

# Church Growth Drivers

*'An Evidence Based Approach to Seeking Church Growth Under God'*

Speaker: Tim Sims, Sydney

Location: Science Museum

A circular logo with a glowing purple and blue aura. The text inside the circle reads "htb leadership conference 2013".

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# DIAGNOSTIC FRAMEWORK

1. What are we really up against?
2. What should this mean for more **effective ministry under God?**
3. What real challenges do we face along the way?

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# SYSTEMATIC RESEARCH

Literature Search:	120+ *
Expert Interviews:	75+
Field Questionnaires:	42
Workshops	12
Beta sites	6

**+ National Church Life Survey data and research 1991 – 2011**

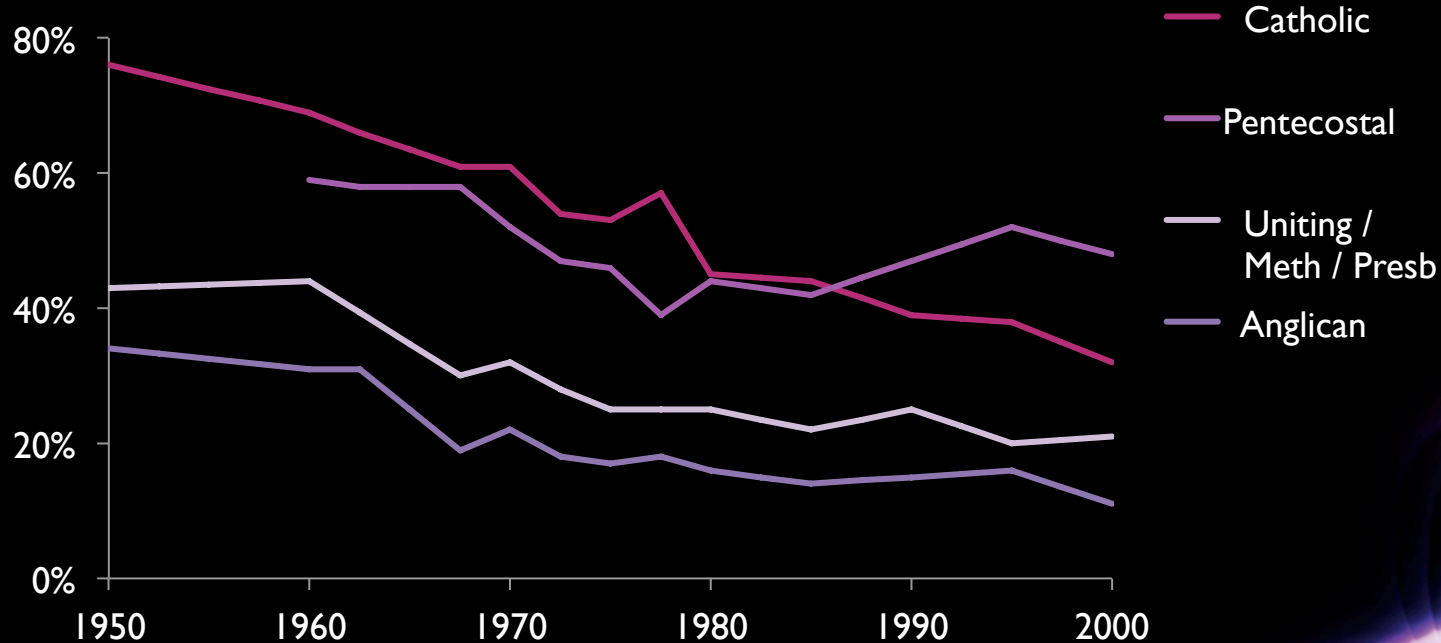
\*All initiatives considered in the context of Biblical theology

A circular logo with a glowing purple and blue background. The text "htb leadership conference 2013" is centered within the circle. The "htb" is in a bold, lowercase font, while "leadership conference" is in a smaller, lowercase font, and "2013" is in a larger, bold, lowercase font.

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# DECLINE IN REGULAR CHURCH ATTENDANCE \*

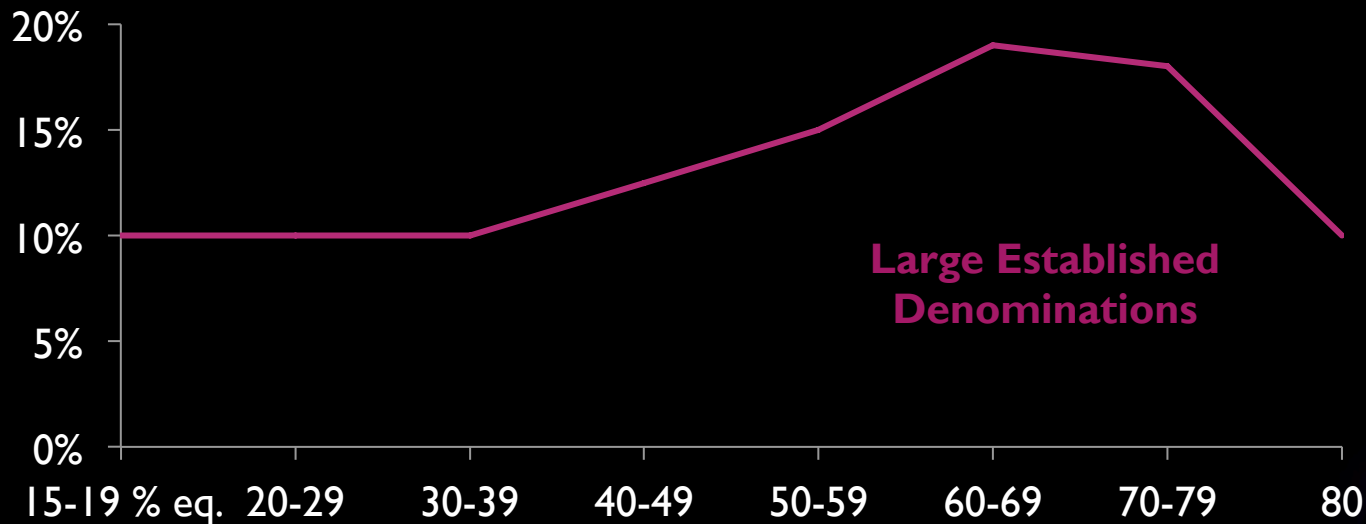
Percent attending monthly or more



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# DEMOGRAPHIC DISASTER

Percent of attendees



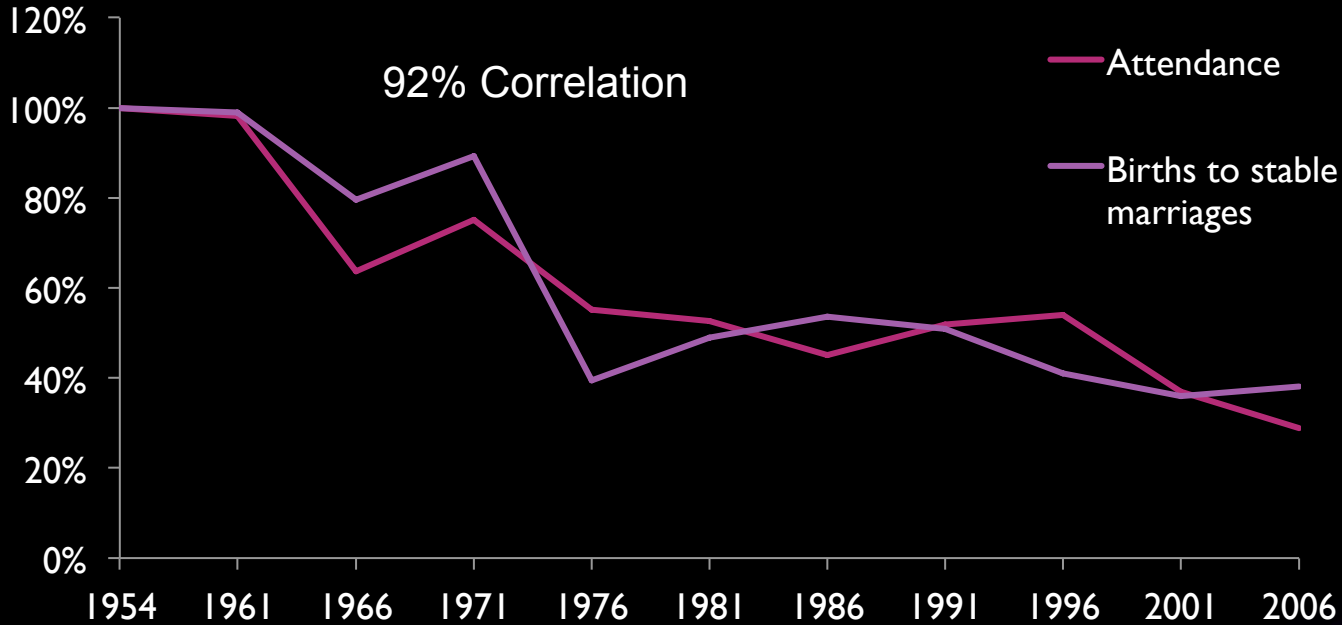
DOB @ 2006: 1991-87 1986-77 1979-67 1966-57 1956-47 1946-37 1936-27 >1927

