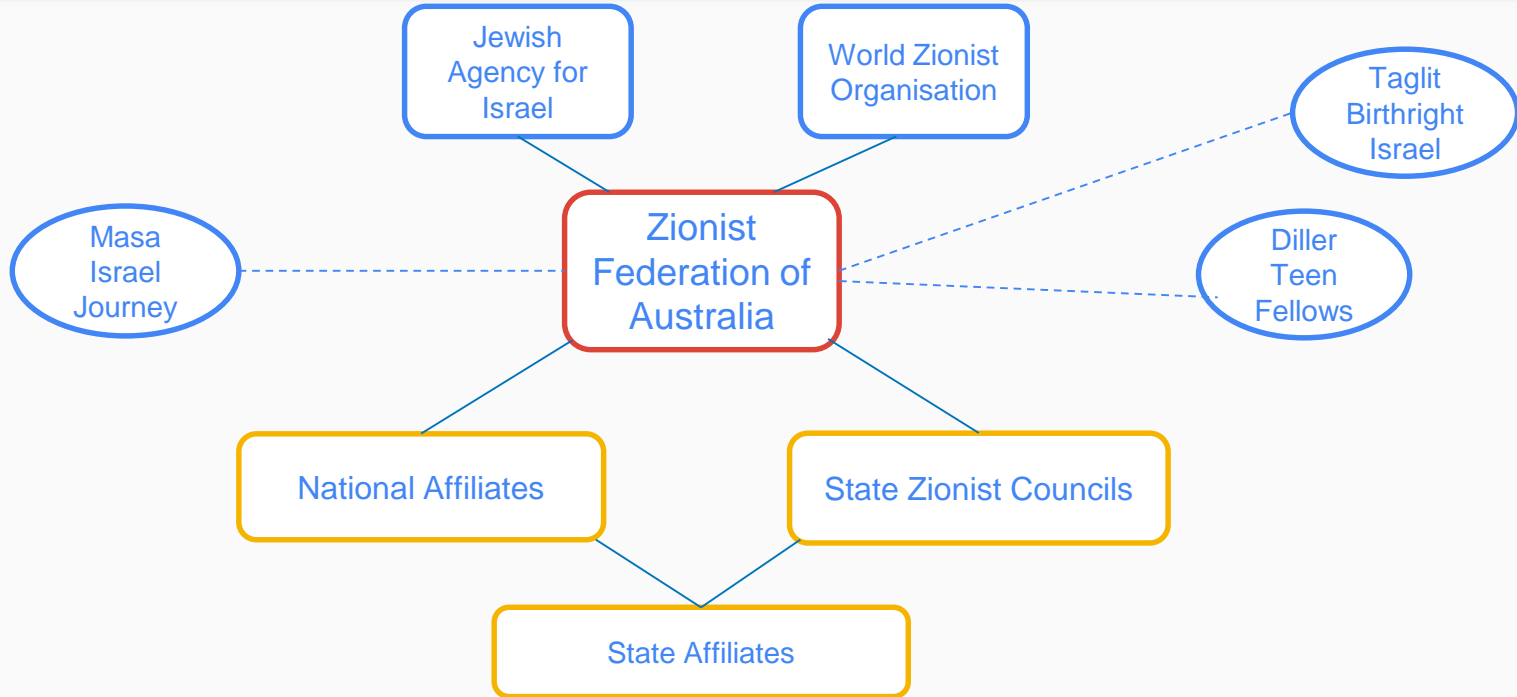


ZFA Strategic Overview

February 2019

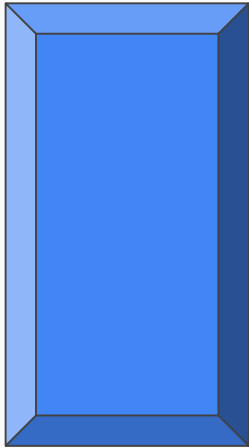


The ZFA is part of an international network

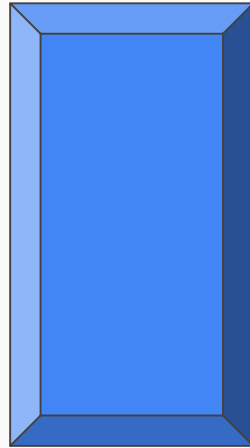


MISSION STATEMENT

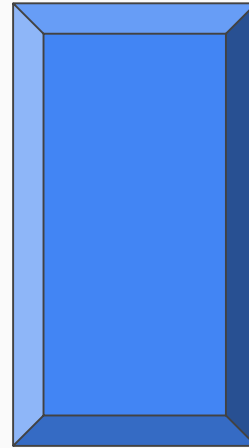
AIMS



REPRESENTATION



ADVOCACY



CONNECTION

ACTIONS

The ZFA is guided by a Mission Statement



As the Australian Zionist **representative** roof body, the ZFA is committed to **advocating** for the State of Israel on behalf of the Jewish community in Australia and fostering a deep **connection** between Australia and Israel.



