



Seventh-day Adventist Church™ *South Pacific*

Bold Expansion of Literature Ministry in Australia and New Zealand

Introduction

The South Pacific Division of the Seventh-day Adventist Church, in consultation with the Australian and New Zealand Pacific Unions, has developed bold plans to grow the literature ministry in Australia and New Zealand. In addition to the work being conducted by literature evangelists, these plans recommend additional ways to utilise literature through both congregations and Church entities. At this stage these changes apply only to Australia and New Zealand. Consideration will be given to how they may be effectively applied throughout Papua New Guinea and the Pacific Islands in the future.

It is envisaged that this expansion will facilitate ways in which church members can share relevant literature with their friends and also with those who already have a relationship with the wider Church organisation, such as parents of and students in our schools, families of those in aged care, and patients and families of those attending our hospitals and wellness centres.

What is new?

The plans include the following elements:

1. Responsibility for Publishing will be transferred from the South Pacific Division to Signs Publishing, a division of Adventist Media. Literature evangelists will continue to be independent distributors relating directly to Signs Publishing. This change will provide greater integration between the literature evangelist and the publisher, creating more efficiencies and more responsiveness between these two important parties.

2. Adventist Media plans to employ a literature ministries coordinator with a focus on supporting and mentoring literature evangelists (Big Book LE, Jumpstart LE and those operating Party Plans). In addition the literature ministries coordinator will assist conferences in training and mobilising church members to also distribute literature. In the next week or so, expressions of interest will be invited. Adventist Media is especially interested in hearing from Publishing personnel, team leaders and literature evangelists about this position. It is hoped that the appointment will be finalised before the end of the year to assist in transitional arrangements to the new literature ministry plan.

3. Conferences will be eligible for grants to support literature ministry in their area. This will provide greater links with conferences so that literature ministry can complement and support conference and congregational activities. Conferences have been challenged to find innovative ways of increasing literature distribution. These new initiatives could include:

- Free literature to give away – especially to contacts already connected with our churches, schools, aged care, hospitals, wellness centres, etc
- Student LE programs
- Literature integration with other conference initiatives, with options for participants to be involved at different levels of commitment.

After the initial round of funding, conferences will need to demonstrate in their future grant applications that their plans for using this money will meet key performance indicators.

4. Funding will be available for innovative ideas for literature/media distribution. Church members will be encouraged to propose cutting-edge ideas for publishing ministry. This could include initiatives for:

- Integrated transmedia projects to knock on new digital doors
- Publications to reach the indigenous peoples of Australia and New Zealand
- Ethnic language publications to reach multicultural Australia and New Zealand



5. Funding will also be available for implementing a more agile and flexible resource development process with broad-based input, including perspectives of congregations as well as interest groups such as children, youth, women, men, health, etc, for cutting-edge resources that address contemporary conversations in society.

What will not change?

The South Pacific Division and the respective Unions are committed to this frontline ministry and engaging with communities. There will still be full-time and part-time literature evangelists, as well as opportunities for new literature evangelists. The Church will continue to provide the same level of funding for literature ministry.

What will change?

The operations of the LE program will be managed by Adventist Media. Team leaders can choose to continue in literature ministry and may use these developments as an opportunity to expand their services by providing some training, support and consultancy services to other LEs. LEs will deal directly with Signs Publishing in a commercial relationship. Minimum purchase levels will be required to qualify for wholesale rates. As distributors they will also be expected to have a consistency of message with the other products they distribute. The current rebate system will be discontinued as of 30 June 2019 when the transition to the new operation is expected to be completed. However, Signs Publishing will provide assistance to LEs through careful approaches to pricing, special offers and other incentives as a support for their ministry.

Goals

In addition to supporting and expanding the ongoing ministry of literature evangelists, conferences will be challenged by an initial goal to have 20 per cent of churches throughout their territory actively participating in literature ministry. It is envisaged that in future this may include a percentage of members in these churches being involved in personal disciple-making activities as part of the world Church's Total Member Involvement initiative. We are excited about the new systems already under development that will ensure the vital results of this ministry – such as people contacted, prayers offered, Bible courses in which people have enrolled and baptisms – will be translated into exciting evangelistic opportunities for the local church.

We believe that both literature and other media have made and will continue to make a difference in the lives of our communities. It is hoped that all members will be willing to share this quality contemporary literature and media with their friends, families, workmates and neighbours. The South Pacific Division, Australian Union Conference, New Zealand Pacific Union Conference and Adventist Media are committed to ensuring this new strategy does "multiply the harvest".

PASTOR LIONEL SMITH
CHAIR
PUBLISHING MINISTRY

DR STEPHEN CURROW
COMMUNICATION DIRECTOR
SEVENTH-DAY ADVENTIST CHURCH SOUTH PACIFIC