



REVIEW AND ASSESSMENT OF CANBERRA & REGION CAMPAIGN

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Executive Summary

The Canberra & Region *Jesus. All about Life* (JAAL) campaign built on the success of the Adelaide campaign. The JAAL television, print and radio ads, JAAL response book, containing the Gospel of Luke, the '8 page' leaflet and bookmark/prayer cards were key to its success.

In Canberra we bought advertising time on the three commercial television networks over a three week period and received bonus time covering an additional three weeks. We advertised in the local newspaper in Canberra and in the major regional areas. Adelaide used billboards: Canberra used Action Bus advertisements as moving billboards. We ran advertisements on commercial radio and on Christian and community radio across the region. The advertising commenced on 6 March 2006 and ran strongly right up to Easter finishing mid April 2006. In addition we advertised in cinemas in Canberra that were screening the Da Vinci Code movie in June 2006.

Putting up *Jesus. All about Life* flags along the main route of Commonwealth Avenue into the city was a God inspired move. These attracted a lot of interest and strong reaction, negative and positive, resulting in letters to the editor and articles in the Canberra Times over a number of weeks. This achieved the objective of making Jesus a talking point.

Can we assess the success of the campaign in conversions? Not over a period of a few months we can't. Then what was the success of the campaign? Its real success was in providing a stimulus for Christians to share the gospel with relatives and friends and to speak out at school and work. As Christians we are all asked to give an account for the hope we have in Jesus. From the Adelaide experience we knew we would be questioned about our faith while the advertisements were on television, radio and in the newspaper.

Amazingly 161 churches and 8 Christian ministry organisations registered on the *Jesus. All about Life* website, indicating they would take part in some way. Of these 28.4% were located outside Canberra. We estimate that 4,800 Christians were trained in sharing their faith. Registered churches ran 275 events during and immediately after the campaign. While some of these were linked to worship services, most were specifically designed for outreach as part of the *Jesus. All about Life* campaign. We estimate that 22,000 people attended one of these events.

After the campaign, those registered were sent a survey form and 45 (26.6%) churches and Christian ministry organisations provided feedback that appears later in this report. As in Adelaide most reported how wonderful it was to work with churches of different denominations. In Canberra we ran a Response Centre where people spoke to callers on the phone. This was a great way for Christians throughout the region and from a diverse range of denominations to get to know one another a little better. Although we were not swamped with calls, it was a great time of fellowship and prayer.

We also join Adelaide in saying that the campaign highlighted how different denominations can work together in a spirit of unity and reach out to people with the Gospel of Jesus Christ. The *Jesus. All about Life* campaign did this better than anything that has occurred in the past, primarily because of the trust churches have in the Bible Society. The significance of working together across our region and across denominations has prompted a number of initiatives that need to be considered so that our work for Jesus can continue and even expand on the work already started by the campaign. Most people would agree that we should use the network now established to further the spread of the Gospel of Jesus.

The total cost of the campaign, which included its promotion and the media buy was \$153,000 or approximately \$950 per church. These funds were donated by Christian businesses, churches, denominations and individuals. The campaign helped many churches focus on evangelism. On a scale of one to ten, 17% of churches returned a survey indicating a good to excellent sharpening of their focus.

Prayer was essential before and during the campaign and we had a small team designated with the task of widely distributing prayer points. It was obvious that God was guiding us and it was through prayer that he honoured the work we were doing in His son's name. 96% of churches responding to the survey said they prayed regularly for *Jesus. All about Life* and 77.8% encouraged their congregations to pray for specific individuals listed on Bookmark/Prayer Cards.

In the survey churches were asked to rate the campaign overall and on a scale of one to ten (1 being poor and 10 excellent). 54% rated it as good to excellent (a score of 8 to 10).



Background

The Jesus. All about Life campaign concept was supported by the ACT Council of Churches and had the backing of Christian churches across denominations in Canberra and its regional areas of Goulburn, Yass, Cooma and their surrounding communities.

Bible Society (NSW) conducted research in Australia and discovered that people were not comfortable with the Church but accepting of the person of Jesus because He did not carry the same religious baggage. Jesus is seen by many as a moral teacher but for the Christian He is much more and an advertising campaign was considered to be a good way of carrying the gospel of Jesus to people.

The primary tool of the *Jesus. All about Life* campaign is low key television advertising pointing to Jesus' words as found in the Bible. The name of the campaign is taken from John 10:10 – I have come that they may have life, and have it to the full (NIV). For the campaign to be a success individual Christians have to be prepared to share the gospel with others and churches prepared to bridge the gap they have in communities by holding events in their local community.

