

Connect 09

(A report from the Standing Committee.)

Background

1. The Fundamental Aim of the Diocesan Mission is –
To multiply Bible-based Christian fellowships, congregations and churches which equip and nurture their members and expand themselves, both in the Diocese and “in all the world”.
2. The Fourfold Policy of the Mission provides the key strategies by which, under God, the Fundamental Aim will be achieved. These are (in summary) –

Policy 1	Preaching that assures God’s people of his love and challenges them to live the godly life. Prayer that calls for an outpouring of his Spirit and compassion for the lost.
Policy 2	Expand and multiply congregations and fellowships. Equip and nurture members. Take initiatives to penetrate structures of society beyond the reach of parishes.
Policy 3	Multiply well - trained people at all levels who can proclaim the Gospel, and create and develop congregations and fellowships.
Policy 4	Reform our church life and culture in order to encourage and enable the multiplication of congregations and fellowships.
3. The Initial Goal of the Mission is to see at least 10% of the population in the region of the Diocese in Bible-based churches in 10 years. The Initial Goal conveys the urgency of the Mission we are undertaking.
4. However the Mission Statement of the Diocese anticipates that “... **everyone** will hear his call to repent, trust and serve Christ in love ...” - not just the 10% we want in Bible-based churches. Our heart’s desire, under God, is that people everywhere will have the opportunity to respond to the gospel message, give up lives based on lies and build their lives on a the firm foundation that is found in trusting Christ.
5. With 60% of non-church attenders in the Australian population reported as having no close friends involved in a church, it is this 60% with whom we want to make contact and connect (*Why People Don’t Go to Church*, Bellamy et al, 2002 p. 35 (fig. 4.1)).
6. It is proposed that a Diocesan-wide communication activity be conducted aimed at connecting with people and connecting them with Jesus Christ. This will be undertaken by the sharing of the Word of God with all residents in the area covered by the Sydney Diocese.

What is the goal of Connect 09?

7. The goal of Connect 09 is to invite the membership of all parishes, congregations, fellowships, Anglican schools and Anglican organisations to work together to contact and connect with all the residents of the area covered by the Sydney Diocese. Such contact will provide residents in the Diocese with an opportunity to hear and understand the Gospel and to engage with Christians and to join a Bible-based congregation or fellowship. Having become linked to a Bible-based congregation or fellowship, they will be welcomed, nurtured and taught how to become a Christian and how to live and grow as a disciple of Jesus. In summary we want to –

Contact – Connect – Communicate – Relate – Welcome - Nurture

8. Connect 09 has as its focal point the sharing of the word of God in written, electronic, aural and visual forms with all the residents of the community. It is a simple task but with profound implications for ourselves and our communities. A campaign to share the Word of God, using available forms of media, provides a reason for ordinary Anglican Christians to step out and Contact, Connect, Communicate and Welcome all the residents of our community at different levels.

Why this approach?

9. Communicating the Word of God to all people in the Diocese will provide Sydney Anglicans with numerous opportunities to share the Gospel and to break into hard to contact tribal and geographical groups of unchurched people.

10. It will also provide parishes, in accordance with Policy 3, with an opportunity to prepare, enthuse, train and equip their people for the broad range of ministry opportunities that will result from such a program.

11. A Diocesan-wide mission activity has been identified as a high priority strategy under Policy 2 – Multiplying Congregations. It will be a focus of energy, resources and activities that will provide opportunities to build up Anglican congregations and fellowships by connecting with and relating to people in our communities and workplaces and giving them opportunities to hear and understand the Gospel message.

12. It provides an outward, mission focus for our churches, schools and organisations and in accordance with Policy 1 provides opportunities for our people to apply their “prayerful and sacrificial compassion for the lost”. It will also combine, where appropriate, a media background campaign with good quality materials to be distributed. The audacious nature and sheer size of the challenge, we pray, will strengthen, galvanise and embolden Sydney Anglicans for many years to come.

13. It provides opportunities to connect and communicate with our local and broader communities, break down barriers and communicate to them the reality of who Sydney Anglicans are as people, that is people who want to connect with and care for their community as well introduce them to God through the truth that is found in Jesus.

14. The structure of the campaign will be such that resources will be provided and co-ordinated in a way which will be flexible enough to be easily integrated into local parish, school or organisation mission strategies, plans and initiatives, but at the same time incorporate what they are doing into a larger context. It is understood that there may be many quite different approaches due to the types of contacts, cultures and language groups with whom our people relate.

