



NAYBA Impact Audit

GREATER HOBART
TASMANIA, AUSTRALIA

MARCH 2024



Key Results

66

Survey responses

(18% of all faith-based organisations in Tasmania)

139

Community service activities

(addressing 13 of the greatest social needs)



88,068

People served in the past year

(equivalent to 36% of the population of Greater Hobart)

\$27,326,353

Social impact value

(to the Greater Hobart region each year)



Introduction

It's with great delight that we present the results of the NAYBA Impact Audit for Greater Hobart – part of the first statewide audit of its kind to ever be conducted in Australia.

We acknowledge the Aboriginal people of lutruwita / trouwunna as the traditional owners and custodians of the land, waters, and sea that comprise what is now known as Tasmania. We pay our respect to the Elders past, present and emerging. We also recognise the severe mistreatment that has characterised much of the historical relationship with Indigenous peoples in this part of the nation, and express our hope and belief that the faith community can play a significant role in the journey to reconciliation in Tassie and beyond.

Over the past year, the NAYBA team has been privileged to spend time on the ground in various parts of the state. We've witnessed the rolling hills and glistening waters of the North West Coast; the winding roads and towering trees of the North East; the iconic sight of kunanyi/Mt Wellington as it pierces through the clouds, watching over Hobart like a sentinel.

Yet, for all its natural beauty, Tasmania's greatest asset is its people. We've met countless faith and civic leaders who share a deep love for this island and a genuine desire to see all of its inhabitants flourish. We've spoken with individuals who have overcome enormous challenges and are now selflessly seeking to help those in similar situations. We've heard stories of people doing it tough – some who've experienced the love and provision of others in their hour of need, and some who are still in need.

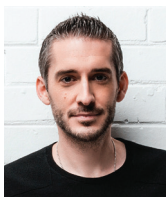
As in every part of the state, we believe the role of the faith community in Greater Hobart is absolutely critical. From small churches and places of worship to large faith-based agencies and ministries, faith groups can and should serve to strengthen the ties that bind us, lift up those who are struggling, and offer hope to all.

The data herein represents the collective efforts of the faith community in Greater Hobart and includes the following results:

- 66 survey responses, equivalent to 18% of all faith-based organisations in Tasmania
- 139 community services addressing 13 of the greatest social issues
- Almost 90,000 unique beneficiaries over the last year – equivalent to 36% of the Greater Hobart population
- Over \$27 million in social impact value to the Greater Hobart region in the past 12 months alone

This report rightly offers the chance to reflect on and celebrate all of the wonderful work being done by people of faith. More importantly, however, it provides an opportunity for churches and faith groups to: come together in unity, combining the strength of their efforts and addressing gaps in service areas; open new conversations with Councils and other key stakeholders about what it looks like to positively transform our local communities; and help lead the way in bringing love and hope to those who need it most.

We pray God's blessing on every single Tasmanian and over all that is to come.



NIC MACKAY
National Director
NAYBA Australia



Overview of the Region

Greater Hobart

1,468
Square
Kilometers

For every 100 residents:



5

Children
(0-9)



17

Teenagers
(10-19)



59

Adults
(20-65)



19

Seniors
(65+)



5

Aboriginal and
Torres Strait
Islanders



23

Born overseas



5

Speak a
language other
than English
at home



43

Live with a long
term health
condition

For every 100 households:

