

IMPACT REPORT



2022

Alpha's vision is the evangelisation of Australia, the revitalisation of the church and the transformation of society. Alpha Australia exists to serve and support the Church in their mission of making disciples of Jesus Christ.

We provide free, interactive courses designed to engage the every day, non-church-going Australian with the invitation to explore the big questions of life and unpack the basics of the Christian faith.

Alpha also provides free resources, training and coaching to help churches and ministry leaders to be even more effective in their evangelisation efforts.

In December 2022, we celebrated a significant milestone together by surpassing 750,000 Alpha attendees across Australia. We give God all the glory for this accomplishment, bringing us closer to our 2025 goal of reaching 1 million Australians with the transformative message of the gospel through Alpha.



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A YEAR IN REVIEW

At Alpha, our response to Matthew 28:19, 'Therefore go and make disciples of all nations' is to encourage and equip the Church of Australia to make Jesus' last command our first priority.

This year, we are incredibly grateful for the support of our partners in helping us see a record-breaking number of Alphas run in a single year.

In this report, we invite you to read about the 80,014 people in Australia who tried Alpha this past year, the 1,892 churches and organisations that hosted 3,621 Alphas, and our ongoing strategy to serve the church and its leaders with training, content and resources - all free.

We are encouraged by the collective effort to 'pray, invite, and bring' people and our gospel partners' unwavering commitment to ensure a seat at the table for everyone to experience Alpha in churches, schools, youth ministries, communities, prisons and online.

Because of this incredible support, more and more Australians have the opportunity to explore faith and encounter the love and truth of Jesus. We joyfully give all the glory to God for this remarkable achievement. Thank you, partners, for making this journey possible!





ALPHA'S GREATEST IMPACT YET



80,014

ALPHA
PARTICIPANTS



3,621

ALPHAS WERE
RUN



1,892

CHURCHES / ORGS
RAN ALPHA

ALPHA RUNS IN EVERY MAJOR CHRISTIAN DENOMINATION & TRADITION IN AUSTRALIA

A2A ACC ACTS GLOBAL ANGLICAN BAPTIST C3 CATHOLIC
CHRISTIAN COMMUNITY CHURCHES AUSTRALIA CHURCH OF CHRIST
CRC HILLSONG INC LUTHERAN PENTECOSTAL PRESBYTERIAN
REFORMED SALVATION ARMY SEVENTH DAY ADVENTIST UNITING
VINEYARD WESLEYAN METHODIST INDEPENDENT



MELINDA DWIGHT

National Direction - Alpha Australia

We give glory to God for the highest number of guests attending Alpha in Australia in 2022. Over 80,000 individuals were warmly welcomed into safe and non-judgmental spaces across churches, schools, youth ministries, communities, prisons, and online platforms, to explore the Christian faith.

Take a moment to imagine 80,014 individuals - their faces, lives, and the impact on their friends and families. Every person matters to God, and the Holy Spirit is actively at work, engaging and preparing hearts for the invitation to encounter Jesus.

2 Peter 3:9, reminds us that, 'The Lord is not slow in keeping his promise, as some understand slowness. Instead, he is patient with you, not wanting anyone to perish, but everyone to come to repentance.' It's a beautiful reminder that our joint work through Alpha aligns with God's heart—a desire to see everyone encounter Jesus and experience the life-transforming power of His love.

This past year has been difficult for the Church as we stepped out of isolation into a post-pandemic world that brought its own unique challenges.

We have been greatly encouraged to see many churches from different traditions and denominations unified in the mission of evangelisation in Australia.

Together, we celebrated a significant milestone last December, giving glory to God for the 750,000 people who have heard about Jesus and explored faith through Alpha. A powerful testament to the collective impact we can make when we work together.

Your faithful perseverance, even when things felt slow, and your willingness to invest time and resources have transformed lives and spread the invitation to know Jesus far and wide.

Your prayers and contributions enabled us better serve the Australian Church and ensure that Alpha remained accessible to all through another year. The gospel is 100% free, and so is Alpha. When you invest in Alpha, your impact extends beyond a single moment, yielding fruits long after the seeds are sown. You may not see it, but the harvest continues. God is advancing His kingdom in our nation.

We are unwavering in our commitment to see the evangelisation of our nation, the revitalisation of the church and the transformation of society through 1 million Australians trying Alpha. Thank you for your generosity and your partnership. We look forward to continuing this journey together with you.

HIGHLIGHTS

From new campaigns to hosting nationwide events, expanding digital outreach to producing new Australian-made content, our dedicated staff and volunteers help keep Alpha increasingly accessible nationwide.

TRAINING AND COACHING

We believe Alpha is one of the best evangelisation tools available to the Church. Alpha's Church Engagement team work to let people know what Alpha is, how to get the most out of Alpha, and how to use Alpha as a way to create and support a culture of evangelisation in their local church. Last year our team facilitated 115 training workshops, both in-person (76) and online (39) across the country.





ALPHA IN PERTH & MELBOURNE

In 2022, we conducted events across a few days in two cities; Perth (31 Aug - 3 Sep) and Melbourne (10 Nov - 13 Nov) as pilot initiatives to generate interest and enthusiasm for Alpha in specific regions. We aimed to test the hypothesis that organising multiple events over a few days in various locations within a city would gather together Alpha leaders, hosts and helpers from ministries in that city and enhance awareness of Alpha in that city.

Perth saw 193 guests from 35 churches, representing 9 denominations gather together.

Melbourne saw 176 guests from 33 churches, representing 13 denominations gather together.

FUTURE CHURCH FRONTIERS TRIP & LC22 ONLINE

As Australia began reopening to the world, we took the opportunity to host a group of key Australian ministry leaders on a tour of Holy Trinity Brompton, the home of Alpha, in London.

This tour highlighted the impact of church plants using Alpha and included insights from renowned Christian leaders like Ric Thorpe, Steven Foster, NT Wright, Nicky Gumbel, and Pippa Gumbel. One of the highlights was participating in an Alpha session at HTB.

Our staff had the joy of moderating the chat forums during the Online Leadership Conference 2022 (LC22) as people from across Australia and beyond heard from international guest speakers; John Mark Comer, Actors Tracy Ifeachor and Jonathan Roumie and others.