Objectives

The objectives of *Jesus. All about Life* are to:

- Use mainstream media to bring Jesus back into everyday conversation
- Provide enquirers with information on Jesus in a non-threatening way
- Focus on the biblical teachings of Jesus when discussing Him in the community
- Ensure that at least 90 per cent of the target population see television advertisements at least 10 times
- Use all advertising avenues available to get a soft message across to the community (dependent on funding)
- Mobilise quiet Christians to share their faith
- Encourage the use of follow-up activities that explain more about Jesus, using courses already available to churches or the Bible Society (NSW) *Jesus. All about Life* 5 week DVD Course (making disciples)
- With God's help bring people into the Kingdom of God

Campaign Analysis

The campaign analysis has been prepared using feedback from churches responding to a campaign survey designed by the Adelaide working group. In Canberra we thought it important that we compare what happened in our community with what happened in South Australia. In so doing we would have a comparison not only for us but for other communities thinking of running a *Jesus. All about Life* campaign. We thank the Adelaide working group for providing their survey form for us to copy.

We hope the information contained in this report will:

- Provide a good analysis of the Canberra Region campaign
- Provide thoughts from church representatives involved in the campaign together with their assessment of it
- Assist churches across Australia who might be considering involvement in a future campaign
- Provide information to those considering being part of a working group in another community

The Canberra & Region Campaign

Leadership

The Canberra & Region campaign was led by an Executive committee comprising church and business leaders responsible for a Church Liaison Team, a Media Team and a Fundraising/Finance Team. The Church Liaison Team had four sub groups responsible for the Prayer Network, Christian Training, Canberra Show and the Response Centre.

The Executive

The Right Reverend Trevor Edwards, Assistant Bishop, Anglican Diocese of Canberra (Chairman)
Pastor Roger Bacon, Senior Pastor, Hughes Baptist Church (Leader, Media Team)
Roy Barton, Alliance Church (Advisor)
Father Chris Kirwin, St Thomas the Apostle, Roman Catholic Church
Darren Laudenbach, Hughes Baptist Church (Co-leader, Fundraising/Finance Team)
Kath McQuarrie, Church of St Andrew, Presbyterian (Prayer Network)
Pastor Brian Medway, Grace Christian Fellowship
Darren Orchard, Hughes Baptist Church (Co-leader, Fundraising/Finance Team)
Reverend Wendy Snook, Uniting Church Presbytery (Leader Church Liaison & Training Teams)
Greg Zwajgenberg, (Media buy)
Rob Keating (Project Coordinator)

The Church Liaison Team

Wendy Snook, Michael Bain, Roy Barton, Ron Blanchard, Colin Bradford, Brent Budarick, Brigitte Budarick, Kym Day, Ken Graham, Chris Kirwin, Ken Kitchin, Ken Mansell, Jeff Mason, Jeanette Matthews, Fay McCurdy, David McDonald, Kath McQuarrie, Lyn Thow, Stephen Trautwein, Leanne Wakeling, Robert Withycombe, John Crowther

Prayer: Kath McQuarrie, Fay McCurdy

Training: Wendy Snook, Brent Budarick, Brigitte Budarick, Ken Kitchin, Jeff Mason, David McDonald, Kath McQuarrie

Canberra Show: Kath McQuarrie, Brent Budarick, Brigitte Budarick, Wendy Snook and many Christian volunteers

Response Centre: Brigitte Budarick, Brent Budarick and many Christian volunteers

The Media Team

Roger Bacon, Peterson Collarde, Peter Ellis, Heather Campbell, Bronwyn Hendy, Gayle Hume, Julian Grobler, Greg Zwaigenberg

Fundraising Team

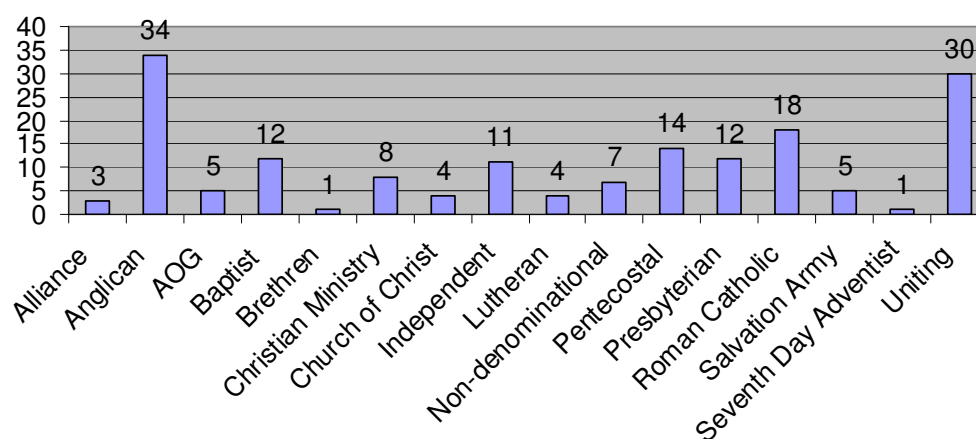
Darren Orchard, Darren Laudenbach, Andrew Brown, Paul Monagle

Church and other Christian Organisations Participating in the Campaign

Church Leaders and Church Liaison Team members approached every church in the viewing area explaining the campaign and urging them to register on the *Jesus. All about Life* website. The campaign allowed churches to decide for themselves the level of their involvement. The only stipulation was that they ascribed to the Nicene Creed.

