

## **Connect09**

(A final report from the Connect09 Management Committee.)

### **INTRODUCTION**

Connect09 (C09) set out to be a campaign to make Jesus known; a campaign to help connect churches with communities, and people with Jesus.

The campaign had three aims –

1. A **particular practical** aim: to reach everyone with the Word of God.
2. A **general missional** aim: to reconnect churches with the wider community.
3. A **cultural mindset change** aim: to refocus the local congregation on the parish and the wider community.

Two previous progress reports were submitted to Synod in 2008 and 2009. This report complements those, and together they summarise the activity over the life of the campaign.

Part one of this report provides an overview of C09 activity that took place, or was brought to a conclusion, after the 2009 progress report was submitted to Synod.

Part two considers the overall impact with reference to three separate reports based on feedback from rectors, lay people and senior diocesan leadership.

Part three makes recommendations for action based on the conclusions drawn in parts one and two.

### **PART ONE: ACTIVITY FINALISED SINCE SYNOD 2009 REPORT**

#### **Inspiring People Events**

*With input from Peter Kaldor (CEO of City Bible Forum) and Bill Smallwood (Connect09 CBD Coordinator).*

C09 was not at heart an events-based campaign. However, the management committee members responsible for helping workers make new connections in the CBDs came up with the Inspiring People campaign. It was an experimental approach that featured panels of high-profile Christians discussing their life and faith.

Attendees were shown a clip from the *Life of Jesus* course and invited back to the same (or a nearby) venue to complete the six-week course. 150 people indicated they would like to do the *Life of Jesus* course.

Partner churches and City Bible Forum shared responsibility for the follow-up courses.

The public advertising campaign saw inserts and adverts placed in major and local newspapers in key areas. 250,000 fliers were distributed (less than 5% via churches) and placed press ads in SMH and *Australian Financial Review*. All featured the C09 logo and "Sydney Anglican Diocese".

"Business-style" breakfast, lunch and after-work events were offered in North Sydney, Parramatta, Wollongong and city CBDs with a total attendance of approximately 1400. Of these, at least 25% were identified as not Christian (booked as non-Christians guests or indicated no church affiliation).

The event information and registration was handled by a stand-alone website ([inspiringpeople.com.au](http://inspiringpeople.com.au)). The site had over 13,000 unique hits.

#### **Lessons Learned**

- The campaign theme and format worked well and the panels delivered on expectation raised. Both the panelists and attendees loved it. A very high proportion of attendees were non-Christians.
- The promotion of *Life of Jesus* worked effectively and the sign-up rate was much higher than for traditional evangelistic events.
- Partnership with City Bible Forum, the Centre for Public Christianity and JAAL (for Karl Faase) was invaluable. There were many advantages in both directions for each partner.
- Value for money was not good across all 16 events. Some were too small to be viable (mainly Parramatta and North Sydney) but only one was cancelled. Sheer population and the CBF network helped in the city. For the cost and workload, it would have been good to have 2-3 times the overall numbers.
- Greater investment in advertising is necessary. Direct marketing via mass media was difficult and hit many obstacles, mainly due to tight budget.
- The underlying buy-in by churches was almost non-existent, leaving a heavy reliance on the City Bible Forum network of Christian workers.

#### **Conclusions**

Inspiring People succeeded sufficiently well to justify the effort. It was worth doing for the people reached, the encouragement given to Christian city workers, and also as a benchmark for future city outreach.

The model works to reach beyond the church networks. At most of the events there were “cold contacts” who had seen the advertising and registered. Adequate lead-time and promotional funding are key factors.

It is hard work to do something innovative; even harder to convince people it will work. Now that it has been proven to work, it ought to be repeated in some form, with longer lead-time and more buy-in. There is a wealth of resources and goodwill to do so.

### **Connect09 Youth**

*With input from David Parker (Connect09 Youth Coordinator), Steve Morrison (Youth Minister, Willoughby) and Andrew Stevenson (Youthworks).*

C09 Youth developed two key initiatives –

1. A DVD resource for high school Scripture seminars.
2. A youth night held at the Sydney Entertainment Centre.

C09 worked closely with Youthworks and the Fervr youth website, with the aims of establishing a Scripture presence in new high schools, and reinvigorating existing programs and youth groups.

#### ***DVD Scripture Resource***

*The Good Life* DVD and booklet was a “Scripture seminar in a box” to aid new and existing high school Scripture seminars. There was also an optional four-track CD for use as a prize/giveaway.

The unit cost of the DVD was high (compared to a commercial DVD) as video had to be scripted, shot, edited and produced for only a small number of copies (250). Whether such a resource could be self-funding remains to be seen.

In all, 80 copies were sold to Anglican churches/schools, which recouped around half the production cost. Koorong has purchased a small batch (75 units) to trial in the retail market, as have two other Christian retailers.

#### ***Lessons Learned***

- The DVD was well received and well used with positive feedback. Being picked up by Koorong is significant re: its quality and potential utility.
- Price point was an issue. If it succeeds commercially, another one may be self-funding.
- Even if not self-funding, a resource that can help in high school Scripture is well worth supporting and refining based on consultation with users.

