



NAYBA Impact Audit

GOLD COAST
QLD, AUSTRALIA

OCTOBER 2022



Key Results

124

Survey responses

(52% of all faith-based organisations on the Gold Coast)

206

Community service activities

(addressing 13 of the greatest social issues)



355,913

People served in the past year

(equivalent to 57% of the Gold Coast population)

\$43,093,688

Social impact value

(to the City of Gold Coast each year)



Statements of support



MAYOR TOM TATE | Gold Coast City Council

"The Gold Coast is truly blessed to be served by a broad network of churches and faith-based organisations. These groups do an incredible job every day supporting residents and visitors through their programs and resources, so much of which is freely given by selfless volunteers."

"During times of emergency and disaster, our faith-based organisations are even more vital – providing food, shelter, counselling, and support for those impacted."

"It is my firm belief that better understanding the contribution of the faith community will allow us to more effectively harness and coordinate this amazing resource in the best interests of our community."

"I fully support the efforts of each and every one invested spiritually and practically in our City and thank them for making a difference to the lives of so many. We congratulate the NAYBA team for this outstanding report and the benefit it will bring to our City."



REV. STEVE PEACH | Chair, Gold Coast Church Leaders Round Table

"It's been an honour to partner with so many other leaders and organisations on this NAYBA Impact Audit. As I reflect on the insights contained in these pages, I'm overwhelmed with gratitude for the thousands of people who quietly give so much of themselves to serve our community each week."

"They do so with humility, as an expression of their faith; from a conviction that God loves every person in our City deeply, and that perfect love sacrifices itself for the sake of others."

"To all those who work, volunteer, donate, and support: we see you. Our City is better off because of the time, talent, and resources you invest to improve the lives of others."

"This report is your story. The beautiful light you shine is bright and gives direction for those seeking it. Thank you."



REE ALI | President, Multifaith Advisory & Action Group – Gold Coast

"It is no secret that people of faith have contributed to the community for centuries, providing much needed support during natural disasters, war, famine, and through local support groups. To be able to convert this work into dollars really brings home the enormous value of the efforts of our different faith groups."

"The NAYBA Impact Audit has highlighted that, even in the 21st Century where many say faith is declining, the impact of faith-driven work remains strong."

"We really appreciate the work done by NAYBA to give the spotlight to those groups who never seek it but certainly deserve it."



Statements of support



CRAIG HANLON | Chief Superintendent, Gold Coast District, Queensland Police Service

"The Gold Coast Police appreciates the support provided to us from our community to make the City of Gold Coast the safest city in the State.

This assistance is freely given by many people, including those from the many faith-based organisations throughout our community. They work 'behind the scenes' to care for our vulnerable community members, particularly during hardships such as natural disasters and

economic difficulty.

Partnerships strengthen the social, emotional, mental, and physical wellbeing of everyone in our community. Only when working in partnership can we all make the Gold Coast our own special place to live and raise our families."



RUTLAND SMITH | Chairperson, Gold Coast Community Fund

"After the impact of a once in a generation pandemic, our need for community has never been greater. Our desire to connect and contribute has never been stronger.

The unsung heroes of our community are the many thousands of volunteers who work tirelessly to provide essential support and services for all in our community, especially our most vulnerable. Put simply, without these amazing volunteers a number of these services would

cease to operate.

We welcome the initiative of the Gold Coast NAYBA Impact Audit to measure and recognise the important role played by faith-based volunteers in our community. We hope that through a deeper understanding of the activities and services provided by volunteers we can continue to grow and develop as a community committed to service to others and protection of our most vulnerable."



Introduction

It's with great excitement that we present the results of the NAYBA Impact Audit for the City of Gold Coast – the first to be conducted in Queensland and the largest of any audit to date.

We acknowledge the Yugambeh language people as the traditional custodians of the land located in south-east Queensland and north-east New South Wales, including the area now known as the Gold Coast, and pay respects to all their descendants both past and present. We also express our desire to see the faith community play a significant role in the journey towards reconciliation across our nation.

The Gold Coast is one of Australia's largest cities by population and has a well-earned reputation as a global tourist destination. It's also a place of increasing cultural diversity, economic opportunity, and wide-ranging social issues – exacerbated by the ongoing effects of COVID-19.

This report shows that the faith community has a huge heart for the City and its people. This is evidenced by the number of services that seek to address current challenges – from social isolation and domestic violence, to environmental disasters and the rising cost of living – as well as the ongoing commitment to key groups in the community, including youth, families and people living with a disability.