A man in a dark jacket and glasses is speaking on a stage. He is holding a microphone and gesturing with his left hand. The background is a large red wall with white text. The text includes "er Question" in a large font, with "Question" circled in yellow. Below it, there is smaller text: "4 hours left to live", "was no limitation", and "you do and why?". There are several light blue armchairs on the stage, and a small table with a vase of flowers. The audience is visible in the foreground, mostly in silhouette.

er Question

4 hours left to live
was no limitation
you do and why?

ACTIVE IN THE AUSTRALIAN CHURCH

Much of our strategy revolved around locating our team where churches, parishes, ministries and denominations gather. In 2022 this looked like Alpha's involvement in 16 National and State Conferences, speaking and preaching at numerous weekend services and a presence at over 34 ministry events in every Australian capital city.

UNITY IN THE CHURCH

In 2022 Alpha Australia gave increased focus to fostering unity and building relationships across denominations. Queensland Baptists are preparing to implement Alpha collectively in 2023, with Church Engagement Specialist Ryan Vallee leading the strategy. Interest in this initiative has spread to other states like NSW, SA, and WA.





CHINESE ALPHA FILM SERIES

The Chinese Alpha Film Series is Alpha's first fully contextualised version of the Alpha Film Series. Filmed entirely in Mandarin, the series allows a Mandarin speaking audience to explore life, faith, and meaning through their heart language and through content that is culturally relevant to them. The Chinese Alpha Film Series (CAFS) is a game changer for the 1.3 million Chinese speaking people living in Australia.

CAFS launched in Kuala Lumpur in July and was released in Australia the following month in August 2022 gathering together leaders from Chinese speaking congregations in Brisbane, Sydney, Melbourne, Adelaide & Perth.

[Watch the trailer](#)

[Find out more](#)

LIFE ESSENTIALS

Life Essentials by Alpha Youth is an ongoing series of short online videos created & released in Australia, featuring Aussie student perspectives and expert interviews relevant to today's young people. Our first ever 'Pre-Alpha' series sparks faith conversations and can be run in under 20 minutes during a lunch break and can be streamed on any device with internet.

The first four episodes; **Ghosting, Stress, Good & Evil and Originals** featuring Olympic high-jumper, Nicola McDermott, were released in August 2022. Due to the overwhelming positive response from students, youth pastors and schools we produced four new episodes, released in March 2023.

The new episodes explore the topics of; **Future, Fame, Labels and Tribes** featuring more high-profile guests such as Melbourne-based fashion influencers Twice Blessed (157K Instagram followers) and global YouTubers How Ridiculous (with an online community of 17.6 Million on YouTube).

[Watch the trailer](#)

[Find out more](#)



ALPHA YOUTH

This past year Alpha Youth has been able to expand our positive partnership opportunities with other ministries. Alpha Youth Australia has the privilege of being on mission with new and ongoing partners, including: Youth Alive, Mustard Schools, Scripture Union, VETA, National Evangelisation Teams (Catholic), Children's Ministry Network (CMN), Catholic Education Offices, Christian Education in Schools and many more.





43,406
YOUNG PEOPLE TRIED ALPHA
YOUTH IN 2022. A 20%
INCREASE FROM 2021

Building connections across traditions

Our team hosted 15 regional network gatherings, connecting leaders across traditions and denominations for prayer and encouragement, unified in our shared mission of evangelisation.

Partner Engagement

We have been able to expand positive partnerships with other ministries and leverage the sizable audience base of these groups. New and ongoing partners include: Youth Alive, Mustard Schools, Scripture Union, VETA, National Evangelisation Teams (Catholic), CMN (Children’s Ministry Network), Catholic Education Offices, Christian Education in Schools and many more.

Coaching & Youth Workshops

Alpha Youth hosted multiple workshops to equip and upskill youth leaders on topics such as; Youth Design & Marketing, Building Resilience in Young People and Alpha Youth 101.

In 2022, these were run across both regional and urban locations in Australia, including: Sydney, Melbourne, Adelaide, Brisbane, Canberra, Darwin, as well as regional and rural areas across NSW, VIC, WA and QLD. In total, our team has facilitated 117 coaching and training events across 7 States and Territories in 2022.



WE EXIST TO SERVE THE YOUTH & YOUTH LEADERS OF AUSTRALIA

YOUTH LEADERS YOUTH PASTORS CHAPLAINS

Alpha Youth exists to champion those who champion young people. Every day heroes of the faith walk the school corridors and make countless late-night Maccas runs each Friday after youth.

We strive to make it easy to invite young people to explore faith through Alpha Youth by providing new promotional resources that can be shared with one click; posters, graphics, videos, digital invitations, etc.

GEN Z BORN 1995 - 2009 GLOBAL

The students of our world today who are currently at school and university are affectionately called the connected generation.

Generation Z are the largest generation ever, comprising around 20% of Australia's population.

They are the first fully global generation, shaped in the 21st century, connected through digital devices, and engaged through social media.

As a result of digital technology, Gen Z is more connected than any generation in history, and as a result, are shaped by the influence of their peers and have the desire to engage in authentic conversations and relationships.

Alpha Youth created a brand new series this year - Life Essentials - to create opportunities for those sometimes messy conversations around the challenges young people are facing and to spark an authentic opportunity for young people to share with their peers, the reality of who Jesus is to them.

GEN ALPHA

No, we didn't coin the term (our friends at McCrindle did), but we aren't mad at it.

As the first members of this new generation begin their teenage years, we are developing strategies and planning content to reach them with the gospel.

Research shows that the next generation is far more likely to engage their friends in a conversation around faith rather than invite them to an event. If our only strategy for evangelisation is event-based, we are missing out on an amazing opportunity to equip young people to share their faith experiences with others and to engage in spiritual conversations.

SOCIAL MEDIA - POWERED OUTREACH

Combined following across Youtube,
Instagram (@alphaaustralia and @
alphayth.aus)

8,174

Alpha Australia Youtube

845

@alphaaustralia (IG)

3,296

Total number of accounts that LIFE
ESSENTIALS reels have reached

30,120

@alphayth.aus (IG)

1,559

@alpha_aus (Tiktok)

2,027

@alphayth.aus (Tiktok)

447

LIFE ESSENTIALS

Life Essentials by Alpha Youth is an Australian series made by Aussie young people for Aussie young people.

This series was created as a bridging tool, a 'Pre-Alpha' Youth Series, designed to spark faith conversations with friends. An entire Life Essentials session can be run in under 20 minutes during a lunchtime break and can be streamed on any device.