### **Entertainment Centre Event**

The LOUD event, which ran in December, was a tie in with the Scripture resource. The band featured on the DVD appeared at the event, so Christian teachers and peers could invite students/friends to hear a known act.

Just under 2000 youths attended the event – around 1000 below expectation. In response to the gospel, 50 teens came forward to pray a prayer of commitment. All were put in contact with a local youth group. Another 250-300 (count of heads) stood in place to rededicate their lives to Christ in front of their peers.

### **Lessons Learned**

- There was enthusiastic support by small to medium sized churches – primarily Anglican but also other protestant denominations – who could never have done this themselves. Wider promotion to other denominations earlier is likely to have increased attendance.
- Despite some complaints from non-attendees, there is no evidence that a lower price point would have had a significant impact on numbers.
- It is critical that we make greater effort to include gatekeepers of large youth groups in planning if their involvement is anticipated. They suggest that lead-times of 12-24 months are required.

### **High School Scripture**

During 2009, Scripture seminars were conducted in 88 high schools, accounting for an estimated 50,000 students. It is understood that 27 were “new” schools, reaching some 15,000 students – many hearing the gospel for the first time.

Approximately 40 youth workers were trained in this process, being coached to conduct all or part of the seminar for the first time. New ongoing lunchtime groups have started in some 20 schools on the back of the seminars. Both of these aspects are very strategic for the future.

### **Lessons Learned**

- The C09 campaign was successful in kick-starting many churches to connect with their local high schools, some for the first time.
- Seminars are an effective catalyst for the progression of ministry in schools. The seminars gave churches (and Christians) a valid presence in the school, a face to recognise, a point of connection and an avenue for further relationship and gospel conversation.

- Many churches just needed to make a positive step towards their local school, and C09 provided an incentive for them.

### **Conclusions**

Both the prototype high school resource and the LOUD youth event were valuable exercises. In each case, we now have the confidence that such projects can be done well, and a good indication of how financially viable they could be.

With the application of lessons learned, the event could be (at least) cost neutral. The DVD resource may never be so, but we now have a benchmark to work on, and an idea of how much this kind of ministry to teens costs.

This year, churches, youth workers and students are ministering in schools off the back of the ministry push in 2009. We pray we will see the fruit over the next 1-5 years as more SRE is taught.

### **Primary Schools**

*With input from Lesley May (Connect09 Schools Coordinator).*

In early 2008, Lesley May was appointed to head the primary schools strategy for C09. A working team was gathered with representatives from Youthworks (2), Scripture Union, Anglican School Chaplains, Crusaders, parish workers (3) and the Anglican Education Commission. The group worked on strategies to distribute resources in schools and parishes.

A number of aids were produced to assist in making approaches to principals. A sub-group produced supporting materials for teachers and plans for kids clubs, lunchtime groups in schools, etc. All of these were available on the C09 website.

Lesley presented at SRE training days, addressed meetings of the principals of SASC schools, attended the Australian Anglican Schools Network Conference (2008) to make early contact with principals, visited schools to speak with staff, visited churches to speak with rectors, sent/received thousands of emails/phone calls, and wrote letters to the chaplain, principal, or head of junior school of every Anglican, other Protestant independent and Catholic school in the Diocese.

Her tireless enthusiasm and promotion of the resources direct to schools, and assistance to parishes in making contact with schools, was instrumental in the distribution of well over 100,000 copies of the *Good News Parcel Company* (Colin Buchanan) DVD and over 10,000 Gospels via the Anglican and state schools of the Diocese.

### **Lessons Learned**

- The level of success of C09 in parishes and Anglican schools was closely linked with the level of enthusiasm of the respective rector/principal.
- Many rectors expected the DVD to be free. Some were very conservative when ordering resources despite offers of financial assistance. Many more resources could have been distributed but some churches seemed reticent to freely hand out resources they had paid for.
- C09 helped to firm up links between schools and churches. That said, many ministers were very concerned they might “rock the boat” if they pressed past initial reluctance/inertia from schools.
- There were difficulties getting the DVD in sufficient time for the lead up to Easter 2009 (but it was the ideal time so we proceeded).
- Despite the poor take-up in Protestant independent schools and Catholic schools, the exercise was worthwhile since a copy of the DVD and other resources will be in the library or in the hands of teachers, resulting in a few hundred copies of the resource being made available to children.

### **Conclusions**

The schools campaign was highly effective, largely on the back of the kids' DVD. It is hard to estimate how many DVDs were distributed via schools as most went via the local parish first, but in total the C09 office distributed 194,000 units.

There remains, however, the sense that even more could have been done. Communication via emails and letters to busy rectors and principals was fraught. Many did not commit, or were not even aware, until direct phone contact was made. Many never found or used valuable website resources and information.

Establishing mission areas may help to enable such critical and potentially effective mission communication to operate on a personal level.

