**NOTES FROM ABM DIOCESAN REPRESENTATIVES’ CONFERENCE SWOT ANALYSIS 29 JULY, 2016**

**STRENGTHS**

* Access to ABM’s YouTube stories
* For Brisbane diocese, the ABM November Appeal
* For Brisbane diocese, the fact we have two ABM staff situated here, plus a Board member
* Direct link between our diocesan bishop and an overseas diocese (Mandalay) which raises awareness of ABM
* Good cross-cultural relationships in our diocese which produce a strong community
* Our diocese is prayerful
* Supportive diocesan media
* A strong ABM/mission committee
* Diocese has close historical ties with ABM
* Our diocese has “brand loyalty” to ABM
* Our bishops are supportive of ABM
* Our diocese’s annual mission day

**WEAKNESSES**

* We have a lack of targeted resources
* It is mainly the older people in our diocese who have the ABM “brand loyalty”
* The ageing population of ABM supporters can’t participate in activities and events like they used to
* Our Auxiliary is ageing
* People seem unwilling to make commitments
* Clergy and laity show little interest in joining our committee
* There is a lot of competition for the mission dollar
* We lack connection to the people in the diocese
* Our diocese is large and spread-out, leading to communication challenges
* Our ABM/Mission committee comprises very busy people and we don’t always have the time we need to do things
* Women diocesan reps sometimes feel they can’t speak on equal terms with clergy, and are kept away from the “power”

**OPPORTUNITIES**

* Priests in our dioceses who have been on an ABM pilgrimage, or who have visited an ABM partner, particularly during their training
* Developing more partnerships between dioceses and parishes with overseas dioceses and parishes through ABM
* Getting ABM into schools (eg WONTOK)
* Youth Ambassador program
* Greater use of social media (by representatives and committees)
* Greater use of the gift of an ABM stole to new priests (especially those newly arrived from overseas who have no knowledge of ABM)
* More pilgrimages to ABM partners
* Make greater use of the diocesan newspapers to spread ABM stories
* Make more of the fact that ABM is the NATIONAL/OFFICIAL Australian Anglican Mission agency, and is therefore owned by ALL Australian Anglicans
* Attract the interest of young people
* Engage with parish pre-schools and/or playgroups to raise awareness of ABM
* Greater community formation
* Committees to engage more with their diocesan clergy regarding ABM
* Reps to create more opportunities for parish visits
* Lay-led parishes are open to any assistance they can get for mission
* Individuals who give to ABM could be encouraged to share what project they donate to, and encourage their whole parish to donate to this project
* Things can only improve, since the base is very low
* Transformation by the Holy Spirit could lead to more giving for mission

**THREATS**

* Other mission agencies competing for attention and dollars
* CMS can sometimes do more promotion than ABM and this creates competition for mission
* Some dioceses have a different missiology from that of ABM
* Inability of ABM reps to get the attention of the right people (especially thought leaders) in the diocese
* Changes to church structures and composition (many non-cradle Anglicans)
* Young people are focussed outside of the Anglican church
* There is a growing secularity, materialism and selfishness which is not conducive to mission
* Ageing ABM support base