances, sponsorship and international programs. Discussions and decisions are made at these board meetings that can and most often than not, do have an effect on decisions made by the Union. It is the role of those involved on the board, from the current National executive (Chairperson, Vice-Chairperson and Treasurer), to be the representatives of the union at the monthly board meetings.

Dealing with this ambiguity can be a challenge. Questions are often raised within conversations that may have adverse effects on the Union and vice versa – it is up to the Chairperson to make difficult and sometimes-conflicted decision for the benefit of the greater organisation.

I have done my best to ensure that both sides have had equal opportunity to be recognized when decisions affecting both sides, have occurred. The Union needs the board and its experience and contacts, and the board needs the Union. It’s because of the emotional connection for Union that those on the board are still involved and continue to be involved beyond their active involvement in the Union. However, for the Union and the Board to interact better and more efficiently for the sake of the Union and community relationships, we need to find a platform where we can separate the current role duality of the Chairperson without diminishing the obvious synergies created between the two roles.

The Whanau (Family)

The composition of the 2011 AUJS National Executive has been unique, with every person on the executive either having many years of experience within AUJS positions, and/or have come from families with rich community ties. The result of such a composition has been that the 2011 National Executive has had

immense institutional knowledge of AUJS and its partners. Having such an experienced executive has meant that there has been rich discussion regarding the direction of AUJS and how our lofty aims could be achieved.

I am grateful to my National Executive, for their support and encouragement: Simon has been my confidant. He has also not been afraid to roll up his sleeves when the going has been tough. Daniel, as the Treasurer, took on a newly created role, with its own ambiguity, and turned it into a role of significant support for the leadership team. Shayna took on the challenge of holding a National position in Perth and succeeded. She was able to coordinate, with help from the regional presidents, leadership initiatives and school programs. Her achievements from Perth support the notion that distance is irrelevant. Dana has been the proverbial backbone of the Victoria movement. She has taken charge of the Victorian region. It is testimony to her abilities and hard work that all campuses in her region are active in 2011. Shailee, in 2011, has never been afraid to speak her mind and challenge the status quo in National discussions. She has been instrumental in building NSW, which has the largest membership this year, as well as bridging and building relationships within the NSW young adult community. Rachel has led WA in a direction that will ensure there will be competition for executive positions next year, a difficult achievement in a small community. Her ability to engage and activate her constituency is admirable. Rotem (a.k.a Hooch), coming from New Zealand has made sure he is never far from our minds here in Australia. He has taken a region and transformed it into the dominant mouthpiece for Jewish students in Auckland, Wellington, and Otago. Also, Reuben and Alex have worked tirelessly behind the scenes in Adelaide and the smaller regions to make sure that anti-Semitism doesn't infiltrate university campuses and importantly bringing Jewish students together.

I would like to again thank my Executive this year for all their hard work and devotion to the organisation and its pillars. May all of you take strength from this year and achieve everything you wish for in the coming years.

It would be remiss of me not to acknowledge the efforts of the outgoing Executive Director and NSW Regional Director, Mark and Sarah respectively for all the guidance and support they have given the 2011 executive and our predecessors, in their capacity as AUJS Professionals. Your experience, goodwill, and abilities will be missed. Thank you.

Also thank you to our Shaliach, Itay. It is with great pleasure that I am able to inform you that he will be with us again next year. Speaking from experience, I know how difficult it can be coming from another country and trying to make a positive impression in the host country. I firmly believe that Itay has done this. He has been a positive influence and support to all the AUJS regions; in particular Victoria, and I believe that next year he will be even better.

Kia Kaha
Forever Strong

National Vice-Chairperson Letter – Simon Sawday

Dear AUJS executives, members and other interested parties.

Although the current year is still in progress, from my perspective it has been a great success. At the conclusion of 2010, it was my aim to ultimately change the image of AUJS and in doing so, attract more people to events and more people wanting to take on active roles in AUJS. This has certainly been accomplished.

Involvement in Other Regions

The regions that I have been responsible for supporting this year were: Sydney, Canberra, and Perth. Clearly there are many differences between these three regions and the aim in supporting them, which will be outlined below.

Sydney

I had great relationships with Campus Presidents, Campus Executives, the Regional Executive and of course the Regional Chairperson. Through these relationships I was able to create an atmosphere in which it was very easy for me to work with Campus Presidents. As communication with Campuses didn't necessarily need to go through the Regional Chairperson, National events/campaigns were well coordinated on campuses and communication was strong throughout the year.

Campus Presidents felt free to contact me when there was an issue regarding National AUJS that I was able to assist with, whether this was anti-Semitic activity on campus, financial issues or anything else that arose.

Perhaps the greatest benefit of these relationships was the involvement and attendance of new members in National Events. On many occasions, Campus Presidents were proactive in promoting National Events and putting the members in contact with me or other National Executives. This was most evident on PTS, where Campus Presidents brought previously uninvolved members on the Seminar.

Perth

It was a concern expressed last year that the AUJS leadership treated Perth as an independent and separate region, and consequently provided little support to the region.

It's clear that this has changed in 2011. Throughout the year I've had the opportunity to meet and get to know many of the Perth Regional Executives, to attend AUJS meetings in Perth and to assist them in the running of Ice Cream for Peace, as part of the National Campaign. To further emphasise the involvement that the AUJS leadership has had in Perth, I accompanied the National

Chairperson, Jono Lazarus and the National Treasurer, Daniel Nash to Perth for the annual Boat Cruise.

Strengthening National AUJS involvement in smaller regions has many mutual benefits for the parties involved. Specifically, National AUJS will stand to benefit from increased interest from Perth AUJS members in National Events and the possibility of more future National Executives coming from Perth and other smaller regions.

Canberra

Involvement with Canberra AUJS has been limited this year; however there are signs of renewed interest from this Region. During PTS, the AUJS Canberra President, Charlotte Glick, coordinated a social gathering with the AUJS PTS participants. Following on from this, a group of AUJS members in Canberra have expressed interest in attending National Assembly.

Once again, the relationship with smaller regions is important for AUJS and should be made a priority in the future.

Role of the Vice Chair

This year my major role has been to organise events and campaigns. I organised O Week, PTS, National Assembly and Holocaust Awareness Day. I also played a role organizing Basic Training and Ice Cream for Peace.

The role of the Vice Chair is a complex one. On the one hand it is at the right hand of the National Chairperson and sometimes required to deputise for the Chair. My responsibilities this year have also included the organizing of events and campaigns, along with the Chair and Treasurer due, largely, to there being no Campaign Co-ordinator and Public Affairs Convener on the National Executive, for much of the year, resources have been severely stretched.

In future it would be beneficial, I believe, to have people external to the National Executive organising some events and campaigns, particularly Winter Retreat and National Assembly. For this to happen, there obviously needs to be people willing to take on the role and people competent and experienced enough to organise a National Event/Campaign.

In a more ideal scenario, with the National Executive positions filled, and committees appointed to organise some of the National Events, the Vice Chair would be able to play a much stronger support role, where they could support, mentor and work with other executives, whether this be the Public Affairs Convener on PTS, the Leadership Coordinator on a schools initiative, Regional Presidents on the running of their executive and campaign organisers on their appointed campaigns.

This is particularly the case for Regional Presidents/Chairs, especially the Regional President/Chair based in the same city as the National Vice Chair. Due to the resource constraints referred to, I was not able to play the support role for the NSW Chair that I had intended, something the Regional President/Chair can benefit from.

Treasurer Report – Daniel Nash

Dear AUJS Executive members, affiliates, members and other interested parties.

Please find below my Treasurer Report, and review of the reintroduction of the role of the AUJS National Treasurer in 2011. The year has been so fruitful and rewarding, and I anticipate the remainder to be so as well.

Overview:

2011 has been a successful first year in transforming the role of AUJS National Sponsorship Convenor back to the previous role of a National Treasurer. The constitutional amendment passed at the 2010 AGM has seen important financial involvement reconsolidated in the hands of the student body. As Treasurer I drafted the annual National budget with the Chairperson and Vice Chairperson, and have written and contributed to the budgets for every National conference (Basic Training, Winter Retreat, PTS, AGM) and our national campaigns. The role has retained fundraising for the Union as its most crucial component. As a Director of AUJS Ltd. I am also the only AUJS student leader to sit on the two financial subcommittees of the AUJS Ltd. Board: the financial subcommittee and sponsorship subcommittee.

National budget overview:

In writing the 2011/12 budget we allocated increased contributions to every National conference and to our campaigns, including: O-Week, Holocaust Awareness and political campaigns. The budget was aided by continuing healthy sponsorship of the Union, together with profit from AUJS Israel Programs and 2010/11 trailing revenue. One important and underutilised line item in the National budget was the campus fund. Throughout 2011 the fund received three applications, of which only two were approved within the scope of the fund. Regional and Campus Executives have continually been reminded of the fund's existence and, with three remaining months of the year, are again encouraged to apply for extra support of campus activity. To improve the accessibility to the fund leading into the 2011/12 budget, I have proposed a carryover principle so that every unused dollar currently in the fund be automatically added to the 2012 fund for campus support.

Conference budgets overview:

Each conference budget was drafted with the intention of limiting the cost to be borne by participants so as to improve affordability and attendance. The costs of Winter Retreat and PTS were lower than in 2010, and Basic Training was marginally more expensive but with better catering and accommodation. In addition, both AUJS PTS 2011 and the AGM offered very generous flight subsidies to better enable attendance for interstate participants. This included completely free travel for PTS participants coming from Sydney. Well-constructed budgets

allowed the implementation of very enjoyable and relatively affordable 2011 National conferences.

