**ABM MARKETING WORKING GROUP: Report to ABM Board : August 2017**

**Context**

* This group understands its purpose as two-fold – (1) to support the Marketing and Fundraising Manager with direction of strategy around that work; and, (2) to support and provide creative space for the ABM Executive Director around the marketing issues for the organisation.
* This year the MWG alternated meetings to focus in these two areas. That is, the practical work of the Marketing Review, and then secondly, ‘big picture’ time to address the emerging key issues around overall strategy (that then affects the marketing, image and direction of ABM).
* The ‘big picture’ sessions this year, April and June, were especially aware of ABM moving to new overall Strategic Policy/Plan.
* **Finally,** the MWG group has struggled with how to connect with the Board in regard to the ‘big picture’ issues it is raising. The key issue identified in June, in regard to that communication, is really:

**“**What is the best way for this group to resource, and serve -

(a) ABM ED; (b) ABM; (c) the Marketing Team.

 **We therefore ask the Board for that direction and guidance.**

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**EMERGING Issues & Questions for ABM**

**for most effective mission in its new Strategic Policy**

Based on meetings April and June 2017

**1. Scoping**

* What are the ‘drivers’ of ABM?
* What does the grassroots look like – and their products?
* Where should development work be placed, in relation to the dependency on government funding?
* How do we build profile on the increasing activity around Emergency Relief work?
* How do we ‘sell’ the product ABM offers (with quality control)?

KEY QUESTIONS: How do we tell the (ABM) story?

 What story are we telling?

 What is ABM’s VOCATION?

**2. Members**

* How do we resource our members to promote the work of ABM?
* How do we become “The Mission Agency” of CHOICE?
* Who are our members?

**3. God’s Mission, ABM and the Anglican Church**

* How do we ensure the stories of our partners and ABM’s own story empower Anglicans across Australia to engage with God’s mission?
* How do we tell stories in a way that the stories, and the communities behind them, can be agents of transformation in the Church (in the world)?
* How do we effectively unite and shift the key message of ABM to shift and assist the whole Australian Church into the church God is calling?
* How do we maximise the relationship with other Anglican mission agencies for the good of God’s all?
* In this time of changed and changing landscape of the church and for the church, how do we connect and shift the dialogue and reality of REFORMATION (break through) into every level of the ABM organisation?
* What does the marketing team have to do for all of ABM’s Partners (local and overseas) to see that they are central to the life of God’s mission amongst communities?

KEY CONNECTOR AREAS: Young people

 New engagers

 Transformation of the church itself

 ABM members

KEY OVERARCHING MISSION: How do we grow faithful people for God?

KEY EMERGENT CHALLENGE: ABM identity and vocation – what it ‘looks like’ and confidence in direction

*(from Jan Crombie 27 August)*