27

Families with
Children

29

Families without
Children

12

Single parent
families

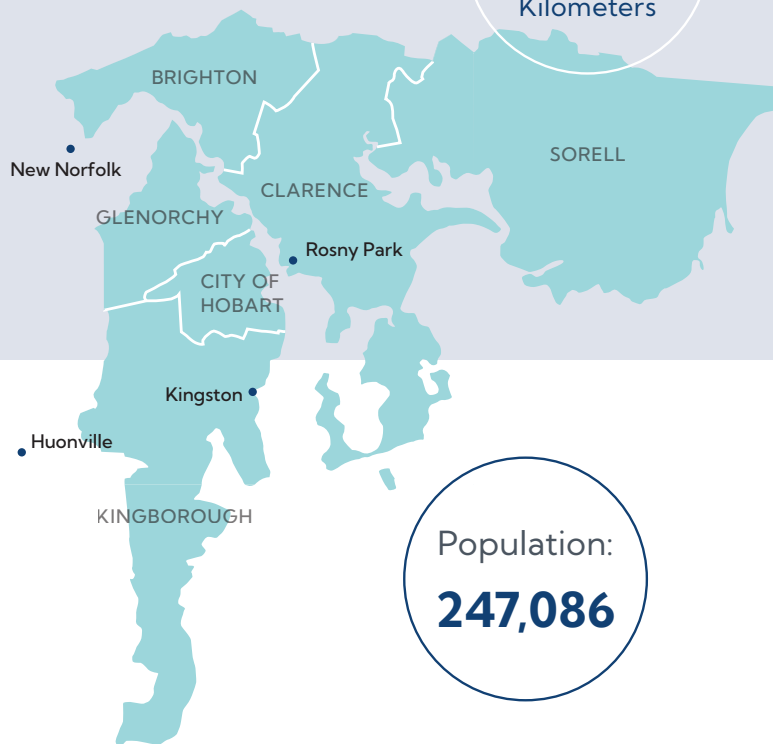
28

People living
alone



18

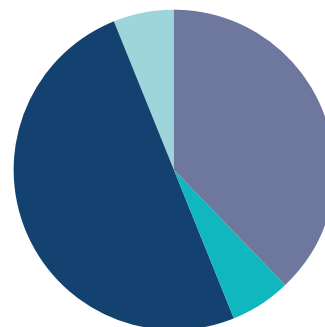
Households with a weekly income
of less than \$650



Population:
247,086

Faith in Greater Hobart

- 38% Christian
- 6% Other major faiths
- 50% No religion
- 6% Didn't answer



*Statistics sourced from the ABS 2021 Census

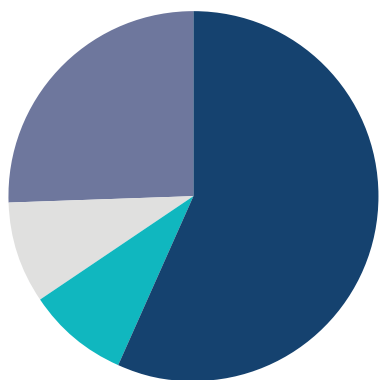


Respondents

66

Survey responses

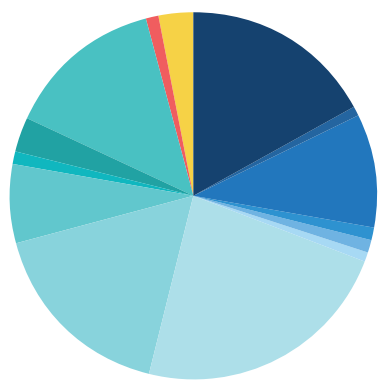
(18% of all faith-based organisations in Tasmania)



RESPONDENTS BY ORGANISATION TYPE

- 58% Places of worship (e.g. local church, mosque, synagogue)
- 8% Community care organisations (linked to places of worship)
- 8% Faith-based agencies
- 26% Other faith-based organisations

RESPONDENTS BY FAITH GROUP



- 96% Christian
 - 17% Anglican
 - 1% Baptist
 - 10% Catholic
 - 1% Church of Christ
 - 1% Eastern Orthodox
 - 1% Multi-Denominational
 - 23% Non-Denominational
 - 17% Pentecostal
 - 7% Reformed
 - 1% Salvation Army
 - 3% Seventh Day Adventist
 - 14% Uniting
- 1% Buddhism
- 3% Other Religions / Multifaith



Impact Story

Faith in Unlikely Places

Airports can be places of great joy as well as great stress. Long lines at security, last minute gate changes, and constant announcements blaring through the overhead speakers can test even the most seasoned of travellers.