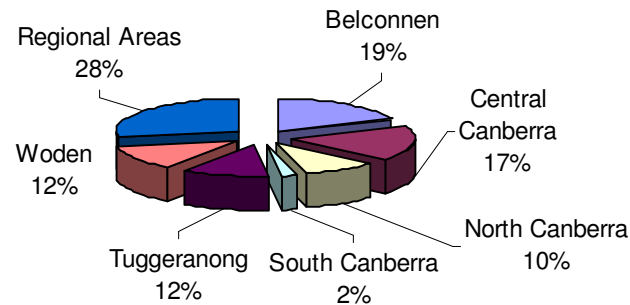
Churches and Christian ministry organisations from across Canberra & Region registered on the website. These included 161 churches and 8 Christian ministry organisations such as Scripture Union, Public Service Departments and Campus groups.

Participation by Denomination

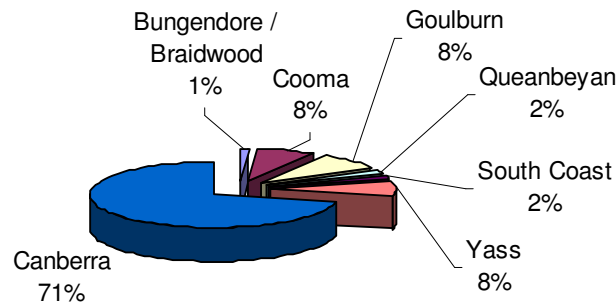


We tried to include regional areas as much as possible and 'Information Sessions' were held at Goulburn, Gunning, Yass, Murrumbateman and Cooma for surrounding areas. Yass and Cooma were in a position to set up their own campaign team and directed what was suitable for their area. Goulburn did not have a team. However, they were able to benefit from advertising and from work within individual churches. Goulburn was and still is suffering from a severe drought and a major water crisis. 72% of registered churches and organisations were located in Canberra and 28% in regional areas.

Registrations: Canberra Areas and Region



Registrations: Regional Areas and Canberra



Apart from registered groups we provided information by email and newsletters to Christian schools, some of which were involved in evangelism in their schools and in the community.

Events and Activities

Many churches could see the advantage of advertising events on the *Jesus. All about Life* website and these added up to 275 separate events. Some churches combined in their local area to put on larger event. Some of these included:

- Barbecues – from a lunchtime combined Woden church BBQ in Woden Square to a three day barbecue put on by ‘On The Move’ and Belconnen Churches in a local park
- Da Vinci Code seminars
- Men’s Breakfasts
- Leigh Hatcher from Sky News seminar

- Anniversary Services
- Book groups
- Marriage Courses
- 4 Women – Body, Mind & Spirit Day
- Royal Canberra Show
- Cooma Show

Resources and Promotional Materials

Bible Society (NSW) provided a promotional DVD that was widely distributed among churches in our region. The local Media Team produced a leaflet for distribution within congregations. We made use of the Response Book, 8-page Leaflet and *Jesus. All about Life* (JAAL) 5 week DVD Course all produced by the Bible Society. We locally produced postcards that churches could overprint on the reverse for their own advertising and bought a supply of balloons mainly used at Shows.

Approximate numbers of resources used by churches and distributed are listed below:

Response Book (with the Gospel of Luke)	6,600
Bookmarks/Prayer Cards	9,654 (plus 21,000 inside the Catholic Weekly)
8-pager	17,620
JAAL DVD Course	40
Postcards	46,000
Posters (A4 and A3)	20
Balloons	4,000
Church Banners	72
Congregational Leaflets	20,000

Communication with Registered Churches and Supporters

Communication commenced in July 2005 for a campaign that would commence in early March 2006. This only gave the Church Liaison Team (CLT) a few months to contact church representatives to give them enough time to plan for the campaign. The major denominations had forums where JAAL could be discussed. Independent churches had to be contacted separately and promotional DVDs distributed to them.

The CLT did a fantastic job in informing church representatives. All churches not registered were contacted. In addition we ran 'Information Sessions' on the north-side and south-side of Canberra and in Goulburn, Yass, Cooma, Gunning and Murrumbateman. The CLT also made the offer to churches of representatives who could speak to congregations and a few took up this offer. Other communication initiatives included:

- A Mobilisation Workshop launching the campaign attended by approximately 250 people
- 'Faith-sharing' workshops in Canberra and Cooma

- A 'News Flash' and Newsletters distributed to registered organisations and Christian Schools

Fundraising

Churches were able to register for the campaign free of charge. However, they were encouraged to contribute. Many did this as a way of showing ownership and backing of the project. All costs were met by donations from Christian businesses, churches and individual Christians. The total cost of the campaign was \$153,000. After assessing funding towards the end of the main campaign the Executive decided to invest in cinema advertising while the Da Vinci Code movie was screening.