Sponsorship:

In addition to Board and Treasurer work, fundraising for the Union is the added major component of the role of Treasurer. In the present 2010/11 budget we have retained the support of the JCA in NSW, made constructive progress with the Board of Patrons in Victoria, and attracted forecasted sponsorship for Basic Training and PTS. The value of a Winter Retreat and O-Week to prospective corporate sponsors is a continuing challenge that should be set about being addressed by the next National Treasurer. Received sponsorship for AUJS LDP remains generous and stable, with the result of an increased participant fee of only \$5.00 for the 2011/12 program. I express my thanks to AUJS' many donors and financial supporters who enable all work to be done at the National and Regional levels, as well as the implementation of campaigns and other initiatives on campus.

Union support:

Part of the envisaged change in reintroducing the National Treasurer was to include the Treasurer as a senior support in Union activity. This was achieved through the inclusion of the Treasurer in regular meetings with the Chairperson, Vice Chairperson and Executive Director – previously unattended by the Sponsorship Convenor. In that context, the absence of a 2011 Public Affairs Director also saw PTS co-ordinated by myself together with the Vice Chairperson. Though met with difficulty at the year's opening, the originally expected change has been largely achieved. In serving in Victoria, my role has also seen me act as a source of support for the AUJS Victoria Executive in assisting with O-Camp, social and educational events, and through service on the 2011 AUJS Victoria Ball committee. I was also able to serve on the MonJSS Executive as its Immediate Past President. The 2010 amendment has successfully seen the integration of a Treasurer in financial activities, as well as including the office bearer in the more important decision-making for the Union.

Conclusion:

I would like to take this opportunity to thank Jonathan Lazarus, Simon Sawday, Mark Fischer, the Directors of AUJS Ltd. – particularly members of the financial and sponsorship subcommittees – for their assistance in reintroducing the role of the AUJS National Treasurer. It was a vision of the 2010 Executive that was only realised by my colleagues and I in 2011. I very much look forward to working with my successor as Treasurer to continue the reform begun in 2011, and to work for the financial growth of our Union.

Leadership Report – Shayna Slotar

I came into this position not exactly knowing what was expected. With the portfolio having been created at the 2010 National AGM, it allowed me to shape the direction, I thought, the portfolio should go.

This year I have introduced the “Year 12 initiative”, which promotes the engagement of AUJS executives with year 12 students. It has been run very successfully in NSW and WA, and I hope that it will continue to be run in the future.

Year 12 initiative:

The Year 12 Initiatives promote engagement between current AUJS executives and year 12 students within Jewish schools. The Initiative was conducted at national level and offered to all states of which NSW, WA and VIC took it up at various levels.

AUJS was promoted to year 12 school students through various gimmicks and methods, with each region adding their own unique spin to the initiative. Having coordinated with key executive members in the regions, I was able to gain buy-in from the regions in the program and thus successfully coordinate the program from Perth.

In Western Australia, AUJS leaders were present on Jewish Studies camps, throughout the school semester in assemblies, and presented year 12s with graduation gifts. AUJS in NSW worked with ACADEMY BJE to run an event after school hours. They have also been working with Masada, Moriah and Emanuel where they have been able to present and create small databases from the contacts received from year 12 students. AUJS Victoria is still in the process of making contact with high schools but will be the first thing to develop next year in Victoria. In regards to the gimmicks supplied by National, all school liaisons were given promotional videos and slap band to give to year 12 students – something which the Year 12’s enjoyed!

LDI (Leadership Development Institute):

The Nationally led Leadership Development Institute has taken many forms this year with each region providing input and tailoring the program and its methodology to its own constituency. The aim of LDI is to provide an environment for active AUJS members whereby they are able to learn, teach and interact with past and present AUJS leaders. We hope that this provides a pathway for individuals within the organization get more involved and taken on higher leadership positions in the future.

In NSW, AUJS has been running 'Power Up'. The work of the NSW executive has been very helpful in making this happen. More about the program will appear in the NSW section. Cameron Tribetz and the rest of the AUJS Victoria team ran a very successful LDI program, where they presented many prestigious speakers and brought in a great number of participants. On top of LDI, Leya Snider has run a program called ACTIVATE, which builds sessions around mentors and mentees as opposed to the tradition seminar style of LDI. AUJS WA ran an engagement 101 sessions, which was very useful for student advocacy and was enjoyed by those who attended. AUJS NZ will be running in the summer break a leadership day for the executive and upcoming AUJS leaders.

AUJS Official Documents:

With AUJS leadership positions changing every year and the issues surrounding knowledge sharing and transfer I decided that we needed to make documents about each event. Each document would help future executives understand how the event was organized, how it was run and then any feedback that was received. These forms will also make the jobs a lot easier, as the planning will be done for the executives due to the information accumulated from the documents.



AUJS Participants enjoying the sun after a game of Watermelon Rugby on Basic Training!

Community Relationship – Jono Lazarus

WUJS

The World Union of Jewish Students (WUJS), the executive of which I have sat as the AUJS representative, has gone from strength to strength this year under the inspired leadership of Oliver Worth. Over the past few years WUJS has struggled due to a lack of personnel, resources and funds. 2011 has seen a revitalisation of the organization. Increasing its profile has been one of its objectives and in furtherance of this, it has organised a number of events, functions and trips in order to the WUJS executive to meet and compare experiences.

As part of the WUJS executive, I met the rest of the executive team in Jerusalem in December '10 and April '11. The executive is made up of the Chairpersons from the South African Union of Jewish Students, the Union of Jewish Students UK, the European Union of Jewish Student, the French Union of Jewish Students and the National Union of Students in Israel. It has been exciting to learn of the progress of Jewish student unionism in the respective countries and, for AUJS, a great opportunity to learn of their events, campaign strategies, experiences and ideas.

It needs to be stressed that AUJS, as one of the largest and most active Jewish student unions, must continue to play a strong role in the WUJS executive. Many of our activities are the envy of other unions, but we can learn a great deal from other international unions.

Australian community

AUJS this year has directed its attention to building and strengthening relationships with other community bodies, particularly the ZFA, ECAJ, JNF, WIZO and AIJAC. With AUJS being a strong pluralist organisation, it cannot function in isolation, and we need to partner with other organizations in order to cater for the needs of our diverse membership. It must be integral to AUJS strategy that it continues to build on those relationships – there are many Jewish community leaders who would be happy to assist AUJS as, for example, speakers in campaigns we run. In particular I wish to thank Philip Chester at the ZFA, Peter Wertheim at the ECAJ and Vic Alhadeff at the NSW JBOD for their continued, tireless and strong support of AUJS. Thank you gentlemen.

AUJS continues to play the important role in the community as the voice for the less voiciferous Jewish youth. AUJS is the representative body of the Jewish Student, whether they are a member or not, on campus or off campus. In a world where Jewish students are engaging less and less with the 'Establishment' community it is the responsibility, we believe, of AUJS student leaders to represent the ideas and interests of Jewish student members. We must be vocal in our activism, in demanding a greater role in shaping our community's message and ensuring youth engagement as a whole.

Conferences

AUJS aims to cater for the wide range of interest of our membership. At the national level we try to achieve this by running Four National conferences, each one with a different portfolio emphasis. This year was no different: AUJS successfully organised and ran three successful conferences, each one catering to a different niche of member interest.

Basic Training – February

This year's Basic Training or Leadership conference, which was oversubscribed, was held near Bacchus Marsh. Basic Training brought together over 60 AUJS executive members from around Australia and New Zealand under the banner of Leadership training. A key theme throughout the conference was one of "creating momentum". The conference's aim was to give executive members the skills to run their portfolios/regions/campuses in an effective and confident manner. Special mention must be made of Shayna Slotar, for her hard work in organising and running the very successful conference.

The Great Escape - July

This year's Winter Conference, The Great Escape, was held at Rawson Village, 2 ½ hour's drive east of Melbourne. The aim of The Great Escape was to do exactly that - Escape! It was a chance for students, after exams, to get away with AUJS, to relax and have an amazing social experience. It is not uncommon for individuals to come on this conference with no AUJS affiliation and leave with friends and a desire to get involved. The highlights of the conference were: playing Laser Tag, going to the snow, sporting tournaments, optional formal sessions – which included topics ranging from Israel to the art of Facebook espionage; and the three themed nights.

Political Training Seminar - August

AUJS PTS 2011 enjoyed extraordinary student, community and political interest. The conference was addressed by several senators, senior government ministers and members of the shadow cabinet, alongside a number of prominent academics and community leaders. Most notably, the conference welcomed Senator Bob Brown, Leader of the Australian Greens; The Hon. Julie Bishop MP, Deputy Leader of the Opposition; and Senator The Hon. Stephen Conroy, Minister for Broadband, Communications and the Digital Economy. AUJS PTS provided a momentous opportunity for attendees to engage in discussion of important issues facing both Australia and Israel, with some of our foremost political leaders. As a result of the combination of a limit being placed on numbers who could attend; and exceptional student interest in the conference, we were faced with the unfortunate task of having to decline nearly half of the applications. The 2011 organisers would like to thank Mr. Michael Danby MP for his fifth consecutive year as AUJS' host in Canberra. Also, thanks to AIJAC, The Embassy of Israel, Hillel and every distinguished parliamentarian and guest who allocated time to address the conference. Thank you also to the National Executive, professional staff and PTS interns for their assistance with key aspects of the conference. A big thank you to the conference participants for joining us for an experience of a lifetime on AUJS PTS 2011.