### **Lay Ambassadors – Connect09 and Connect For Life**

*With input from Vince Williamson (Connect09 Lay Ambassador Coordinator).*

The C09 Lay Ambassadors Strategy sought to provide an extra dimension to the communication of C09 at two levels –

1. across the Diocese by Vince Williamson and Paula Vouris, and

2. in local parishes and congregations via “point people” appointed by rectors to help give life to the local campaign.

Two rounds of regional briefings ran in July and November 2008. While numbers were low (approx. 50-100 per meeting; 650 total), the briefings were enthusiastically received by clergy and lay. The C09 team could hear from the people at the coalface and answer their questions. This helped both to shape the campaign and to ignite supporters. A correlation emerged between attendance at these briefings and active local participation in the campaign (chicken or egg?).

Clergy who missed the briefings had the opportunity to hear more about the program from one of the regional clergy/ministry conferences, or to chat with Vince or Paula in the foyer of Synod in 2008 and 2009.

Over 30 ministers invited a diocesan ambassador to address their church. In every case, these local meetings energised and inspired ordinary Christians re: the impact they can have within their community.

96 local lay ambassadors (representing 80 parishes) attended the “Lay Day at PJ’s” to further consider Connect For Life and ongoing cultural change beyond 2009. In 2010, ambassadors were invited to present at four church weekends devoted to developing a culture of Connecting for Life. (It is still not too late!)

#### ***Lessons Learned***

- Lay speaks to lay. The Lay Ambassadors Strategy challenged the view that outreach is the minister’s responsibility. This specific encouragement of lay involvement has been a key factor in establishing an evangelistic mindset for many in our pews.
- Complacency in personal evangelism is significant, but can be overturned. Often people admitted to living a private faith, but the principles of “Pray, Connect, Expect” motivated them to become active in sharing it.
- The corporate feel of C09 helped challenge people to make a personal commitment. The personal involvement message is one we need to keep promoting since, for many, ongoing encouragement and challenge is required to keep evangelism ‘top of mind’.

#### ***Conclusions***

Within our culture, churches – even congregations – are independent and self-sufficient with little sense of wider teamwork. Communication,

partnership and sharing in mission effort is generally low. C09 has challenged this thinking.

Within this context, engagement of the laity is also often low. This can be for a variety of reasons. Networking and interacting with one another and building local teams helps build parishioner confidence in making those personal connections that are the very frontline of gospel mission. We can do much more in this area.

The success of the ambassadors campaign is difficult to measure in pure numbers. As an initiative to involve and enthuse lay people about C09, it appears to have had a significant impact.

An unexpected highlight of the campaign was the enthusiasm of the laity to embrace C09 – from the very need to connect, to the accessibility of “Pray, Connect, Expect” for ordinary parishioners and the tangible opportunity provided by resources to ‘just do it’.

### **Big Day In Launch**

*With input from Russell Powell (Connect09 Media Coordinator) and BDI Rector Survey 2009.*

Around 200 churches participated live in the Big Day In (BDI) formal launch of C09, with at least 40 more recording and replaying it at other times.

180 participants completed an online survey after the event, rating each aspect of the telecast content, matters around reception, and the event overall.

96% of respondents said that the BDI had partially met, completely met or exceeded their expectations, and 97% said that the event enthused their congregation for the year ahead to a greater or lesser extent.

Respondents were generally critical of the execution of the event, with around one in five comments being negative. The area of greatest concern was the congregational singing (absence of words on screen was cited in free text as significant). Standout positives were the sermon (92% rating it very good or excellent), the corporate prayer time and the live cross to Campsie church.

When asked if they would like to do something like it again, 81% said “yes” (78% of ministers; 86% of lay). Reasons given by ministers included: unity, togetherness, being part of something bigger, awareness of a much larger community working together, sense of belonging, great to have the Archbishop address the whole Diocese. Lay respondents said: unity, to enthuse the congregations, use of technology, encouragement, motivation, felt like we were one big church, sense of fellowship in the gospel.



When asked if they considered their church was well equipped to do something like it again, 88% said “yes” (86% of ministers; 92% of lay).

Based on the feedback above, it seemed clear that a second BDI ought to be canvassed, with the aim to bookend the campaign and look to the future. We emailed 250 rectors to ask if they would like to participate in something around Easter 2010. 132 responded. 85 (or 65%) said “yes”. Of those, 40 had a preference for Easter Day and 41 Palm Sunday. Many indicated good reasons why the other option was not possible. The decision was taken not to proceed.

A DVD resource with Easter messages from the Archbishop was sent to churches in lieu. It also contained DVD resources for use on Anzac Day, which fell on Sunday in 2010.

#### **Lessons Learned**

- From a technical point of view, we learned many lessons. It was inevitable that a prototype event like this would uncover all the difficulties.
- Post-event chatter indicated that the main sense of dissatisfaction was with the production quality; people are used to commercial television.
- While some of the obvious glitches could be easily overcome the second time, an increase in the production quality would multiply the expense. We now know by how much.