Donations paid for:

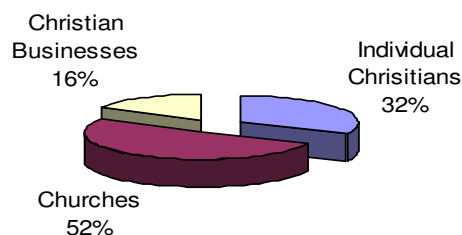
- the media buy
- training session
- response books, stationery and mail out from the Response Centre
- congregational leaflets and some postcards
- three church banners
- flags on Commonwealth Avenue, Vernon Circle and Northbourne Avenue

A great deal of time and extra money was expended by team members, churches and individual Christians who gave independently of project funding. These included:

- running and hosting Information Sessions
- running and hosting the Mobilisation Workshop
- setting up the Response Centre and 'state-of-the-art' telephone system
- managing and staffing the Response Centre
- setting up and staffing stands at 'shows'
- running Training and Faith-sharing Workshops
- media consultants

Financial contributors to the JAAL campaign in Canberra and Region

Donation Percentage



Media

The primary media buy was television advertising. We ran 30 and 15 second advertisements on the three commercial networks. The target audiences were:

- 18-24 years old (Youth)
- 25-40 years old (Family creators)
- Over 40 years old (Mid-lifers)

The media campaign ran from 6 March 2006 to 17 April 2006 (Easter) with some bonus ads running on WIN 9 after Easter. The campaign consisted of:

- Television ads in prime time on Prime 7, Southern Cross 10 and WIN 9
- In Canberra radio ads on FM 104.7, FM 106.3 and Christian radio station 1WAY FM & on community radio in Goulburn, Yass and Cooma
- Press advertisements in the Chronicle, the Canberra Times, the Word and Regional Press in Goulburn, Yass and Cooma
- Bus advertising over 2 weeks on ACTION buses in Canberra
- Flags (up and down) over 4 weeks
- Movie ads at Canberra cinemas screening the Da Vinci Code

All three television networks were generous with bonus ads extending our 3 weeks of paid advertisements over a 6 week period.

Free Media Coverage

The campaign was well supported by denominational press including the *Catholic Voice*, the *Anglican News* and the *Baptist News*. They published articles on the campaign as it progressed.

The *Jesus. All about Life* flags flying in Canberra caused great interest and stimulated letters to the editor of the *Canberra Times*. Christians wrote in, in response and argument continued over a few weeks. The *Canberra Times* also allowed an advertorial alongside our paid advertisement. Media coverage included:

Press: The *Canberra Times*
22 March 2006 – “Jesus who? Churches resort to ad campaign for the lost generation”
26 March 2006 – mention in an article “Ignorance of Islam no real surprise”
22 April 2006 – “Christian promotion whips up holy storm around a flagpole” – this article featured a cartoon by Ian Sharpe
30 April 2006 – “Political correctness can go too far”
30 May 2006 – “Spreading the Word”, a 2 page cover story in their Sunday lift-out

Radio: ABC 666 interview with Pastor Roger Bacon on the Drive program

1WAY FM interviews with JAAL team members on Michael Bain's Monday segment

Television: WIN 9 evening news – coverage of the campaign with footage of the flags on Commonwealth Avenue, mention of Da Vinci Code advertising and JAAL spokespeople

Community Response to Advertisements

People could receive more information about Jesus by calling the 1300 number, sending an SMS or making an enquiry on the JAAL website.

The Response Centre ran from 5 March 2006 to 19 April 2006 with 497 packs requested and an extra 79 enquiries followed up later. In total the split was:

1300 telephone number	255
SMS number	43
Website	278
Total	576

Each respondent received a letter appropriate to their age group, if known, or a general letter if not known, a Response Book (with the Gospel of Luke), a list of church events downloaded from the JAAL website and a booklet listing registered churches with their addresses and service type and times. The church listing was compiled and paid for by Belconnen Baptist Church. Approximately 140 Christians were involved with staffing the Response Centre, answering phone calls and sending out packs to enquirers.

The Campaign Survey

We sent out a survey very similar to that devised by the Adelaide team to all registered organisations. Of the 169 possible responses we received 45, representing 26.6%. The survey asked for feedback on the respondent's experience of the campaign including: their preparation, events, timing, quality of material and services, and the campaigns effect on their mission focus.

Response

The profile of those who responded can be seen below:

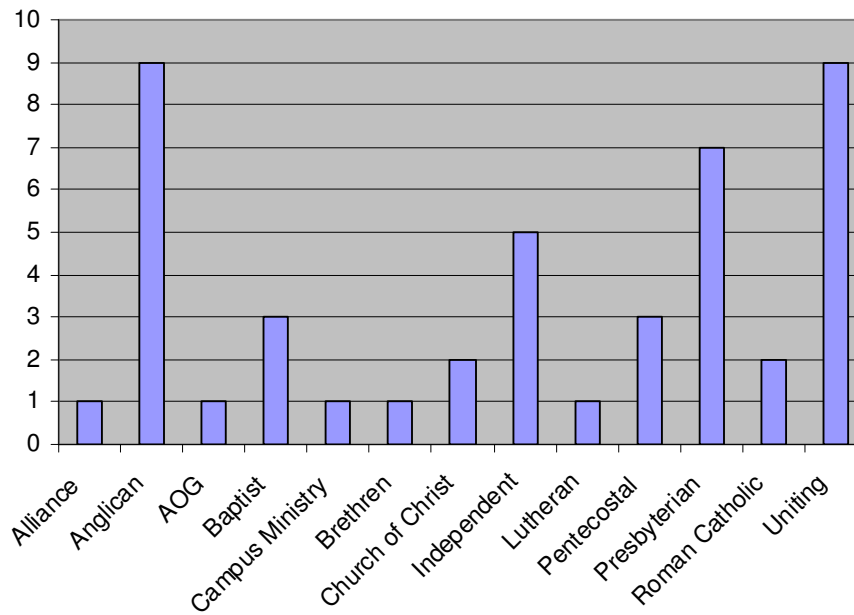
Size of church by average attendance:

Less than 100	21 (47%)
100-200	12 (27%)
200-300	4 (9%)
300-500	4 (9%)
500-750	3 (7%)
1000-1500	1 (2%)

Location:

Canberra:	37 (82%)
Regions:	8 (18%)

Respondents by denomination:



Church Preparation for the Campaign

Information provided prior to and during the campaign

Participating churches were provided with a promotional DVD and congregational leaflets prior to the campaign. They had the coordinator and their denominational representative on the Church Liaison Team as contact points for more information should they have needed it before or during the campaign. They also received regular updates in the form of newsletters sent out via email and could access the JAAL website for even more information. Information Sessions were conducted in the north and south of Canberra and regional sessions in the major centres. As well as this a Mobilisation Workshop in Canberra provided extra information just prior to the campaign commencing.

In response to the question on the quality of information their opinions can be seen below on a scale of 1 to 10 where 1 is low or poor and 10 is high or excellent:

Thirty five (78%) respondents rated the quality of information at 8 or above. All responded to this question.

Quality of information provided?

Poor	1	2	3	4	5	6	7	8	9	10	Excellent
Responses		1			1	1	7	22	7	6	Responses

When asked which were the most helpful, respondents rated the information sources as follows:

Information source	Percentage of respondents who considered these most helpful
Promotional DVD	37 (82%)
Electronic Newsletters	30 (67%)
Website	28 (62%)
Information Sessions	26 (58%)
Training Material	18 (40%)
Mobilisation Workshop	13 (29%)
Faith-sharing Training	10 (22%)
Other	1 (2%)

Other: No information was given for the 'other' response

Training

31 respondents (69%) sent representative(s) to an 'information session' conducted either by Karl Faase and Martin Johnson from the Bible Society (NSW) or by Brent and Brigitte Budarick of the local Church Liaison Team. (NB: 200 people put their names on an attendance sheet at information sessions.) These sessions had a training element along with JAAL information. Rev. Wendy Snook of the Uniting Church held more intensive training in the form of 'faith-sharing' in Cooma and in Canberra.

23 respondent churches (51%) ran training courses in-house with 1,291 being trained. Based on these figures those trained to share their faith, in at least a *Jesus. All about Life* context, across all registered churches could have been as high as 4,600.

Use of Resources and Promotional Items

Respondents reported using the following promotional items or literature developed specifically for the *Jesus. All about Life* campaign:

Item	Percentage of respondents using these items
Church Banners	33 (73%)
Response Books	33 (73%)
Bookmarks/Prayer Cards	31 (69%)
Congregational Leaflets	31 (69%)
Postcards	21 (47%)
Posters	19 (42%)
5 Week JAAL DVD Course	11 (24%)
Balloons	8 (18%)

19 (42%) churches and organisations reported they produced their own promotional material in addition to that on offer by the campaign organisation. These included:

- Parish newsletters – articles with photos and stories
- Invitations to courses and events
- Joined with other churches in printing up postcards by area for letterbox drops
- Large banner for street marches
- Produced posters using the JAAL logo with times and locations of events
- Prayer sheets
- Signs
- T-shirts
- ‘Show’ materials
- Expanded training material

Quality of Resources and Promotional Material

39 (89%) rated the quality of material provided as very good to excellent at 8 or above. 1 did not respond.

Quality of material?

Poor	1	2	3	4	5	6	7	8	9	10	Excellent
Responses			1				4	18	12	9	Responses

JAAL Response Books

In Canberra, and as was the case in Adelaide 73% of churches used the *Jesus. All about Life* response books during the campaign. 31 commented on how they were distributed. Below are some of these comments:

- At JAAL events run over 6 weeks of the campaign
- At public events
- Available to enquirers
- Through the congregation and at courses
- Encouraged congregation to buy and pass them on
- Personal delivery
- Members of the congregation were encouraged to buy 2 and after reading one of them to give both away
- Members gave to friends, family and personal contacts
- Put them in the church for sale
- Used in evangelistic preparation material
- Bought 10 books but had no opportunity to sell or give them away

Apart from these comments some were bought by individuals and given out to teachers in schools, politicians and a community library. The campaign team also provided some to the Canberra Hospital and to a library.