Campaigns

This year has been somewhat of a mixed bag for National Campaigns. We had endeavored to bring innovative initiatives to campus, however, it was unfortunate that a number of these initiatives could not be initiated due to the respective workloads of the National Executive members and the resignation of the National Campaigns Coordinator, in April.

Notwithstanding, the National Executive must be recognized for their efforts in ensuring that some campaigns would be run throughout the year. In addition, we have sought to improve the way that campaigns are run – as described below:

Over the last few years there have been regular complaints from Campuses and Regional executives in regards to the National Executive ‘Pushing’ campaigns onto them (Campuses and Regions) to run. This year we took steps to give campuses as much autonomy as possible in running campaigns, whilst ensuring campaigns were initiated and run. The National Executive tried to achieve this in a variety of ways:

1) Modulated Campaigns

Modulated Campaigns add much needed flexibility to nationally directed initiatives. With National needing campuses to assist in delivering campaigns, it is unrealistic to expect every campus to be able to fulfill all the objectives and requirements set out. This could be due to the size of each campus, the political unrest associated with specific campuses, the required people power required compared with what is actually available, and the like. Modulated campaigns allow campuses to pick and choose what they run on their campus thus allowing them to take part in a national campaign to the best of their ability. This method was used for the first time this year and whilst there were initial ‘teething’ problems it was overall a very successful methodology of running campaigns.

2) Integrated Discussions and Feedback Loops

The strategies we try to implement on a national level cannot occur within a vacuum. For a national campaign to have the required effect we rely heavily on the Regional and Campus Executives. For the development and improvement of campaigns we set out to consult as many campuses and regions as possible in order to gauge their interest and opinions. As National, we recognise that our initial campaign would have had greater success had we obtained greater input at the very start of the campaign. However, we used feedback sessions to better understand where mistakes had been made, and we implemented the lessons learned to ensure strategies had the necessary buy-in.

Campaigns run this year were:

Orientation Week

Orientation weeks (O-week) were held across Australia and New Zealand in February and March this year. O-week provides the first real opportunity for campus executives to engage with their potential members. Membership numbers have increased from those of the previous year. Special mention needs to be made of the dedicated o-week representatives who worked tirelessly over 25 campuses to provide a positive experience for all. New members were given orientation packs with information about AUJS events and the community. AUJS appreciates the generous donations from a wide spectrum of Jewish community organisations.

Every year AUJS National provides its members with something to take away from the stall once they have signed-up. This year we gave members 'Slap bands' with the message "Israel: Still Slaptastic". Along with the slap band gimmick, we also handed out show bags full of community organisational information. O-week sign ups account for more than 70% of our overall membership numbers and in the past if a student missed o-week they would have a difficult time signing up for the year. This year we introduced our new website membership system, which has allowed students to sign up throughout the year – this has already led to a 400 member increase over last year.

Israel Apartheid Awareness Week Response

From the 21st March, Israel Apartheid Awareness Week (IAAW) transpired on our Australasian university campuses. AUJS acknowledged that a weeklong response to IAAW would be relatively ineffective at tackling the problem because of the potential difficulty for campuses to co-ordinate an entire week worth of responses as well as the risk of retribution on participants by Students for Palestine and the Socialist Alternative. In light of such considerations the AUJS National Executive, in conjunction with other youth organisations, created a campaign that aimed to be flexible, focused and effective. It was a campaign which, no matter the size or political volatility, each campus could run. This was conducted by allowing campuses to choose which modules they wished to use and not forcing them to do the entire campaign.

By not branding the campaigns, AUJS tried to empower other youth organisations to assist in the delivery of the campaign. This was done to with a moderate degree of success with a few individuals from other organisations such as CSG, YFI, and AZYC partaking in the activities.

The Campaign had the following modules:

"Ice-Cream for Peace"

IAAW aimed at 'educating' the ill-informed about the Middle East situation during the week of 21st March. The objective of 'Ice-Cream for Peace' (ICP) was to educate and provide information re: Israel and Peace – an alternate view

compared to that of the Socialist Alternative. On campus, ice cream was sold for a donation. Over \$800 was raised and this went to a Makom Bagelil, a charity that provides respite for Arabs and Israelis children through activities such as circus training.

“Embrace for Peace”

“Free hugs” T-shirts were sold on campuses and a competition was run amongst campuses in regards to which campus gave the best hug. The idea behind this module had a similar origin to the Ice-Cream for Peace activity. Its aim was to be a contrast to the anti-Israel campaigns of hate and that people wearing the shirts would look approachable to university students who wished to discuss the Middle East and the need for peace in the region.

“Get Stickered”

‘Get Stickered’ was simpler and less confrontational than the Embrace for Peace module.. National printed approximately 3-4,000 stickers with slogans that could be stuck onto anti-Israel posters. This sought to achieve two aims:

- i) Firstly, those reading/seeing the poster would see our sticker and think twice about the message;
- ii) Secondly, for others to get rid of the sticker they will have to tear down the offending poster.

While stickers weren’t used during campaign, National has used them in conjunction with campus Presidents/Chairs when the need arose. For example: over 1,000 stickers were used to blanket the mass poster campaign on Melbourne and Monash-Clayton campuses in early September.

At the end of the day AUJS, through these modulated campaigns, attempted to show symbols that promoted peace and harmony in the Middle East – a counter-balance to the hate and aggression of the Apartheid symbols. It was a simple campaign which, besides Ice-Cream for Peace, didn’t require a stall or may workers. At the same time we tried to keep things flexible enough for campuses to do what they wanted, whilst being structured enough to show a unifying response.

Holocaust Awareness

National Holocaust Awareness campaigns are difficult to organise on a National scale with many regions doing their activities at different times throughout the year. I would like to suggest for those involved in 2012, that there is a concerted effort made to do Holocaust Awareness during the same time as Yom Ha’atzmaut – if possible.

After much consultation with regional executives and campus presidents, AUJS National decided on a dual approach to Holocaust Awareness.

Black Ribbons

Initially the idea for a Holocaust Awareness campaign was to assist those on campus, whether as members of AUJS, Jewish, or merely recognize the global

tragedy of the event, to remember through symbolism. The symbol being a black ribbon – similar to the ribbons used for raising awareness of many causes, internationally. Victoria was the only region to use this symbol of the campaign in their Holocaust Awareness events on campus. It is unfortunate that it wasn't taken up across the whole of Australasia, however this shows that National does not force ideas and concepts onto campuses, but instead gives them the opportunity to partake in the manner they consider appropriate for their Region. We would like to thank Spotlight for sponsoring the ribbon used.

Holocaust ID Cards

Based on what is done at the Washington Holocaust Museum in Washington DC, we decided to replicate postcard-sized Identification cards of eight Holocaust victims. This tool was used successfully to engage university students. It was given to all campuses and used during their respective on-campus activities. Thank you Simon for your tireless efforts in this regard.

The ideological concept behind the dual approach was to try and answer the question: For whom are we raising awareness? It was hoped that by campuses and regions taking on both sides of the campaign that we would cater for both members (the black ribbons) and the Holocaust ID Cards (general university public) and thus with the support of other Holocaust Awareness activities on campus (Candles, tours of the museum, speakers) provide a 'complete' campaign for all university students.

Yom Ha'atzmaut

Taking into account the lessons learned from previous mistakes made during the campaign for the Israel Apartheid Awareness Week, we assisted campuses in their Israel Birthday Celebration. This came in the form of sponsoring big blue and white birthday cakes.

The organizing of cakes was passed on to regional executives who then liaised with their campus affiliates. The sponsoring of a cake for each campus was intended as a gesture, by the National Executive to campuses, of mutual cooperation.

Directed Marketing

Throughout the year, after each campaign or campus event, there has been reflection by the National Executive. An underlying objective of these feedback sessions revolves around our planning assumptions of: Who are we trying to target and why are we targeting them? Did we achieve our objectives?

A thought, which was raised in Mid August, was one of a 'Directed-Marketing' Campaign, one that targets specific people with specific Israel facts. Why? So that the facts we present are added to their own framework of interest, hopefully creating strong/sympathetic advocates within specific sectors in the future.

It is those who are at university today that will be the leaders of tomorrow.

Victoria – Dana Harel

Presidents Report

First and foremost, I believe that it is imperative to thank my fantastic team for the year that we have had. To Itay Ziv, Terri Goldman, Brett Shandler, Ricky Lebenholz, Cameron Trijbetz, Josh Bartak, Yosl Cylich, Tamara Ungar, Dori Meron, Eli Oliver, Elisha Pilcer, Keren Spector, Racheli Rosenswaig, Zara Michael, Daniel Nash and Jono Lazarus, for all your hard work and support, this year could not have been as successful as it was without the assistance of each and every one of you.

We started preparing for this year as early as November 2010, and tried to best plan the year to come. The AUJS Victoria executive was inexperienced, but what it lacked in experience, it made up for in passion. By starting so early, we were able to plan our major events for the year, as well as work on branding AUJS Victoria, through the design of business cards with upcoming events, AUJS Victoria t-shirts and an AUJS Victoria banner.

I believe that the success of the executive was due to the incredible dedication shown by all of its members, be it through attendance and assistance at campus events, liaising and developing strong relationships with community organisations, promoting Israel programs, working with external organisations, and organising our regional events. We took the attitude that in learning from the past, we would like to support the campuses rather than hinder them, and overall, this created stronger working relationships. We restructured our regional meetings so as to make them more useful to all, particularly campus Presidents through the sharing of their ideas and campus events.