This ongoing series of short online videos, created & produced wholly in Australia, started with four episodes about; **Ghosting, Stress, Good & Evil and Originals**. They were filmed across Queensland, Western Australia and New South Wales, featuring interviews with students and experts like Olympic high jumper Nicola McDermott. To celebrate the release of Life Essentials, we threw a hybrid Online Launch Party in August 2022, with special guest Dan Blythe.

These first four episodes were streamed 1,290 times before the end of the year - An average of 258 episodes streamed each month. Due to the overwhelmingly positive response from students, youth pastors and schools, we got to work producing four new episodes, released in March 2023.

The new episodes explore the topics of; **Future, Fame, Labels and Tribes**, featuring more high-profile guests such as Melbourne-based fashion influencers Twice Blessed (157K Instagram followers) and global YouTubers How Ridiculous (with an online community of 17.6 Million on YouTube).

[Watch the trailer](#)

[Find out more](#)





AYS x AUS

Alpha Youth Series with Australian Street Talks

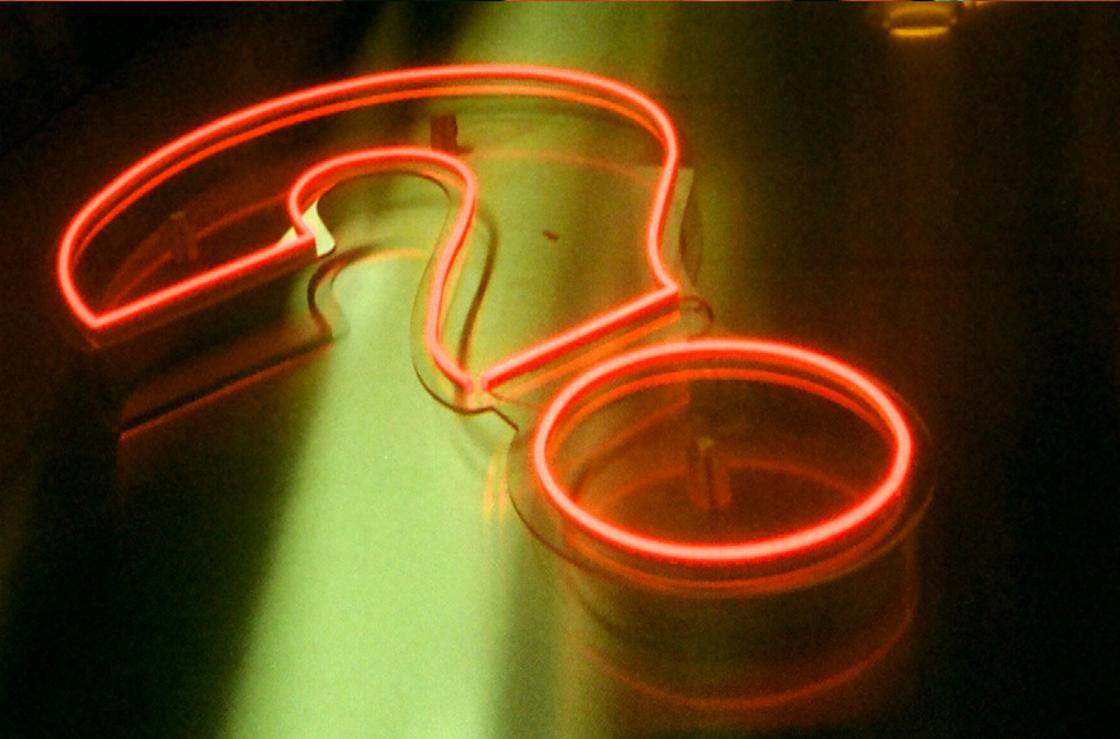
In early 2022 we produced and released an updated Alpha Youth Series with new 'Australian Street Talks' segments. Capturing the thoughts and opinions of a diverse range of Aussie young people around the nation further contextualised the content, increasing the relevance and engagement of Australian young people with this fresh content.

“OUR YOUNG PEOPLE ABSOLUTELY LOVE THE UPDATED AUSTRALIAN CONTENT. THEY LOVE SEEING PLACES THEY RECOGNISE AND HEARING ACCENTS THAT ARE FAMILIAR TO THEM. IT’S REALLY HELPED OUR YOUNG PEOPLE ENGAGE MORE DEEPLY WITH ALPHA AND ENTER INTO MORE MEANINGFUL CONVERSATIONS”

- **Australian Chaplain (Brisbane)**

[Watch the trailer](#)

[Find out more](#)



ALPHA IN SCHOOLS

Alpha in Schools is dedicated to serving the church and promoting evangelisation by connecting with stakeholders in schools stakeholders across Australia to introduce Alpha programs.

Our focus is on fostering student-led and student-assisted Alphas within schools.

This strategy has seen continuous growth and success through initiatives like Spheres, new Australian-made Alpha Youth content, and the development of the Catholic Education Coaching Suite. Coaching Suite - **Resulting in an incredible 91% increase in student-led Alphas last year!**

But here's the cool part: we're not doing it alone! Our ongoing partnerships with Mustard and Scripture Union mean we are one of many continuing to work towards the reality of every young person, regardless of their location or circumstances, having the chance to explore a relationship with Jesus freely.





520

ALPHA YOUTH
WERE RUN IN
SCHOOLS

69

STUDENT-LED
ALPHAS

IN MY ROLE AS EXECUTIVE DIRECTOR FOR ASSOCIATED CHRISTIAN SCHOOLS, I HAVE SEEN THE ROLE THAT THE ALPHA YOUTH SERIES CAN PLAY IN HELPING DEVELOP A CULTURE OF EVANGELISM AND LEADERSHIP IN SCHOOLS. I AM ANTICIPATING AN EVEN GREATER IMPACT AS MORE STUDENTS ARE EMPOWERED TO BE INVOLVED WITH RUNNING ALPHA YOUTH IN THEIR SCHOOLS.



LYNNE DONELEY

Executive Director & Principal Research Officer,
Associated Christian Schools

ALPHA YOUTH POSSESSES A REMARKABLE ABILITY TO CREATE ENVIRONMENTS THAT FOSTER FAITH-FILLED CONVERSATIONS, EMPOWERING YOUTH TO EXPLORE AND SHARE THEIR FAITH WITH THEIR PEERS. IT EQUIPS STUDENTS WITH THE NECESSARY RESOURCES, KNOWLEDGE, AND COURAGE TO DEEPEN THEIR UNDERSTANDING OF THEIR FAITH AND CONFIDENTLY SHARE IT WITH OTHERS.