The data herein represents the collective efforts of small communities of worship through to large faith-based agencies. It includes the following results:

- 124 survey responses, representing more than half of all faith-based organisations on the Gold Coast
- 206 community services addressing 13 of the greatest social issues
- 350,000+ unique beneficiaries over the last year – equivalent to 57% of the Gold Coast population
- \$43 million in social impact value to the City of Gold Coast annually

There is so much good work taking place across the region, including significant intra- and inter-faith collaboration, and this report rightly offers the chance to reflect and celebrate.

More importantly, however, it provides an opportunity for the faith community of the Gold Coast: to combine its efforts and identify gaps in services; to reach out to other parts of the community that share a vision for the peace and prosperity of the City; and to help lead the way in bringing love and hope to those who need it most.

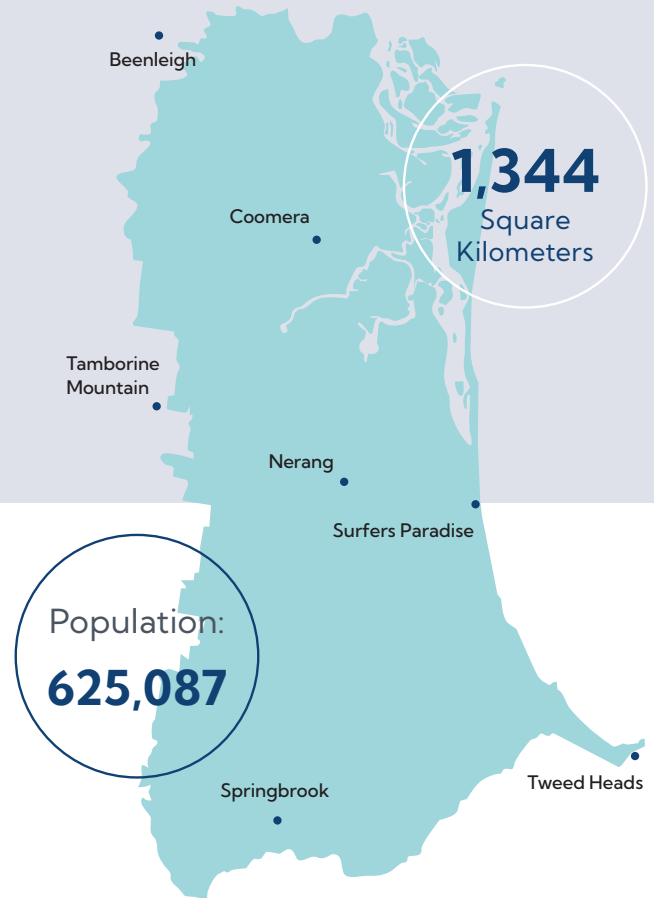


NIC MACKAY
National Director
NAYBA Australia



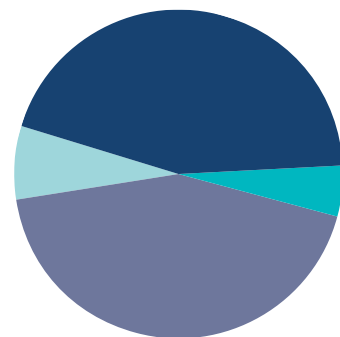
Overview of the Region

City of Gold Coast



Faith on the Gold Coast

- 44% Christian
- 43% No religion
- 5% Other major faiths
- 7% Didn't answer



Respondents

124

Survey responses

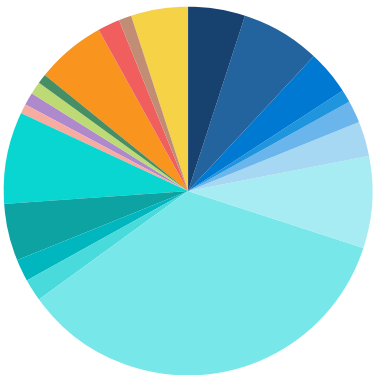
(52% of all faith-based organisations on the Gold Coast)



RESPONDENTS BY ORGANISATION TYPE

- 58% Places of worship (e.g. local church, mosque, synagogue)
(comprising 24,172 members, of which 33% come from a Culturally & Linguistically Diverse background)
- 11% Community care organisations (linked to places of worship)
- 12% Faith-based agencies
- 19% Other faith-based organisations