Another focus of the year has been working closely with community organisations including the Zionist Council of Victoria and the Jewish Community Council of Victoria for our mutual benefit. This is best demonstrated by our recent dinner with their executives, and we hope that by building on these relationships, we will benefit our members and the organisation overall, by gaining knowledge and experience to implement on campus.

In my fourth year in AUJS, it has been an honour to work with a group of individuals that genuinely care about Jewish students, the work done by AUJS and the pillars of AUJS. I have been privileged to be surrounded by this group, which has grown together, and has also created many lasting friendships. I am proud to say that as a result of our hard work, there is unprecedented interest in being involved and staying involved in AUJS Victoria in 2012. I hope that next year's executive can better our achievements, learn from our mistakes, and most of all enjoy themselves.

State of the Region

Political:

Due to the everchanging nature of politics, much of our year has been focused on combating proponents of the “Boycott, Divestment and Sanctions” movement (“BDS”) off campus and the actions of Students for Palestine on campus, particularly in relation to “Israel Apartheid Week”, and Yom Ha’atzmaut.

BDS:

Since December last year, rallies have been organised against Seacret/Jericho/Black Pearl, an Israeli company selling Dead Sea products, and Max Brenner.

AUJS Victoria has been working very closely with the community in order to combat these actions, and whilst it may not be evident, have been active to ensure that no detrimental publicity has been created for the Jewish community. We have met with community leaders, and are currently chairing a youth taskforce, whose aim is to create an underlying positive message about Israel for students on campus.

Most recently we were invited to attend pro-Israel, anti-BDS event with Michael Danby MP and Labor MPs, including State Opposition Leader Daniel Andrews. It was a fantastic opportunity to meet with Labor students and discuss with them the issues we are having on campus. We also rallied against BDS with the Young Liberals of Victoria and the Australian Liberal Student Federation. We had a strong AUJS presence at both events, and all parties appreciated our participation.

Students for Palestine, (“SFP”):

Early in the year, in March, SFP organised Israel Apartheid Week, in conjunction with many such organisations around the world. The stated aim of Israel Apartheid Week is to “educate people about the nature of Israel as an apartheid system and to build BDS campaigns as part of a growing global BDS movement.” (apartheidweek.org).

In Victoria, we worked with the youth movements and other interested parties to create a campaign titled “Ice Cream for Peace”, as well as an “Embrace for Peace Campaign.”

Ice Cream for Peace was held on all campuses, and money raised was donated towards Makom BeGalil, an Israeli charity teaching Jewish and Arab Israelis circus. At the events, organisers were wearing “Embrace for Peace” t-shirts, and the videos from these were posted on the internet, as part of a National campaign.

Yom Ha’atzmaut: A protest was conducted against the “Zionists celebrating Apartheid” at Melbourne University during MUJSS’s celebrations. Whilst we danced, sang and celebrated Israel’s independence, the demonstrators protested behind police and security lines. Two of the protestors attempted to further sabotage our event by cutting the cord to the music, and injured one of our

students in the process. These members were arrested, but not charged in the end.

Our Yom Ha'atzmaut event at Monash University was also disrupted. We worked very closely with community leaders to handle these matters appropriately, including liaising with Campus security and the Vice Chancellors' office.

In response to the growing poster campaigns and anti-Semitic and anti-Israel undertones on campus, we attempted to establish a 'youth coalition' with other concerned students, some having a youth movement background, or just a passion for Israel. The group has met successfully a number of times, and has encouraged all members to attend pro-Israel events and speakers. Hopefully this group can expand in years to come, and hold their own events in the future.

Josh Bartak, our Political Officer, has started giving regular updates on the situation in Israel in order to encourage greater awareness and understanding by our members. We hope that this will become a permanent fixture in years to come.

Educational:

We were fortunate enough to have exclusive meetings with Stephen Smith, who was brought out by the ADC for the Gandel Oration, and with Professor Mimi Ajzenstadt, of the Hebrew University of Jerusalem, who both gave us great insight, particularly into university life overseas. This semester we have a focus on leadership development, with a four-week course called "Leadership Development Initiative", organised by Education Officer Cameron Trijbetz. We have brought many illustrious speakers, including David Smorgan OAM, John Searle, David Southwick MP and Scott Ryan, to assist university students with the transition into the workforce.

Leya Snider, MonJSS Education Officer, took the initiative to create a new leadership program - Activate, which is aimed at teaching students to become AUJS leaders, and understand more about their personal leadership abilities. Our first two sessions have been highly successful, and have attracted approximately 20 new faces to AUJS Victoria and our campus executives.

For the first time in the past few years, there has been a regional campaign that has been held on all seven campuses around Victoria. The brainchild of Yosl Cylich, the Save a Child's Heart ("SACH") campaign was first held by SWUJS in 2010. This year Yosl organised a regional campaign, where brochures and photos of the work that SACH does was on display, heart shaped cookies were given out to passers-by, and donations were asked for the charity. In under two weeks, we are incredibly proud to have raised over \$1,000.00 for SACH.

Ricky Lebenholz, AUJS Victoria Secretary and environmentalist, has been working in conjunction with JNF to generate awareness of the fantastic environmental work done by them, and also to promote Israel positively.

We have also been privileged to have an exclusive briefing by Neil Lazarus, a very well known lecturer on Israel Advocacy. This will be run in conjunction with the Australian Zionist Youth Council.

Religious:

As well as religious events run on Campus for the various chaggim, and the Shabbat services conducted on O-Camp, this year AUJS Victoria joined Chabad on Campus for their signature event, Shabbat 500. Working together, we were able to bring together the largest amount of Jewish students yet (375) who were all privileged to hear from Sam Lipski. A free ticket to Israel was raffled off, and a good time was had by all. This was a fantastic opportunity to meet other Jewish students, some of whom had not experienced a Shabbat dinner at all.

Social:

As there was no Orientation Camp last year, we were very excited to start our year with the “Social Network O- Camp.” The aim of this was to provide students with a forum to meet new people in an informal setting, including a lovely Shabbat dinner, and optional educational and social programs. Programs were run by various AUJS leaders, past and present, and included sessions on personal experiences in the Israeli army, Judaism and the Settlements, trivia, Battle of the Campuses, Liberal and Orthodox Shabbat services, a farbrengen, volleyball and parties in the evenings. The camp was a terrific success, and allowed us to build a strong base for the future.

This was followed by our Purim party, hosted with Chabad on Campus and Young UIA, which had over 800 people register for the party, more than double the numbers we have had in previous years. The party was held in a different format to previous years. Rather than holding the party at a bar or in a club, we were fortunate enough to be able to hold the party at a private household. This format allowed for a much more welcoming environment, and is one that we would highly recommend for next year’s Purim party.

We also worked closely with Hagshama for the “Out of the Blue 2” Yom Ha’atzmaut Party, which too improved on last year’s party, with much greater enjoyment and fantastic feedback.

Our largest event for the year, the AUJS Ball (organised by Terri Goldman), will again be held at Studio 3, part of the Crown Entertainment Complex. We are hoping to improve upon the success of last year.

Some more informal events include AUJS nights at the Local during mid-semester break and at the end of semester one. We will end off the year with a trivia evening (organised by Brett Shandler), having been highly successful in the past.

Campuses:

AUJS Caulfield – Elisha Pilcer:

At AUJS Caulfield this year we have focused on expanding membership, having a more visible presence on campus and having a free weekly kosher lunch, we've also collaborated with MONSU to help them serve Kosher food at the Monash midweek meet. Additionally we handed out Mishloach Manot on Purim, and ran an event for Yom Ha'atzmaut. We also ran a successfully fundraiser for the Save a child's heart foundation, an Israeli charity

AUJS Deakin – Eli Oliver:

This trimester AUJS Deakin has strengthened its membership and continued its popular weekly kosher lunch, 'Tuesday Bagels & Dips'. Our members again jumped at the opportunity to raise money on campus for "Project Poverty" and "Jewish Aid" through "Challah for Hunger", which was allowed Deakin Students to give charity and raise awareness of Jewish Traditions. AUJS Deakin was chosen out of 40 other clubs to represent DUSA at 'Deakin Open Day'. This was very successful and gave us the opportunity to speak to potential students and allow them to see that Jewish Life on campus is very active and proud. After being the target of 'Boycott Israel' and "Israel Apartheid" graffiti in the tram underpass and across campus, we arranged an urgent meeting with the ADC and felt we needed to do something on campus to show Israel in a positive light. This was followed by a very successful "Israel Celebration Day" together with "Save a Child's Heart Campaign", where we played Israeli music, gave out felafel, chumus and pita, as well as heart shaped cookies and raised funds for SACH. We look forward to many more successful events at Deakin with AUJS!

AUJS La Trobe – Zara Michael:

This semester at La Trobe begun with new leadership and re-affiliation with La Trobe student clubs and societies. So far there has been the Save a Child's Heart event and an AUJS La Trobe student member sign-up website established. Soon to come: a stall at La Trobe Multi-cultural Week celebrating Jewish and Israeli culture

AUJS RMIT – Keren Spector:

RMIT AUJS has just started up. We are still in the early stages of forming our executive. We have run our first event at RMIT, which was a bagels event, and had a turnout of about 40 people. We are looking forward to our upcoming Rosh Hashana, and to a strong AUJS RMIT executive in the future.