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Source: Church life profile p23 NCLS06, exceeds 100% based on optical adjustment to 15-19 year olds  
Note Australian average life expectancy 82

# LAZY CHURCH: INTRIGUING CORRELATION

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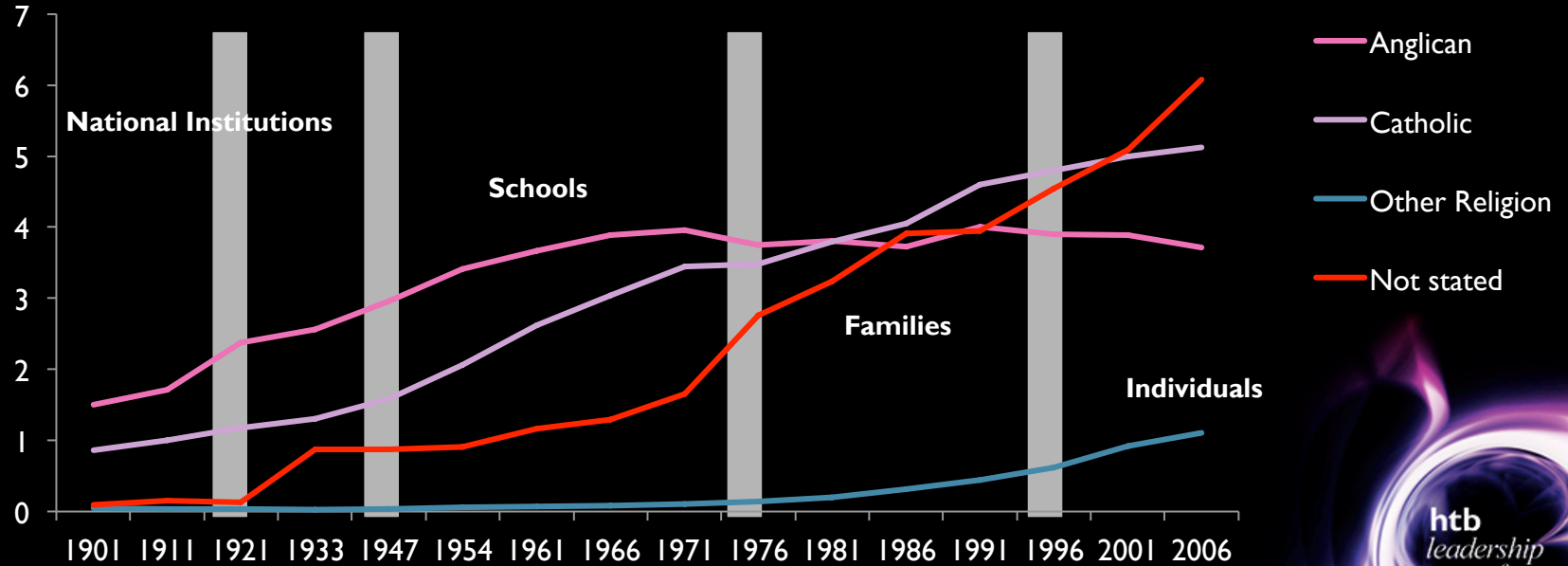
Sources: ABS census data, Build my church p22

Note: The data does not demonstrate cause, only correlation

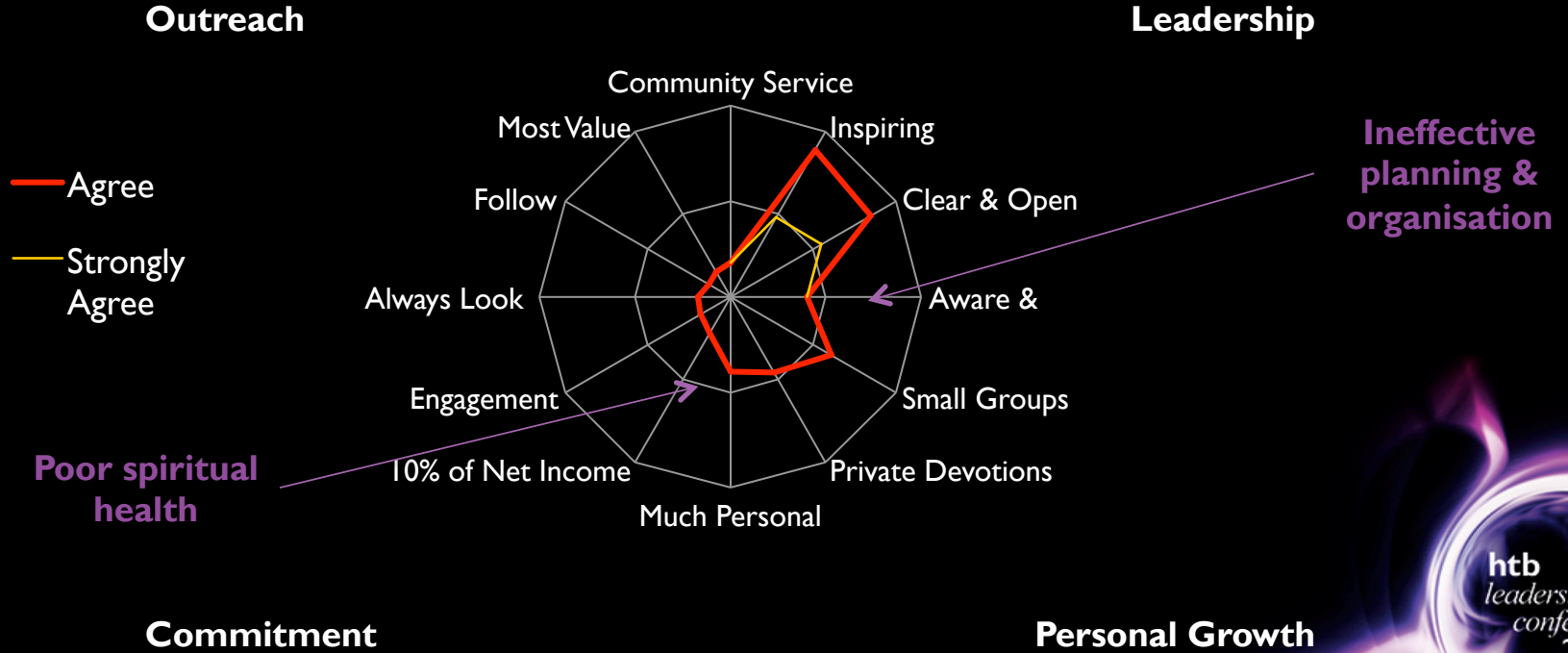
# INSTUTIONAL ONSLAUGHT

1901 - 2006+

Millions of People



# DISORGANISED / INEFFECTIVE RESPONSE



Sources: Church life profile NCLS01, NCLS06, DYB 2008, Numbers as at September 21<sup>st</sup>  
 Note the score profile is very different in the youth ministry





# LOGICAL RESPONSE UNDER GOD

1. What are we really up against?
2. What should this mean for more **effective ministry under God**?
3. What real challenges do we face along the way?