#### **Conclusions**

The BDI was an excellent formal launch to the campaign and, despite inevitable teething problems, was very well received. People are very positive about the format and the potential it has to unite and encourage the churches of the Diocese at key times.

Many took the opportunity to upgrade local technology, and most churches were able to participate. Many are now better equipped to participate in the future, and can better utilise technology as part of their regular activities.

#### **Prayer**

*With input from Paula Vouris (Connect09 Lay Ambassador) and David Parker (Connect09 Youth Coordinator)*

C09 was dependent on prayer – specifically, prayer for the lost in our Diocese. “Outward” prayer, towards the community, was the focus of the prayer campaign. Two Sundays in 2008 (1 June and 2 November) were designated as C09 prayer days. The internal website devoted a page to informing and encouraging prayer. An ebulletin commencing with prayer points from across the Diocese was sent to about 350 subscribers weekly in 2008 and 2009 and then fortnightly in 2010.

The aim of the 2009 diocesan prayer days (22 May and 28 August) was to set aside significant time to gather in the heart of the city (and Wollongong) and pray for the activities of the Diocese and for specific groups, including children and youth, the indigenous community, the Chinese, the Muslim community, city workers, the Sudanese and those on the margins.

The prayer day in 2010 (7 May) kept the focus on people, thanking God for his provision in 2009 and asking him to bless our continuing efforts under the banner of "Connect for Life". These efforts include: new churches, tough areas and high-rise dwellers, school Scripture, ESL opportunities and outreach by specific language congregations.

#### **Lesson Learned**

- Many people said that travel was off-putting; why not pray locally? Why not indeed! We hope the prayer days in 2008 did encourage local prayer. About 330 people did turn out across the three days.
- It is very hard to gather people to pray anywhere, anytime. There will always be good excuses for people not to attend – we are all very busy. It takes persistent and determined effort.
- It was consistently observed that left to our own devices we struggle to pray for the lost. Our prayers almost exclusively revolve around our church life together. Many Anglicans struggle to know what or how to pray for their local community even when prompted to do so.

#### **Loud Event Prayer Support – "Pray Out Loud"**

Year 12 students Dave Buster and Edward Sowden organised a "Pray Out Loud" online event virally through Facebook. Around 500 people registered their intent to stop wherever they were on Friday 27 November 2009 at 8pm to pray for the youth of Sydney ahead of the LOUD youth event. Some people gathered in their youth groups, others in small groups.

#### **Conclusions**

For those who were able to come, the three central prayer days were incredibly worthwhile and thoroughly appreciated.

There is widespread evidence of an increase in mission praying going on in churches, schools and organisations throughout 2009.

The question of how we increase the amount of outward and mission-focused prayer in our Diocese remains key to the ongoing mission effort.

### **Distribution of Resources**

The Gospel resources were at the heart of C09 from inception. While the campaign concept developed beyond Bible distribution, actually getting the Word of God into the hands of people – in the context of meaningful connection – remained foundational.

The non-English Gospels were functional and filled a necessary role (the Chinese Gospel of John being arguably the best example). However, it was the English variants that stood out – each in their own way – and together gave real legs to the campaign.

The resources produced by the C09 office (all English plus Chinese) featured a clear logo and web address to link recipients to an own-language welcome, further explanation of the gospel, a chance to ask questions in real time, and a church finder. They were clearly identified as Sydney Anglican.

Churches who displayed a C09 banner could be identified by locals as a physical place associated with the resources. 230 banners were delivered to parishes.

In total, 1,511,220 copies of Gospel resources were distributed to parishes, organisations and schools. The breakdown is as follows –

- *The Essential Jesus*, a modern Australian translation of Luke's Gospel in English – **1,030,000**
- *The Essential Jesus*, audio book, Luke's Gospel (two CDs) – **20,000**
- *The Essential Jesus*, Luke's Gospel, large print – **7,000**
- The Gospel of Luke, English (NIV with Arabic explanations) – **10,080**
- The Gospel of Luke, Arabic (Traditional Van Dyke) – **34,140**
- The Gospel of John, Chinese simplified script (Revised Chinese Union) – **80,000**
- The Gospel of John, Chinese traditional script (Revised Chinese Union) – **20,000**
- The Gospel of Luke, Korean (Revised New Korean) – **5,000**
- The Gospel of Luke, Farsi (Today's Persian) – **5,000**
- The Gospel of Mark, English, magazine style (Good News) – **104,000**
- *The Good News Parcel Company*, children's DVD (presented by Colin Buchanan) – **194,000**

### **Lessons Learned**

- Parishes were very generous with *The Essential Jesus*, but a downside was the tendency to over-order. This resulted in some parishes being left with an excess despite being urged to research and plan prior to ordering.
- A “user-pays” element built into the more expensive resources helped ensure that there was very little wastage or over-ordering, but had the opposite difficulty in that they were not distributed so generously.