RESPONDENTS BY FAITH GROUP



- 82% Christian
 - 5% Anglican
 - 7% Baptist
 - 4% Catholic
 - 1% Churches of Christ
 - 2% Eastern Orthodox
 - 3% Lutheran
 - 8% Other/No denomination
 - 35% Pentecostal
 - 2% Presbyterian & Reformed
 - 2% Seventh Day Adventist
 - 5% Salvation Army
 - 8% Uniting Church
- 1% Baha'i
- 1% Brahma Kumaris
- 1% Buddhism
- 1% Hare Krishna
- 6% Islam
- 2% Judaism
- 1% Sikhism
- 5% Multifaith



Impact Story

Healing Hearts and Minds

When Andy Cullen, alone in his hospital bed, picked up a Bible and began to read, he couldn't help laughing:

"For God has not given us a spirit of fear, but of power and of love and of a sound mind." (2 Timothy 1:7)

A former Major in the Australian Army, Andy may have recognised those attributes in himself once. But not anymore.

"Love, power, and a sound mind?!" says Andy. "I'd lost the ability to love even my own children. I'd lost my career, my rank, my title – anything to do with power in my life. And a sound mind? I was literally locked up in a mental hospital!

"These three things the Bible was saying about me were the polar opposite to what I was experiencing in my life."

Deeply affected by his experiences during multiple tours of duty in Afghanistan, Andy had suppressed his trauma and had been self-medicating for years.

Yet that night in a Currumbin hospital was a turning point in his journey back to physical, mental and spiritual health.

Since then, he has guided hundreds of other war veterans, first-responders and trauma survivors through a similar journey – on the Gold Coast, around the country, and internationally – through an organisation called **PTSD Resurrected**.

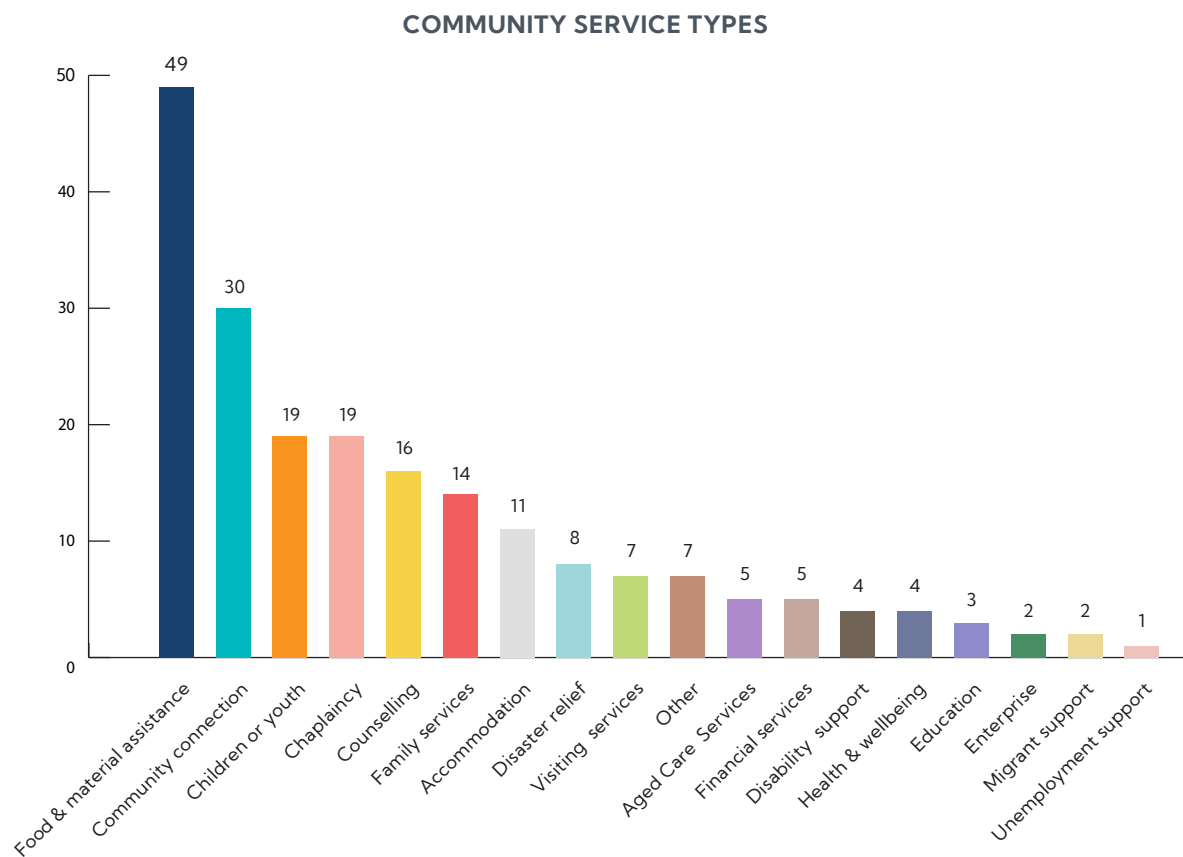
Andy says one of the keys to healing from trauma is helping people to realise they're not alone – a feeling he struggled with for years – and instead helping them connect and build a healthy community.