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# SOME RESEARCH OBSERVATIONS...

1. Large numbers are attending irregularly (40%) for special services (71%)
2. Newcomers best engage through normal church (67%) and a congregation member (29%)
3. There is huge churn in the population (36% every 5 yrs); moves break ties...
4. 100% of net new growth is from the young
5. Wastage rates among the youth can be huge (82%)

The logo for the htb leadership conference 2013 is located in the bottom right corner. It features a circular emblem with a glowing, ethereal purple and blue background. The text "htb leadership conference 2013" is centered within the circle, with "htb" in a bold, sans-serif font, "leadership conference" in a smaller, italicized sans-serif font, and "2013" in a bold, sans-serif font at the bottom.

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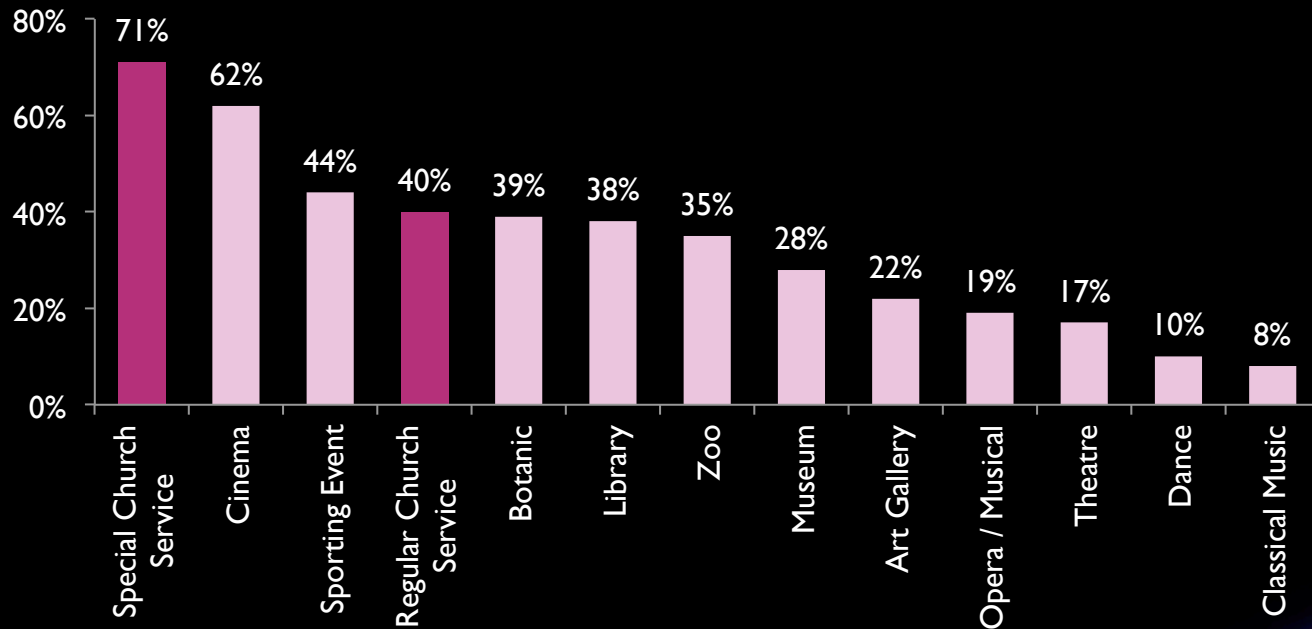
# THE SOUL OF BRITAIN

The percentage of people:

	1987	2000
• Seeing a pattern of events such that 'it was meant to be'	29%	55%
• Having awareness of the presence of God	27%	38%
• Having awareness of answers to prayer	25%	37%
• Having awareness of sacred presence in nature	16%%	25%
• Having awareness of an evil presence	12%	25%
<b>Cumulative total (at least one mentioned)</b>	<b>48%</b>	<b>76%</b>

# SURPRISING EXPOSURE

Percent of Australians Attending in the Last Year



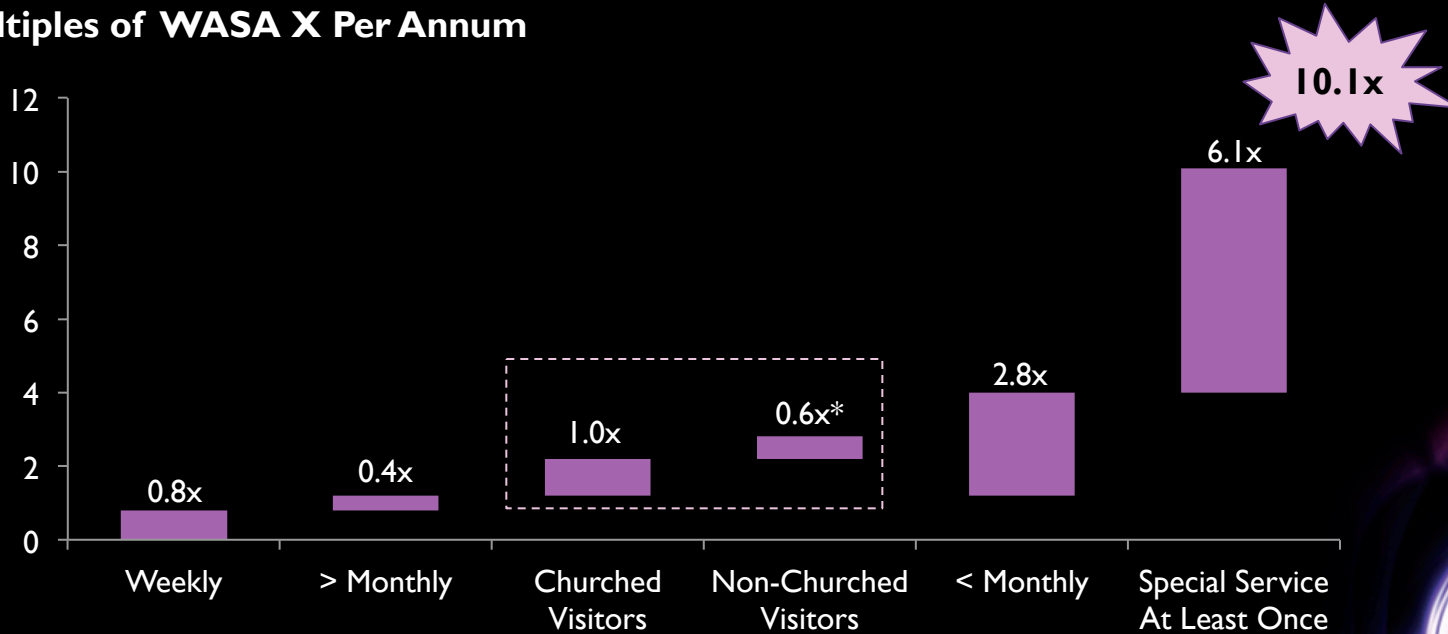
Source: ACS98 Why people don't go to church? p67, p42, p8, p80; Build My Church p11

