



STRATEGIC PLAN 2021 - 2024

VISION: To be a church FOR the heart of the city

OUR MISSION: We are called by God to be a prophetic witness in the city of Adelaide so that new life and vitality will be generated in our city and its people.

OUR VALUES: To be a FAITHFUL and ENGAGING Christ-centred church that:

- Embodies authentic, active and faithful expressions of Christian faith and community and is a welcoming and hospitable community
- Strives to balance faithfulness to the Christian Gospel with relevance to the communities it serves
- Is non-judgmental in theology and lifestyle, affirms modern scholarship, and respects and celebrates diversity in ways that do not dilute or distort our essential Christian identity
- Fosters commitment to social justice and care of creation/environmental sustainability as an integral component of Christian ministry and mission
- Is committed to resourcing and nurturing spiritual growth through worship, learning, discipleship and witness
- Engages with and contributes to the life and public discourse of the city of Adelaide in meaningful ways
- Adheres to transparent and accountable procedures in relation to governance, decision-making and operations
- Respects and promotes inter-faith and intercultural relationships

Our Strategic Priorities for 2021 - 2024

WORSHIP	SOCIAL JUSTICE	GROWING THE CHURCH AND REACHING OUT	COMMUNICATION AND MEDIA
<p>1. Provide diverse forms of meaningful, engaging and hospitable worship which reflect Pilgrim’s values and needs within our church community’s changing internal and external environments.</p>	<p>1. Grow the theological understanding of systemic causes of injustice in the Congregation and wider church.</p> <p>2. Continue to advocate for and support socially and economically disadvantaged people, and care of creation.</p> <p>3. Continue to advocate for justice and reconciliation with First Peoples.</p> <p>4. Identify and respond to ever changing social, ecological and economic issues.</p> <p>5. Use our voice in the public arena to raise awareness of social justice issues.</p>	<p>1. Identify and facilitate opportunities for a diverse range of people in the city of Adelaide and beyond, to connect with Pilgrim Church.</p> <p>2. Provide a welcoming and hospitable environment to enable people of faith to experience God’s love.</p> <p>3. Encourage and support new and existing members to learn, grow and develop their faith.</p>	<p>1. Raise the profile of Pilgrim’s values, and diversity of worship and communities, by ensuring effective communication with the congregation, the wider church and beyond.</p> <p>2. Ensure optimum communication through the use of contemporary media and technology, and traditional means.</p>

STRATEGIC PRIORITY 1: WORSHIP

OBJECTIVES	STRATEGIES/ACTIVITIES
Explore new and alternative opportunities for worship which respond to changing circumstances.	<ul style="list-style-type: none"> • Develop a process for ongoing monitoring of the suitability and viability of worship services. • Build meaningful pathways to form links with people attending Evensong and special services. • Develop ways of providing music and worship activities consistent with the Stow Music Fund Purposes.
Provide exposure of our liturgy, theology and music to the wider community through sharing resources, and livestreaming of services.	<ul style="list-style-type: none"> • Monitor and ensure that livestreaming of services takes account of form and content without diminishing the on-site experience. • Clarify which resources are to be made available for wider church use, and the most effective way that can be facilitated. • Improve the curation of, and access to, Pilgrim’s worship resources.
Collaborate with appropriate community groups to host and/or facilitate meaningful worship services for “special settings/circumstances”.	<ul style="list-style-type: none"> • Maintain and foster relationships with relevant community groups. • Discern opportunities to support community groups with special services.

STRATEGIC PRIORITY 2: SOCIAL JUSTICE

OBJECTIVES	STRATEGIES/ACTIVITIES
Stand in solidarity with, and advocate for justice and reconciliation for First Peoples.	<ul style="list-style-type: none"> • Build relations with and increase our advocacy for First Peoples. • Grow the understanding of Indigenous issues in the congregation and the wider church and participate in public awareness through involvement in rallies and other events. • Partner with the Covenanting Committee and other networks.