What does Connect 09 mean for existing outreach activity?

15. Many parishes are working out ways to give effect to each of the policies of the Mission at a local level as they seek to reach the people living within their parish. We have seen God at work across the Diocese. Organisations and departments within the Diocese are also working out ways to support and enable parishes in many ways and at various levels in achieving the goals of the Mission.

16. A Diocesan-wide communication activity will provide many opportunities for the members of parishes and organisations at various levels to connect with people and connect them with Jesus Christ. For some parishes it will be a simple matter of integrating this campaign into their normal outreach activities, while for others the campaign may provide a catalyst to galvanise and co-ordinate a local outreach effort. Knowing that this is happening across the Diocese may provide great encouragement to those parishes that have less resources and less trained people.

17. It is expected that parishes will prepare for such a campaign by working through the policies, starting with preaching and prayer and then encouraging training and equipping of members.

How will Connect 09 be co-ordinated?

18. Connect 09 will be co-ordinated, subject to funding being obtained, by a separate small project team to be established within Evangelism Ministries. It is essential that dedicated central resources be provided to drive the project.

19. In order to connect with all residents in the area covered by the Sydney Diocese each parish, Diocesan organisation or group will need to determine the area for which they will be responsible. Bishops and other regional leaders will need to liaise with parishes and other groups to ensure that where parishes or Diocesan organisations are not able to complete the basic program then arrangements will need to be put in place to ensure that others are mobilised to complete the program.

20. While the basic aim is to communicate the Word of God, the initial aim is to contact and connect with all people. We are keen for people to think of how they might ensure that everyone in the area covered by their parish might be contacted with a view to establishing a relationship. This will include plans to contact people anywhere where people gather including, homes, workplaces, shopping centres, schools, colleges, universities, sporting events, community festivals, railway stations, bus stops, hospitals, prisons and clubs. Communication of the Word of God will therefore be more than just distribution of material to letterboxes and homes.

Development of resources for parishes

21. A project manager will be appointed to co-ordinate and manage the project and will be a resource for parishes by facilitating the support and resourcing necessary to help achieve the goals of Connect 09 by, for example –

- **Prayer support network.** Provides a great opportunity to identify and co-ordinate people across the Diocese who will commit to and lead and encourage others to join them in widespread focussed prayer for the lost in their parish, region, workplace and across the whole Diocese.
- **Gospels in English and other languages, printed and on CD, MP3, and access to a Website with downloadable Gospels.** It is expected that we will not only rely upon the printed versions of a Gospel but will encourage people to visit the website to download other materials or ask questions or join a chat room etc.
- **Develop a Website that will provide resources, facilitate contacts and direct enquirers.** The website will be a key resource for enquirers to access further materials, information or link up with key contacts and who may find it easier to interact with, ask questions and discuss issues initially from a distance.
- **Database to co-ordinate contacts etc.** We will need to ensure that effective records are kept of enquirers and contacts and resources.
- **Collation of best practice training resources.** Connect 09 provides an opportunity to collate from across the Diocese and beyond best practice training materials for a wide-range of programs that parishes or groups may find helpful in preparing their people for the campaign and for follow-up and integration strategies.
- **Development of other training resources and materials.** It may be necessary to develop specific materials to assist the training and equipping of our people.
- **Training program development.** It may be necessary to design and develop specific training programs on a range of topics.
- **Train the trainer programs.** Developing up a number of regional trainers who were able to deliver across a wide-range of programs may provide an effective use of resources for years to come.
- **Development of promotional material, that is able to be integrated with local parish details.** It is proposed to develop Connect 09 material that is able to be integrated with parish or local details. It is expected that Connect 09 will have a common branding that will easily identify the program across the Diocese.
- **Placement of advertising in media.** Consideration will be given as to how to best use advertising in a variety of media to best advantage given the expensive nature of advertising generally, the broad geographic spread of the Diocese and our limited budget. It is considered that a well placed advertising campaign will provide a powerful background to the efforts of local parishes and groups.

When will Connect 09 happen?

22. The project can be broken into four phases –

2007	Pray, decide, plan, communicate vision and concept to all stakeholders, and prepare materials.
Early 2008	Pray, liaise, prepare and support local plans, train and mobilise people, prepare and plan for follow-up.
Mid 2008 to end 2009	Pray, conduct integrated local campaign as appropriate.
Beyond 2009	Pray, follow-up contacts, establish new groups and ministries, welcome and integrate newcomers.