\* Special services on average 2.6X per annum

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# SURPRISING IMPLICATIONS

## Multiples of WASA X Per Annum



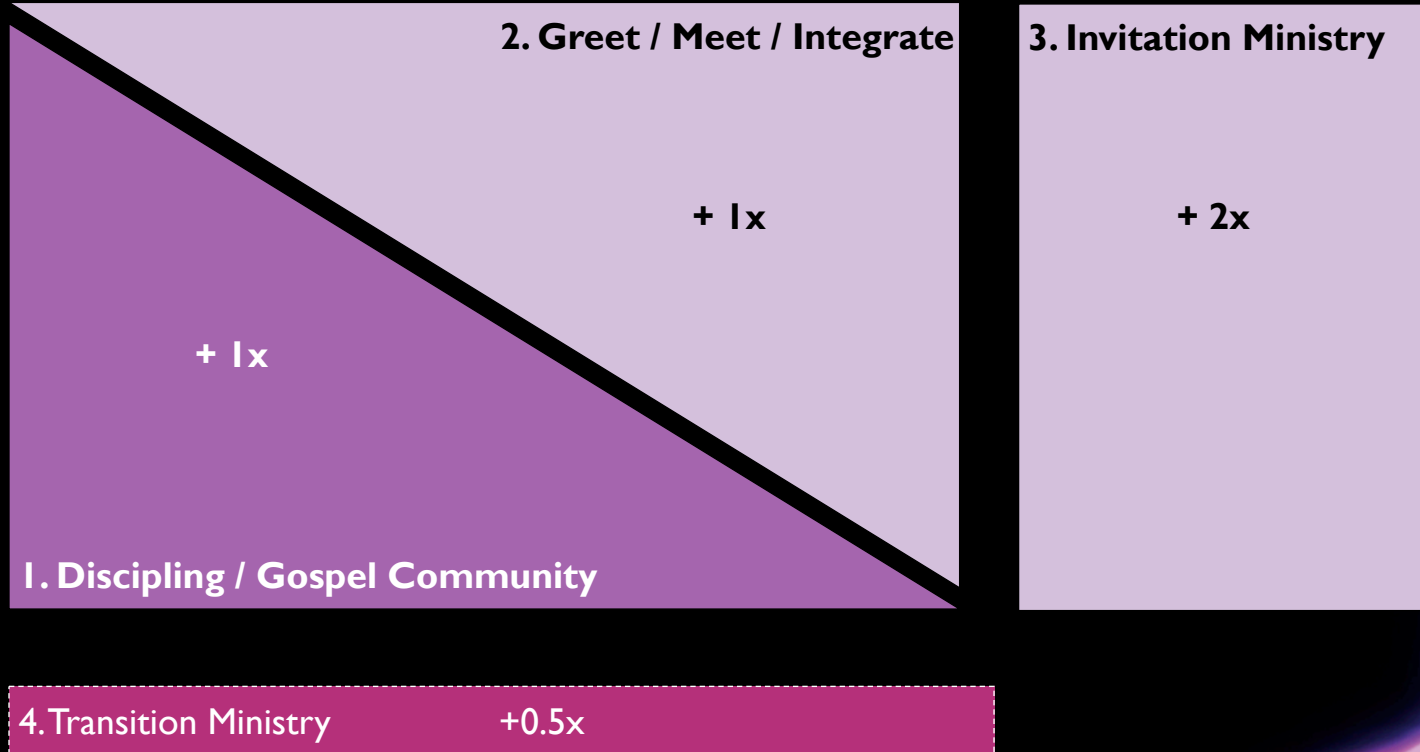
Sources: ABS, NCLS06, ACS98, based on nominal Anglicans at 19.5% of Sydney Adult population

\*Note: ~0.3X invited, Special Services on average 2.6 occasions.

See back up on positive impact of Special Services

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# IMMEDIATE UPSIDE POTENTIAL > 4.5x



# WARNING: FALSE ACTIVITY

“One out of every four people at Willow Creek were stalled or dissatisfied with the church

many were considering leaving. When I first heard these results the pain of knowing was almost unbearable ...”

Bill Hybels, 2007

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# IMPLEMENTATION CHALLENGE

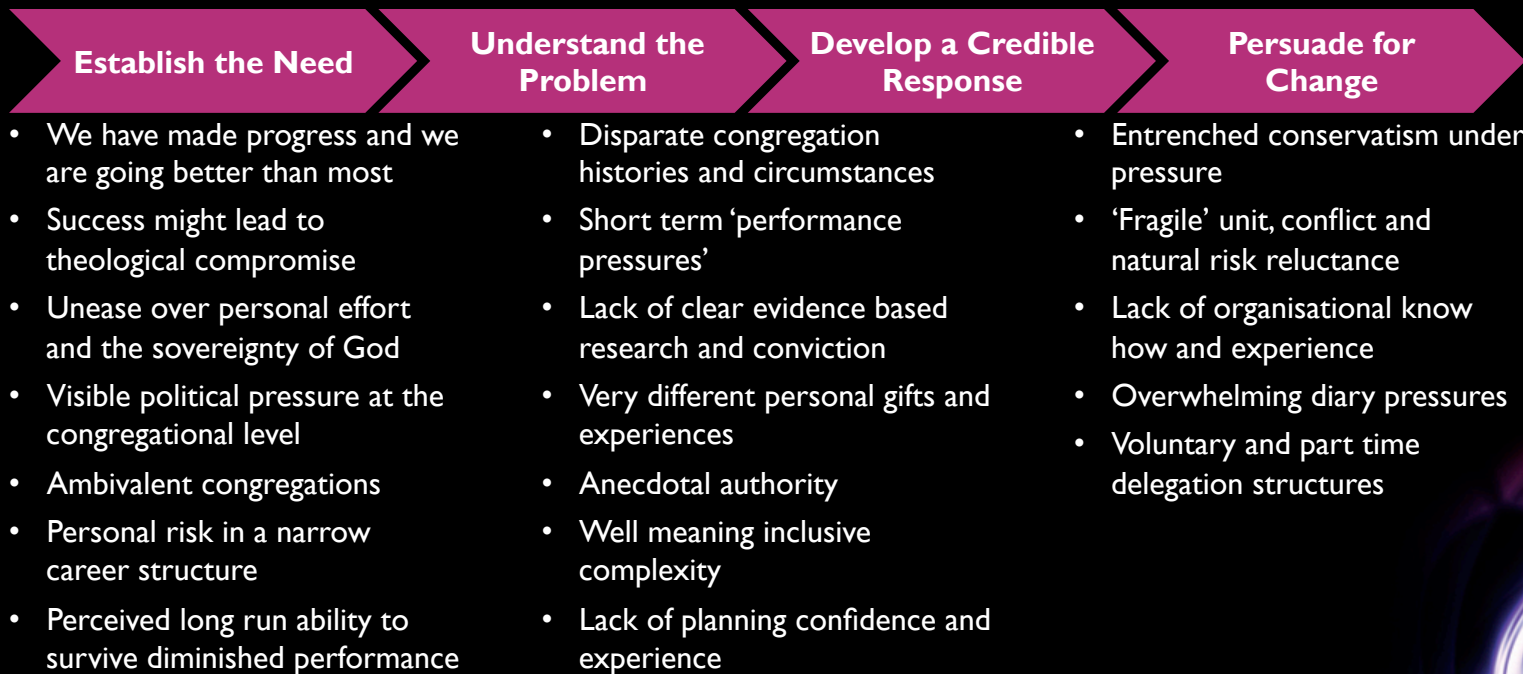
1. What are we really up against?
2. What does this mean for more **effective ministry under God**?
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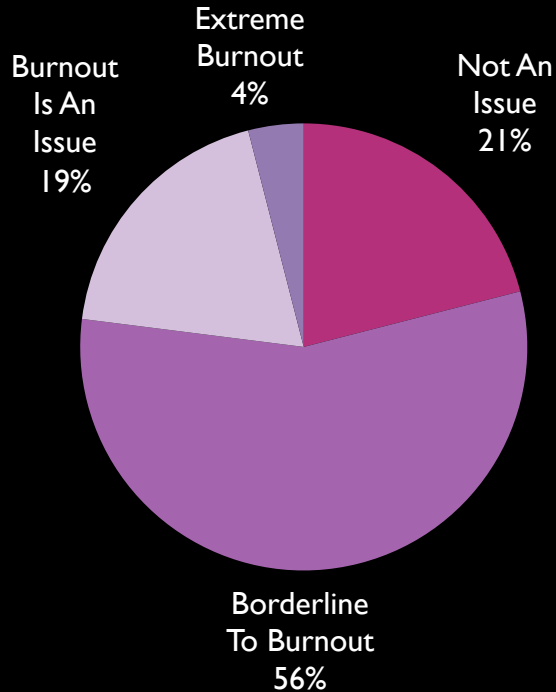
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# CHOKE POINT