But one mother's experience at Hobart Airport came with a whole other layer of stress. Having journeyed through her son's heart-breaking cancer battle from afar, she had flown to Tasmania to be with him in his final moments of life.



As she stood in the arrivals area, it all became too much; the bustling crowds and sea of unfamiliar faces intensifying the emotional strain she was already under. Then, through the masses, she spotted a bright neon vest. It belonged to one of the **Hobart Airport Chaplains** – a team of dedicated carers, who offer support to anyone who comes through the building.

Rushing up to the chaplain, visibly distraught, the mother had one simple request: a prayer for peace in the midst of the storm she and her son were facing.

According to one of the chaplains, Gus Yearsley, this type of story is more common than you might think. Airport Chaplains are there to help people facing all sorts of challenges – from domestic violence survivors, to passengers dealing with an acute fear of flying, or travelling for medical reasons – and to be a calming presence that can make a world of difference.

Often the needs are highly practical but sometimes they involve something deeper. Says Gus:

"[In my experience], there are more daily spiritual conversations that take place in the Airport than in the Church. We don't go out of our way to discuss faith, people come to us."

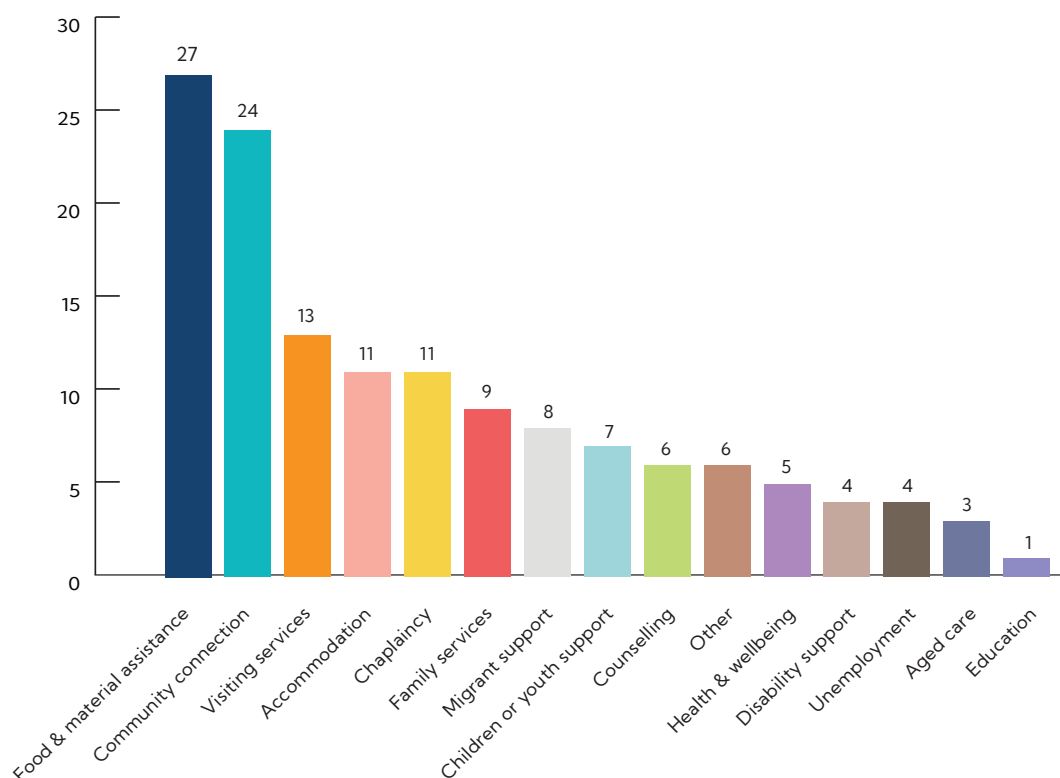
While it's true that an airport can function without chaplains, Gus sincerely believes that it is a much better place with them. Their focus on the welfare of passengers and staff alike is part of what makes chaplains unique, and allows them to address needs that often can't be met by other airport services.