SwUJS – Swinburne University Jewish Students – Yosl Cylich:

Swinburne has stabilised after a couple years of consistent weekly activities and dedicated leadership. We are now boasting around 30-40 active members with some off-campus trips planned this semester to move things on from the status quo and into a stronger 'union/club' vibe. Lastly, after much negotiation with the student union we have at Swinburne a portable Kosher barbecue for private and public student events

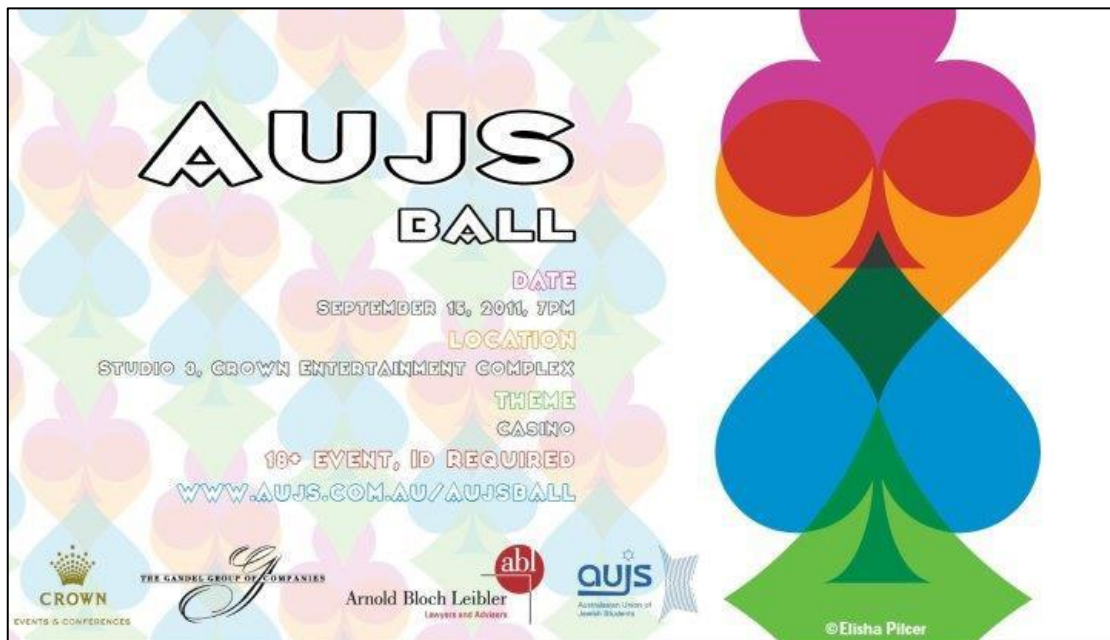
AUJS typically organises events and campaigns that fall into one of three categories: political, educational or social. This year has been no different, and has seen a large emphasis on building stronger relations with the community, as well as increasing support for campuses and campus executives. As a result, AUJS has had both more presence in the community, and has had a greater influence overall.

MonJSS – Monash University Jewish Students’ Society – Tamara Ungar:

This year at Monash Clayton we have boasted fantastic success in events such as Ice-Cream for peace, Yom Ha'atzmaut, Tu B'av and Save a Child's heart awareness. We have around 175 members and have varying turnout at events. Our executive is strong and extremely hard-working, with many ideas being turned into events and many goals being set for the future of the club. We have enjoyed working with both AUJS Victoria and National and are extremely thankful for their ongoing support.

MUJSS – Melbourne University Jewish Students’ Society – Dori Meron:

MUJSS has managed to significantly grow as a strong Jewish Student society since 2008. With consistency, love and hard work, MUJSS has managed to produce highly successful events that had a significant impact not only on students at Melbourne University but on the community as a whole. This year, the MUJSS team keeps on working hard in order to deliver the best Jewish life experience for students.



New South Wales – Shailee Mendeleovich

Chairpersons Report

Becoming the NSW Chairperson was an exciting challenge for me. I had finished my time as the Chairperson of the University of New South Wales, which was a large campus with demanding responsibilities and had prepared me for the hard work ahead. I was ready to step away from campus activities and explore more about communal relations and strategy development in the organisation. The Regional level of AUJS was always a mystery and I was not sure of its place in the union. This year has been very formative and required me to learn on my feet about the daily work of a NSW Chairperson.

The role of the NSW Chairperson is multi-layered. The main requirement is to identify the interests of members and keep both the activities of campuses and the region in line with those interests and the overarching agenda of the National executive. This requires continuous communication between the campus and national levels so that all the desires are met in a delicate balance. This year, a unique situation presented itself in the region whereby the majority of executives were new to the organisation but held important roles. The executives were incredibly energetic and hard working but required a lot of attention to teach them about the values of the organisation in order to help direct their activities. This was a big challenge which after time saw campuses flourish with activities and membership increase exponentially. A result of the commitment to develop the executives was a split in attention to regional responsibilities which put a strain on the productivity and relations we were able to create between members or community organisation. However much was still accomplished thanks to the hard work of all executives and staff, especially in development of the AUJS brand on campuses.

The NSW Chairperson also holds a unique responsibility as a member of the National executive, and as the partner to the professional staff member in NSW, that is the Hillel Director. These additional roles help the region see itself as a unique area that requires tailoring of every initiative to the character of the state. Differing factors influence the way campuses can adopt National campaigns or the way NSW will advertise National conferences to members and even how identifying new challenges in the state requires innovation to established events and courses within NSW. This year many of the campaigns were executed exceptionally, the conferences were represented well by executives and a greater investment and practical input to advocacy and leadership courses was shown, however member participation was average and this is a key area that was addressed through the relationship with Hillel.

The issue of inter-organisational relations and partnership activities with AUJS was an important topic for the year. Because of the highly motivated group of executives, NSW AUJS wanted to do more on their own accord, which changed the way professional support was accessed in NSW. We were still involved in many of the young adults events and enjoyed joint partnerships, which inspired the idea for a Partnership Document to outline how AUJS saw itself working in

the volunteer-professional relationship for event planning. Moreover, Hillel's role with AUJS similarly took a more passive position, which was necessary to rectify so that Hillel could support AUJS in engagement and development of members as the key area not being achieved.

State of the Region

This year AUJS NSW endeavoured to be featured in two distinct roles; participating in the community and on campuses. Our calendar reflects the diversity of events to tailor to as many students interests as possible whilst keeping with the values of Judaism, Zionism, Pluralism and Activism.

The year begins in January to plan for Basic Training, the annual Purim Party and first semester events such as O-Week and Israel Program returnee events. Part of the work in the summer is to strengthen the ability of all campus and regional executives as well as bond as a team and in ideology. This was best done through attending numerous community events as an opportunity for each executive to own their position and test their knowledge amongst other leaders.

The first semester saw a success of events including an enviable membership of more than 500 students signing up to AUJS at the five campuses across NSW, and finishing with more than double its original membership at the end of the year. Uniquely AUJS NSW introduced member items into the O-bag including cd's and artwork to showcase the diversity of members and personalise the organisation. In the first semester AUJS hosted Joe Hyams of Honest Reporting, ran six sessions of The Advocacy Program (TAP) in partnership with Hillel, The NSW Jewish Board of Deputies and the Zionist Council of New South Wales, a joint Fusion-AUJS St Paddy's Purim Party with over 200 guests, worked with Hillel and Friends of Hebrew University to host Mimi Ajzenstadt, Proverst of Hebrew University, AUJS NSW revived the Revue, 'The Lambshank Redemption' which ran over four nights and more than 500 people came to watch the show. AUJS NSW also ran two campaigns, 'Ice Cream For Peace/Hugs For Peace', raising awareness about cooperation between Israeli and Palestinian people; and the Israel Week Campaign, celebrating Yom Ha'atzmaut on campuses with MASA's support. AUJS also participated in the Young Adult Yom Ha'atzmaut Street Party with all NSW young adult organisations, and represented at the annual community Yom Ha'atzmaut event in the Randwick Racecourse. AUJS put on a business evening, 'Secrets To Success' with Fusion for more than 80 people, helped facilitate the 'Students on the Street' event for Jewish high-school kids and addressed the issued of BDS at Parramatta through a high-profile peaceful Coffee Protest at Max Brenner, garnering support from many students, youth movements and community members.

AUJS NSW sent executives and members to The Great Escape, a National winter retreat camp during the holidays and began the second semester with a second round of O-Week activities at campuses. The region also facilitated four advocacy events as part of the TAP partnership, AUJS NSW ran a newly formed leadership course, 'Power Up!' for six sessions with Hillel's support and brought the Holocaust Awareness Campaign to universities. AUJS NSW also looks forward to

visiting Yr 12 students at Moriah, Emanuel and Masada, co-hosting Niel Lazarus of Honest Reporting with Hagshama, a Israel Program event for BJE students with MASA and BJE, being the host city of the National Assembly and running two parties in celebration of the elections. AUJS anticipated running a Jewish Campaign or Sukkot Dinner for members in October, facilitating the Gen 3 programming which is an event aimed at addressing the Holocaust from a third generation's perspective. AUJS NSW is interested to run a state 'Basic Training' camp for current and newly elected executives at the end of the year in order to ensure successful hand-over and strengthen the following year's executives and events.

Campuses

University of New South Wales – Jake Campbell

AUJS UNSW has this year enjoyed an active and successful year with the advent of many new events with the inclusion of some old favourites that had proven successful in the past.