# RESULTING STRESS CAN BE HUGE



## Major Stress Drivers

## % of Variance Explained \*

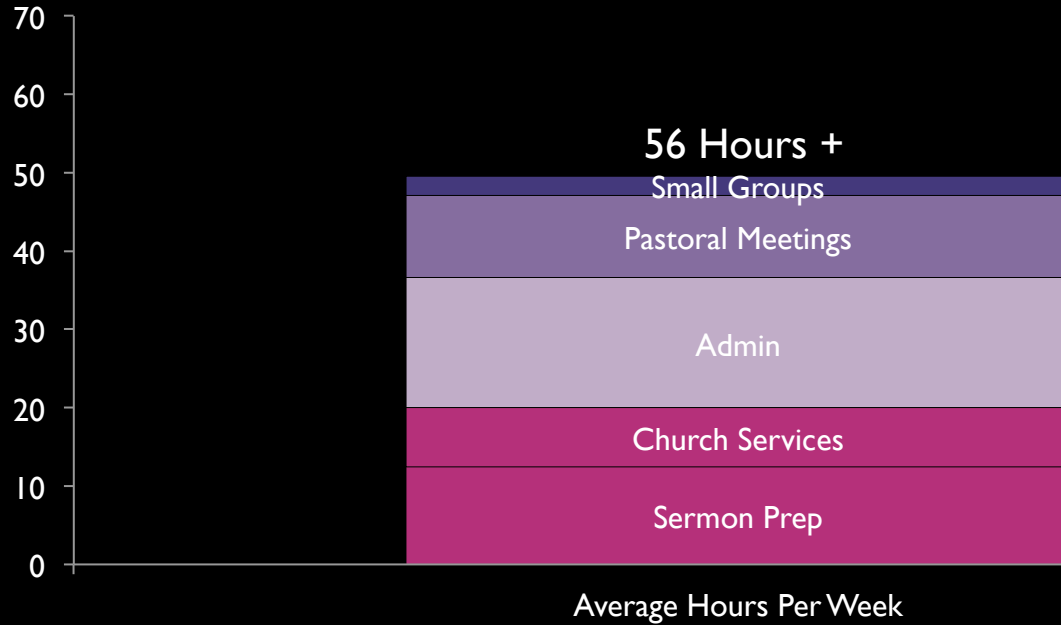
Personal Satisfaction	35%
Congregational Conflict	22%
Family Conflict	19%
Personal faith growth	18%
Setting Direction	18%
Confidence in the Goal	18%
Leadership Isolation	17%
Strains of the Role	16%
Planning and Vision	12%
Personal Finances	10%

Source: NCLSL96 Burn out in church leaders \* Numbers include co-variance and add up to >100%

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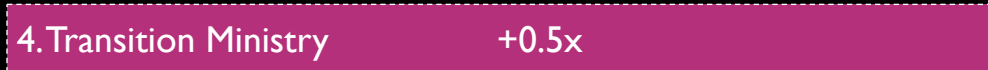
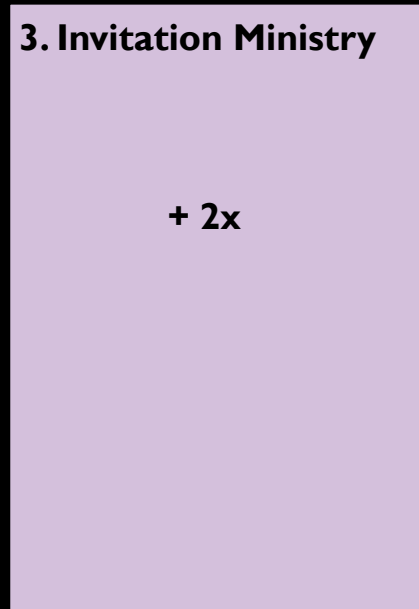
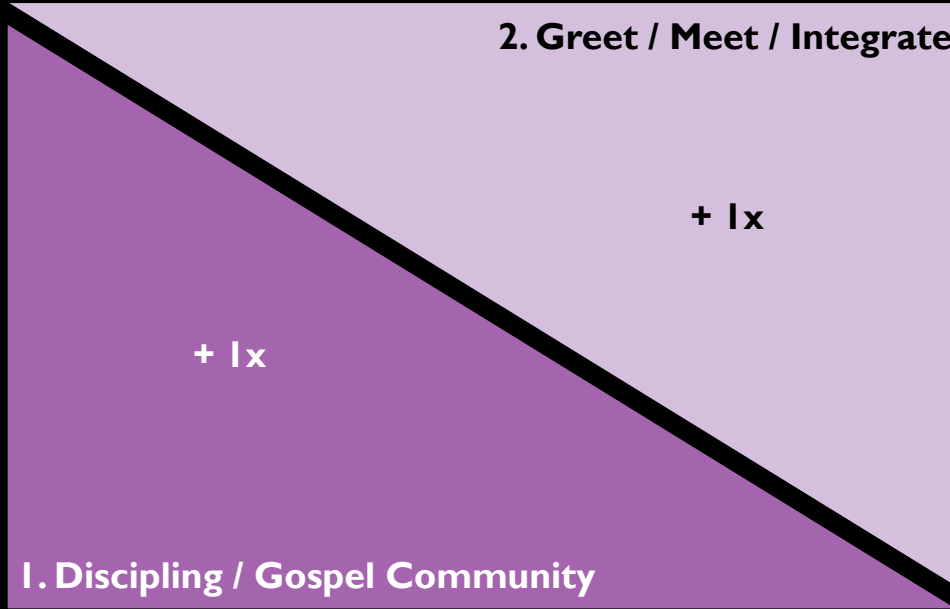
# DIARIES ARE FULL

Hours



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# SET PRIORITIES



# ORGANISE AND EMPOWER

	Worship	Gospel Community	Growing Leaders	Invitation
	Engage	Grow	Train	Reach Out
Early Morning	● Full time	●	●	●
Mid Morning	●	● Part time	●	●
Evening	●	●	●	●
Youth	●	●	●	●
Scripture Teaching	● Volunteer	●	●	●
Plant 1	●	●	●	●
Plant 2	●	●	●	●

Volunteer <8 hours, Part time 8-30, Full time 30+



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# CONCLUSIONS

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2. What should this mean for more **effective ministry under God?**
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# A TIME FOR ACTION

*“In the whole of world history there is always **one really significant hour - the present...**if you want to find eternity you must serve the times”*

Dietrich Bonhoeffer

[www.effectiveministry.org](http://www.effectiveministry.org)