Churches were asked to report on how well the books were received, with **19 (63%) reporting they were very well received** (a score of 8 or above). 15 did not provide an answer:

How well were the response books received?

Low	1	2	3	4	5	6	7	8	9	10	High
Responses	1	1			3	1	5	6	7	6	Responses

Church Events and Activities

Churches responding to the survey ran 150 events with an average attendance of 163 at each event. (275 events were recorded on the JAAL website). Attendance at events ranged from 5 to 2,000 people. Based on these figures we estimate that more than 44,800 people across our region attended a JAAL event.

Respondents rated the success of their events on a scale of 1-10. Of the 33 (73%) who answering this question, **10 (30%) rated their success as high at 8 and above**, and 16 (48%) at between 5 and 7:

How successful were your events?

Poor	1	2	3	4	5	6	7	8	9	10	High
Responses	1	2	3	1	4	6	6	9	1		Responses

Churches reported that they focused their activities on the following sections of the community:

Community group	Percentage of Churches that focused on the group
All ages	23 (51%)
Adult	5 (11%)
Family	4 (9%)
Men	2 (4%)
Children	1 (2%)
Young adults	1 (2%)
Youth	1 (2%)

Seven respondents did not answer this question and one did not put in a community group but made the comment ‘parishioners had no energy due to the drought in Gunning’. Goulburn and its surrounding areas are suffering from severe drought and water shortages. Five respondents had a secondary focus (2 on Children, 1 on Family and 2 on Women) and three respondents had a third focus (1 on Families, 1 on Men and 1 on Youth).

Other Activities

Apart from planned JAAL events, churches and organisations reported being involved in other activities during the campaign. These included:

- Big Community Fun Day
- 40 Days of Community
- Door knocking & Letterbox drops
- ‘Drop-in’ Centre
- Placing response books in a medical surgery
- Handing material out at a street parade
- Fundraising in the parish
- Prayer
- Helping at the Response Centre
- Majura Festival stall
- International Food Day
- Café night
- Personal witness
- Shopping mall outreach
- Starting our new church
- Stranger evangelism
- School seminars and camps
- Training workshops, Sunday series and discipleship planning group
- Used material from JAAL training book and offered an Introducing God course after Easter
- Website links
- Barbecues

16 (36%) combined with other churches to run events
 35 (78%) prayed for names listed on Bookmarks/Prayer Cards
 43 (96%) prayed regularly for the *Jesus. All about Life* campaign

Advertising and Promotion

Churches used the following means to advertise their events. The following indicated that they found these effective:

Means of Promotion	Percentage of Churches that found the promotion effective
JAAL Website	24 (53%)
Church's own Website	20 (44%)
Local Paper	10 (22%)
Letterbox Drops	13 (29%)
Community Radio	8 (18%)

Four churches found other ways to promote the campaign, which they regarded as successful. They were:

- Personal invitation
- Own posters on campus
- Banners and balloons
- Leaflets

Regional Campaigns

Regional areas took advantage of television and regional press advertisements organised by the central team. Apart from this, respondents reported that Yass used community radio and in Cooma they used a street banner. Crookwell reported that only ½ of the town received Canberra advertisements on television, which made things a little difficult for them.

Church Assessment of Campaign

On the question of how widely churches embraced the campaign, out of the 44 who responded, **13 (30%) gave their church an excellent score of 8 or above**; 18 (41%) reasonably good at between 5 and 7 and 13 (30%) gave a score below 5:

How widely did your church get on board and embrace the campaign?

Low	1	2	3	4	5	6	7	8	9	10	High
Responses		2	5	6	6	5	7	10	3		Responses

24 churches conducted pre-campaign training. Of these **11 (46%) said it was very successful (8 or above)** and 11 (46%) said it was reasonably beneficial (5 to 7).

How beneficial was your pre-campaign training?

Low	1	2	3	4	5	6	7	8	9	10	High
Responses		1	1		1	3	7	9	2		Responses

Of the 36 respondents who answered this question **6 (17%) scored 8 or above ie. the campaign had worked very well to sharpen their church’s mission focus.** 24 (67%) rated this in the middle ranges between 5 and 7.

How did the campaign sharpen your mission focus?

Low	1	2	3	4	5	6	7	8	9	10	High
Responses	1	1	3	1	9	8	7	3	3		Responses

Some churches and organisations went out into the public at shopping malls, at barbecues, ‘shows’ and door knocking, handing out literature and speaking to people. Of the 13 respondents who did this **5 (38%) considered they were very well received (8 and above)** and 6 (46%) said they were reasonably well received (a score of 5 to 7).

How were you received in public?

Low	1	2	3	4	5	6	7	8	9	10	High
Responses		1	1		1	2	3	5			Responses

When asked whether members of their congregation were active in inviting people to events and following them up, out of the 35 responding to this question only **2 (6%) gave a very good or excellent response (8 or above).** 15 (43%) rated themselves as average (5 to 7) and 18 (51%) as poor (4 or below).