With every encounter, the mission is the same: to walk alongside people during what might be one of the most stressful moments in their life, demonstrating the love of Jesus.



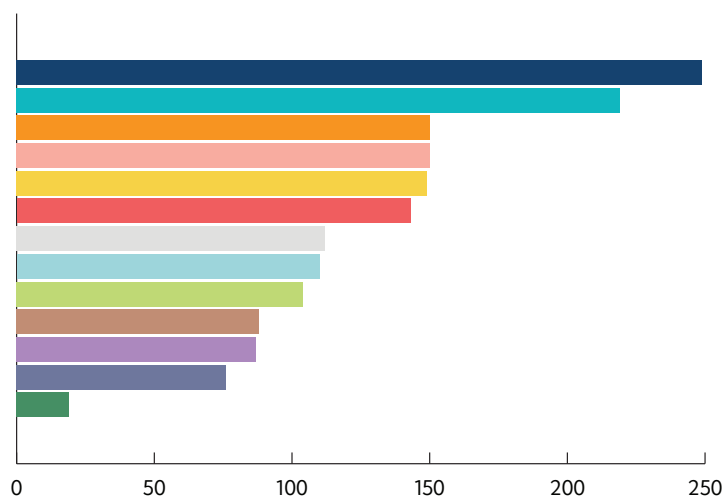
Services

COMMUNITY SERVICE TYPES



NUMBER OF SERVICES ADDRESSING KEY SOCIAL ISSUES

249	Social isolation & loneliness
219	Mental health
150	Financial & food insecurity
150	Homelessness & insecure housing
149	Lack of skills/education/opportunity
143	Vulnerability due to young/old age
112	Unemployment & underemployment
110	Physical health
104	Discrimination & inequity
88	Domestic & family violence
87	Refugee support
76	Addiction & substance abuse
19	Climate change



Top 3 social issues being addressed in Greater Hobart

- 1 Social isolation & loneliness
- 2 Mental health
- 3 Homelessness + Financial & food insecurity

NB: Where a service is delivered across multiple LGAs, the social issue(s) being addressed will be counted once for each of those LGAs.



Impact Story

The Power of Unity

Sometimes dismissed as harmless banter, Tasmania's north-south divide has revealed itself to hold genuine consequences for many Tasmanians. This geographical rift, dating back to the earliest years of colonisation, has also been present within the faith community.

But one faith-based partnership is challenging the status quo and breaking down the barriers of division.

First established in Devonport, **Loaves & Fishes** has become a stalwart of the Tasmanian community services sector, providing essential food for people in need across the North and, increasingly, along the East and West Coast. Meanwhile, in the area of Clarence Plains, 15 minutes from Hobart CBD, **Grace Church** is a diverse community of believers who pride themselves on loving others – so much so that they purchased and refurbished the old Rokeby Tavern purely for the benefit of the wider community.

Recognising Loaves & Fishes' need for additional space as well as the growing issue of food insecurity in Greater Hobart and beyond, these two ministries seized the opportunity to join forces, creating a bridge that now spans from the North to the South of the state.

With funding from a range of Christian and secular sources, a full-scale commercial kitchen was built in what has become known as the "Grace Centre". The Loaves & Fishes team are now using the kitchen to produce upwards of 2,000 meals a week for those doing it tough, as well as providing place-based traineeships for young people looking to get a start in the food production and hospitality industries.

Though still in its early stages, this partnership looks set to redefine what is possible when people and organisations come together across perceived boundaries and put the collective wellbeing of all Tasmanians at the forefront.

Ps. Dermot Cottuli, Senior Minister at Grace Church, reckons that's exactly what Christians are supposed to do:

"We want it to be about the people. We're called to feed the hungry, give water to the thirsty, invite people into homes who need it. Love isn't transactional, it's free. The love of God is free."