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**BACK UP**

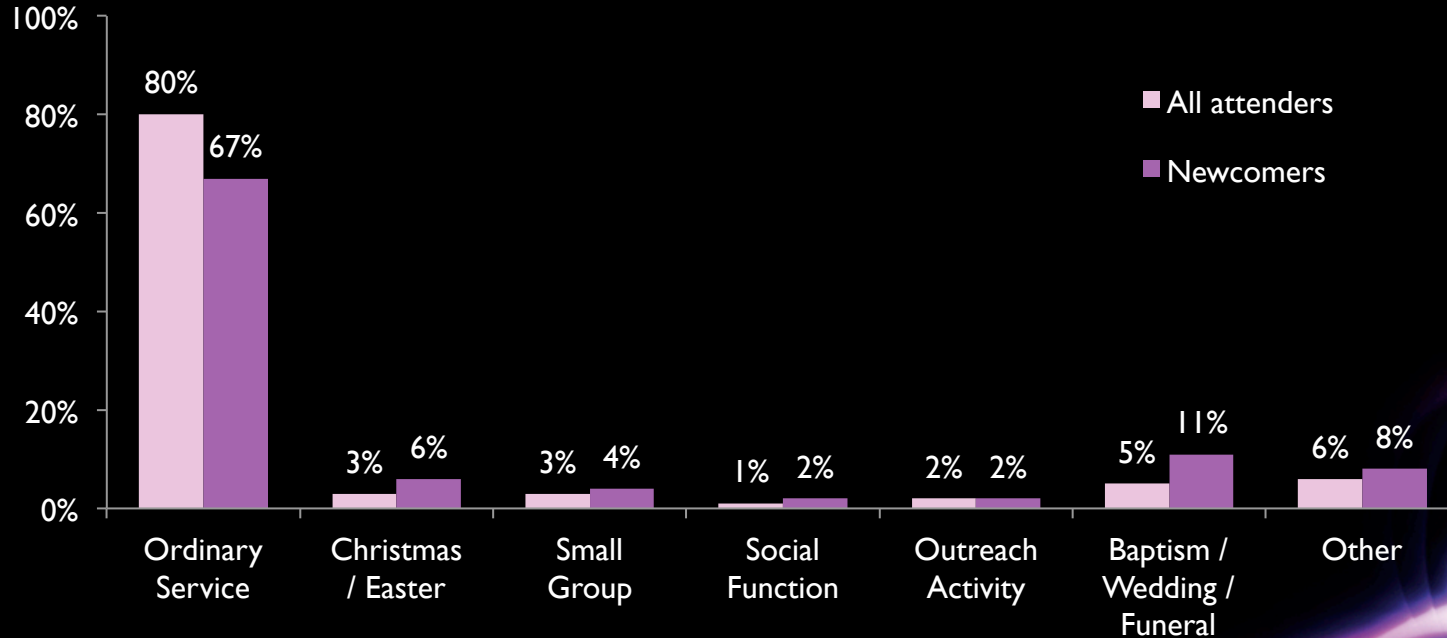
A circular logo with a glowing purple and pink aura. The text inside the circle reads "htb leadership conference 2013".

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# ORDINARY CHURCH, THE ENTRY POINT

## First Occasion at Church

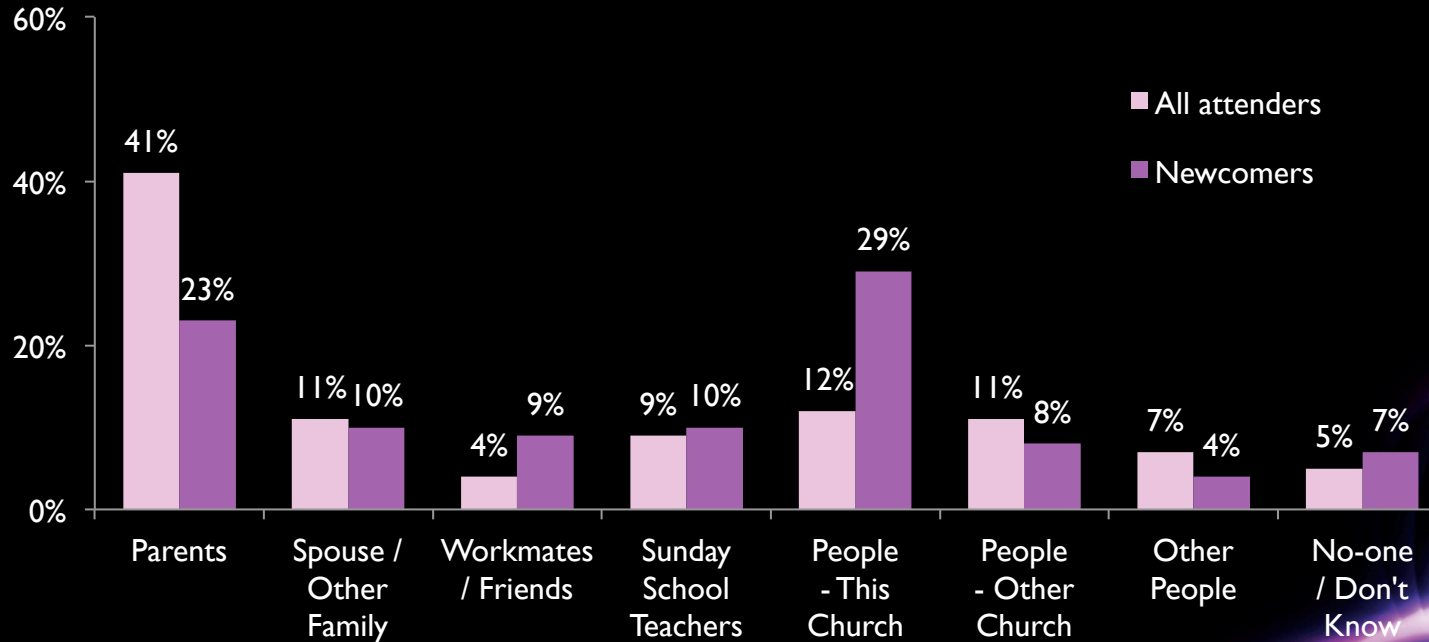


Adjusted for non-participants  
Source: Mission Under The Microscope

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# FAMILY AND ORDINARY MEMBERS KEY

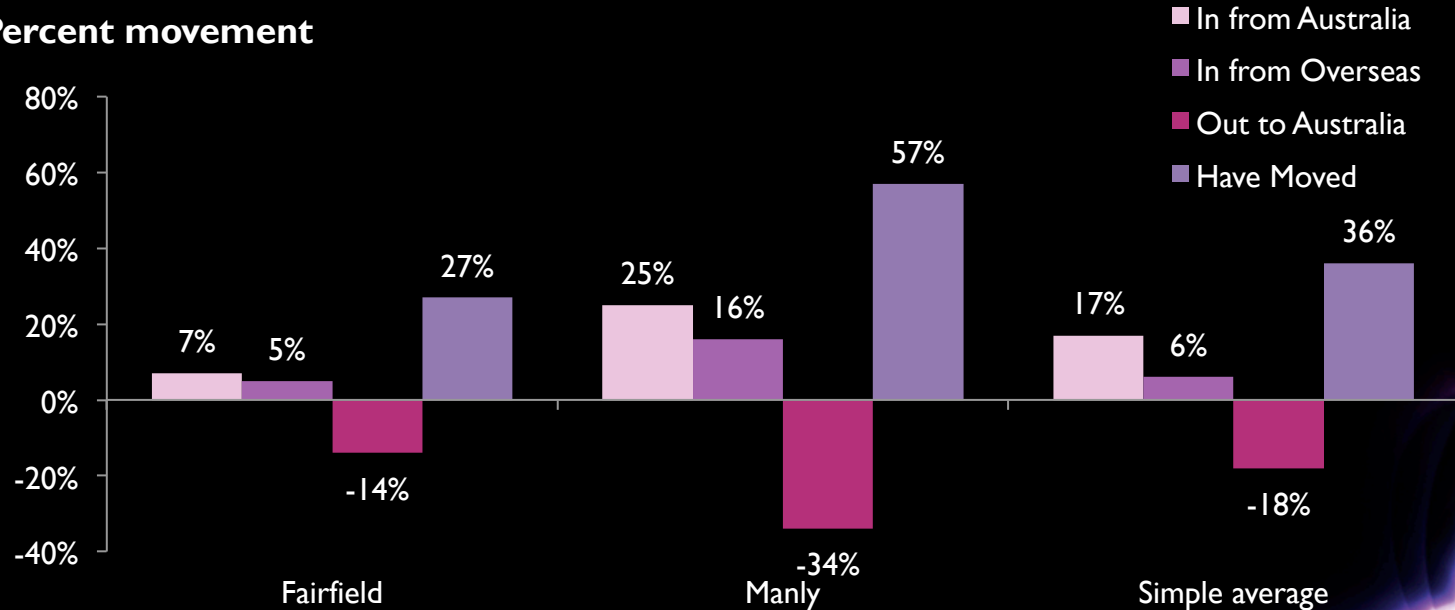
## Most Significant People in Finding Faith