Connect 09 – an opportunity to encourage a culture of generosity and support across the Diocese

23. Connect 09 will be implemented in many different ways across the Diocese as parishes and organisations consider the very different challenges within their respective areas.

24. While some parishes will be well placed to resource such a campaign with people and finances, other parishes may find that difficult. Connect 09 will provide a great opportunity for parishes to encourage

other parishes by working together, sharing people and other resources and in some cases by adopting a parish in another area to partner with in this challenging campaign.

Costs and funding for Connect 09

Estimated costs

25. It is anticipated that the cost of Connect 09, spread over 2007 to 2010 will be \$1.844 million. Of this amount it is anticipated that \$841,000 will be required to purchase and develop "gospel resources" for distribution as part of the campaign ("resource costs") and \$1,003,000 will be required to ensure Connect 09 is managed and promoted in a way to achieve maximum effect ("administration costs").

26. An indicative cost structure for Connect 09 setting out the likely components of the administration costs and the resource costs is included in the Attachment. It is important to note that as Connect 09 develops, the mix and costing of the components will almost certainly change.

Bill to fund Connect 09

27. A bill for the Connect 09 (Funding) Ordinance 2007 (the "bill") has been prepared for the purposes of funding the costs of Connect 09. The following principles have been adopted in preparing the Bill –

- Initial funding for Connect 09 during 2007 will be provided from 2007 Synod Fund Contingencies (clause 4).
- The administration costs of Connect 09 during 2008, 2009 and 2010 will be funded by the Synod (clause 5).
- The resource costs for Connect 09 in 2008, 2009 and 2010 will be funded by parochial units by way of a fixed charge payable in each of those years (clause 6).
- The charge payable by parochial units is to be paid into the Synod Fund (clause 6(3)) with all resource costs being paid from the Synod Fund (clause 7).
- In order to address likely cash flow issues, particularly in relation to the payment of the resource costs in 2008, the Glebe Administration Board is to make a loan to the Synod Fund (clause 8).

Administration costs

28. To ensure planning for Connect 09 is sufficiently advanced by the end of 2007, it is proposed that the anticipated administration costs for the last few months of 2007, estimated at \$52,000, be paid from available funds held by the Standing Committee for contingencies in 2007 (clause 4).

29. Administration costs for 2008, 2009 and 2010 are expected to be \$402,000, \$358,000 and \$191,000 respectively. The scheme of the bill directs the Standing Committee to ensure that funds up to each of these amounts are made available for administration costs in the relevant year (clause 5(2)). The bill does not specify the sources of funding to be used to meet the administration costs in each year. Rather the bill contemplates that, having set the broad commitment to fund the administration costs of Connect 09 to a certain level in 2008, 2009 and 2010, the Synod will leave the detailed implementation of these arrangements to the Standing Committee.

30. It is intended that the expected administration costs for 2008 of \$402,000 will be paid from additional income available to Synod in 2008, plus part of the amount originally allocated to the Ordination Training Fund that will no longer be needed for that purpose. The additional income has arisen because the actual income that will be available both from the distribution from the Diocesan Endowment and the various smaller ordinances is greater than the estimate of these amounts made in the Synod Appropriations and Allocations Ordinance 2005 (the 2005 Ordinance). The funds needed by the Ordination Training Fund in 2008 will be \$170,000 less than the amount estimated in the 2005 Ordinance as a result of the introduction of the Federal Government's Fee-Help program. It is intended that specific provisions be incorporated into the Synod Appropriations and Allocations Ordinance 2007 to give effect to these changes.

31. It is intended that the expected administration costs of \$358,000 in 2009 and \$191,000 in 2010 will be paid from Synod funds as part of the normal allocations for the triennium 2009-2011. Specific provisions needed to give effect to this intention will be incorporated in the form of the Synod Appropriations and Allocations Ordinance brought to Synod in October 2008 by request of the Standing Committee.

32. If the Standing Committee considers that the Synod's intended amount of funding for administration costs in a particular year will be insufficient, clauses 5(4) and 5(5) provide a mechanism by which the

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Standing Committee can increase such funding in that year subject to the increase being reported to the Synod.

Resource costs

33. Under clause 6(1) parochial units are required to pay a fixed charge in 2008, 2009 and 2010 to meet the resource costs calculated in accordance with the formula in the Schedule. In 2008, the fixed charge has been set at \$1,050. This will be payable in 10 equal instalments of \$105 each during 2008 (clause 6(2)).

