

11 Point Church Strategy Plan

1. **A Community within a Community:** St Matthews Church needs to see its primary identity as being that of a incarnational missional community that lives within the community of Manly and the Northern Beaches of Sydney. This is a community built on life transforming bible teaching, passionate prayer, genuine love and service of others. This love will not just be for ourselves but will necessarily include those of the community around us. We exist as a community to bring the good news and love of Christ to Manly.
2. **Operating as a Unified Large Church:** While this missional community will by nature have diversity and multiple expressions, it's primary understanding is that it is one church operating under a common leadership, vision, values, name and strategy. This means ministry will occur across all congregations and ministries based on this common set of vision, values and strategy. Ministries and Staff won't operate to build individual kingdoms but will rather work to build the ministry and witness of the St Matthews Church as a large interconnected community at Manly and beyond in all it's different forms.
3. **Life Transforming Church Services:** Large churches don't run on a congregational model of multiplying endless small congregational services but rather seek to build large creative and attractive life transforming weekend gatherings where the praises of God are sung and the word of God is preached with the great grace and power. These services will be run by Congregational Leadership teams that operate on similar lines. While individual services will have a unique flavour and feel, key areas of ministry will done in a coordinated and uniform St Matts way. These include welcoming, music, prayer ministry, rosters, food ministry, preaching and community life.
4. **Demographically Targeted Ministries:** Large churches structure themselves to run ministries to all of the key life stages from babies and children through to seniors. This year we have increased staffing in Children's ministry to increase the reach of this growing ministry area.
5. **Small Groups:** Large churches have organised and structured systems for evangelising, discipling and caring for people through their small group ministry. Small groups become the primary place in large churches for people to belong and be cared for. As such – they are of great significance to the health of the ministry. St Matthews will look to develop and implement a system of small group across all ages and congregations.
6. **Intentional Development of People:** Large churches work very hard at having discipleship and integration pathways that take individuals from being

outside the community of God's people, towards maturity in Christ and then active service in his name. A primary focus for this must be the intentional development of people. If the church fails here, it typically fails everywhere. Churches grow as people within them grow and we must think both intentionally about how we create a culture as well as a process to enable this to occur while recognising the individual differences that each person has. Two pathways will be developed for this take place. The first will be a Connection Pathway to enable people to move from being new to the community of St Matts to being connected and serving as a member and volunteer leader. The second is the Discipleship Pathway that will seek to help people journey from being an explorer in the Christian faith to a mature disciple of the Jesus.

7. **Intentional Evangelism:** At the end of the day, we are not on about growing the church by church transfers but through people coming to Christ. My goal as Senior Minister is to stimulate this happening all through the Manly region and beyond.
8. **Ministry to the poor and disadvantaged:** Manly is a mixed and diverse community including a significant group of poor and disadvantaged peoples. We must show the love and compassion of Christ towards these people in tangible and real ways. To enable this to take place we have begun a Soup Kitchen on Monday nights that is volunteer run to feed the homeless and marginalised of the Manly Community.
9. **A Growing Staff Team:** Large churches operate with a team ministry approach to their staffing. Staff members also become specialised in their staffing roles according to their giftedness and passion as the church grows and develops. I see one of my primary roles is to be the team leader who oversees, coaches, cares for and then empowers the staff to lead the ministries of the church. As ministry is built long term in the context of relationships, a stable and happy staff team who relate together well and have long term stays are integral to the growth and health of a missional church community.
10. **Increased use of the St Matthews Site:** We have been blessed with an amazing location and property. We need to use this more for our ministry to Manly in a number of ways. Currently we are investigating ways for this happen. One new ministry that typifies this is *Cinema4Life*, a monthly movie ministry run in the church building that shows movies on Saturday nights each month with a view to drawing people into the St Matthews community.
11. **Church Planting:** The missional reach of any one church has limits – church planting recognises this and acknowledges that the fastest growing ministries and churches are often new ones. Missional churches are not just happy to reach the people they are reaching but also desire to send people to reach those they aren't reaching. I would want to plan and pray for that to happen through the ministry of St Matthews.