### **Conclusion**

The resources were the stars of the campaign. They gave substance to the wider effort as a tangible symbol of what we were doing. Their quality and the ease with which they could be shared also emboldened and inspired those who otherwise might not share their faith.

### **Websites**

Two C09 websites operated during the campaign. One was an “internal” site to aid communication, prayer, resource ordering and idea sharing. Initially located at connect09.com, it moved to connect09.sydneyanglicans.net in January 2009.

The other was an “external” or public site to help us connect with the recipients of Gospel resources and add value in their personal exploration of the gospel. It took the connect09.com address from January 2009.

Internal site analytics (1 Jan 2008 – 31 July 2010) –

26,183 hits  
21,513 absolute unique visitors  
147,385 page views  
3.66 average page views  
00:03:12 average time on site

External site analytics (1 Jan 2009 – 31 Jul 2010) –

9,546 hits  
8,100 absolute unique visitors  
84,958 page views  
6.38 average page views  
00:03:27 average time on site

### **Lessons Learned**

- Having up to date and regular content available is important in encouraging people to return (internal site). This is hard work.

Using an existing site with existing visitors may have been a better alternative.

- People frequently requested more idea sharing despite the fact that this was a feature of the internal site. Of those who used it few posted ideas for others.
- There were some difficulties with the website design: information was not easy to locate once it had dated and moved from the front page.

### **Conclusions**

The external site proved to be a valuable link from the printed resources as a way for people to continue their search into Christianity. Daily visits continue.

The internal site was invaluable to manage resource ordering, but as a stand alone site was a less effective communication tool than we had hoped.

### **Connect for Life**

The formal C09 campaign was extended (Synod 2009) until Easter 2010 in recognition of the fact that some churches had come on board during 2009 and that Christmas and Easter 2010 were such valuable times as a focus for efforts in the community.

Once the decision was made not to “end” with another Big Day In, we produced a substitute DVD resource for use over the Easter period, featuring addresses by the Archbishop. Resources for Anzac Day (falling on a Sunday in 2010) were included to add value. Copies of this DVD were produced and distributed to every parish.

After Easter, the logo on the internal website was altered to Connect for Life to reinforce a sense of ongoing outward focus of our churches. While not suggesting that we could (or should) continue the campaign *per se*, it is essential that the underlying principles of prayer, outward focus and partnership in the mission of Christ continue to refine and define our church life.

Ministers and lay people surveyed mid-2010 felt that the concept of “Connect for Life: resonates well. That said, achieving real penetration with a logo/slogan (even internally) takes a significant marketing effort and budget. C09 did not have the budget to do this again in 2010 for Connect for Life.

### **Lessons Learned**

- We have rebranded with Connect for Life where it is cost-effective to do so, and altered our language to reflect the ongoing nature of “connect” (aim 3).

- The ongoing efforts of the office team and the ambassadors have been dedicated to assisting churches to learn from their C09 experience and press on with an outward-focused parish life.

### **Conclusion**

The careful evaluation of C09 in order to make recommendations for the future has been a priority of the Connect For Life effort, as has been the development of the mission areas concept. This concept has the potential to be the most significant and effective vehicle to actually progress the principles of “Connect for Life” in our Diocese.

### **Mission Areas**

Certain geographic areas in the Diocese had already established working relationships prior to C09, and it was natural for them to collaborate in this campaign. Other partnerships emerged as a result of preparation for the campaign.

It became apparent that an area larger than the parish (the responsibility of the local church) but smaller than the region (too large and diverse for this purpose) could be a highly strategic vehicle for progressing mission.

### **Lessons Learned**

- Focusing on the mission field is a specific discipline. It is different to, though not incompatible with, pastoring a congregation. It involves working *on* the ministry rather than *in* it. The nature of parish life and ministry mitigates against it and this must be consciously overcome.
- A key principle of C09 was partnership. Pre-campaign research noted the lack of communication and cooperation between parishes.
- Mission areas emerged from the Mission Board during the C09 campaign in recognition of the great benefits to be gained by working cooperatively on mission.
- C09 highlighted many instances where parishes working together could get further in their mission efforts than working alone.

### **Conclusions**

From a C09 perspective, the mission areas concept is sound. It can be reasonably concluded that the existence of such a framework would have multiplied the effectiveness and efficiency of the campaign. The simultaneous engagement of 18 such areas in the C09 campaign, even in a small way, would have had a significant effect. There is therefore no reason why the operation of the 18 areas could not be

extremely effective in the ongoing application of the connect principles and furtherance of the diocesan mission.

The Connect for Life concept can and will continue via many of the individuals and parishes in our Diocese. Where there is the will, a way will be found. That said, mission areas is a strategic framework to facilitate this broadly rather than in isolated pockets. It is a key vehicle through which the Diocese can continue to pursue the third aim of C09 in the future (and keep the first two aims on the agenda at the same time).

### **Finances**

C09 funding was allocated according to the *Connect09 (Funding) Ordinance 2007*. Administration costs were funded by Synod, while the Gospel resources were funded by parish contributions.