SAM COGGER

Youth Pastor,
Abundant Life Church Tasmania

STRONG PARTNERSHIPS

Alpha Youth's engagement with Schools in 2022 has seen new ways to build into teachers, chaplains and student leaders. Our team has facilitated leadership development and Alpha Coaching in schools across all Australian States and Territories, including in-person coaching and training. In 2022, our **Alpha Youth team presented at over 25 school events and we saw 520 Alphas delivered in Australian schools.**

Alpha Youth's Schools Specialist, Emily Higgins led PD sessions in different regions across the greater Brisbane area for Scripture Union school chaplains, coaching them in Alpha's culture of invitation and evangelism, and equipping them with resources to help them release student leaders to lead.

These workshops aim to develop in students an understanding of servant leadership and being a light in this world by sharing their faith through Alpha. The partnership with Veta, an accredited Christian learning pathway for students from Years 7 -12, was strengthened, as Alpha is offered to their cohorts of students working towards a Cert III in Christian Ministry and Theology.

We also began a partnership with Mustard Schools, whereby the Alpha Youth Series is offered to students already engaged in running lunchtime programs in their schools.

IN 2022 OVER 80% OF THE STUDENTS WHO PARTICIPATED IN THE SPHERES PROGRAM WENT ON TO RUN ALPHA IN THEIR SCHOOL

SPHERES



Imagine a space where young people can host OPEN & HONEST faith conversations without the pressure of having all the answers

Spheres by Alpha Youth is a cohort of student leaders from around the country, designed to be a shared learning community for year 10 - 11 students, alongside their key leader (chaplain or youth leader) and the Alpha Australia Youth team.

While the core purpose is to create a learning community that empowers students to share their faith with friends by running Alpha in their schools, it also gives regular opportunities for the Alpha Youth team to hear directly from students as they implement Alpha with their peers; problem-solving barriers and brain-storming new solutions together.

We recruited 29 student-leaders into Spheres (more than double our expectation for the pilot program), representing 13 different schools, 15 different churches and 6 different denominations. By the end of the year, 26 of the 29 student leaders were involved in running an Alpha in their school.

“IT WAS ABSOLUTELY INCREDIBLE TO WITNESS THE PASSION AND DEVOTION OF OTHERS TOWARDS GOD! BEING SURROUNDED BY LIKE-MINDED INDIVIDUALS WHO SHARE THE LOVE FOR JESUS WAS A POWERFUL EXPERIENCE. LEARNING ABOUT THE JOURNEYS AND TESTIMONIES OF BOTH THE LEADERS AND FELLOW YOUNG PEOPLE, AND HOW THEY FOUND THEIR FAITH, WAS TRULY AMAZING!”

- Spheres 2022 Alumni



SHAPERS

Shapers (previously named Emerging Leaders) purpose is to empower emerging church leaders in Australia, preparing them for evangelisation and shaping the future of the Australian Church.

Shapers invests in the current and next generation of leaders with a focus on connection, prayer, and encouragement.

Participants also have the valuable opportunity to connect with global thought leaders and engage in perspective-shifting experiences, online, locally and internationally.

Shapers offers six distinct cohorts that provide a unique journey for peers to explore the challenges and opportunities they face in their specific leadership roles as:

- Senior Church Leaders
- Executive Leaders
- Youth & Young Adult Leaders
- Catholic Leaders
- Church Planters
- Digital & Creative Leaders



AIMS & OBJECTIVES OF SHAPERS BY ALPHA AUSTRALIA



1.

To champion evangelisation and equip emerging leaders to “do the work of an evangelist”, as well as highlight Alpha as a tool for evangelisation across various contexts.

2.

To facilitate connection and learning, learning from experienced Christian leaders in both the church and marketplace, and to listen and learn from each other.

3.

To promote and foster unity, with respect for diversity among emerging church leaders, with the desire to strengthen relationships across Australia.

4.

To fan to flame the work of the Holy Spirit in the lives of emerging leaders and the Australian Church.

“I FOUND THAT THE VALUE OF CONNECTING WITHIN ALPHA’S EMERGING LEADERSHIP SCENE, WASN’T JUST FOUND WITHIN THE WORLD SHAPING SPEAKERS THAT I HEARD FROM, THE LIFE CHANGING RETREATS THAT I ATTENDED OR EVEN THE EXTENSIVE NETWORK OF PEERS THAT WAS FORMED. FOR ME, THE TRUE VALUE WAS, AND CONTINUES TO BE, THE CONSTANT SPIRIT OF UNITY EXPERIENCED WITHIN THE DIVERSITY OF BELIEVERS. ALPHA’S EMERGING LEADERS COHORT IS A SPECIAL PLACE. I BELIEVE GOD IS GOING TO USE THE COHORT TO EQUIP LEADERS WITH THE TOOLS NEEDED FOR THE NEXT SEASON OF LIFE AND MINISTRY.”



PRASHAN THEVARAJAH

Young Adults Pastor and podcaster,
Kings and Priests

“ALPHA’S EMERGING LEADERS PROGRAM HAS BEEN A HIGHLIGHT OF MY MINISTRY. SEEING YOUNG CHURCH LEADERS FROM ACROSS THE NATION COME TOGETHER IN UNITY, VULNERABILITY, AND IN PRAYER HAS BEEN SUCH AN ENCOURAGEMENT. ALPHA CONTINUES TO REMAIN RELEVANT AND ON THE PULSE FOR THE NEEDS OF THE CHURCH AND IS LEADING THE WAY IN RAISING THE NEXT GENERATION OF CHURCH LEADERS ACROSS AUSTRALIA.”



SAM COGGER

Youth Pastor,
Abundant Life Church Tasmania

“I FOUND THAT THE VALUE OF CONNECTING WITHIN ALPHA’S EMERGING LEADERSHIP SCENE, WASN’T JUST FOUND WITHIN THE WORLD SHAPING SPEAKERS THAT I HEARD FROM, THE LIFE CHANGING RETREATS THAT I ATTENDED OR EVEN THE EXTENSIVE NETWORK OF PEERS THAT WAS FORMED. FOR ME, THE TRUE VALUE WAS, AND CONTINUES TO BE, THE CONSTANT SPIRIT OF UNITY EXPERIENCED WITHIN THE DIVERSITY OF BELIEVERS. ALPHA’S EMERGING LEADERS COHORT IS A SPECIAL PLACE. I BELIEVE GOD IS GOING TO USE THE COHORT TO EQUIP LEADERS WITH THE TOOLS NEEDED FOR THE NEXT SEASON OF LIFE AND MINISTRY.”



