

Holy Trinity Williamstown (HTW) Mission Action Plan: 2017 – 2021

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Introduction

This Mission Action Plan builds on and refocuses Holy Trinity Williamstown's Strategic Plan (2016-2020) as its **Mission Action Plan**. In developing this we have also prepared a related **Fundraising Plan** (to facilitate resourcing of our mission and ministry activities over the next triennium) and a **Communication Plan** (to identify channels and key messages for communicating with our 'Mission Focus Groups').

Our Vision and Strategic Plan were built around the idea of growth: growing our Christian relationship with God and each other, by:

- growing and deepening our faith
- growing our community
- growing our church environment.

In November 2015 the newly formed Parish Council met to undertake strategic planning early in the cycle of the church year. In doing so, Parish Council members related their strategic planning efforts to the Diocesan focus on developing mission shaped structures. In that context, we agreed to link in with the Diocesan Parish Renewal Program and engage with a cohort of similar parishes to generate further ideas and swap notes about past experiences, blessings, steps and stages in growth as well as dealing with the impact of change.

In our November strategic planning half day, the Holy Trinity Parish Council members thought through the development of our Mission Action Plan by focussing on **where** to target our mission efforts, **who** to target and **what** to do. We thought about the '**whole mission**' of the parish church by considering the **four dimensions** of parish mission activity specified in the *Parish Governance Act 2013*:

- Pastoral
- Evangelistic
- Social
- Ecumenical.

In January 2017 the Parish Council met to review the Strategic Plan 2016-2020, and was pleased to note that all of the key actions identified in that plan had been completed or were ongoing: parishioners have been surveyed about their needs and how they can assist church growth; home groups and guided spirituality sessions have been established or continued; pastoral care regions have been established across the parish; the Parish Roll has been refreshed; the Parish Centre project has been advanced, and completion is set for August 2017; improvements have been made to HTW communications channels, including our website and Facebook page as well as Noticeboard and newsletter; we have entered upon the Parish Renewal Program; a safety buddy system has been introduced; a church maintenance schedule is providing a focus for doing priority maintenance works in a scheduled and affordable manner; security and safety issues have been addressed; and Christmas community engagement strategies have been enacted. We raised over \$13,000, almost hitting our stretch target of \$15,000 for fundraising.

So, we are now at a stage where we can refocus our efforts more squarely around mission. HTW's Mission Action Plan provides the church with a living document (to be reviewed, revised and refreshed over the planning period) for this purpose. Together with the related Fundraising Plan and Communications Plan, it forms part of an integrated suite of framing documents with which HTW can guide, monitor, measure and report on its mission and ministry progress over the 2017-2021 period. These three Plans are provided here.

A: Where to target our Mission and Ministry activity

Parish Council agreed that the bounds of the parish should be understood as involving not only Williamstown (the locality) but also Hobsons Bay and Maribyrnong (our region). This dual focus on locality and region helps us to focus on the local community as well as the wider region (from Yarraville to Altona), in which our churchgoers are domicile.

B: Who to target in our Mission and Ministry activity

During our planning session we identified a number of 'Mission Focus Groups' – that is, the particular groups HTW already has a connection with or seeks to build relationships with in order to introduce them to Christian loving and living. We agreed that our efforts will be focused on:

- Young families with children

- Williamstown primary school communities
- Vulnerable people
 - Older people at risk of being socially isolated
 - Parents facing challenges in raising their children/teenagers
 - People experiencing economic and social disadvantage
- Men
- Women
- Existing as well as irregularly attending churchgoers

C: ‘Whole Mission’ Action Plan

Key actions under the Mission Action Plan are set out under the **four dimensions** of the parish’s ‘whole mission’.

The Parish Council believes these actions are expressions of God’s spirit working through Holy Trinity Williamstown, and together with our church community we will continually commit all elements of this work to prayer.

Pastoral	Evangelistic
<ul style="list-style-type: none"> • Liaise with local schools and Margaret Burt to assess what is happening already in the parish as regards running homework clubs with a view to running one in the new Parish Centre (starting 2018) • Run Emergency Relief from new Parish Centre (2017) • Run play groups in new Parish Centre (2017) – the new Curate will advertise and coordinate development of a Playgroup Committee; Curate will liaise with Hobsons Bay City Council about linking with their early years staff and resources • Provide isolated older people with home visits, home communion and pick up services so they are included in church events – while these activities have been working well, we need to plan succession for new Coordinators; Council will talk with Anne Hodges about what she needs and who might step up to this work • Conduct a parenting education forum - for young families in Nelson Place flats and for wider community (2017 -2018) 	<ul style="list-style-type: none"> • Conduct a forum on domestic violence - including a talk by Vicar on ‘the four loves’ explained by C.S. Lewis (2017) • Conduct a Children’s Christmas Service (every Christmas) • Stage a concert with school children and their families - in liaison with local primary school music teachers (starting 2018) • Ongoing spirituality focused activities: Men’s Church Group; WAGS/Mary Magdalen sessions, Lenten Studies, occasional Bible studies – including ‘Big Bash’ 20 minute Bible study discussions after 10am service each month and occasional topical studies) • Ongoing Baptism ministry and collections (2016 forward) <ul style="list-style-type: none"> ◦ The Vicar and Locum to make follow up visits after services • Grow Weddings ministry and fees – including through running a Wedding Dress expo at HTW and revising the marketing of weddings on HTW website (2017 forward) – Sally Burt will follow this up <ul style="list-style-type: none"> ◦ Display some wedding photos: Contact recently married couples about sharing their photos more widely. • Offer morning tea facilities (in the Parish Centre) to families conducting funerals at the church.
Social	Ecumenical
<ul style="list-style-type: none"> • Offer Parish Centre as a neutral space to local schools for staff and other school-related meetings (2017 forward) • Link in with men’s health and women’s health programs and promotions in the region (2017 forward) • Link in with the Nelson Place flats community via Emergency Relief program when run from new Parish Centre (starting 2017) 	<ul style="list-style-type: none"> • Include other church communities in our guided spirituality activities (2017 forward): ask Baptists (Newport), Uniting Church and Catholic Church (Williamstown) • Ongoing collaborative leadership of the Emergency Relief program in cooperation with leaders of other churches in the Hobsons Bay area (2017 forward) • Continue to engage in Interfaith activities sponsored by