Beneficiaries

88,068

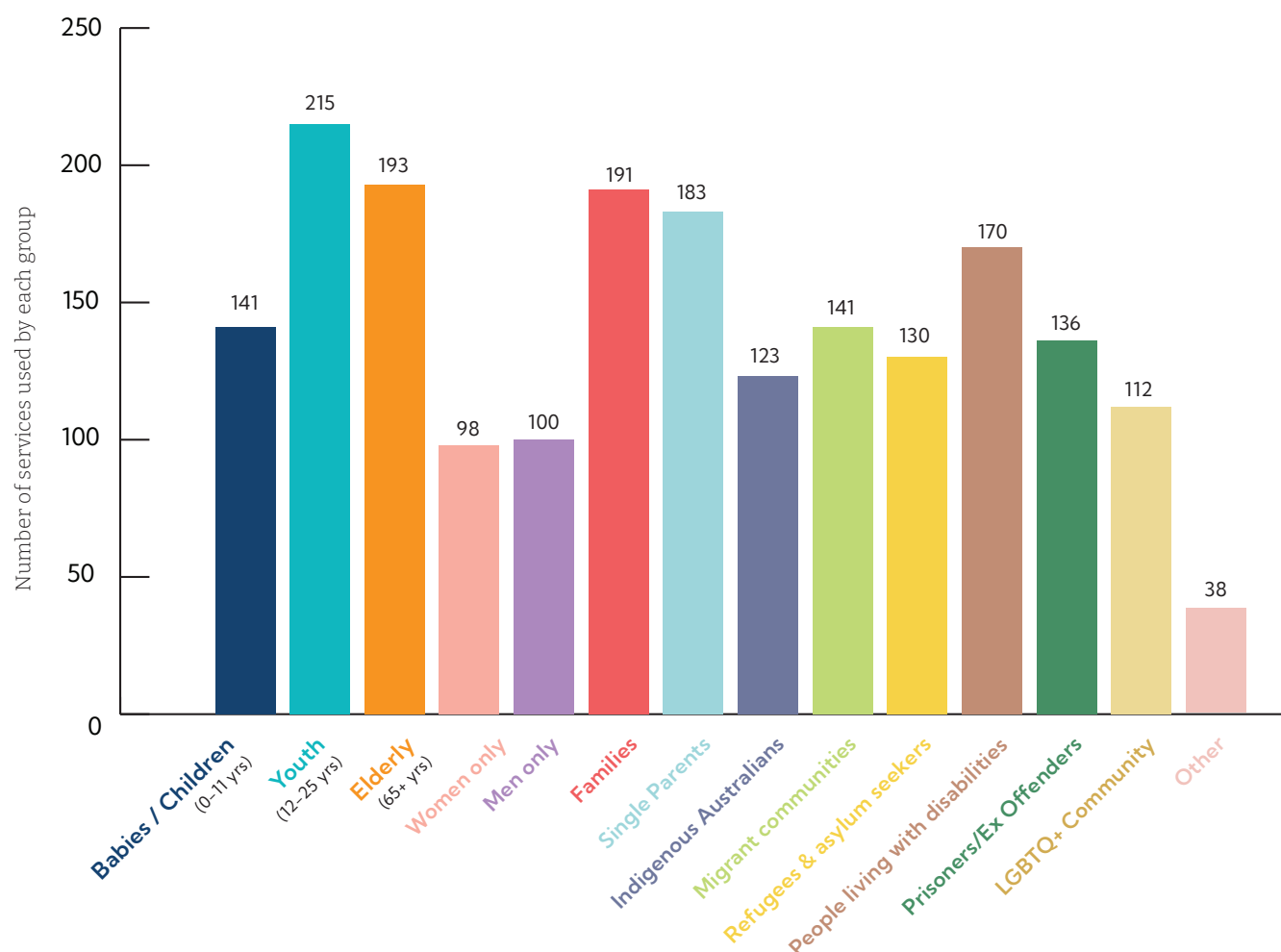
Unique beneficiaries
in the last year

(equivalent to 36% of the Greater Hobart population)

493,320

Total beneficiary interactions
in the last year

KEY BENEFICIARIES BY DEMOGRAPHIC



NB: Where a service is delivered across multiple LGAs, the key beneficiaries will be counted once for each of those LGAs.