34. The formula for calculating the fixed charge in 2009 and 2010 seeks to achieve a fixed charge comparable to the charge payable in 2008. In essence this is determined by recalculating the estimated resource costs that are yet to be paid for the remainder of the program and spreading such costs over a period of 2 years (for 2009) and 1 year (for 2010).

35. Estimates relevant to the calculation of the 2009 charge are to be reported to the Synod in 2008 (clause 6(4)). Similarly, estimates relevant to the calculation of the charge for 2010 are to be reported to the Synod in 2009. In this way the Synod has the opportunity to intervene in the revised resource cost estimates for Connect 09 before such cost estimates are translated into the charge on parochial units for the following year.

Loan from the Glebe Administration Board

36. Under clause 8, the Glebe Administration Board is authorised and directed to make a loan to the Synod Fund for an amount sufficient to meet any cash flow shortfall between the costs payable for Connect 09 and the amount of funds available to meet these costs in the Synod Fund at the time such payments fall due. Although the bill enables a loan to be made to meet cash flow issues associated with both the administration costs and the resource costs, it is anticipated that the major cash flow issue will arise in respect of the need to make significant payments in early 2008 for the printing and production of gospel resources for distribution in 2009.

37. The terms of the loan from the Glebe Administration Board are to be agreed between the Board and the Standing Committee (clause 8(2)). However in order to ensure that the Glebe Administration Board is able maintain its investment charter in respect of the Diocesan Endowment (to maintain the capital value of the Endowment and to provide a reasonable income from the Endowment) the budget for Connect 09 includes a component to meet the interest costs on such a loan.

Recommendation

38. The Standing Committee recommends that Synod pass the bill as an ordinance.

39. The Standing Committee has also requested that if a motion that the bill pass as an ordinance of the Synod is carried that the mover may forthwith move a motion in or to the following effect –

“Synod enthusiastically endorses the campaign of evangelistic contact with all people in the Diocese know as Connect 09 and encourages all parishes, regional councils and diocesan organisations –

- (a) to work in fellowship with the Standing Committee, its Mission Board and Evangelism Ministries to ensure the effective planning and implementation of Connect 09, and
- (b) to consider assisting parishes which are struggling financially to pay the charge for gospel resources under the Connect 09 (Funding) Ordinance 2007.”

For and on behalf of the Standing Committee.

ROBERT WICKS
Diocesan Secretary

27 August 2007

Attachment

Indicative cost structure for Connect 09

		\$000's				
Notes	2007	2008	2009	2010	Total	
Administration costs (to be funded by Synod) -						
1						
Staffing -						
2	17	100	100	100	317	
2	9	50	50	50	159	
	5	5			10	
Graphics-						
3	10	40	10		60	
Database -						
4	5				5	
		20			20	
			5		5	
Website -						
4	5				5	
		50			50	
			10	10	20	
Training -						
	1	2	2		5	
		50	50		100	
		50			50	
3		-			-	
3		-			-	
Advertising -						
5		20			20	
			100		100	
3					-	
3					-	
6		15	31	31	77	
	Total admin	52	402	358	191	1,003
Resource costs (to be funded by parishes) -						
		10			10	
7		450			450	
		150			150	
		150			150	
8		49	27	5	81	
	Total resources	-	809	27	5	841
	Total costs	52	1,211	385	196	1,844

Charge to be paid by parishes-

2008 - \$1,050 x 268 parishes
 2009 - (841 - 281)/2/268 = \$1,045 x 268 parishes
 2010 - (841 - 281 - 280)/268 = \$1,045 x 268 parishes

Total charge

	281			281
		280		280
			280	280
	-	281	280	280
				841

Notes

- 1 Contingencies for 2007, then additional Synod funds for 2008, then specific allocation for 2009-2011.
- 2 Start Nov = 2 months in 2007.
- 3 Some of this could be funded from savings elsewhere or through the use of volunteers.
- 4 Other options for the development of these will be explored, with the potential for reducing the costs shown.
- 5 These costs are probably understated, so if savings were achieved elsewhere they could be used for advertising.
- 6 Assuming a 'permanent' loan because no Synod funds are allocated for 2008 (worst case).
- 7 Order requires 11 months notice, with payment in full in advance (hence Jan/Feb 2008).
- 8 Based on loan from GAB to fund the expenditure occurring before the charge recouping it from parishes is received.