The Aims align with the Mission Statement

REPRESENTATION

ADVOCACY

CONNECTION

Although Gen17 indicates broad communal connection to Israel, this “does not equate to blind support or cross-communal unity on every issue.” For example, although 64% of respondents say Orthodox Judaism has too much influence in Israel’s society, the figure rises to 90% among progressive respondents and drops to 43% among modern orthodox respondents.



The Aims align with the Mission Statement

REPRESENTATION

ADVOCACY

CONNECTION

- To broaden the “Zionist tent” by engaging with all groups that identify as Zionist and are committed to fulfilling the vision of Israel as a Jewish, Zionist and democratic state and the homeland of the Jewish People.
- Representing the interests of the Australian Zionist community to the State and People of Israel and the Australian Government and People.
- Empowering ZFA affiliates
- Creating an environment which encourages meaningful and respectful debate about issues pertaining to Israel
- Representing global Jewish and Zionist institutions and agencies in Australia.



The Aims align with the Mission Statement

REPRESENTATION

ADVOCACY

CONNECTION

88% of Melbourne and Sydney respondents to Gen17 felt a personal responsibility to ensure that the Jewish State “continues to exist”.



The Aims align with the Mission Statement

REPRESENTATION

ADVOCACY

CONNECTION

- Educating the Australian public and the Australian Jewish community about the Zionist Movement and the State of Israel
- To advocate for and to Israel, as reflected in the Declaration of Independence, as a Jewish state which is for the benefit of all its inhabitants, based on freedom, justice and peace and irrespective of religion, race or sex.
- In partnership with the World Zionist Organisation, to fight antisemitism and anti-Zionism in Australia in all of its forms, including the BDS movement.
- Strengthen ties with non-Jewish Friends of Israel groups



The Aims align with the Mission Statement

REPRESENTATION

ADVOCACY

CONNECTION

92% of respondents to Gen17 have visited Israel, proving the high level of connectedness between Australian Jewry and Israel. Additionally, on a list of 18 key Jewish identity markers, 'Visiting Israel' ranked in 8th position.



The Aims align with the Mission Statement

REPRESENTATION

ADVOCACY

CONNECTION

- To promote and facilitate Aliya to Israel as the highest expression of Zionism
- To promote the use and study of Hebrew as the national language of the Jewish people
- To promote Israeli culture
- To grow participation in Israel Programs
- To further youth education through the Zionist Youth Movements (AZYC), tertiary student community (AUJS) and schools.
- To strengthen and ensure the sustainability of Australian Jewry by fostering an enduring bond between the Australian Jewish community and Israel, and deepening the community's Jewish identity and affiliation.



REPRESENTATION – implementation

- Political representation and consultation
- *Communications strategy* | **social media**
- *Guest speakers* | Open discussion forums |
- **Build meaningful relationships with affiliates**
- Engagement with **key demographic segments** (Russian speakers, Israelis, Young adults etc)
- *Strengthen relationships* with Israeli organisations – JAFI, WZO, Taglit etc
- **Build relationships** with Zionist organisations globally
- **Develop media profile**
- *Support for key fundraisers of Zionist movement*



ADVOCACY – implementation

- Policy development
- Engagement with politicians in Israel and Australia
- **Building *social media* platforms for effective advocacy**
- Develop **campaigns, information** and **resources**
- *Relationships with non Jewish organisations*
- **Relationships** within the **Zionist movement, Jewish community** organisations
- **Publication of *articles, statements* etc for media**
- Education | **advocacy “beyond the conflict”** | **advocacy seminars**



CONNECTION– implementation

- **Aliya** encouragement and support | celebration | data
- **Hebrew** | **films** | **day camps** | **festivals** | **across Australia** | *Israeli culture programs*
- **Israel Programs** – *increase participation* | **follow up** | **data** collection and analysis | *niche program development* | **communication** with alumni
- **Shlichim** | youth movements | Zionist Seminars |
- **Partnership** programs | Arava Australia Partnership initiatives | Diller Teen Fellows
- **Trips to Israel (adult delegations)**
- **Educators' Conference 2020** | education speakers