Impact Story



A Thread of Dignity

In the centre of Hobart, four men covered with tattoos and piercings make their way through the biting cold, drawing unwanted looks from passers by. Together, they walk through the doors of the **Thread Together** hub that adjoins **Hobart City Church of Christ**.

To say they are sceptical is an understatement. Originally from Queensland and now participants in a drug rehab program, they arrive expecting hidden agendas and conditional assistance.

Reverend Simon Clemow gets it. He knows there can be deep suspicions in the community regarding church motives, rooted in historical perceptions:

"We have to acknowledge that some of the suspicion stems from way back in our convict history, where the church acted as disciplinarian six days a week but somehow preached love and grace on Sundays."

For Hobart City Church, addressing negative perceptions has led them back to their original mission: to impact the city. So, when a congregant suggested they partner with Thread Together – a national initiative to address clothing insecurity by repurposing brand new, unsold items destined for landfill and redistributing them to those in need – the church seized the opportunity.

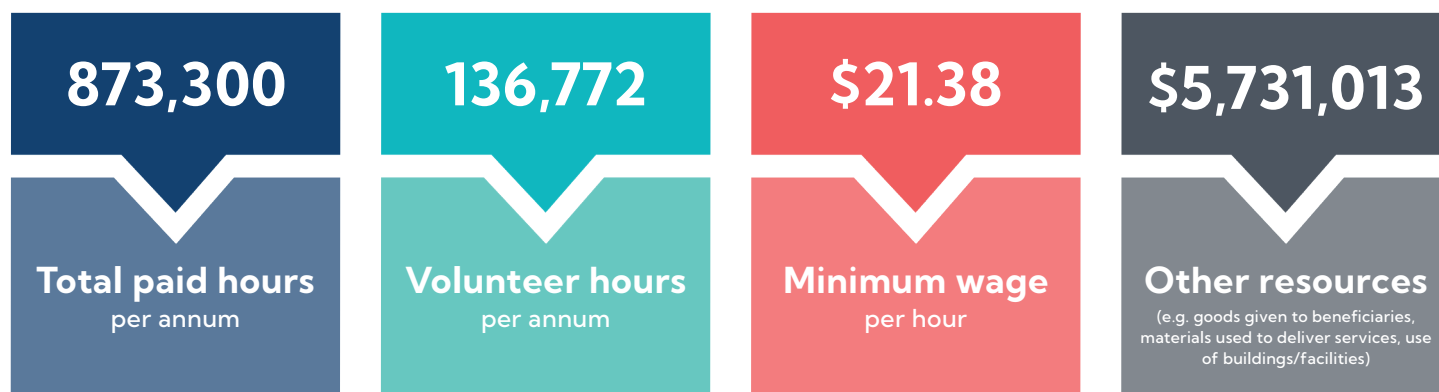
In opening their own Thread Together hub, the church has been guided by a simple mandate to empower people with their own choice of clothing, spark a conversation, and be a tangible expression of the love Jesus calls us to show others in Matthew 25:36.

This love shattered the expectations of the four tattooed men on that cold Hobart day. They were met by smiling members of the church community who insisted on finding them the best wardrobe essentials and took a real interest in their lives – no strings attached.

As they left the hub, warm and well-dressed, one of the men with full facial tattoos, who was often misjudged on his appearance, couldn't hold back his tears. The offer of clothing wasn't a ploy to get them into a church but a genuine act of kindness designed to restore dignity.