The life-of-project financial summaries for both aspects of the campaign have been submitted to the Mission Board detailing actual expenditure to 30 June 2010 and projections to 31 December 2010. A summary of these is attached.

## **PART TWO: THE OVERALL IMPACT OF CONNECT09**

### **Measuring the Impact of Connect09**

It is very difficult to evaluate the success of a campaign with goals as broad as C09, in an organisation as large and varied as the Sydney Diocese. This is especially so when local churches were left to determine what implementation of the principles would look like in their parish. Consider our many and varied organisations and schools, and the challenge is multiplied. Finally, add the fact that the second aim of the campaign was relational and the third was attitudinal, and the results are impossible to evaluate with accuracy.

The office has received regular feedback, on just about every aspect of the campaign, from many sources: ministers, lay people, people within diocesan schools and organisations, people from other denominations, members of the public, professional organisations, publishers, media, etc.

The question is: how do we meaningfully quantify this? How much (if any) iceberg is there below the feedback seen on the surface?

The strategy to measure the impact was threefold –

1. A quantitative survey of rectors: a whole-population survey intent on achieving a statistically significant 70% return – almost unheard of in a voluntary survey. This survey was completely anonymous to allow unfettered feedback. It was drafted, analysed and reported by the

Research and Policy Unit of Anglicare on a fee-for-service basis.

2. A qualitative survey of laity: five focus groups drawn from lay members of churches in the five regions of the Diocese. The churches were sampled to include a range of participation in C09. The research material was prepared, administered and reported by an independent researcher under contract.
3. Structured interviews with the CEOs of ten diocesan organizations<sup>1</sup> and two interdenominational organisations<sup>2</sup> who had involvement with C09, the bishop/archdeacon of each region, and the Archdeacon of Women.

## 1. Survey of Rectors

The full report by the Anglicare Social Policy and Research Unit was submitted to the Mission Board. It concluded that –

1. ***The first aim of Connect09 – to reach everyone with God's Word – was partially achieved.*** *While not everyone has been reached with the Word of God, the participation of the vast majority of parishes in the campaign has served to ensure that Gospels and other resources have been widely spread across Sydney and the Illawarra.*
2. ***Progress was made on the second aim of reconnecting churches with their communities,*** *with possibly up to half of all households in Sydney and the Illawarra being letterboxed, doorknocked or contacted in some way. C09 appears to have been successful in achieving modest increases in community contacts for three-quarters of parishes.*
3. ***Progress was also made in the third aim of refocusing churches on outreach.*** *There is evidence of higher levels of involvement among attendees in a variety of outreach activities, although it appears that these increases have been incremental in most parishes, perhaps confined to groups of attendees within congregations rather than a wholesale increase in involvement.*

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<sup>1</sup> Anglican Education Commission, Anglican Media, Anglican Retirement Villages, Anglicare, Evangelism Ministries, Kidzlink, Moore Theological College, Sydney Anglican Schools Corporation, Sydney Diocesan Secretariat, Youthworks

<sup>2</sup> City Bible Forum, XEE International



**4. Importantly, there is evidence of responses from people in the wider community.** There is evidence of new contact being made with churches by members of the wider community, of some people visiting or joining congregations and even some becoming Christians or church members. This too has been on a small scale in most parishes, but taken across all the parishes would amount to a large number of new contacts and visits.

**5. The rectors were happier with the way the campaign was carried out than they were with the response of parishes.** It appears that the vast majority of rectors were satisfied with the quality of the logistics of the campaign, though they were less sanguine about the take-up by their own parish or by parishes generally. Only around half of the rectors were satisfied with the level of take-up, most of the remainder having mixed feelings.

**6. As a group, the rectors were mostly satisfied with Connect09.** Overall, it appears that two-thirds of the rectors were satisfied with the C09 campaign, while most of the remainder had mixed feelings about it. Significantly, only 4% thought that it had been a poor effort.

*Taken together, these conclusions suggest that C09 has been an important step in a longer journey towards more effectively reaching out to the people of Sydney and the Illawarra. It appears to have provided a new platform for mission in the Diocese, empowered, resourced and trained people for outreach and improved community connections. However, the large cultural change implied in the third aim of the campaign in particular, must be considered to be a work-in-progress. Further investment is needed in promoting such a cultural shift and would be a good next step on this journey.*

## **2. Survey of Lay**

The complete report by independent research company Martin Research was submitted to the Mission Board. It said –

*The conclusions and recommendations are based only on the consumer groups. They don't take into consideration church policy, future plans, budgets or other evaluation of C09.*

*They are however clear cut and unequivocal.*

*C09 was a success because the congregations tell us it was.*

*In the absence of any stated objectives or widely known evaluative criteria the estimation of its success is made on a diverse list of factors, abstract and tangible.*

*It succeeded in getting most people "heading north". It succeeded in motivating them, it energised, it gave many a sense of purpose, it lifted confidence, and it provided focus and changed the pace for a year.*