"Mental health conditions really isolate people... so a big part of what we do is about creating safe communities for people to reengage with the world around them," says Andy.

"We've had people that were suicidal turn around. We've had people that are doing pretty well, but they just need community and some assistance. We partner with other organisations and groups. And that is our key focus—because community is where real freedom of life can flourish."

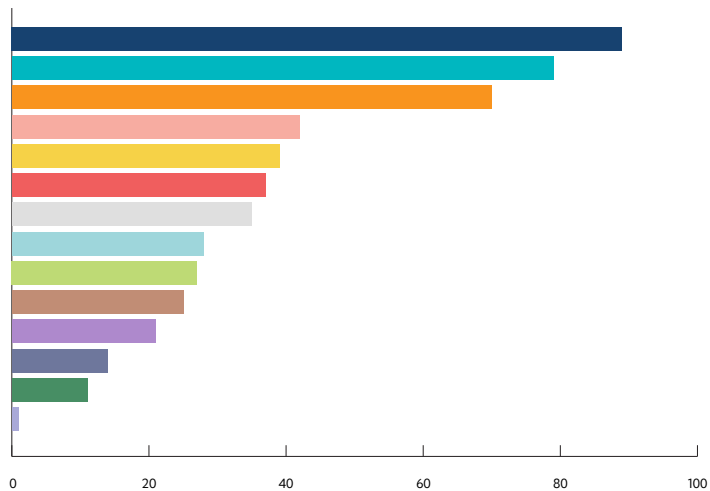


Services



NUMBER OF SERVICES ADDRESSING KEY SOCIAL ISSUES

- 89 Social isolation & loneliness
- 79 Mental health
- 70 Financial & food insecurity
- 42 Domestic & family violence
- 39 Vulnerability due to young/old age
- 37 Homelessness & insecure housing
- 35 Physical health
- 28 Lack of skills/education/opportunity
- 27 Addiction & substance abuse
- 25 Other
- 21 Unemployment & underemployment
- 14 Discrimination & inequity
- 11 Refugee treatment/support
- 1 Climate Change



Top 3 social issues being addressed on the Gold Coast

1. Social isolation and loneliness
2. Mental health
3. Financial & food insecurity



Impact Story

Ending the Scourge

It started with one question: “How might we better serve our community, together?”

Twenty church leaders from different Christian denominations formed the **Gold Coast Church Leaders Roundtable** (GCCLR) in 2017, and this question pushed them to go further, to do more, to actively live by faith and love their neighbours.

Determined to go where the community was hurting most, they resolved to address an issue that is too often allowed to lurk beneath the surface: domestic and family violence.

“It’s a large and complex problem, in our churches and across the broader community. And it’s unfortunately not something that any of us will solve quickly,” says Marshall Gray from the GCCLR.

“But equally, we want to do what we can. So, church leaders have been quietly working with some incredible people from Griffith University and the Domestic Violence Prevention Centre to learn more and to support the important work others have started.

“So far, more than 60 church leaders have been trained to facilitate Griffith’s *MATE (Motivating Action Through Empowerment) Bystander* program. They now deliver it free of charge in their communities, equipping and empowering others to bring an end to domestic and family violence.”

More than 2.2 million Australians have experienced physical and/or sexual violence from a partner and 3.6 million reported emotional abuse.

For Marshall and the members of the GCCLR, which has now grown to more than 70 churches, this is where Jesus’ call to compassion and love of neighbour is most needed.

“The issue of DV is a scourge. It has a devastating impact on people in our community, often disproportionately affecting the most vulnerable and marginalised. By working together, we can contribute more to address the problem – and ultimately see individuals, families and our community thrive.”