Build relationships with, and provide support and advocate for refugees and asylum seekers.	<ul style="list-style-type: none"> • Work with individuals, refugee communities and organisations to assist asylum seekers with visa issues and provide long-term support for refugee families. • Advocate for changes to government policies affecting refugees, asylum seekers and migrants.
Advocate for and support disadvantaged people (e.g. social, economic, disability, diversity, etc.)	<ul style="list-style-type: none"> • Resource the congregation’s understanding of social justice issues, and equip and encourage their involvement in advocacy and action. • Partner with relevant networks
Communicate Pilgrim’s social justice commitment more widely through a variety of media.	<ul style="list-style-type: none"> • Work with the Communications and Media Team to encourage wide promotion of Pilgrim’s social justice commitment and activities.
Advocate and support initiatives and actions to address the climate crisis.	<ul style="list-style-type: none"> • Partner with relevant networks including Environmental Action Group (EAG) and Australian Religious Response to Climate Change (ARRC). • Advocate for changes to government policies.

STRATEGIC PRIORITY 3: GROWING THE CHURCH AND REACHING OUT

OBJECTIVE	STRATEGIES/ACTIVITIES
Develop positive and effective strategies which will encourage a diverse range of new people to engage with Pilgrim Church.	<ul style="list-style-type: none"> • Establish a Growing the Church and Reaching Out Working Group to identify opportunities and strategies to increase growth in the church congregation. • Develop and implement a sensitive and appropriate “Welcome” strategy and resources for new people attending Pilgrim. • Identify and respond to potential and existing inhibitors to new people attending Pilgrim.

<p>Intentionally respond and engage with new and existing people so they can better understand and nurture their faith, and sense of belonging to Pilgrim.</p>	<ul style="list-style-type: none"> • Offer a range of approaches, (existing and new, traditional and innovative), that assist new and existing Pilgrim members to better understand and connect with their faith, e.g. retreats, workshops, podcasts, external resources, etc.
<p>Encourage opportunities for members of the congregation to share with others what they value, and are grateful for, about Pilgrim’s mission and ministry, i.e. music, organ, social justice, sense of belonging etc.</p>	<ul style="list-style-type: none"> • Build on the strengths and talents of members of Pilgrim to provide opportunities for them to engage with and encourage new people to come to Pilgrim. • Develop high quality and engaging resources to better promote Pilgrim’s mission, ministry and events across the city, including brochures, posters, advertisements. • With the support of congregation members living in the city, use the changing demographics as an opportunity to encourage people living in the city to attend Pilgrim.
<p>Identify further opportunities to develop partnerships and relationships with external groups, consistent with our core values.</p>	<ul style="list-style-type: none"> • Collaborate with key groups within and beyond Pilgrim to identify opportunities to grow the mission and ministry of the church. • Intentionally identify opportunities for new people to contribute to, and participate in, the broader mission and ministry of the church.

STRATEGIC PRIORITY 4: COMMUNICATIONS AND MEDIA

OBJECTIVE	STRATEGIES/ACTIVITIES
<p>Develop and implement a comprehensive and best practice Communications and Media Strategy.</p>	<ul style="list-style-type: none"> • Establish a new position of Communications and Media Coordinator, and a Communications and Media Team, with responsibility for Pilgrim’s website, digital, audio visual and social media. • Review our existing website, and digital and social media

	<p>presence, and implement changes as appropriate.</p> <ul style="list-style-type: none"> • Ensure that the content of our on-line media is available as a resource to the wider church. • Develop consistent protocols and guidelines for website and digital and social media management. • Establish a repository of photos and other relevant resources to assist with easier and more responsive media production.
<p>Continuously improve Pilgrim's communications by maintaining contemporary knowledge of, and responding to, new developments with social media, audio visual media and website management.</p>	<ul style="list-style-type: none"> • Facilitate and support appropriate training and information regarding ongoing changes to website management and digital and social media for the Coordinator, the Communications and Media Team and members of the congregation, where appropriate.
<p>Work in partnership with Pilgrim's committees to assist with the achievement of Pilgrim's Values, Strategic Priorities and Objectives.</p>	<ul style="list-style-type: none"> • Ensure effective working relationships are fostered and developed. • Respond and/or initiate communications and media that raise Pilgrim's profile and values as widely as possible.