KAYLA HAMILTON

Youth Pastor,
Hillsong Newcastle

CREATIVE IMPACT

Alpha is a resource the Church can use to create a space and a culture where people are excited to invite their friends into a conversation about Jesus.

In 2022 we had an organisational focus on making access to resources more straightforward and more enjoyable for our users, both hosts and guests. Alpha can be run almost anywhere – from a church hall to a restaurant or on any device connected to the internet.

We want to help equip churches to present the gospel in new and exciting ways, and help them to pray, invite and bring to their next Alpha.



ONLINE IMPACT



INSTAGRAM

PROFILE VISITS: **6,828**
TOTAL REACH: **103K**
FOLLOWERS: **3,528**



FACEBOOK

PROFILE VISITS: **4,924**
TOTAL REACH: **111K**
FOLLOWERS: **11,444**



WEBSITE

ORGANIC: **23,692**
UNIQUE VISITORS: **32,121**
SITE VISITS: **52,166**



TIKTOK

PROFILE VISITS: **1,304**
TOTAL REACH: **1,041,236**
FOLLOWERS: **2,039**



LIFE ESSENTIALS

LIFE ESSENTIALS by Alpha Youth is an Australian series made by Aussie young people, for Aussie young people.

Our first ever 'Pre-Alpha' series sparks faith conversations and can be run in under 20 minutes during a lunch break and can be streamed on any device with internet.

The first four episodes; Ghosting, Stress, Good & Evil and Originals featuring Olympic high-jumper, Nicola McDermott, were released in August 2022. In the five months after launch (Aug - Dec), 7,000 views were recorded on the Life Essentials series page and these first four episodes were streamed 1,290 times - An average of 258 episodes streamed each month.

Due to the overwhelming positive response from students, youth pastors and schools we produced four new episodes, released in March 2023.

The new episodes explore the topics of; Future, Fame, Labels and Tribes feature high-profile guests such as Melbourne-based fashion influencers Twice Blessed (157K Instagram followers) and global YouTubers How Ridiculous (with an online community of 17.6 Million on YouTube).

In the six months since launch: 6,045 users have adopted the new platform so far (unique visitors)

9,981 sessions (users watching content or engaging with coaching) We've had 476 Alpha's or Life Essentials courses registered via the new platform (sign ups)

750K CAMPAIGN

With a focus on celebrating 750,000 people trying Alpha in Australia, we launched a campaign to capture their stories.

6,283 - CAMPAIGN REACH
2,605 - INTERACTION

“BEFORE ALPHA, I IDENTIFIED AS A BUDDHIST. THROUGH MY PARTICIPATION IN ALPHA, I GAINED KNOWLEDGE ABOUT GOD AND THE HOLY SPIRIT. I MADE THE DECISION TO ACCEPT CHRIST INTO MY LIFE, AND SINCE THEN, EVERYTHING HAS TRANSFORMED. I NO LONGER LIVE IN FEAR BECAUSE I HAVE PLACED MY TRUST IN GOD. I NOW POSSESS HOPE, CONFIDENCE, AND PEACE IN MY HEART.”

- Alpha Participant Sydney

Are you one of the 750,000?

Share your story | alpha.org.au/mystory



Share the hope you have with the people you love.



Who will you invite to try Alpha?

WHAT IS ALPHA?

Introduce Alpha to your community

- Videos**
- "What is Alpha?" or Alpha Film Series Trailer.
- Screens**
- "What is Alpha?" Screens.
- Talking Points**
- Alpha is a place to explore the Christian faith with others. Each session has time for connection, a talk, and a space to ask questions. It is designed for any person who wouldn't call themselves a Christian or one new to church. It's an open, honest environment with space to say and ask anything. Alpha is an opportunity to invite your loved ones to hear the gospel and explore a relationship with Jesus. You can even attend with them! Share the date & time of your upcoming Alpha.
- How To Get Involved**
- Invite**
- Start praying about who God may be calling you to invite.
- Volunteer**
- Share how your church can join the Alpha team as a volunteer (if needed).
- Wild Idea!**
- Why not turn one of your Sunday services into an Alpha? Give your congregation a taste of what Alpha is.
- Continue the Conversation**
- Post "What is Alpha?" social graphics on your channels.
 - Send an email to your congregation with some videos and talking points, reminding them of the date & time of your upcoming Alpha.

Who Alpha

What is Alpha

Alpha is a one-of-a-kind open-minded open-hearted experience that everyone can enjoy.

CREATING A CULTURE OF INVITATION

Encouraging people to invite & pray

- Videos**
- "Who Will You Invite?" or Alpha Film Series Trailer.
- Screens**
- "Simple Invitation" Screens and/or "Share the Hope" Screens.
 - Prayer Card Screens.
- Talking Points - Why Alpha?**
- Reiteration**
- Highlight the shared mission of the whole church - to share the gospel. It's all about Jesus' last command.
- How To Get Involved**
- Invite**
- Share this powerful statistic: 80% of guests who come to Alpha attend because of a personal invitation.
 - Suggest ways to invite: Ask in person with a personalized invitation, share on social media, or send a simple text.
 - Imagine what it would be like if each of us invited one person we already share life with to explore a relationship with Jesus through Alpha. Emphasize that guests can come check out Alpha the first week and are under no obligation.
- Wild Idea!**
- Invitation is so simple, but sometimes we can complicate things. Why not ask your congregation to practice a simple invitation during your service, asking each other, "Would you like to come to Alpha with me?"
- Continue the Conversation**
- Post "Simple Invitation" or "Share the Hope" social graphics on your channels.
 - Send an email to your congregation with some videos and talking points, reminding them of the date & time of your upcoming Alpha.

Alpha Sunday Service Guide

Alpha is a 3 part invitation plan for your Sunday service leading up to your Alpha launch. It's a way to give your whole congregation in the invitation, to equip them to invite people they know, and to promote Alpha to guests at your services and events.

Go to alpha.org.au/invite to download all of the resources mentioned in this guide.

