

TECH & INNOVATION**ISRAEL-AUSTRALIA TECH/BUSINESS UPDATE**

Uniting and empowering the global Jewish world

October 7, 2023, marked a turning point for the global Jewish community. As the attack's impact rippled worldwide, Jews faced rising antisemitism both online and offline.

In Australia, incidents surged by 316 per cent (ECAJ, 2024), including arson at Melbourne's Adass Israel Synagogue, antisemitic vandalism at a childcare centre in Maroubra, and swastikas defacing synagogues in Allawah and Newtown.

What followed was not only grief, but a digital deluge that left many Jewish individuals overwhelmed – struggling with misinformation, feeling disconnected from their communities and experiencing painful silence or hurtful posts from once-trusted allies, all while having nowhere reliable to turn for accurate information.

It was in this climate that Israel's Reichman University leveraged its expertise in public diplomacy and communications to address the challenge. An innovative team led by Yael Hay and Ana Shabtai recognised not just a crisis, but an opportunity to reimagine how Jewish communities could support one another.

A platform born from necessity

In dozens of conversations with



community leaders, educators, students and activists across continents, a clear picture emerged: Jewish individuals were looking for a space they could trust. The message was consistent, people needed more than just information. They were searching for context, reassurance and a sense of belonging.

Guided by these needs, and with support from the Asper Foundation, RiseApp emerged as a practical solution. It was built not to add more content to already noisy platforms, but to curate, contextualise and connect. The platform focuses on rebuilding Jewish resilience by providing reliable information, reducing digital noise, and facilitating meaningful connections both online and offline.

Though set to launch in October 2025, RiseApp is already active, hosting workshops, lectures and delegations. They are also training student interns to lead the next generation of Jewish digital advocacy. These delegations have brought students from the US, Australia and across Europe who experienced antisemitism and isolation in their home environments. Through study



Highlights



Hot Topics

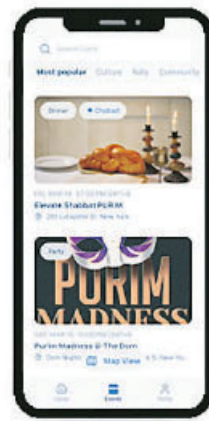


Photo: Supplied.

tours and hands-on collaboration, these students have become a core part of the RiseApp story – helping create content, shape strategy, assist in coding and prepare to serve as local ambassadors.

Core features

What sets RiseApp apart is not just the personalised experience it offers its users, but also the understanding that information alone is not enough. The platform bridges digital and physical worlds through three thoughtfully designed features:

- Highlights brings together uplifting stories, cultural celebrations and inspirational Jewish voices. From music and art to innovation

and personal narratives, this section cultivates pride and resilience through connection to Jewish identity and achievements.

- Hot Topics addresses the burning questions that Jewish individuals have been confronted with through expert-led content. Utilising the expertise of public diplomacy professionals from Reichman University, this section equips users with reliable information and clear arguments on complex issues affecting Jews globally, giving them the tools and confidence they need to respond to challenges, misconceptions and opposition they may encounter.

- Events Near Me bridges digital and physical experiences by helping

users discover nearby community events and local Jewish-owned businesses. This location-based feature strengthens community bonds by creating safe spaces for meaningful in-person connections while supporting local Jewish initiatives.

Learn more and support our mission

As a not-for-profit initiative, RiseApp relies on community support to fulfil its mission of strengthening Jewish unity and resilience. By supporting RiseApp, donors directly contribute to building a more connected, informed and resilient Jewish community worldwide. All donations are tax deductible.

RiseApp is made possible thanks to the generous support of the Asper Foundation, Ana and Ofer Shabtai, In-Action, and Ghila and Zvi Limon.

We welcome Australian donors, community leaders and organisations interested in collaboration to connect with us as we explore how RiseApp can best support Jewish communities in Australia in the future.

Yael Hay is the executive director of RiseApp, a project of Reichman University.

**RiseApp website: bit.ly/RiseAppWebsite1
Informational video: bit.ly/RiseAppVideo
Support development of the app: bit.ly/RiseAppDonations**

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