# POPULATION CHURN IS HIGH

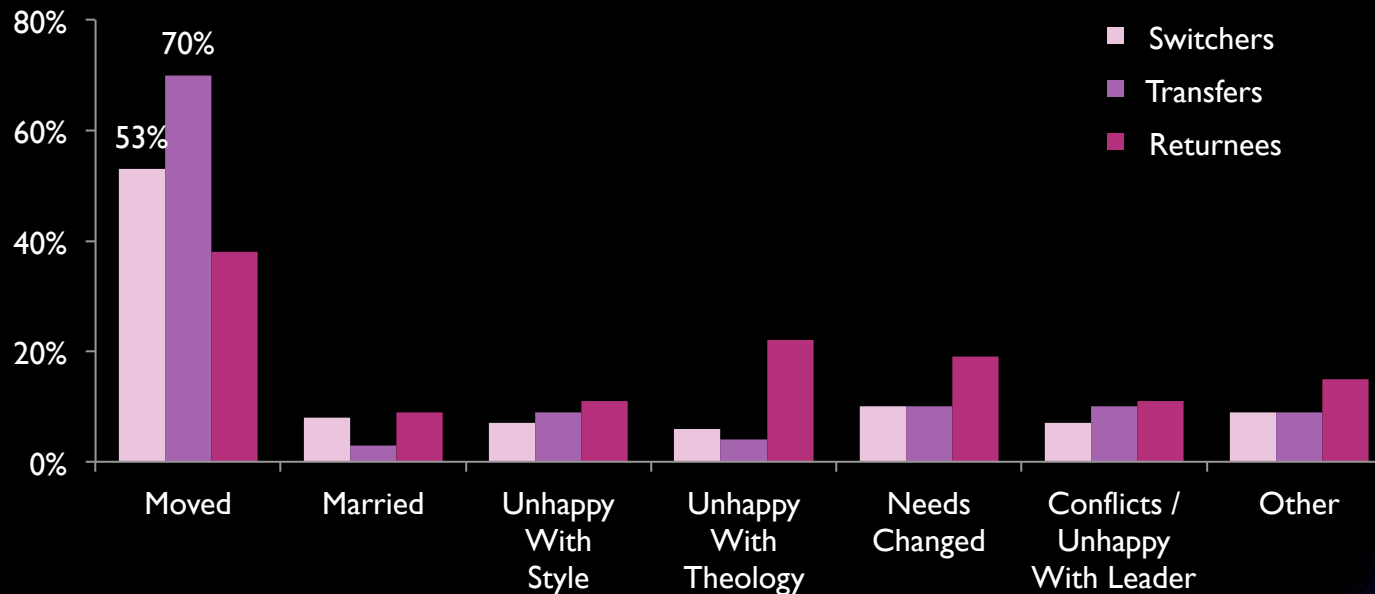
## Council Area Examples

Percent movement



# RELOCATION A CHALLENGE AND AN OPPORTUNITY

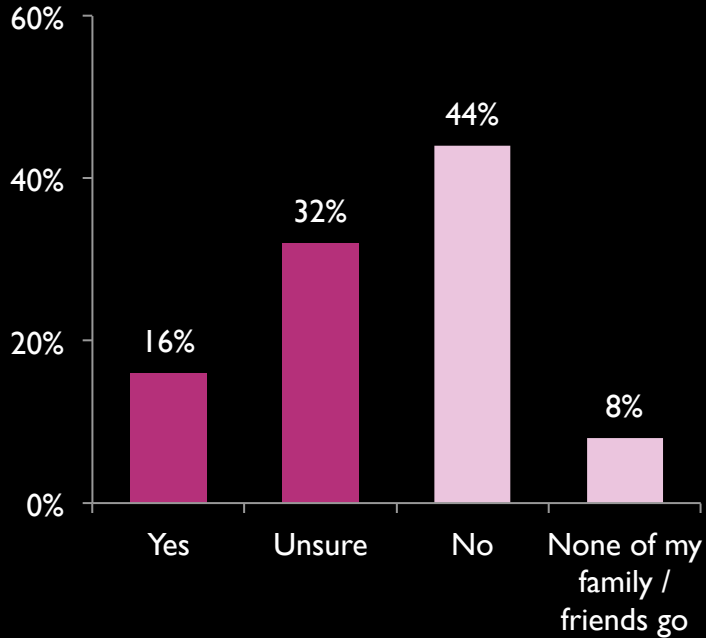
## Reasons Left Previous Congregation



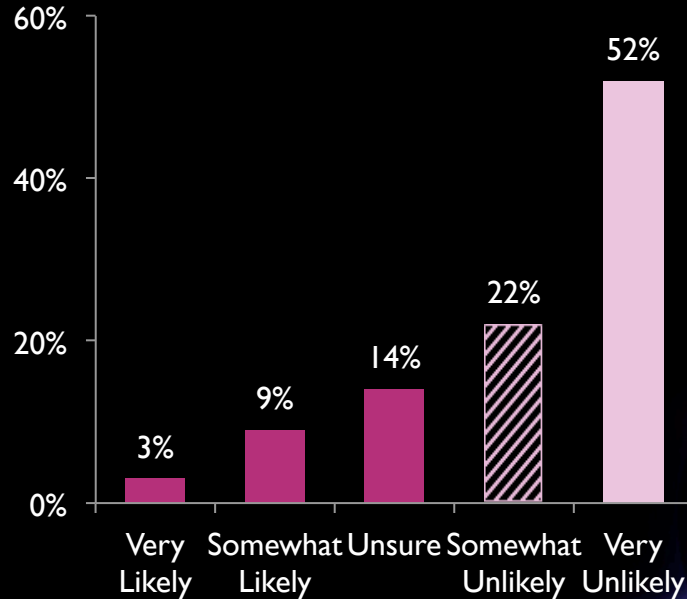
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# INVITATION HAS REASONABLE ODDS