Beneficiaries

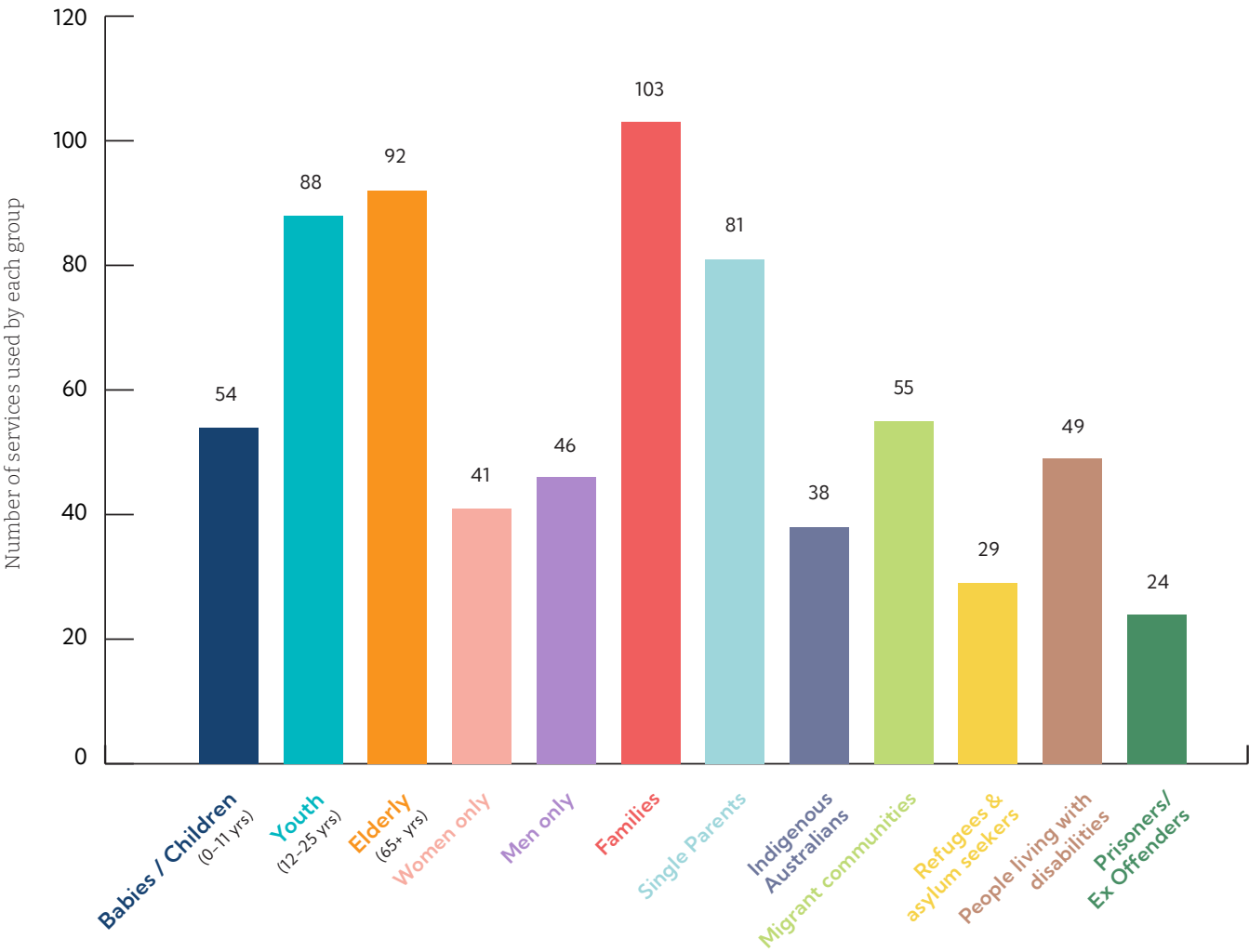
355,913

Unique beneficiaries
in the last year
(equivalent to 57% of the Gold Coast population)

1,060,459

Total beneficiary interactions
in the last year

KEY BENEFICIARIES BY DEMOGRAPHIC



Impact Story



Serving Together

When COVID-19 brought the world to a standstill, Yas Matbouly and his friends got moving, responding in the most direct way they knew how – by buying and delivering groceries for elderly neighbours.

“Covid created a lot of fear,” said Yas. “We were really concerned about our families and neighbours. [Suddenly] an army of volunteers was making deliveries for people in need. And that brought in more volunteers.”

As their first simple acts of kindness snowballed, they formed **Serving Our People** (SOP), which may well be Australia’s fastest growing charity. Their mission: to deliver help to anyone, anywhere, at any time. They act as a “charities’ charity”, linking multiple faith communities and organisations to different neighbourhoods.