AUJS UNSW views as part of its success, stability and regularity. As a result we run 2 regular events. Pizza and Parsha which occurs every week in conjunction with Young Adult Chabad allows us to service the religious needs of our members. In the first semester the event was accompanied by a weekly religious philosophy discussion lead by students rather than the Rabbi. Understanding that a religious regular event might not be appealing, or otherwise may make some uncomfortable we have introduced a secular alternative, Beer Bagels and Boardgames, which occurs every second week.

Campaigns have also been a notable part of AUJS UNSW this year with the running of Tikkun Olam even – Challah for Hunger where UNSW was able to bring the largest group of any campus in NSW this year to the bake. We have also continued our usual falafel picnic for Yom Ha'atzmaut accompanied by 'Did you know?' posters aimed at the more left standing students, Ice Scream For Peace, and this semester will be improving on last year's Yom Hashoah event from one guest speaker to two and from a ribbon campaign to a combined poster, post card and shoe campaign.

Social events have been strong at AUJS UNSW, and apart from those events that have already been mentioned (Beer, Bagels and Boardgames, Yom Ha'atzmaut falafel picnic) BBQs have been run and a second falafel picnic is planned just before Rosh Hashana. However our most successful event was off campus where we organised a Shabbat dinner for April Fools which saw 62 people attend. An apple themed Shabbat dinner is planned for the 23rd of September this year.

Despite our successful activity this year, this is not what makes UNSW special. What makes our campus different from any other campus is not our ability to run lots of successful events but to keep executives on campus. 5 of our executives are serving their 3rd or 4th year as an AUJS executive. This has contributed to the success of our campus more than anything else.

University of Sydney – Joel Einstein

Formed a dedicated executive out of nothing. Changed the membership numbers from 27 the previous year (105 the year before that) to over 400, over three quarters of which are Jewish. Campaigned successfully for Kosher Food on campus. Had the student newspaper write an article about our success and another one commenting on our political influence and the fact that out of 10 Union Board candidates 8 approached us for support and that the three that we backed all are now on Union Board. Successfully negotiated SRC elections to ensure Socialist Alternative and Students of Palestine didn't get a single position. As well as this we were nominated in the Clubs and Societies award night for two awards. One as having the most successful club with over 100 members and the second as having the best executive.

I like to believe it has been a year of unparalleled success.

University Technology of Sydney – Romi Rutovitz

AUJS at UTS has been focused in reviving itself this year. We had a fantastic O-Day, doubling our target membership for 35 members. We followed it success with a 'Week 2 Coffee Schmooze' event where more members joined the union. Throughout Semester 1 we ran Ice Cream For Peace campaigns and Israel Campaign, celebrating Yom Ha'atzmaut with cupcakes and humous and falafel foods for our members. We plan for another Israel Campaign Jewish celebratinon for the chag Sukkot in the second semeter. Whilst we are a much smaller campus than most, the previous year of inaction on campus has made many things difficult, with many times it feeling like AUJS at UTS is starting from scratch. We hope to end on a high note to help any future execs start their year off better than we found ourselves in at the beginning of 2011 and feel it has been achieved so far with students become involved in our activities and attending all regional and national events and conferences.

University of Macquarie – Liat Moss

This year, AUJS UMACQ signed up almost 50 members at the O-week stall. We started the first semester with a kosher BBQ for members and followed with a Yom Ha'atzmaut humous and falafel event. We were able to create links with Muslim students, exchanging information and open up the channel for dialogue. We anticipate to run a Holocaust Awareness Campaign on campus and will network in the university with members who can participate in the regional Power Up! course to create an executive for next year. The major challenge for AUJS UMACQ is to engage with students in a university that as very low student-life, however we are overcoming this with a new Facebook group that was set up this year, featuring over 60 friends who can engage with AUJS virtually when campus events are not an option.

University of Wollongong – Will Nemish

This year at UOW has unfortunately seen a reduction in our membership. Being a campus of very few domestic Jewish students we rely on Jewish international students to form the main membership core. We were disappointed to see a

reduction it that for this semester. However, like all years before we maintain a strong connection to KEVA and the surrounding Jewish community of Wollongong. Our sincerest thanks must go to Yoke Berry and Greg Rose for their tireless efforts not just for AUJS but the local Jewish community too.

KEVA in partnership with AUJS held their 10th annual film festival in which a state member of Parliament and the Ambassador attended. It was a great success and hopefully can be repeated next year. We also held a Holocaust memorial service earlier in the year. We hope that UOW can remain as active as it has in the previous years and looks forward with excitement to further working with KEVA.



The Victorious NSW Battle of the Regions team

Western Australia – Rachel Benn

Presidents Report

2011 has been a year of strengthening connections between AUJS WA and the Perth Jewish community. With the ongoing financial support of JCA as well the support we have received from Carmel School, the Perth Hebrew Congregation (PHC) and other communal organisations, AUJS WA has continued to grow from strength to strength.

Being in such a small and isolated community that is Perth, it is vital that AUJS WA continues to receive such support from the community, as it enables us to run a myriad of events on campus, with the aim of promoting Judaism and Israel in a positive light, as well as the many regional events that we provide for our members.

There were many goals that as WA President, I set out to achieve this year. I wanted to strengthen the reputation of AUJS within the community, bridge the gap between leaving high school and entering the world of university by immersing the Year 12 students in what AUJS has to offer, as well as ensuring that the Israel Program returnees become a part of AUJS in some way.

With the help and support of the national and regional executive, I was able to achieve these goals and more, especially in strengthening the reputation of AUJS within the community as being a legitimate and necessary youth organisation.

This year, AUJS WA has worked hard to assist other communal organisations where we can. Executive members volunteered at a UIA event at the Perth Convention Centre, Purim at the PHC, the community Yom Haatzmaut celebrations and the JCA breakfast. At the breakfast, I raised the importance of maintaining strong ties between AUJS and the wider community, as this is essential to the continuation of AUJS.

State of the Region

Social Events

O-Week

AUJS WA held O-week stalls at UWA, Curtin and ECU Joondalup. We were very successful in engaging the first year university students and Israel program returnees to sign up to AUJS. This year, the executive also decided to reinstate the \$5 membership fee, feeling it encouraged a sense of legitimacy for the organisation.

PEACE.LOVE.WAR Purim

Our first social event of the year was our Peace, Love, War themed Purim party. 70 guests attended Purim, with a large proportion being the high school leavers and program returnees, which was great to see.

18+ Shabbat dinner (aka A Very Mexican Shabbat)

The annual Shabbat dinner was a great success. With Mexican cuisine and tequila shots a flowing, all attendees enjoyed the night. The executive worked tirelessly in the kitchen of the PHC, preparing the meal for 30 guests. The Shabbat dinner is an ongoing initiative that as an executive, we feel is important to continue.

Boat Cruise 2011

The 2011 boat cruise was a great success, with 75 guests (the maximum boat capacity) attending a very sea worthy event. With a mixture of interstaters, AUJS members and new comers, the event was definitely a night to remember!

Social Justice Events

Challah 4 Hunger

Mini challot were baked in the Carmel High School kitchen and were sold at both UWA and Curtin campuses, with the aim of promoting awareness for hunger alleviation. Over \$400 was raised in total and the proceeds were sent to OzHarvest, a charity that delivers 180,000 meals per month, Australia wide to those less fortunate.

Ice cream 4 Peace Campaign

Ice cream was sold at UWA, Curtin and ECU, in order to promote an image of peace and a positive association with Israel to the wider student body. The proceeds raised were sent to a Jewish-Arab Youth Circus, The Galilee Circus. It was great to see so much support from our members, as well as the enthusiasm that was displayed by non-Jewish students on campus.

Gilad Shalit Campaign

In commemoration of Gilad Shalit's captivity, members of the executive went into Carmel School, and delivered a presentation in honour of Gilad Shalit. Yellow ribbons were handed out to the students to commemorate the day, as well as the signing of a 'hands for hope' banner, which was sent to Gilad Shalit's tent in Jerusalem.

Educational and Leadership Events

Yom Haatzamut on campus

"Positive Israel" was the message sent out to students at this year's Yom Haatzmaut celebrations. The AUJS UWA executive and members were also joined by enthusiastic members of the Young Liberals. In honour of Israel's 63rd birthday, cakes and Israeli snacks were provided for the students, along with Israel pocket fact booklets, Israel is 'slaptastic' slap-bands, MDA resources and

'size doesn't matter' postcards. These resources worked to establish a positive association with Israel and acknowledged Israel's many achievements.

Holocaust Awareness Week

The aim of Holocaust Awareness Week was to remember the millions who perished and those who survived the Holocaust and to promote awareness to both the General and Jewish community of the atrocities of the Shoah. Identification cards were handed out at UWA and Curtin, putting an individual face and a story to many of the victims of the Holocaust. Survivors of the Shoah Visual History Foundation's Perth Director, Melanie Schwartz also spoke at UWA.

Year 12 Israel and International Program Information Evening and Shabbat Dinner

Following an information evening, led by Israel Program Director Tali Seidman, AUJS held a Shabbat dinner at the PHC. The 'Around the World' themed event was based on the multitude of programs AUJS has to offer. The dinner was primarily for the Year 12 students, introducing them to AUJS, and instilling in them, the importance of maintaining a connection to their Jewish identity after school. It was a great success, with almost the entire year group attending.

AUJS Involvement on Year 12 Camp

Executive members ran a program on the annual Year 12 Zionist Camp this year. The camp was called "Crossroads," signifying the transition between year 12 and life after school. The students were encouraged to create different campaigns which would be run on campus.