## Willingness to Accept an Invitation



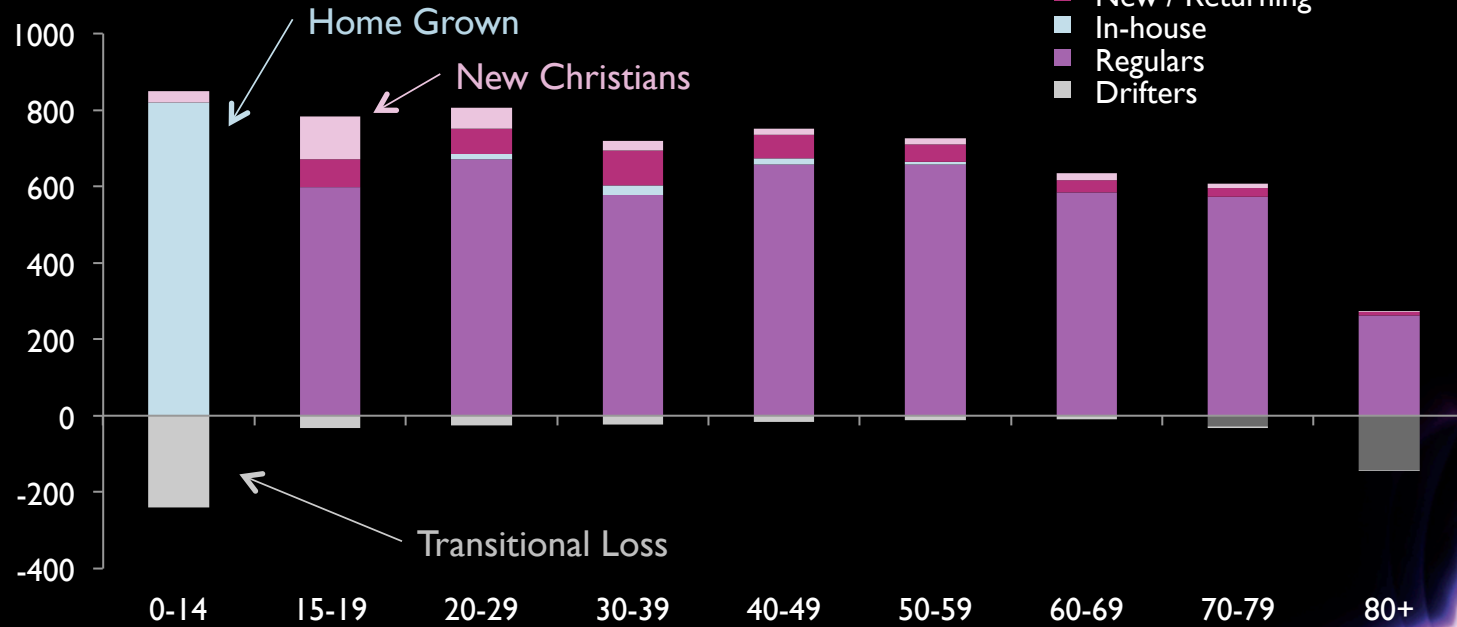
## Likelihood of Becoming Frequent



# YOUTH IS A VITAL PLATFORM

Estimated Headcount Per Age Year

- New / New
- New / Returning
- In-house
- Regulars
- Drifters



# OFTEN POORLY MANAGED

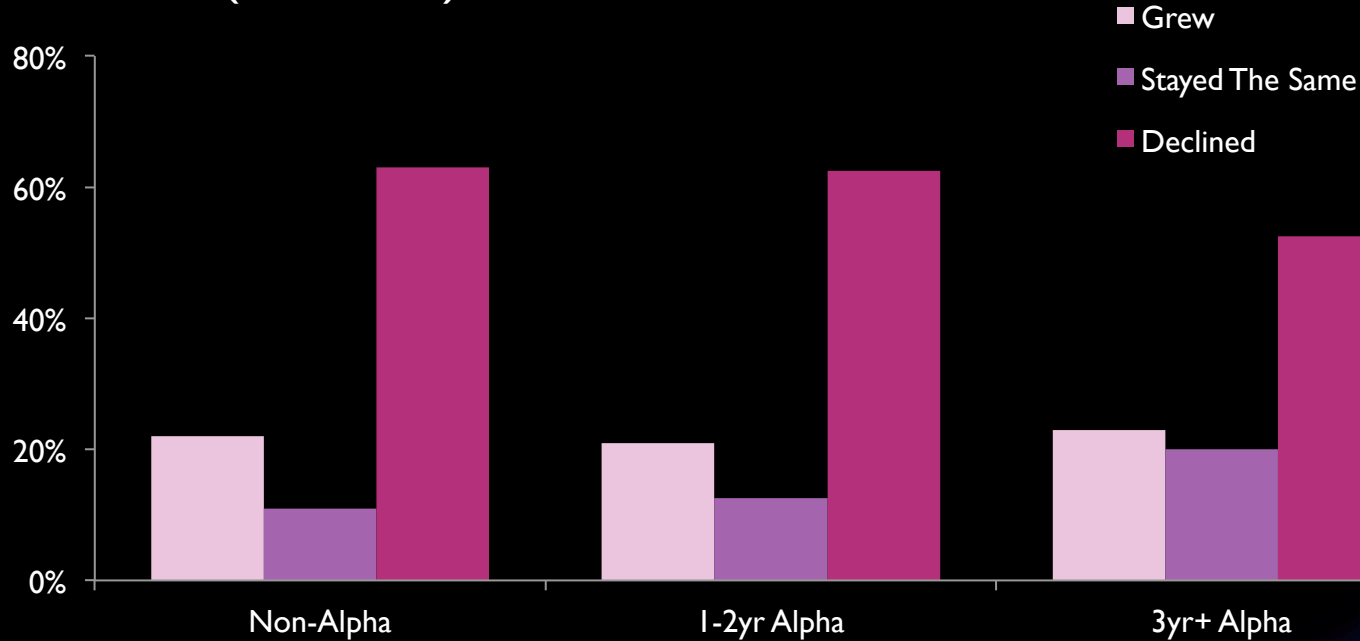
Dropout Rate %	Secondary / Post School	Left Home
Uniting	37%	45%
Anglican	33%	43%
Presbyterian	29%	33%
Baptist	20%	32%
Lutheran	13%	19%
Adventist	9%	29%
Methodist	8%	29%
Reformed	5%	13%

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# THE EFFECT OF ALPHA ON CHURCH ATTENDANCE

% of Churches (1989 – 1998)

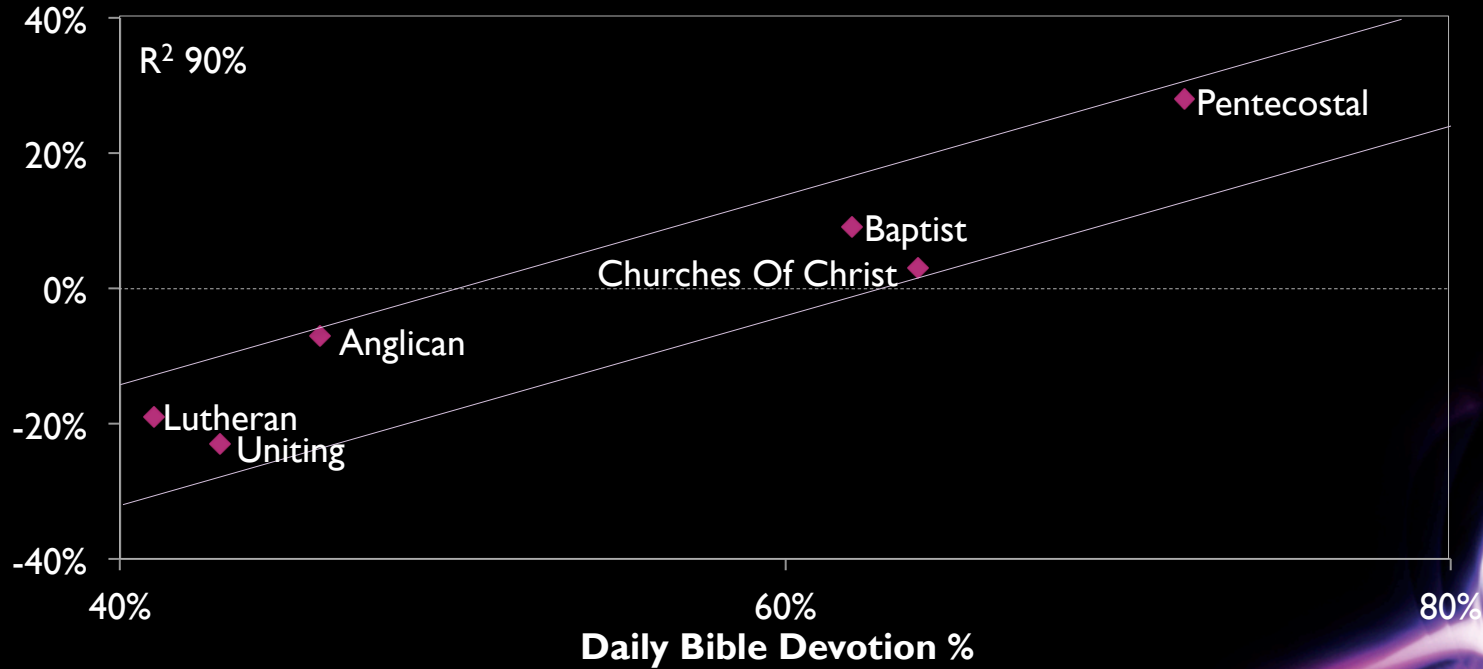


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# DAILY DEVOTION

## 10 Year Growth Step %



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