Yas says his interactions across the Gold Coast have showed him that everyday people are struggling.

“We’re seeing the cost of housing rise. People are being displaced. A lot of the families that can’t make ends meet don’t qualify for Centrelink because they have a job... but then they’ve got five kids in the house to feed.”

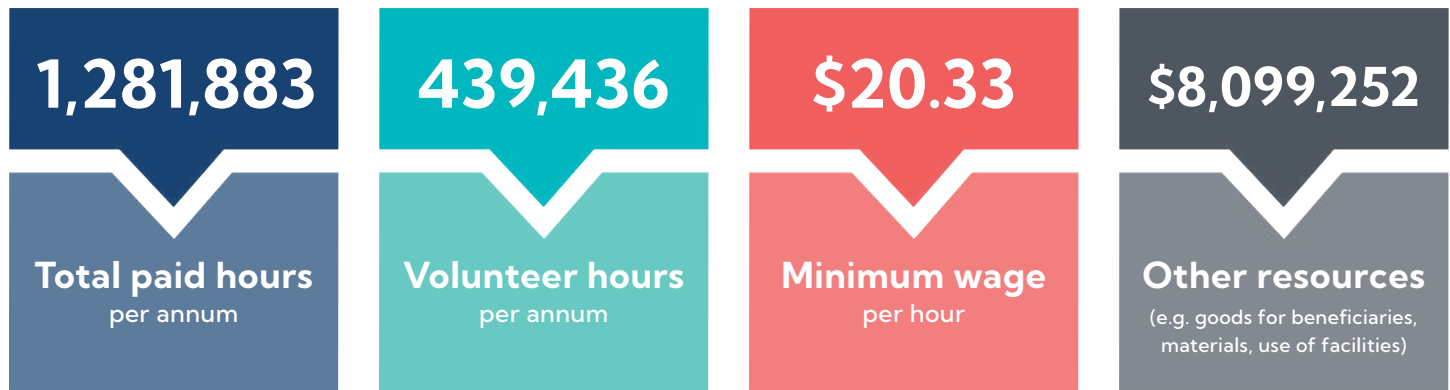
Thankfully, the rising tide of need is mirrored by the swelling ranks of volunteers. Some are people who have directly benefited from SOP’s work. Others are just keen to help make deliveries, pack boxes, raise funds – and see their own lives change as they serve others.

“Serving Our People is inspired by Baha’i teachings about the importance of serving others in need. But it’s in no way dependent on any one faith. It’s just a group of like-minded people who want to help.

“We are the embodiment of that principle: Different people from different faiths, serving together.”



Value

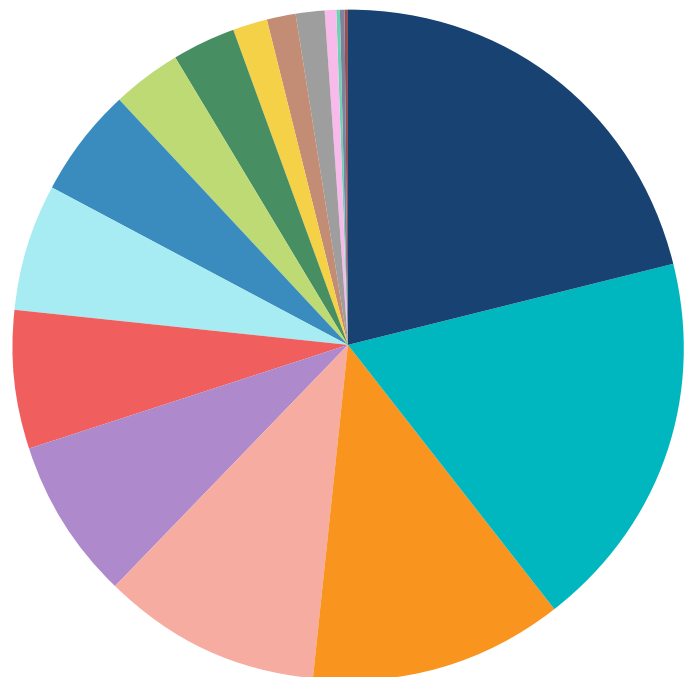


\$43,093,688

Total social impact value to the City of Gold Coast

SOCIAL IMPACT VALUE BY SERVICE TYPE

■ \$9,203,934	Children/Youth
■ \$7,896,704	Aged care services
■ \$5,172,809	Food & material assistance
■ \$4,645,224	Family services
■ \$3,299,207	Disability support services
■ \$2,884,945	Accommodation
■ \$2,659,507	Counselling
■ \$2,227,986	Chaplaincy services
■ \$1,426,207	Community connection
■ \$1,302,253	Disaster relief
■ \$758,198	Health & wellbeing
■ \$615,811	Other
■ \$531,588	Visiting services
■ \$302,752	Enterprise
■ \$93,118	Financial services
■ \$41,334	Education
■ \$31,948	Migrant support



Impact Story



Valuing every life

When vulnerability and isolation is the problem, loving community can be the cure.