I would like to thank the AUJS WA and National executive for working tirelessly this year, to ensure the year was a commendable one. I have thoroughly enjoyed my year as WA President, and would like to wish the 2012 executive the best of luck!



New Zealand – Rotem Hochman

Presidents Report

While we had our successes, and we had our failures, some of them were pretty nasty. I am proud of everything the executives have done this year. The successes strengthened AUJS as a union. They made us look good in the eyes of our partners, encouraged our members to get involved, and yielded benefits such as networking and relationships or even financial and other types of support. Of course, these successes were the achievements of our goals – for example, bringing Jewish students together or educating people about Jewish content.

The failures, I believe, strengthened each of the executives as an individual. A poor campaign was always followed by a better campaign, a poor social event was always studied and points of action taken. And while AUJS offers events and campaigns to its members, it offers these sorts of experiences to its executives. The ability to fail and to learn from it is one of the things I like to emphasise in the running of this union. I am constantly learning and growing through my personal successes and failures and I try my best to allow the executives to do the same. Through these highs and the lows, the AUJS team grows and develops. Each campus had its highs and lows. The next few lines will describe each campus's best achievement. These are the best achievements in my own opinion as chair of the region.

In **Auckland** our biggest success was Holocaust Awareness Day. Dozens of fascinated people came to see Sabina – a holocaust survivor. Further, on that day, at least 500 students thought about the holocaust for a minute. We easily exceeded our educational goals.

In **Wellington** (Victoria University) our biggest success has to be social. The past year saw a lot of new members and every single social event brought a significant number of people. This provides solid roots for AUJS Long term presence. These roots have been lacking in the past few years.

In **Dunedin** (Otago University) our biggest success was our AUJS Pesach Seder. Far from other Jewish centres it is fantastic to see students come together for a shared holiday meal. While two other formal Seders were on, almost all Jewish students from varying backgrounds and traditions chose to attend our own AUJS Seder.

I will take the chance to congratulate and thank each and every one of the regional executives. I thank Eyal Klapka for a tight grip on our budgets, Stefan Lazarus for an innovative approach to events and Daniel Gross for his knowledge of politics, international law and Hasbara. I want to commend the hard work of Katherine Isaacs, chair of Otago University and Benny Schnellenberg, chair of AUJS Victoria University. You have identified exactly what it is that your campuses require. And you deliver. Yashar Koach to all of you.

State of the Region

AUJS New Zealand covers three campuses – Auckland University in the north, Victoria University in the centre and Otago University down south. This year we experienced a slight shift in membership balance. The main campus – Auckland University – saw fewer members than usual and the smaller campuses grew significantly. What makes AUJS NZ special is our laid back, casual attitude.

Structurally, the region is organised differently to other AUJS regions in Australasia. It is a much flatter, less hierarchical organisation than other regions. A brand new executive with little to no formal experience in the running of AUJS meant that new ideas emerged and some trials were made. Some, such as a club night for Purim, were more successful than others. Despite some failures the executive continues to try and think outside the box, to search for innovative ways of satisfying their members.

Our events portfolio includes an array of events. In Auckland we started the year off with a dress up Purim party in a fancy club, we moved on to mark Pesach together at a community second Seder. We ran campaigns such as ‘a shot at peace’, HAD and JAD. We marked Yom Haatzmaut with our traditional pub-crawl and moved on quickly to host a ‘Bon-fireplace’ evening for Lag Ba’Omer – the holiday of fire. Also, for reorientation AUJS hosted a great bowling night. AUJS will co-host a Hasbara workshop very soon. Coming up is also AUJS’s traditional Sukkot dinner – A large-scale dinner for a wider crowd of people to celebrate the first night of Sukkot together.

In Victoria University the year also kicked off with a fantastic ‘home style’ Purim party. Many social events ranging from house parties, to laser tag and simple pub nights took centre stage in the first half of the year. These followed more campaigns and educational events through the second part of it. Victoria University is characterised by its higher anti-Israel activity. The executives, together with the members, manage to keep a close watch on these movements and take productive actions to counter them.

Meanwhile what characterises Otago University is that it is placed in a city dominated by students. The student body is almost entirely made of students who live out of home. Dunedin, which hosts Otago University, is remote and Jewish students often lose their connection to Judaism there. That is why AUJS in Otago revolves around the Jewish holidays. Most functions and gatherings occur on holidays, whether it is a Shabbat potluck dinner, A Leyl Seder or a celebration for Yom Haatzmaut. AUJS Otago is a significant part of many Jewish student’s cultural and religious lives during the course of their studies. Also, Otago AUJS works with the large amount of Jewish exchange students in the university.

Overall AUJS NZ has been building up relationships with many entities, it has been experimental at times and the executive is still learning significantly from our mistakes. Despite some generic concerns, there are very good signs of growth, especially in the smaller regions.

Small Regions – Reuben Bolaffi

Queensland

Queensland's AUJS activities were reduced in 2011 due to the departure of the Community Shaliach there. However, there have been several events organised at JCU University under the leadership of Joseph Pollock. Joseph with the help of Small Regions organised some fantastic events throughout the course of the year including a Rosh Hashanah dinner and a Pesach dinner. For the first time, he was able to establish the Jewish Students Society at JCU, which will help Jewish students be affiliated to AUJS and be involved with and celebrate Jewish events. A very strong congratulation to Joseph to ensuring AUJS has a presence in Queensland and in particular at JCU.

South Australia

South Australia is the busiest of the AUJS Small Regions centres with over 70 members and holding several successful events throughout the year. Led by the strong executive of Alex Polson, Liam Wittert, Jarin Herson, Reuben Bolaffi and Roger Hassan, AUJS in South Australia held a very successful Israel Week, Pesach dinner and a pub-crawl with over 40 people in attendance. The AUJS team there was also able to successfully monitor very closely the strong BDS contingent in South Australia and ensure there is 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 counseling for Jewish students on campus, which is important in a community where Jewish students might not otherwise have had 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

ACT's activities have been very active this year and we brought Charlotte Glick, the President of AUJS in ACT to Melbourne for some hands-on training with AUJS Victoria and Jono Lazarus. This was an important step in ensuring ACT is part of the national team and it has proved to be overly successful. Charlotte with the assistance of Small Regions organised various coffee meet-and-greets throughout the year, held a March bagel brunch, a Purim Dinner, Yom Hashoa Event and several High Holy Day events. The success of these events is an indication of the hard work Charlotte put toward AUJS and the passion in ensuring there is a framework for Jewish students on campus in Canberra. 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. Luckily anti-Israel sentiment on campus is at a minimum in the ACT and did not require any response from AUJS in 2011. Charlotte did a fantastic job together with her executive in ensuring that AUJS had a presence in 2011 in the capital city.

Professional Support

Executive Director – Mark Fischer

Introduction

The Executive Director position is comprised of many diverse tasks and holds many responsibilities. These are split between working directly with the AUJS Ltd. Board, alongside the International Programs Director and of course with the AUJS National Executive. The Executive Director is also given an opportunity to witness the development of some amazing and inspiring young volunteers. Over the past 2 years, I have been fortunate enough to work with some of the most talented young adults in our community. While I will be saying goodbye to AUJS at the end of the year, I know I have forged life long friendships.

Below, I have outlined just a few aspects of my role, hopefully providing you with some further insight into the organisation.

Financial Administration

General

This is perhaps the most important area of my role. All expenses and payments that come in and out of AUJS pass over my desk. I am responsible for the daily accounts right through to assisting and co-coordinating audits.

Audit

AUJS is in a very comfortable place financially. Our most recent Audit that we have received highlighted this. We are continuing to work with our accountants to ensure we have all our financial documents up to date.

Fundraising

AUJS relies on the generous support of the Australian Jewish Community. AUJS works closely with the NSW Jewish Communal Appeal, The UIA, The ZFA, The Pratt Foundation, The Besen Family Foundation, JNF, MDA, WIZO and many private donors. I would like to take this opportunity to thank them all for their support through 2011.

Strategic planning

Throughout 2011, we continued to work towards a positive and efficient working relationship between the student executives and the professionals. This year saw the introduction of the partner system, whereby each Student Executive was paired with a professional to support their work.

In 2011, AUJS also moved forward with its branding and marketing endeavours. We launched the new AUJS website and have started working with a marketing consultancy and a market research company with the overall aim of better marketing AUJS to all members and non members, as well as strengthen the AUJS brand.

Mentoring

As part of my role, I am tasked with mentoring and assisting the professional development of members of the National Executive. This year I worked most closely with Jono, Simon and Dan. I hope I was able to help guide them along their AUJS journey and ensure that they were not only able to achieve the best results, but also that they learnt a lot throughout the process.

Conferences, retreats

AUJS ran a number of very successful conferences this year including Basic Training in February, The Great Escape in July, PTS in August and National Assembly in September. I want to congratulate and thank the AUJS National Executive for all their hard work in organising and managing these conferences. It is also important to highlight the hard work of the AUJS and Hillel Professionals' who assisted with the preparation and running of these conferences.

International Programs

In 2011, Tali Seidman joined the AUJS team as our International Programs Director. She has done a phenomenal job this year and the results will show this. For the upcoming 2011/12 IP season, we will be sending the largest Aviv group in AUJS History with close to 60 participants. There will also be 120 participants on Taglit and close to 80 participants on Academy. Congratulations to Tali for coordinating what will surely be a very successful programs season.

I would like to acknowledge the importance of AUJS Israel Programs. Next year we will have over 130 new AUJS members returning from their AUJS Israel experience, I want to ensure that you all welcome them into the organisation and make sure they can too gain all the benefits that being an AUJS member has to offer.