INVITATION TO ALPHA

Share the invitation to Alpha at your services & events

- Videos**
- "Try Alpha" or use one of the Alpha video stories from the alpha.org.au/invite promotional tool.
- Screens**
- "Try Alpha" Screens.
- Talking Points**
- Alpha is a series of small group conversations that explore the basics of the Christian faith in a friendly environment.
 - It's a safe place to connect with people, where you can say anything or ask anything at all.
 - Everyone's welcome, no matter your background or beliefs.
 - Share the date & time of your upcoming Alpha with information about how to register.
 - Emphasize that guests can come to check out Alpha the first week, with no obligation to return.
- How To Get Involved**
- Be ready with a clear call-to-action**
- Be ready with a clear call-to-action (wrap for "next steps" or process for people interested in Alpha) and register for more information and register for your Alpha. Think: How can you remove barriers for interested guests?
 - Here are some examples of what churches & parishes in Australia are doing.
- Canville Church**
Lifesize Church
New Life Church
St Benedict's Catholic Community
Hope Centre
- Continue the Conversation**
- Keep lines of communication open even after people have registered, especially if you're Alpha isn't starting for a few weeks or until next year. A great way to stay in touch with your registered guests is to send an email reintroducing yourself so they have a familiar face, to explain venue parking or where to go when they arrive, and/or share a "sneak peek" of Alpha.

It's all about a simple invitation.

Who will you invite to try Alpha?



PRAY INVITE BRING

Sharing your faith can be scary...but Alpha creates a space where you can simply invite a friend to explore their questions over food, a video talk, and a small group discussion. The rest is up to God.

Our Pray, Invite, Bring campaign was our Christmas gift to churches - a way to involve their whole congregation in the invitation, to inspire and equip them to invite, and to promote Alpha to guests at your services and events.

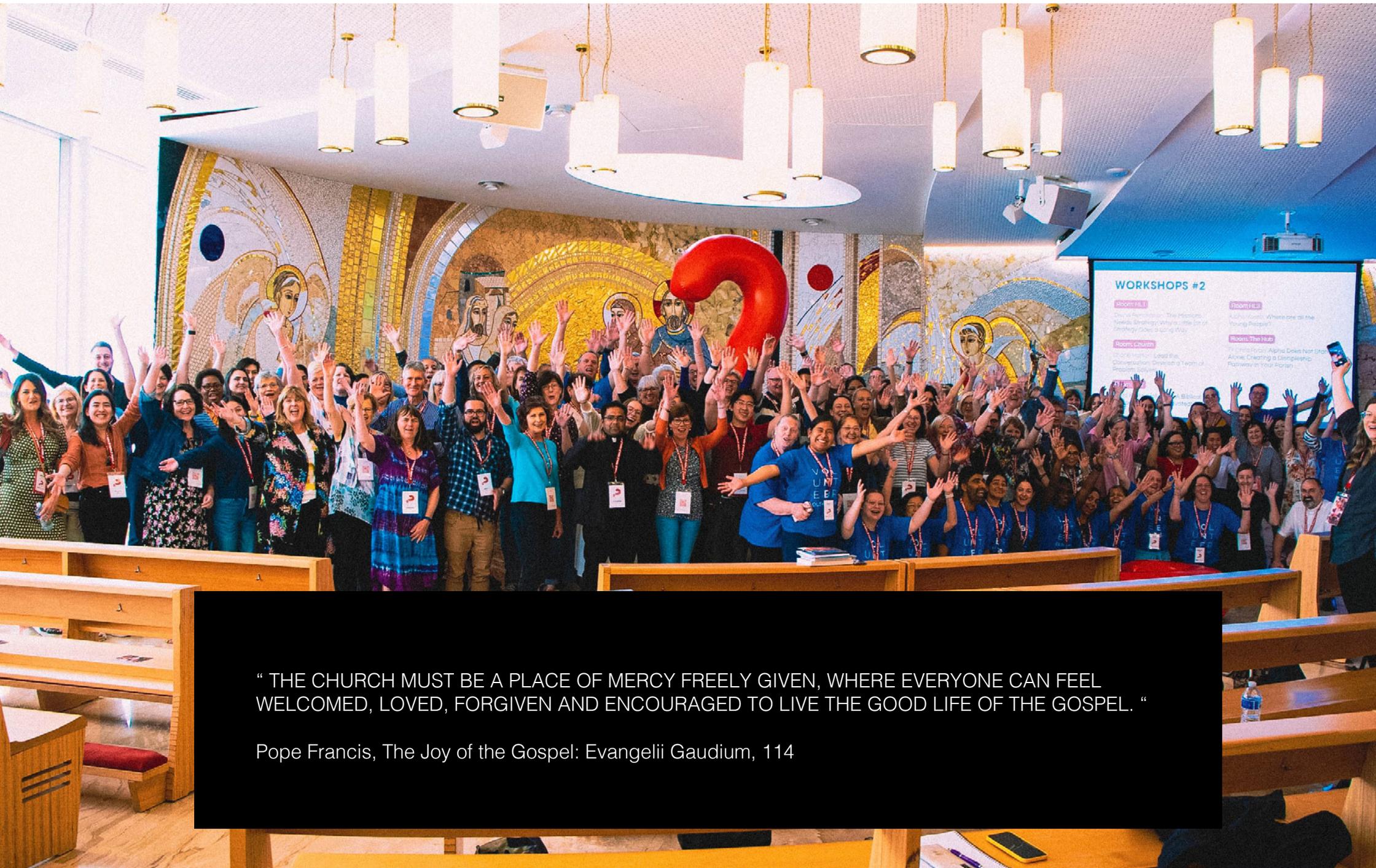
Find out more

ALPHA IN A CATHOLIC CONTEXT

In the Greek alphabet, Alpha is the first letter. Similarly, Alpha as a resource is a stepping-stone that never claims the exhaustive fullness of truth, but rather is a proven and effective invitation to people searching for the initial proclamation of the good news of Jesus Christ, typically known as the Kerygma.

Alpha is a culture shifter that helps parishes develop into 'communities of missionary disciples', fostering a renewal for the Christian community that desires to be transformed by evangelisation.





“ THE CHURCH MUST BE A PLACE OF MERCY FREELY GIVEN, WHERE EVERYONE CAN FEEL WELCOMED, LOVED, FORGIVEN AND ENCOURAGED TO LIVE THE GOOD LIFE OF THE GOSPEL. “

Pope Francis, The Joy of the Gospel: Evangelii Gaudium, 114



10,186
PEOPLE TRIED ALPHA
IN CATHOLIC CONTEXT

Alpha in a Catholic Context exists through the overarching mission of the Church. Using Alpha as a tool helps the mission of the Catholic Church become reality by simply inviting people to ask the big questions. With this being said, Alpha is just the beginning. Once guests experience Alpha, they understand who Jesus is and can start to explore their relationship with him.