That's why **Bethany Care**, a ministry of Hope Church on the Gold Coast, is standing strong after more than 27 years of serving the community through aged and disability care.

"Bethany Care was born from the cry of a mother's heart," says Idris Akintola, Service Manager at Bethany Care. "Our founder lost her husband and had a young child with a disability."



Unsure of how she would cope as a single parent, but driven by a God-given conviction that she should help others facing similar circumstances, she spoke with her pastor about what the local church could do.

"And that's how Bethany Care was born," says Idris. "It was just volunteers, helping people living with a disability."

The organisation has grown since, but the heart to serve the most vulnerable remains, whether through temporary accommodation, assisted living, group activities or respite care for families who are struggling.

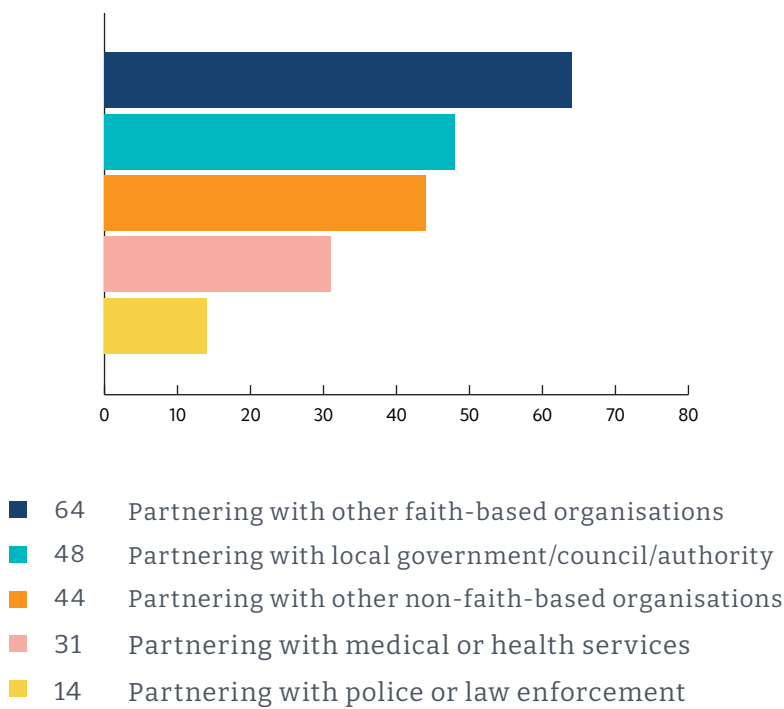
In the wake of the COVID-19 pandemic, as the cost of living and other social pressures threaten to further isolate people and cause hardship to those already doing it tough, Idris says care providers like Bethany Care are determined to keep moving in the opposite direction: reinforcing relationships and strengthening the sense that people aren't alone.

"We pride ourselves on being like a family, both for our staff and clients. Families have a responsibility to look after one another and that's what we try to do... it's not just a job. You are making an impact in people's lives."

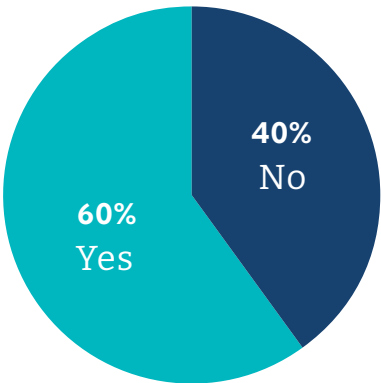


Partnerships

RESPONDENTS PARTNERING TO SERVE THE COMMUNITY



INCREASED ENGAGEMENT WITH INDIGENOUS AUSTRALIANS IN THE PAST YEAR



COVID-19



Impact Story

Mates helping mates

“It was scary watching the floodwaters rise”, says Olivia who works with Global Care. The floods of 2022 hit entire communities from southeast Queensland through to Sydney, leaving widespread disaster.