How actively did your congregation follow up people?

Low	1	2	3	4	5	6	7	8	9	10	High
Responses	3	4	5	6	6		9	2			Responses

The success of a *Jesus. All about Life* campaign is not dependent on the number of conversions but in getting the message of Jesus out to people. We all know that it will take time for Christians to disciple new people and we hope that this campaign helped Christians in their work for the Lord. However, deep down we would all like to see people brought into the Kingdom of God. We therefore asked the following questions:

- How many new people connected with your church? Answer: 103
- How many people re-connected with your church? Answer: 36
- How many first time personal commitments were made? Answer: 28
- How many baptisms resulted? Answer: 23

There has already been rejoicing in heaven.

Seven churches responded with comments:

- We had a few enquiries at the 'Drop-in' Centre
- Difficult to gauge and we have no actual accounts
- We had faith-sharing opportunities
- We had new people and baptisms but not through JAAL
- It was hard to count the emerging adults ie. those who have taken the gospel on-board for themselves for the first time
- JAAL is still affecting the church positively. We did not keep numbers! God did though!

Unforeseen Benefits

22 respondents reported unforeseen benefits as a result of the campaign:

- Church banners were stolen but one was used as a tent by a homeless person
- The congregation has a more positive attitude to their faith and a willingness to speak out about it
- There is an awareness of being part of something bigger than ourselves and that people may be impacted by the campaign that we will never hear about
- A backlash from the community & council about the banner on entry to our town opened conversations about Jesus. One councillor came on-side and referred people to us
- We now have a better vision of evangelism
- A greater boldness in talking to mates – overcoming the fear of putting up posters – conversational skills increased when Christianity comes up on TV or in the media
- Christ was on the public agenda, which gave a sense of importance to local church work
- Committed Christians from other churches had good sharing and prayer at the 'Drop-in' Centre
- Cooperation between Christian churches gave good vibes in the community but this was expected
- Deliberately took a low-key approach seeing longer term benefits rather than immediate gains as we refocus our attention on discipleship, and organisational and personal renewal
- Direct results were not evident but many people went outside their comfort zone. We were obedient to the vision. Since JAAL quite a number of people have joined our church. I believe this was a result of our involvement
- We felt part of a wider church community. For some this deepened their understanding
- There was good fellowship with other churches through combined events and the Response Centre
- We had one large poster destroyed and one church banner stolen from the church roof. The guttering was bent in them getting onto the roof
- I am hoping that Belconnen churches can do more work together following the positive experience of JAAL
- A large donation was sent to JAAL for such a small congregation

- This was not unforeseen but JAAL was effective at giving evangelism a higher profile. It was useful for training and equipping people
- People were encouraged to make use of the program to minister to the non-Christians in their sphere of influence
- The lack of response to my invitation to members of the congregation to attend a faith-sharing workshop held in our premises greatly disappointed me
- Those who were involved in training and had 'hands-on' experience throughout it gained more confidence. Also the opportunity to link up with Christians from other denominations was tremendous
- We received nothing at all from the phone in the Response Centre
- We were associated with the campaign through the banner and posters, when many folk may have been unsure of our building's purpose before then
- We were not aware of the difficulties of only half the area receiving Canberra television. Those who did were very favourable about the ads.

General Feedback

38 (84%) responded that the time of year was suitable for the campaign and four provided comments on why it was:

- Best for us!!! Start of a new Uni year – bang on!!! Weeks 1-6 session
- Good that it embraced Easter and the release of Da Vinci Code movie
- Good time to include Easter
- Good to connect with Easter

7 (16%) said it was not a suitable time for them:

- Canberrans exit Canberra until the school holidays finish. We couldn't effectively advertise within our parish until February. If Easter had been later this wouldn't have been as big an issue
- Clashed with the Commonwealth Games and the School holidays
- Coincided with 40 Days of Purpose. Therefore, it was difficult to promote
- Easter and Da Vinci Code gave good exposure but felt rushed. We were only informed 6 months before. There was not a lot of communication between the ACT Council of Churches reps. and the wider church
- Easter is a good lead-in time. However, there are too many public holidays in March making things difficult in Canberra
- We had our own Lenten Study program
- We just changed ministers part way through the campaign

The Canberra survey did not have a question on involvement in a similar initiative in the future. The end of this campaign marks the end of phase 1 and we will involve Christians across the region in discussions about phase 2.

Overall Assessment of the Campaign

The survey asked for an overall assessment of the campaign and 39 people responded. Of these **21 (54%)** rated it as good to excellent (a score of 8 to 10). 15 (38%) gave an average rating (scoring 5 to 7) and 3 (8%) on the poor scale (scoring 1 to 4).

What is your overall assessment of the campaign?