<ul style="list-style-type: none"> Liaise with Hobson's Bay City Council to gain clearer understanding of vulnerable groups in the local government area, so we can better target our mission and ministry to these people. 	<ul style="list-style-type: none"> Hobsons Bay City Council (2017 forwards) Link in with God's Squad to run a youth focused event at HTW (At least one event each year, starting 2017): link in with Motor Cycle (MC) Victoria, Christmas MC toy run and Williamstown MC club
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Fundraising Plan

Fundraising priorities aligned with our Mission Action Plan are aimed at helping HTW to raise \$15,000 in 2016, to assist with resourcing HTW's mission and ministry work. The key components of the Plan are:

Activity	Fundraising mechanism
Concert with Schoolchildren and their families at HTW: Liaise with Judy and Craig	Entry by donation
Manage and promote the HTW Thanksgiving program using a pictorial histogram to show modes and rates of donation support for HTW's mission and ministry work • Using a Quarterly Report to the congregation, relating our fundraising progress with how we realise our Mission Action Plan, and including a session for prayer for our mission work	Open Plate offerings Direct debit weekly offerings Occasional 'second collection'
Interfaith food safari – Newport Lakes (Scott to liaise with Interfaith Leadership Group)	Food sharing contributions
HTW arts performances (Trinity trio, Ukulele Dolls, Poetry Readings). Events will include a mechanism for capturing participants' contact details so they can be invited to future HTW events.(2017)	Entry by donation
Hyde Street Par Band – youth focus (2017)	Ticket sales
Little theatre event (April 2017)	Ticket sales
Trivia Nights (1 events to be held in October 2017 in the Parish Centre). Peter will coordinate this.	Ticket sales
Markets and BBQs on HTW front lawns (Each month during 2017 – on weekends other than when local Farmers market is held)	Charge of \$100 per month per trader Sales of HTW fare (BBQ foods, soft drinks, jams and bakery)
Wine and Cheese afternoon - with live music performances – (Trinity trio to play and to organise this for June 2017)	
Link in with Royal Motor Yacht Club as a venue for a fundraising event – such as a Wine and Cheese event (2016)	Entry by ticket
Film nights (At least six during 2017). Ask David to do this; consider pup up cinema	HTW nights – entry by donation
Develop and distribute a glossy brochure on bequests and endowment funds. This will be used to explain how bequests provide resourcing for specific purpose projects, and bequests for ongoing property maintenance (Continue 2017)	Publicity to secure more bequest and endowment income
Christmas fare baking program (2017 – baking to be done nearer Christmas, preferably in November) In July, do ring around to agencies such as Anglicare and ask if they want us to supply them.	Sales of items
Parish dinners hosted by churchgoers for parishioners and their friends (2017) Wilma will lead this.	Sales of tickets
Christmas calendars – promoted by service announcements and via email publicity to parishioners and wider community members (2017)	Sales of calendars
Art expo and talk on 'Art and Spirituality' (2017 date to be determined). Ask Bill to lead this.	Entry by donation Sales of jams, bakes, wines
Wedding expo [Peter Johnson and Sally Burt can lead on this]	Entry by donation Bookings for weddings post expo
Arts Festival (2017) [Chris Ringrose and Scott Phillips can lead this]. Link in with Ada Cambridge group	Entry by donation (gold coin)

Communications Plan

Communications strategies aligned with HTW's Mission Action Plan are set out here as follows:

- Weekly sermons will be taped and summarised, so that their content and key messages are accessible on the HTW website. Scott will liaise with Bill and buy a digital recorder; we will ask a Sidesman or MoW to turn the recorder on and off on the Sanctuary rail at sermon time.
- Outcomes from forums convened at HTW will be translated into opinion pieces, so that their outcomes and key messages can be fed into local and national press channels (to inject a Christian spirit and perspectives into ongoing debates about contemporary issues)
- Pilot and Pew Sheet will be produced, so that HTW parishioners and the wider community are aware of upcoming HTW events.
- 'Phrases from the Bible' pieces will be provided to local newspapers from time to time, so that the wider community sees Christian foundations and meanings within everyday phrases and idioms. Bill Beagley to do this in 2017.
- A press release about the Children's Christmas Service should be sent to local newspapers, so that it is widely publicised as a traditional community event in Williamstown
- The Noticeboard inside the Church will be refreshed on a monthly basis, so that its information is current
- The external Noticeboard facing the pavement has to be maintained as an attractive communication channel about HTW events
- The church bells will rung prior to the weekly 10am service, so that the wider community is aware of the church as part of the community's cultural landscape
- Develop a 'mugshots' poster of Parish Councillors and Wardens, and display this in the Church.
- Ask the Parish Administrator to publicise each HTW event via multiple channels:
 - Local press
 - Hobsons Bay City Council website
 - HTW website
 - Emails
 - HTW Facebook account
- Update the new HTW website regularly, uploading materials that the Parish Council provides to the Parish Communications officer, including documents and digital photos of events. The Parish Secretary will back up the Communications Officer during absences. Scott and Janice will keep the Officer advised of events and materials for publicity purposes.