Value

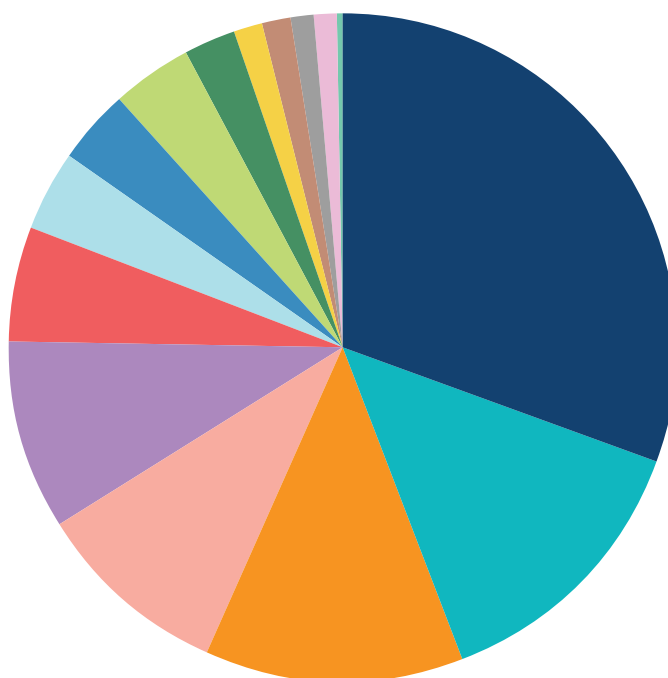


\$27,326,353

Total social impact value to the Greater Hobart region

SOCIAL IMPACT VALUE BY SERVICE TYPE

\$8,403,203	Unemployment support
\$3,674,042	Food & material assistance
\$3,458,484	Accommodation
\$2,561,986	Community connection
\$2,541,011	Disability support
\$1,461,527	Counselling
\$1,069,894	Health & wellbeing
\$1,041,315	Family services
\$1,037,557	Aged care
\$664,154	Chaplaincy
\$391,588	Other
\$389,811	Migrant support
\$322,231	Youth services
\$292,479	Visiting services
\$17,071	Education



Impact Story



More Than A Workplace

For Alanna, a 57-year-old living with cerebral palsy and an intellectual disability, **Blueline Laundry** isn't just a workplace – it's a source of personal fulfilment and social interaction.

With a Catholic legacy dating back to 1893, Blueline has become Tasmania's premier commercial laundry, with facilities in Hobart and Launceston offering high-volume, quick-turnaround services for businesses of all types. Intentionally diverse and inclusive, their workforce comprises 35% individuals with disabilities and 35% culturally diverse staff from 26 different nationalities.

Alanna is one of Blueline's proudest team members, relishing an environment where colleagues work side-by-side and transcend their differences:

"I like everything I do at work. We work alongside each other regardless of disability, and I like the social side and meeting other people."

Formerly isolated while caring for her elderly parents, Alanna's life has been transformed thanks to NDIS support and Blueline's commitment to expanding her capacity and boosting her confidence. She now handles tasks that she once deemed too challenging and has a dream to travel across the country.

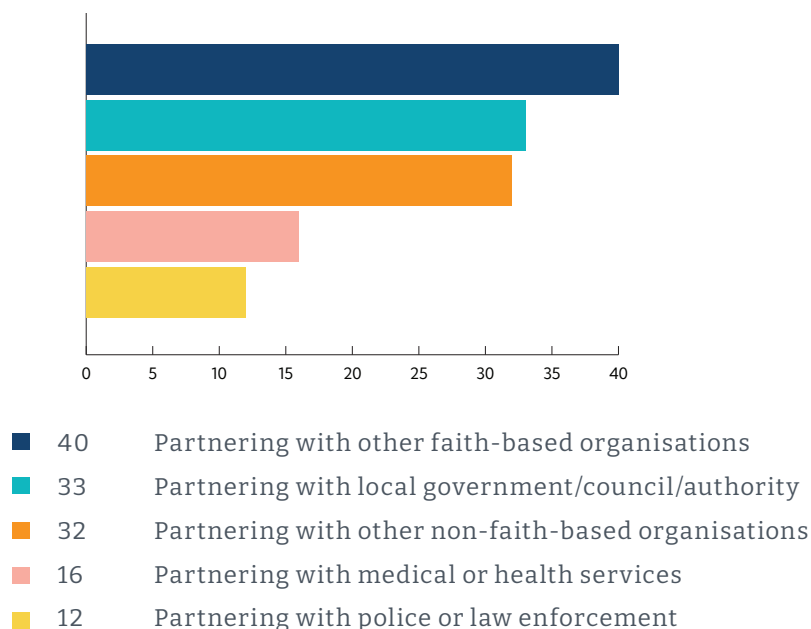
"I'm saving up as I'd like to go on the Ghan from Adelaide to Darwin. I feel really positive about myself, and I feel I can achieve my goals."