Immediate and coordinated action was needed to get emergency aid to flood victims who were soaked, muddy, and devastated – walking into evacuation centres with absolutely nothing left.

So **Global Care** joined forces with **Convoy of Hope**, **Love This City**, **GIVIT**, **Newlife Care**, **Yahweh House**, and an army of volunteers from local churches across the Gold Coast. Together, they helped to provide water, food, clothes, clean-up support, and more. Global Care believes in ‘mates helping mates’ so they also ran a series of community barbecues to help people reconnect with each other and start to recover emotionally.

Steven and Jenny were among those helped:



Steve is a single dad of three, and was living in a washed-up caravan without food, trying to survive and care for his kids. Global Care mobilised volunteers to walk him out of the mud and onto high ground. Together with churches and businesses, they began rebuilding this family’s home – and hope.

Jenny was battling to survive in a mud-damaged, mouldy shell of a home, with no clean water. Months after the flood, she was still unemployed, with no electricity, cooking on a camp stove. She reached out to Global Care, who connected her with a local church that stepped in to help her on the road to recovery.

“People ask: ‘Why are you doing this? Why would you donate your time and money?’” says Olivia. “And we say: ‘It’s because we love you and Jesus loves you’. Then some ask: ‘Why would God allow this to happen to me?’ We may not have all the answers but we can listen to them and walk with them on the journey. We can be there to love and serve them.”



Methodology

The NAYBA Impact Audit measures the collective social impact of the faith community in a geographic region – in this case, the Local Government Area of the City of Gold Coast.

Before commencing this audit, several partner organisations – including the Gold Coast Church Leaders Round Table, Multifaith Advisory & Action Group, and Queensland Police Service – worked with the NAYBA Australia team to develop a comprehensive database of 237 places of worship and faith-based organisations operating across the City of Gold Coast.

All were invited to complete the online audit survey. The survey took approximately 15 minutes to complete and was open for three weeks in July & August. Follow up emails and calls were made to ensure contacts had received the survey link and to address any questions or concerns.

The survey asked respondents to report on up to five (5) of their most significant types of community service over the past 12 months (i.e. 1 July 2021 - 30 June 2022) from a list of 18 options.

For the purpose of the survey, 'community service' was defined as something that is:

- *genuinely accessible by people of any faith or no faith; and*
- *primarily aimed at people experiencing vulnerability, isolation or disadvantage; and*
- *provided at no (or minimal) cost to the beneficiaries*

Excluded from the audit were primarily religious activities such as weekly worship services, prayer/scripture study groups, and Special Religious Education.

For each community service type, respondents were asked to provide information about: the main social issue(s) the service seeks to address; how often they provided the service over the past 12 months; the beneficiaries of the service (numbers and demographics); and the resources dedicated to the service (number of staff/volunteers, staff/volunteer hours, value of other resources).

While every effort was made to avoid double-counting of beneficiaries, it's likely there is some overlap between the various services (i.e. individuals who were served by more than one program or organisation). Any reference to beneficiaries as a percentage of the total population is based on estimated 2021 Census data for the Gold Coast of 625,087.

Finally, it's worth noting that there were many faith organisations in the region that were unable or chose not to participate. Moreover, the component of social impact value that came from human capital (i.e. hours worked or volunteered) was based on an hourly rate of \$20.33, which was the national minimum hourly wage as of 1 July 2021.

In other words, this report offers an intentionally conservative, yet deeply inspiring, snapshot of the work being done by people of faith to love and serve the City of Gold Coast.



Acknowledgements

NAYBA Australia extends our deepest appreciation to all those who made this report possible.

The NAYBA Impact Audit of the Gold Coast was the result of a collaboration between a large and diverse group of organisations – including the Gold Coast City Council, Gold Coast Church Leaders Round Table, City Impact, Multifaith Advisory & Action Group, and Queensland Police Service.

But it was also the result of a number of individuals who gave so much of their time and energy over many months – in particular, Hayden Whitworth, Ree Ali, Sue Baynes, and Leah Kahika.

Thank you to the civic leaders who lent their name and credibility to this initiative and this report – Mayor Tom Tate, Rev. Steve Peach, Ree Ali, Craig Hanlon, and Rutland Smith.

Thank you to all those who took the time to complete the audit survey and share your community service efforts, both in numbers and in stories.

And thank you to the volunteers, staff, and supporters whose efforts underpin all of the work represented in this report. The City of Gold Coast and its people are better off because of you.





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