“YOU SEE A GROUP THAT LOOKS LIKE THEY’VE KNOWN EACH OTHER THEIR WHOLE LIFE, RADIATING JOY, TOTALLY ALIVE IN THEIR FAITH AND HUNGRY FOR MORE OF GOD. MANY GUESTS EXPERIENCE GOD’S DEEP LOVE AND MERCY AND OFTEN THAT HEALING HAS A FLOW-ON EFFECT INTO THEIR FAMILIES, COMMUNITIES AND WORKPLACES. ALPHA SHIFTS THE WIDER PARISH INTO MISSION AND BUILDS LEADERS.”

Alina Geagea

St Raymond’s Maronite Catholic Parish

ALPHA AUSTRALIA'S FIRST NATIONAL CATHOLIC CONFERENCE

[Revive & Thrive](#) brought together Catholics from nearly every diocese in Australia, representing every capital city; to finally gather again in person post-pandemic. In November 2022, over 150 attendees spent two days hearing from a diverse group of nine Christian leaders who came to minister to them. The first day of the conference focused on themes of sustainable ministry and ended with an evening of Eucharistic Adoration with prayer ministry. The second day featured keynotes on team building and culture, among other topics.



DIOCESAN IMPLEMENTATION

Alpha Youth in a Catholic Context has collaborated closely with Dioceses and Catholic Education offices to enhance the implementation of [Alpha Youth at the Diocesan level](#), ensuring scalable and sustainable integration into the life of the local Church.

The strategy is built upon five key principles: connect, engage, retain, grow, and multiply. These principles adapt to align with context-specific priorities and undergo regular implementation, measurement, and review, often annually.

A remarkable 12 Dioceses embraced Alpha Youth and actively implemented it in various ways this year.

CATHOLIC EDUCATION COACHING SUITE

In 2022, Alpha Youth in a Catholic Context launched the [Catholic Education Coaching Suite](#), designed to equip educators and leaders in schools and broader Church environments to make Jesus' last command their first priority.

The suite includes four workshops that explore Alpha's course, culture, and context:

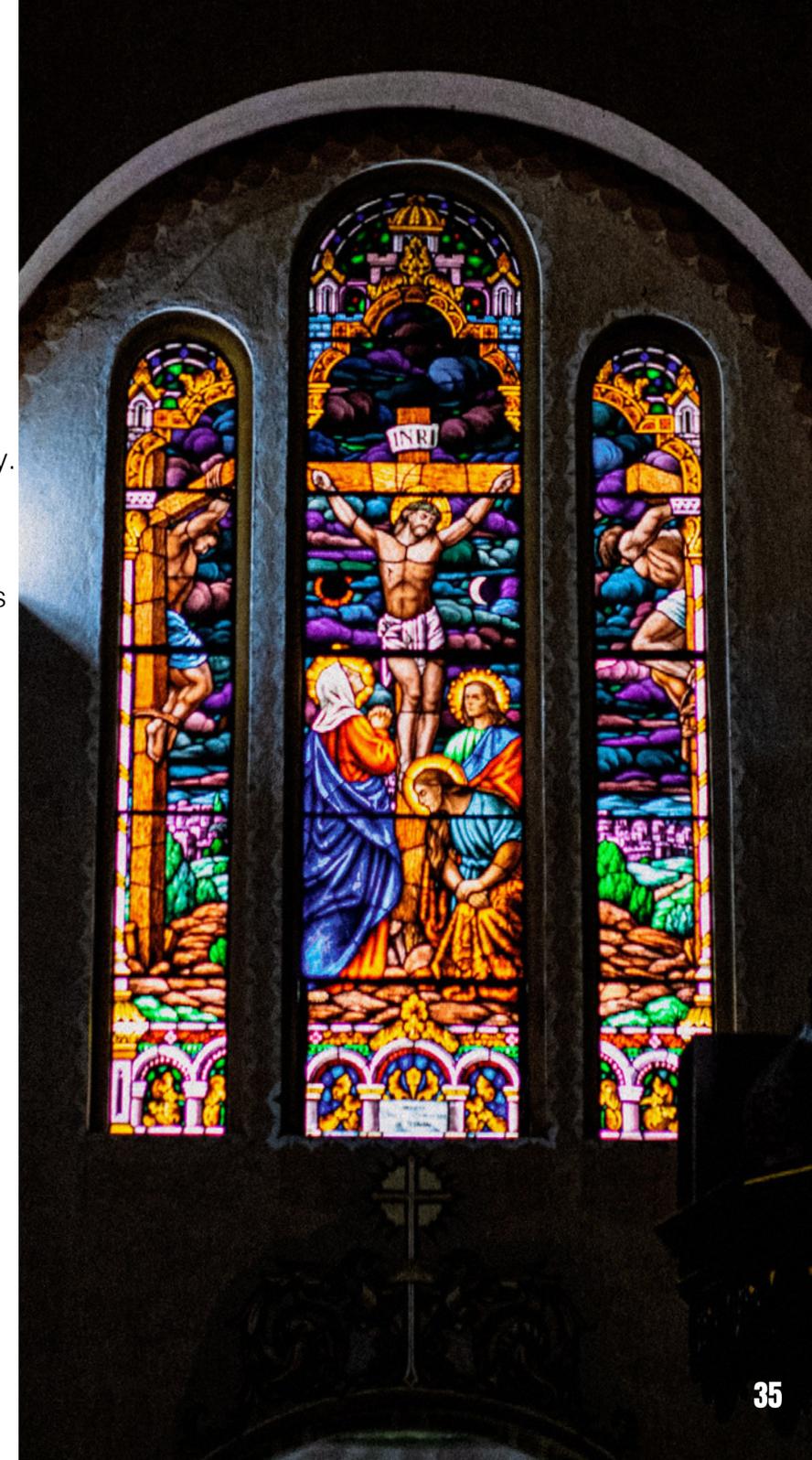
alpha.yth (The What)

Jesus' Last Command (The Why)

The Open Generation (The Who)

Alpha Walkthrough (The How)

Aligned with the Australian Professional Standards for Teachers, the Coaching Suite has already facilitated over 115 coaching sessions, in the last year, with more anticipated in the second half of 2023.