Poor	1	2	3	4	5	6	7	8	9	10	Excellent
Responses	1		1	1	4	5	6	12	6	3	Responses

JAAL registrants were asked to comment on ways they believed the campaign's effectiveness could be improved. 19 responded with the comments below:

- A number of churches I know felt there was little response. On pushing it a little, they did very little and were involved in the campaign in name only
- Conduct an awareness survey in the community. The Media Team could do this and see if the campaign worked? The information could be added to this survey
- It would have been better if names of enquirers were fed to local churches for follow-up and not place the onus on enquirers making contact. There was no means of knowing who came as a result of JAAL unless they advised
- Communications about training was not clear and there appeared to be different materials on the website. Materials sometimes related to Adelaide and not Canberra
- Didn't really see many posters on buses
- Encouraging more regional events and church team ups. Ran out of energy to investigate myself and other churches by then were doing their own thing
- I think the organisers did a great job overall
- It was a worthwhile promotional exercise. Thank you
- The JAAL committee to have an ad in the Bombala Times newspaper and for the committee to visit smaller country towns
- Nothing more: The support and encouragement was excellent, the literature excellent and the training excellent
- Nothing
- Plan for a winter campaign, early in the football season when there are no international matches being played
- Response Centre procedures with computers and phones were difficult to understand. The transition on how much one crew had done to the next was a bit confusing. An admin/technical overseer would have helped
- The campaign 'missed' getting Pentecostal churches involved for some reason?
- The JAAL ads were very good and well received by the congregation. However, engaging church members was not easy, and this is why we are taking a longer term view focussing on transformation and discipleship
- The problem was at our end

- To received the total big picture early
- We joined the campaign after the initial information sessions had been run and it would have been useful to receive some sort of welcome pack with the DVD and relevant Canberra campaign information
- You did lots

The survey then asked for any other comments that people would like to make and we received 22 of these:

- A good campaign. Getting Jesus up on the mainstream agenda is a noble aim. Yet faith is passed from one person to another in trusted personal relationships. We need to work on this area! Confidence and joy to share
- Because we came in a bit late I felt we were flying blind for a good part of the preliminary stage of the campaign which made it difficult to get the church prepared for the campaign proper
- The campaign was on not long after our full time minister, mission education workers & pastoral care worker left, and we were without any full time staff. Members of the congregation were unable to commit to the program, due to the timing for us
- Campaigns like JAAL are helpful as part of a church's overall evangelism ministry, which is to be ongoing. We found JAAL helpful to focus our church family on evangelism: to train, pray and encourage sharing Jesus with friends
- Excellent campaign and churches working together. The 5 Week DVD Course didn't fit. It looked like the audience had been in church all their lives. There was a lack of posters in the lead up to the campaign. JAAL did motivate members to share their faith and fitted outreach
- I think you need to manage expectations. I heard people from other churches disappointed that people didn't flood in during the campaign. This is a 'small steps' campaign where some people may return years after this initial approach
- It was difficult to embrace a 'campaign' style promotion when the approach seemed to be awareness-raising from a JAAL perspective and faith-sharing from a congregational perspective
- It was great. The ads were great and the material was great. It has been a catalyst and we will keep up the effort. Thanks for all of your effort
- Replies were always prompt and efficient. Good business acumen accompanied ministry initiatives appropriate to situation suggested by members
- Saw the UCA's role to give \$20,000 and staff time (W Snook) and offer training and encouragement to congregations
- Some disappointment with the TV ads. They seemed to indicate that 'church' & 'religion' was not relevant. They did not encourage the viewer to find Jesus in churches
- Some of the material had a strongly conservative evangelical feel to it. I think some members of the congregation found this disconcerting. Others commented that the ads seemed to be putting down organised religion and church membership

- Takes preparation to make it effective. Not sure of the impact of media ads. It was great – is it cost effective? Yes, the united campaign over Canberra was great – the compound effect worked. Not sure we couldn't have achieved the same with a poster campaign
- The banner was exciting comment for the week it was up in the centre. I hope the person who stole it learned something
- This has been the best opportunity I have seen (and the most uniting across the churches) in 20 years here. We could make as much or little of it as we liked and it wasn't denominational. We tried to make the most of it. Greatly appreciated the help of the Executive, Rob and others
- This took a lot of effort and money but I am not sure the fruit for our church was received
- To my knowledge very few come to faith because of TV ads in general. Relationships are the key which was emphasised in the training
- Training was inadequate. The telephone system was confronting and complicated to anyone who had not been in a work situation using that technology and training in that area would have helped
- We needed to organise and promote relevant activities on a district basis eg for the Weston Creek district
- We tried to do too much and ran our activities too long – 8 weeks. Two or 3 weeks would have been better
- Whilst we were trained to talk to any referred to us we received no referrals at all. This dampened enthusiasm
- Suggest that the adherence to the Nicene Creed be replaced by the Apostles' Creed for JAAL registration. This would enable Orthodox denominations to take part in future campaigns

Thank you

Thank you to all who responded to the survey and contributed to the information in this report. Thank you to all those who participated and gave support to:

“One of the largest cross-media campaign ever produced in Canberra.”

Julian Grobler – Webster Advertising

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- To all who worked in a Response Team

Finally, thank you to all 'Quiet Christians' who shared their faith with other people during the campaign.

End of Phase 1

. . . to be continued