Looking to the future, Blueline is focused on its mission to build a commercially successful business that can lead and respond to new trends and opportunities, while simultaneously creating meaningful employment opportunities that positively impact the lives of some of Tasmania's most remarkable individuals.

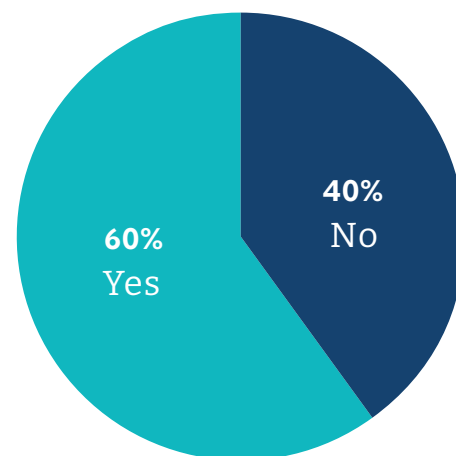


Partnerships

RESPONDENTS PARTNERING TO SERVE THE COMMUNITY



INCREASED ENGAGEMENT WITH INDIGENOUS AUSTRALIANS IN THE PAST YEAR



Acknowledgements

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

To the funders who helped to cover the expenses of the audit, thus allowing faith groups of any type to participate at no cost.

To the local church, denominational, and other ministry leaders who took the time to meet with our team, offered countless introductions, and provided every possible encouragement.

To the community and civic leaders who caught the vision for this audit before it even began, and saw the potential for the results to positively impact the wider community.

To those who took the time to complete the audit survey and share their community service efforts, both in numbers and in stories.

And to the volunteers, staff, and supporters whose efforts underpin all of the good work that appears in this document.

May this report affirm the desire among people of faith to help address some of the greatest social needs in Tasmania.

May it inspire new partnerships and initiatives, both within and beyond the faith community, that contribute to a shared vision for the state and its people.

And, above all, may it lead to even more efforts to offer tangible love, genuine hope and new life to those who need it most.



Methodology

The NAYBA Impact Audit measures the collective social impact of the faith community in a geographic region – in this case, the Greater Hobart region.

This particular report is part of the first statewide audit of its kind to ever be conducted in Australia. The data from the whole of Tasmania has been segmented to show the specific contribution of the Greater Hobart region, which includes the Local Government Areas of Brighton, Clarence, Glenorchy, Hobart City, Kingborough and Sorell.

Many months were invested in extensive outreach to key stakeholders across the faith community, resulting in a comprehensive database of 367 contacts that included all known places of worship, faith-based community care organisations, agencies and ministries across the state.

All were invited to complete the online audit survey. The survey took approximately 15 minutes to complete and was open for four weeks from mid-September. 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 August 2022 - 31 July 2023) from a list of 18 options. 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; the local government area in which this service operated;

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*

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 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 Greater Hobart of 247,086.

Finally, it's worth noting that there were many faith organisations across the state 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 \$21.38, which was the national minimum hourly wage during the reportable period.

In other words, this report offers an intentionally conservative, yet deeply inspiring, snapshot of the work being done by people of faith across Greater Hobart.





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