*Could it have been better? Of course it could have.*

*It should be regarded as the beginning of a process, not an event in the past.*

*The specific recommendations are these –*

- *Use more formal organisation and procedure.*
- *Create a repository of ideas and actions.*
- *Encourage inter-parish cooperation and help.*
- *Ensure one-parish not just one-congregation approach.*
- *Define and communicate the process of connection to conversion.*
- *Consider adopting "Connect for Life" as an evangelism theme.*

### **3. Survey of Organisation CEOs and Diocesan Leaders**

The complete report by the Executive Director of Connect09 was submitted to the Mission Board. It concluded that –

1. *There is evidence that C09 had an observable impact on activities in each region and in all of the organisations surveyed. Even where this was r-branding of regular activity, this conveys a sense of harnessing – and in turn contributing to – the momentum of the campaign.*

2. **AIM 1: Reach everyone with the Word of God.** *Most organisations participated in a distribution of Gospel resources in some way, and the quality and usefulness of the C09 resources was regarded as key in this.*

3. *The "Big Day In" was praised as the campaign launch, and as an important element in unifying the*

*Diocese behind the vision and aim. Other unifying aspects, such as "PJs at PJ's" and the campaign slogan, were considered crucial.*

4. **AIM 2: Reconnect with the wider community.** *Most organisations saw some tangible increase in community contacts. The key outcome here seems to have been recognition of the barriers and the renewed motivation to overcome them.*

5. **AIM 3: Refocus on outreach.** *Generating cultural change is much harder than generating extra activity. There is some evidence of attitudinal and organisational change, which is very positive, but a theme was the recognition of the inadequacies that exist – also very positive: the first step in change.*

6. *There have been some excellent immediate results: people becoming Christians, increased prayer, new partnerships, training and preparation. The most promising immediate result is the refocusing of strategies and structures for the future.*

7. *For the investment made, the quality of the campaign was good. Overall take-up by the various elements of the Diocese was the area of greatest disappointment.*

8. *Connect09 strengthened a number of existing partnerships within the Diocese and was directly responsible for new ones in about half of the organisations surveyed – one to an extraordinary level.*

9. *There is already strong evidence of ongoing benefits of the campaign, with new ministries, structures and attitudes in place that will continue. Leaders seem genuinely committed to "Connect" principles being ongoing.*

10. *Support from the Diocese – in various ways – will be critical in order for many of the organisations to press on with "Connect" principles. Leaders are emphatic about this. 'Will we keep it going?' was the dominant theme of the general comments.*

## **PART THREE: OVERALL CONCLUSIONS AND RECOMMENDATIONS**

Part one of this report summarises the lessons learned during C09. Part two presents the conclusions drawn by three separate and complementary evaluations of the impact of the campaign. This final section seeks to endorse those conclusions and make tangible recommendations for action as appropriate.

All indications suggest that the C09 campaign has been far-reaching and influential in the community, as well as positive and motivating among our constituent churches and individuals – far beyond what we dared to hope. We must learn from this that we can work together in mission and that when we do, we can, by God’s grace, achieve much more than the sum of our individual parts.

At the same time, there is a widely-held belief that so much more could have been done. At one level, the take-up by our parishes exceeded all expectations, yet (by the admission of the rectors of those very parishes) at another level it was less than it could and ought to have been.

We have learned a great deal from the exercise and are much better placed for mission now as a result. What happens next is critical. The strong common theme across the three reports above is captured by three respective quotes: “A work in progress”; “The beginning of a process”; and “Will we keep it going?”

In light of this report the following actions are recommended.

1. We must press on, both as individual parishes and as a Diocese, with the cultural change we have begun in C09.

**Action: Senior Clergy, Mission Board, Parishes, Schools, Organisations**

2. We must follow up diligently and prayerfully the contacts we have made during the public campaign. We are not “one-shot wonders”; we are in for the long haul in our local communities.

**Action: Policy 2, Parishes, Schools, Organisations**

3. We must pursue an increased level of partnership at every level within and between our parishes, schools and organisations.

**Action: Policy 4, Mission Board, Parishes, School, Organisations**

4. We must actively promote and facilitate prayer in our Diocese. We must deliberately and consciously add “outward” mission prayer for the people of the Diocese to our regular prayers for one another and for the church.

**Action: Policy 1**

5. We must actively pursue the engagement of lay members as the frontline troops in the spiritual battle before us. The Connect09 Lay Ambassadors Strategy was a positive step forward and could be extended. Urgent consideration must be given to taking the next step.

**Action: Policy 3, Mission Board**

6. (a) Points 1 to 5 above could together (all or in part) be furthered under the slogan "Connect for Life", which has been found to resonate positively with our people as the rightful fulfillment of Connect09.

(b) The mission areas are commended as a natural and obvious strategic vehicle for the pursuit of recommendations 1 to 5.

**Action: Mission Board, Mission Areas**

7. The Inspiring People campaign should be repeated in partnership with City Bible Forum and the Centre for Public Christianity, taking on the lessons learned in 2009.