AUJS Board

I work very closely with the AUJS Ltd. Board. The role of the Board is to manage the finances of the organization and provide the union with support and assist them in developing strategic direction.

I would like to thank all the AUJS Board directors of 2011 for their tireless voluntary work and support they provide both the Union and myself.

Staff

AUJS has 3 full time staff and works very closely with our partner Hillel and their 2 staff members. Throughout 2011, all the professionals have worked hard to support and mentor AUJS Union.

In 2011 we welcomed 3 new staff members, our Shaliach Itay Ziv, our IPD Tali Seidman and the Hillel Assistant Director Nikki Dunn. I want to welcome all of them to the AUJS family and pass on my many thanks to their hard work and support throughout the year.

I would also like to thank Sarah Myerowitz the Hillel Director for being a huge support throughout this year and my whole AUJS career. We have all forged a great working relationship and friendship

Leadership Development Program

This years LDP promises to be great. The group will visit the USA, Paris, France and Israel. I would like to wish good luck to Daniel Meyerowitz-katz, our madrich and to all the participants.

Thank you

Throughout 2011, I have had a chance to work with some amazing people. I want to start by thanking all the members of the National Executive, Shailee, Rotem, Dana, Shayna, Rachel and Reuben; you have all done an amazing job this year.

Dan, I know this year was a challenge, you were tasked with navigating through a brand new role and I think you did a phenomenal job Kol Hakavod.

Jono and Simon, thank you for being such an inspiration for me this year. I believe that we have not only built an excellent working relationship but a good friendship as well. You both dedicate countless hours to AUJS and I believe that your hard work this year has cemented AUJS position in our community.

To the dedicated Hillel Professionals Sarah and Nikki, you have both done a fantastic job with AUJS this year. Your hard work and passion filters through into everything you are both involved with. Sarah, I wish all the best with your future endeavours, both organisations will miss your support and input. Nikki, Welcome to Hillel and AUJS, I know you will do a fantastic job next year, good luck!

Tali, congratulations on a fantastic IP season so far. This year we are set to send the biggest group to Israel in over 4 year! Mazel tov on your hard work. I am so proud of all that you have done. It is sad to see you leaving the organisation next year but I that what ever you choose to do with you life, it will be a huge success.

Itay, welcome to AUJS! I am sure you did not expect AUJS or Australia to be as awesome as it turned out. You have given so much of your self this year and we are all better of for it. You taught me so much, thank you. Good luck with AUJS next year, I know we are leaving it in the best possible hands.

Thank you to everyone for the last 2 years. It has been a very exciting and challenging time in my life and I appreciate everything. I will always treasure my time spent at AUJS.

Regional Director (NSW) Report - Sarah Myerowitz, Hillel Director

One of Hillel's crucial roles is to support AUJS. Hillel does this by acting as guide for AUJS, due to the large amount of resources and institutional memory that Hillel can offer, being a mentor for student leaders and an advocate for students on their behalf when needed.

This year I have met regularly with the Regional Chair in NSW, Shailee Mendelevich, and kept abreast of what is happening in AUJS NSW. I was present at some campus and regional events. I am exceedingly proud of the abundance of

campus activity that has taken place in NSW under Shailee's leadership. I hope to see it grow from strength to strength in the coming years!

In addition, I attended and assisted with nearly every National conference, which includes Basic Training, National Executive retreats, Political Training Seminar and National Assembly. I have been very impressed with AUJS National this year in its efforts to galvanise Jewish campus life through its campaigns, as well as bring together students from all over Australia and New Zealand through their high attendance at the National conferences.

Hillel ran *The Advocacy Project* in conjunction with AUJS, the New South Wales Jewish Board of Deputies and the Zionist Council of New South Wales. *The Advocacy Project* consisted of a 5-week skills-based Israel advocacy training course in the first semester and a series of four stand-alone events in the second semester.

In terms of what I would like to improve in the next year, I would like for the Hillel staff, whether it be one or both, to be more available to regional and campus leaders. I would have liked to have visited more campuses and built relationships with more campus executives. Something that has been flagged by both Shailee and myself is the task of developing these responsibilities more concretely for AUJS NSW and future Hillel staff.

Finally, I would like to thank AUJS for four amazing years full of inspiration and meaningful work. I am so thankful for the opportunity to work with the community's most outstanding leadership! As of early next year I will be finishing my time with Hillel and AUJS and I look forward to introducing you all to the new Hillel staff in 2012!

Shaliach/Victorian Regional Director Report – Itay Ziv

Since the initial AUJS Shaliach arrived on Australian shores, some three years ago, there have been substantial alterations to the original aims of the role. Every year has seen a widening of the Shaliach's job description and this year is no different with the role turning from a portfolio based solely in Victoria to one reaching every corner of Australasia.

The role of the AUJS Shaliach is to "bring Israel" to the union, by way of supporting campuses and regions with campaigns, providing knowledge and programs. As part of the professional team working for AUJS, my role has been to provide experience and knowledge to the vast number of situations the union negotiates on a daily basis through mentorship of executive members.

This year, as the Victorian Regional Director, I have had the honor of working with the Victorian president, Dana Harel, and the Victorian executive. Throughout the year, they have managed to develop and implement successfully programs both on and off campus.

As the national Shaliach, I have utilised all the opportunities granted to me to visit all the regions within the union at least once. Looking towards next year I feel that I better understand the similarities shared by each region as well as each regions' uniqueness. AUJS is truly an international union!

In saying all this I've noticed the biggest weakness in AUJS today. This weakness is the lack of processes orientated around the development of individuals (i.e. Education and membership) and the lack of follow-up, such as the disconnection between AUJS members, Israel programs and high-schools. These do not have to be our weaknesses. We need to understand them and take ownership. I have started the process of strengthening these weaknesses and I plan to continue down this path in the coming year. As well as improve on our weaknesses I would like to build on and strengthen my relationship with all the AUJS regional executives and assist them by mentoring their actions.

I would like to thank all of the people I have worked with this year, starting with the national executives through regional to campus. Each one of you is amazing and I am very pleased to have had the opportunity to meet you and see your development throughout the year and I am looking forward for the next year to come and see what the future has to offer.

I would like to conclude by saying that the relationship I have with you, the members and executives, is a one likened to a two way street. We both need to be proactive in seeking assistance and mentorship. Please feel free to contact me if you need advice and assistance in the future.

IP Report 2011 – Tali Seidman

This year has been an incredibly busy yet rewarding year on the IP front. The first half of the year was spent being the Australian contact for the 47 participants on the Aviv program, coordinating and planning the Achshav mid-year program, ensuring marketing was done for all of our programs and flying around Australia and to New Zealand for the first round of information evenings. The last few months have been spent interviewing madrichim for our programs, running second Q+A program sessions around Australia, running MadSem and managing the registration processes of all the applicants for the 2011/12 program season.

Below is an overview of each program:

Achshav 2011

This year was the first time we ran the Achshav program as an Israeli summer 11-day experience. We had 15 participants, and they gave incredibly positive feedback about the tour. We had one Israeli leader and one Australian – Margalit Levin.

I would recommend Achshav running again in June/July next year, however in order to increase numbers, I feel that marketing for program needs to start earlier than it did this year which was around February.

Academy 2011/12

This year we will be sending 2 buses on Academy and are looking at approximately 80 participants. The madrichim are Nikki Dunn, Dan Green, Brad Rychter and Rachel Flitman.

The program is quite similar to last year, with a few changes based on participant and madrichim feedback.

Taglit 2011/12

This year we have an additional Birthright bus and are sending 120 participants on Taglit. The madrichim are Leah Schwartz, Nomi Blum, Joel Segal, Josh Lipshutz, Alexa Davis and Aviva Beecher-Kelk.

Aviv 2012

This year Aviv will have approximately 50 -60 participants on the program from Australia, New Zealand, South Africa and potentially Switzerland and Britain. It has become a very international program! The madricha for Aviv this year is Shani Kleiner.

The program structure has changed from previous Aviv groups, due to participant feedback. For example, this year participants will be spending a month on kibbutz to volunteer and learn Hebrew in Ulpan, which has not been done before.

Heritage Tour 2012

Heritage Tour will be run after Academy and Taglit in January. The madricha for this program is Nomi Blum. The program is quite similar to previous years. We are looking to have approximately 15 participants on the tour.

Volunteer Nepal

This year we have worked on our relationship with Jewish Aid to improve the Nepal program, However, at the moment Volunteer Nepal will only run if participant numbers increase.

Looking Forward to 2012 – Jono Lazarus

With another year come and gone, I would like to leave everyone a final message:

If you want a thing bad enough
To go out and fight for it,
Work day and night for it,
Give up your time and your peace and
your sleep for it
If only desire of it
Makes you quite mad enough
Never to tire of it,
Makes you hold all other things tawdry
and cheap for it
If life seems all empty and useless without it
And all that you scheme and you dream is about it,
If gladly you'll sweat for it,
Fret for it, Plan for it,
Lose all your terror of God or man for it,
If you'll simply go after that thing that you want.
With all your capacity,
Strength and sagacity,
Faith, hope and confidence, stern pertinacity,
If neither cold poverty, famished and gaunt,
Nor sickness nor pain
Of body or brain
Can turn you away from the thing that you want,
If dogged and grim you besiege and beset it,
You'll get it!

- Berton Braley

From all of us in 2011,

GOOD LUCK for 2012!

Remember, we will always be here for you, as you will be there for those in 2013.