

Hughes Baptist Church – Strategic Communications Policy

Our communication challenge

Our purpose is to be a dynamic Christ-centred community, sharing Jesus' life-changing power. Our impact is local, national and global in order to fulfill the Great Commission of Jesus to go and make disciples of all humanity. We are a community of believers of all ages and stages of life, derived from nations around the world, based in Hughes, ACT.

Our communication must respond to, and be, inclusive of all our audiences in a fallen world in which change is constant and the challenges to belief and maintaining faith are evolving. It reflects our responsibility to serving God and meeting the expectations of the wider community, and helping our church family understand our purpose, mission, services and responsibilities. It builds trust and confidence in the life we share and the mission and community we serve. It is simple enough to understand and powerful enough to change lives.

Our communication aims

How communication supports our purpose:

1. raises awareness of what Hughes Baptist does and why
2. generates confidence and trust in what we do and how we live
3. increases faith and connectedness in our community
4. supports us through change
5. increases understanding of our communication role
6. builds our communication capability.

Our communication principles

Our communication is:

- dynamic and creative in its execution and delivery
- innovative, seeking to use new technologies appropriately and sensitively
- purposeful, appropriate and targeted to reach the right audiences with the right messages through multiple channels
- timely, accurate, credible and easy to understand
- efficient and effective, governed by clear policies and procedures
- able to connect people together to build and maintain a healthy, welcoming and vibrant community
- authorised by leaders with relevant responsibilities.

Our commitment to our people

We recognise that communication is the responsibility of all people in our church community. We will provide the tools and information to support communication to our

internal and external audiences. We will use a range of channels to provide information and engagement with you. We will support our leaders to communicate God's vision and purpose for Hughes Baptist Church. We will provide context for the services and activities that the church community does and where you fit in.

Key messages:

- communication is everyone's responsibility
- we need to be integrated, flexible and responsive to be effective
- we are continually looking for better ways to do things
- the best outcomes are achieved through community.

Our commitment to the wider church

We will share information with you about our purpose, vision, goals and priorities so you can see where your work intersects with ours. Our information will be easy to find and understand to help you collaborate and work in partnership with us.

Key messages:

- we deliver programs and services to our wider community to support your mission
- the best outcomes are achieved through partnership
- we want to share our stories and journey.

Our commitment to the public

We will ensure that you are aware of our faith, our community and our purpose. We will provide you with access to the information, services and activities that interest you about us. We will provide opportunities for you to engage with us and tell us what is important to you.

Key messages:

- we believe in what we do because it's for everybody
- we are interested in you and your stories
- we care about what we do
- we are a safe place and will look after you.

Internal communications policy

Aim

We will communicate internally to support and achieve Hughes Baptist's purpose by:

- providing our community with the big picture context for their participation and membership:
 - *why we are here, what we are here to do*
- creating meaning and understanding for our people about what we do:
 - *who we are here for and the contribution we make*
- building a shared sense of purpose and identity:

- *what we do and what unites us*
- increasing connectedness and efficiency:
 - *this is how we do things and why, this is why you're important*
- providing our people with the information they need to play their part
 - *this is what you need to do.*

Objectives

We do this by telling our story:

- the story of our purpose, our priorities, our activities, our community and the journey we all are on.

Everyone has internal communication roles and responsibilities:

- as individuals we are responsible for ensuring we understand our church community, our purpose and our role in it.
- we take ownership for seeking information and ensuring we understand what it means for us.
- as leaders and team leaders we take responsibility for communicating with our teams and explaining what our story means for our community and teams.

Our leaders (pastors, board members, ministry leaders and other program leaders):

- create, communicate our story – describe what will we be, do, like and how we will get there
- explain our priorities and how they support the church's purpose, vision and goals
- make communication a priority for the church and ensure we commit to it all levels of our organisation.

Our communication team:

- supports leadership communication
- establishes and manages an internal communication framework
- ensures the main communication channels tell the church community's stories
- supports the church's programs and teams to develop and deliver internal communication.

All other areas of the church:

- develop and deliver internal communication for their program and activities
- ensure your internal communication adheres to communication policies and procedures
- includes messages that link your program and activity to the church's story
- work with the communication team so your information can be effective, efficient and based on our strategic communication policy to embed our purpose in your communication.

Our internal communication principles

We will all agree that when communicating with each other we will:

- be open, transparent and accountable
- make time to play our part
- respect individuals
- make sure our messages are timely and relevant
- tell the people who need to know first
- choose our channels carefully
- listen
- say it internally if we're saying it externally.