“ALPHA WAS GIVEN TO US AS A PROGRAM, AS A TOOL TO REVITALISE THE PARISH. THE KERYGMA WAS MADE KNOWN IN A VERY SIMPLE AND FUN WAY TO PARISHIONERS, INCLUDING THOSE WHO MAY HAVE BEEN PART OF THE PARISH FOR MANY YEARS. HOWEVER, DESPITE ITS EFFECTIVENESS, THERE WAS STILL SOMETHING MISSING, SOMETHING LACKING.”

Fr Mauro, A Parish in The Gold Coast

“WE’VE DONE MANY ALPHAS. WE’VE HAD MASSIVE ALPHAS WITH OVER A HUNDRED PEOPLE, BUT WE’VE ALSO HAD ALPHAS WITH SMALLER GROUPS OF FOUR TO SIX PEOPLE. I’D SAY THAT SO FAR, WE’VE ORGANIZED AROUND 27 OR 28 ALPHAS, AND WE’RE COMMITTED TO CONTINUING BECAUSE WE SEE THE FRUITS OF OUR EFFORTS EVERY YEAR.”

Vanessa, A Parish in Queensland

“ALPHA HAS BEEN AN INCREDIBLE WAY TO BRING PEOPLE TOGETHER, FOSTER CONNECTIONS, IGNITE THE SPIRIT, AND BUILD CAMARADERIE. IT HAS BROUGHT ABOUT TREMENDOUS POSITIVE EXPERIENCES AND IMPACT.”

Christine, A Parish in Adelaide

“ALPHA IS A WONDERFUL JOURNEY OF FAITH THAT BRINGS JOY AND LOVE. ONE-BY-ONE THE GUESTS CAME TO ALPHA EVERY THURSDAY EVENING WITH A BIG SMILE AS IF SAYING: ‘HERE I AM’ – (THIS) CREATED SUCH AN ATMOSPHERE OF JOY. THE JOY THAT RADIATES HUMAN LOVE ONLY GOD CAN GIVE.”

St Patrick’s Church Hill

“I BELIEVE ALPHA IS TRULY THE PERFECT FIT FOR WHAT OUR PARISHES NEED TODAY. ALPHA CREATES A SPACE WHERE WE CAN INTRODUCE PEOPLE TO JESUS, BRINGING THEM CLOSER TO HIM. WHEN WE CREATE A TRANSFORMATIVE ENVIRONMENT WHERE INDIVIDUALS EXPERIENCE THE GOSPEL PERSONALLY AND FEEL COMPELLED TO SHARE IT WITH OTHERS, WE CAN TRULY BRING ABOUT CHANGE IN OUR PARISHES.”

St Charles Catholic Primary School

“ALPHA HAS BEEN A BREATH OF FRESH AIR FOR MYSELF AND MEMBERS IN MY COMMUNITY. SO OFTEN WE RUSH AROUND DOING ‘IMPORTANT’ THINGS WHEN THE MOST IMPORTANT JOB WE HAVE IS TO REFLECT ON OUR LIVES AND REMIND OURSELVES THAT GOD HAS A PLAN FOR US ALL. ALPHA HAS ADDED SENSE AND MEANING TO SO MANY OF LIFE’S BIG QUESTIONS. THE HOLY SPIRIT WORKS IN ALL OF US AND ALPHA ALLOWS US TO EMBRACE THE SPIRIT AT A MUCH DEEPER LEVEL.”

Sacred Heart Mosman

“WE LAUNCHED OUR FIRST ALPHA AFTER A PILOT TERM. WE ARE THRILLED TO HAVE THE OPPORTUNITY AS A GROUP OF 20 TO JOURNEY TOGETHER WITH NEW FRIENDS AND OLD, BUILDING RELATIONSHIPS, ASKING QUESTIONS AND SHARING STORIES.”

St John The Baptist Catholic Parish

“GOD SHOWED ME THROUGH THE GIFT OF WITNESSING THESE STORIES THAT HE WOULD GO TO THE CROSS AGAIN FOR JUST ONE. SEEING SUCH TRANSFORMATION IN THE LIVES OF INDIVIDUALS HAS HELPED ME TO KNOW A LITTLE MORE OF WHO THE SHEPHERD WHO LEAVES THE 99 REALLY IS.”

St Raymond’s Maronite

“THE HOLY SPIRIT DAY AWAY WAS INCREDIBLE. OUR THREE ALPHA’S; DAYTIME, EVENING AND YOUTH GATHERED TOGETHER TO RECEIVE PRAYER, SING, LAUGH AND GROW CLOSER TO JESUS. THERE WERE 49 OF US WHO WERE LED BY OUR ALPHA TEAM TO DEVELOP A STRONGER CONNECTION TO THE HOLY SPIRIT. AMAZING!”

Our Lady of Lourdes Catholic Parish

“ALPHA HAS BEEN AN INCREDIBLE WAY TO BRING PEOPLE TOGETHER, FOSTER CONNECTIONS, IGNITE THE SPIRIT, AND BUILD CAMARADERIE. IT HAS BROUGHT ABOUT TREMENDOUS POSITIVE EXPERIENCES AND IMPACT.”

Christine, A Parish in Adelaide

“I WAS INTRODUCED TO ALPHA AS A DEACON. I OBSERVED THAT PEOPLE WERE ACTIVATED THROUGH ALPHA - IT IGNITED A FIRE WITHIN THEM, MOTIVATING THEM TO SERVE THE PARISH. AND, OF COURSE, THEY KEPT COMING BACK BECAUSE WE PROVIDED GOOD FOOD, HOSPITALITY, AND MEANINGFUL INPUT. THEY TRULY GREW AND BECAME MORE INVOLVED IN THE COMMUNITY. I WITNESSED THE FRUITS OF ALPHA.”

Fr Krish, A Parish in Hobart



“ALPHA IS GREAT. IT GATHERS PEOPLE TOGETHER IN A NICE WAY THAT PROPOSES SOMETHING, IT DOESN'T IMPOSE AND GATHERS THEM FOR A MEAL WITH SOME INSPIRATIONAL TESTIMONIES. IT RADIATES THE GOSPEL - THE FRAGRANCE OF THE GOSPEL - TO A WORLD THAT IS DESPERATELY IN NEED OF A SPIRITUAL DIMENSION.”

ARCHBISHOP CHRISTOPHER PROWSE

The Catholic Archdiocese of Canberra & Goulburn

GET IN TOUCH

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alpha.org.au/try

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