**Action: Evangelism Ministries**

8. (a) The LOUD event should become a regular feature of the Sydney Anglican calendar, either annually or biennially, commencing in 2011.

(b) A second high school Scripture resource should be produced in partnership with Qurious, taking on the lessons learned from the first DVD.

**Action: Anglican Youthworks**

9. We should revisit, on a five-yearly basis, a coordinated campaign founded on the central production of high-quality Gospel resource/s as a tangible, diocesan-wide focus for the Diocesan Mission.

**Action: Mission Board**

10. The Archbishop should revisit the rector's retreats as an integral part of the campaign recommended at point 10.

**Action: Archbishop's Office**

11. A stand-alone external website should be included as an integral part of the campaign recommended at point 10, taking on the lessons learned in 2009.

**Action: Mission Board**

12. The Big Day In format for live link-up of all parishes should be considered for future application as warranted by the occasion, taking on the lessons learned in 2009.

**Action: Mission Board**

13. (a) The “external” Connect09 website should be hosted for as long as practicable to facilitate connections with future recipients of Gospel resources.

(b) The idea sharing, church finder and prayer elements of the “internal” Connect09 website should be incorporated as practicable into the Sydney Anglicans site to facilitate Connect for Life.

**Action: Anglican Media.**

14. Lesley May (Children’s Coordinator), Vince Williamson and Paula Vouris (Lay Ambassadors), David Parker (Youth Coordinator) and Bill Smallwood (CBD Coordinator) should be formally thanked and commended by the Archbishop for their exceptional service and significant contribution to the success of the Connect09 campaign.

**Action: Archbishop’s Office.**

For and on behalf of the Connect09 Management Committee

ANDREW NIXON  
*Executive Director, Connect09*

6 September 2010

**Attachment****Connect09 financial summary****Administration costs**

In passing the Connect09 Ordinance 2007 (the "Ordinance") Synod indicated its intention to allocate the following amounts to meet the anticipated administration costs of the campaign – \$402,000 in 2008, \$358,000 in 2009 and \$191,000 in 2010. The Synod had previously allocated initial funds of \$52,000 for 2007. The Ordinance also provided that if the Standing Committee considers any of these amounts will be insufficient it may resolve to allocate a greater amount. In 2008 Standing Committee did resolve to allocate an increased amount of \$500,000 in 2009 and Standing Committee also determined that any amount allocated but not fully expended in the year to which it related may be carried forward and applied in a following year of the campaign.

The explanatory report to the Ordinance provided an indicative cost structure for Connect09 broken down into a number of different categories of administrative costs and although much of the actual expenditure fitted closely to the indicated categories, in a number of cases the Connect09 Management Committee did things differently to take advantage of new opportunities as the campaign unfolded. Apart from the staff costs in managing and directing the campaign there was expenditure on graphic design, website and database development, advertising, training and communication, 'Big Day In' production, 'Inspiring People' events, etc. All expenditure by the Connect09 Management Committee was approved in advance by the Mission Board under delegated authority from the Standing Commission and reported to the Standing Committee.

In summary, the amounts allocated and actually spent (or in the case of 2010, actually spent to 30 June plus projected to be spent up to 31 December) for Connect09 administration costs, in \$000s, are as follows –

	<b>Budget Allocation</b>	<b>Actual/Projection</b>
2007	52	16
2008	402	368
2009	500	471
2010	191	290
<b>Total</b>	<b>1,145</b>	<b>1,145</b>

### Resource costs

The Ordinance also provided that each parochial unit was to pay a charge each year for Connect09 resource costs calculated in accordance with a formula in the Ordinance. Standing Committee was required to provide a report to Synod in 2008 and 2009 showing the parochial charge for the following year based on –

- (a) the revised estimate of the total resource costs,
- (b) an estimate of any amounts, other than the charges payable by parochial units, available to meet those costs, and
- (c) the total amount of the charge paid by parochial units up to and including the current year.

The explanatory report to the Ordinance estimated the total resource costs at \$841,000. In 2008 Standing Committee reported a revised estimate of total resource costs at \$1,024,000 and in 2009 Standing Committee reported a further revision of this figure, this time to \$963,000.

The actual Connect09 resources produced included *The Essential Jesus* booklets, Colin Buchannan DVDs, audio books, gospel of Mark magazines, youth DVDs, banners and stands. In addition 2 gospels of John in Chinese and 4 other language gospels were made available through Connect09.

The calculation of the total estimated and actual Connect09 resource costs over the life of the campaign, in \$000s, is as follows –

	2009 Estimate	Actual
Total costs (2008 – 2010)	963	959
<u>less</u> other amounts available (revenue from 'user-pays' sales to parishes, schools and organisations and specific donations)	(216)	(281)
<u>less</u> charge paid by parochial units –		
2008 (0.41% of net receipts)	(275)	(275)
2009 (0.52% of net receipts)	(372)	(372)
2010 (0.13% of net receipts)	<u>(100)</u>	<u>(100)</u>
	<u>(747)</u>	<u>(747)</u>
Balance unspent	0	(69)