



DONOR INFORMATION



M4 Australia LTD.
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m4australia.org

Introduction.

M4 Australia Ltd. is an equipping organisation *for* church planters *by* church planters.

Utilising modern methods and up to date resources, M4 utilises leadership development process to cultivate teams, rather than a purely academic pathway.

Birthered in Norway in 2009, M4 has spread to **18 nations** enabling the planting of around **400 churches**.

M4 Australia Ltd. was established in 2024 in response to the need for a more effective and scalable method to plant churches.

Why M4 is so Uniquely Effective.

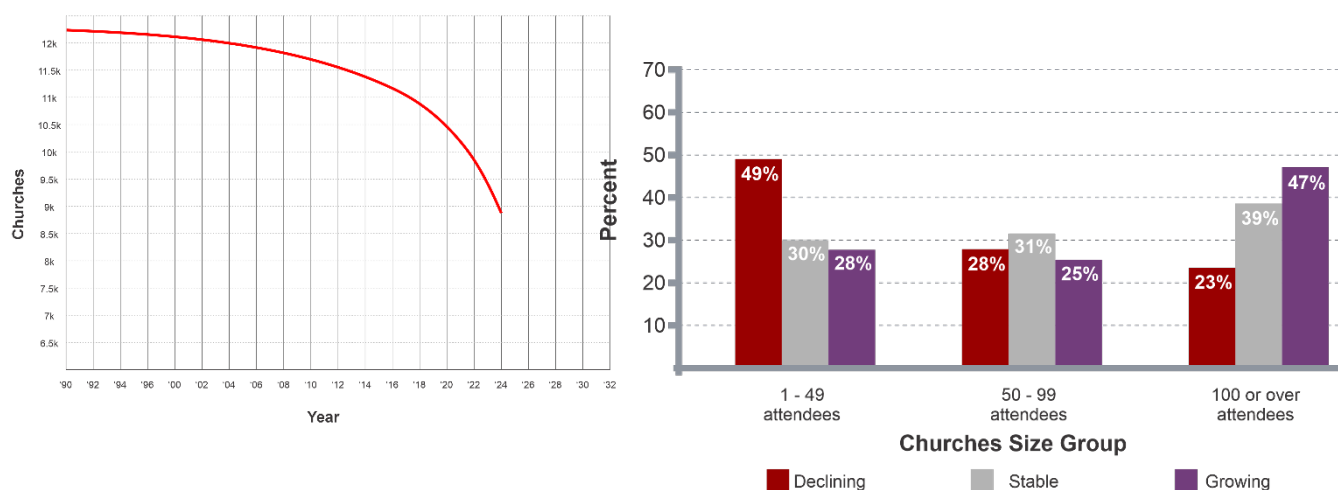
- **Equipping of church planting teams** over a two-year period, during which they plant – enabling them to succeed in the important first years.
- **Flipped learning process** where content is absorbed prior to team application in a Learning Community setting.
- **Coaches** work personally with the teams to help them achieve their goals and methods.
- A **movement's own personnel** are trained to facilitate, coach and assess, ensuring the movement's DNA is preserved.
- **M4 Ready recruitment pathway** provides a way to identify and motivate potential planters.

A National Need.

The number of Australian churches is declining at an exponential rate.

Currently the number of Australian churches is dropping by 5% per year (400+). Most of which have under 50 attending weekly. It is estimated that the reach of Australian churches is only to 16% of the population, with around 6% attending.

This means 86% remain unreached for the gospel in any way.



Existing movements, training organisations and methods are not keeping up, let alone taking ground.

We need new methods of equipping leaders who will plant healthy, multiplying churches that glorify God and influence society.

Goal: **300** new churches by **2030**.

KPI's for Healthy Churches

1. **Success Rate:** 80% three years after process
2. **Conversion Growth:** 20-30% annual conversion growth during the first 5-7 years.
3. **Multiplication:** 20-30% of the church plants have started a new church within 5-7 years.

M4's Unique Strategies

1. To **empower existing state denominations** & networks to plant churches by equipping their existing staff & leaders to run the process.
2. To **create a recruitment funnel** for young adults through the M4 Ready program.
3. To **train planting teams** rather than a single planter.
4. To **increase effectiveness of training** by utilising online learning systems, personal coaching, and regular learning communities.

Implementation.

The Foundation is Set

As of mid-2024, denominations from Victoria, New South Wales and Queensland are presenting teams to be equipped through M4 Team Process, and staff to be trained including Churches of Christ, Baptist, Lutheran, 7th Day Adventist, ACC, A2A and Acts Global. The M4 Ready journey will be taken up in 2025 in Qld and Victoria.

Stage 1

Establishment

M4 Australia Ltd. established with national team in place.
Initial training schedule and early recruitment begun.
Completion Date: December 2024

Stage 2

Commencement

Training begun for initial cohorts in two states.
M4 Ready launched in at least one state.
Date: February 2025

Stage 3

Contextualisation

Production of localised content complete.
Cohorts from four states in place.
Date: December 2026

Stage 4

Multiplication

M4 replicated in at least one other nation.
Date: December 2027

Offerings.



M4 Team

A two-year equipping process for planting teams of up to ten. New church can be birthed anywhere in that time.

Format: Assessment, Online learning + manual, 4 x Learning Communities, Coach.

Outcome: Leadership team is equipped to lead a healthy multiplying church that glorifies God and impacts society.

Outcomes

2025

Teams in process:	15
States active:	2
Movements engaged:	7
Churches Planted that year:	5

2026

Teams in process:	40
States active:	4
Movements engaged:	12
Churches Planted that year:	15

2027

Teams in process:	55
States active:	6
Movements engaged:	20
Churches Planted that year:	35



M4 Ready

A nine-month development pathway for young people with potential to be part of a planting team.

Format: Regional gatherings, Study Trip, Online learning + manual, Mentor

Outcome: Leadership team is equipped to lead a healthy multiplying church that glorifies God and impacts society.

2025

Participants:	80
Convert to planting teams:	N/A

2026

Participants:	130
Convert to planting teams:	50

2027

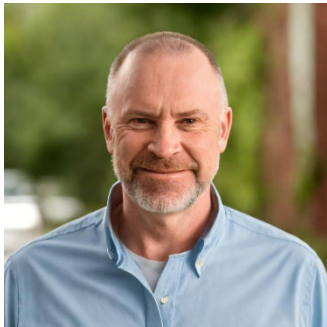
Participants:	250
Convert to planting teams:	130

Contribution Needs.

M4 Australia Ltd is a registered charity (non DGR). With an effective governance structure, lean operating model and affordable costing structure, we are seeking donors to support our national operations and development projects.

1. National Operations Team

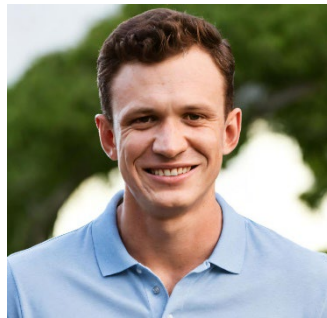
Our developing team are practitioners in church planting and leadership. Besides their activity with M4, all remain active in their local community and state. Our current operations team comprises:



Patrick Hegarty

Exec. Director.

[ConneXa](#), [Kenmore Church](#)



Liam Berry

National Team - M4 Ready.



Philip Kua

National Team – Facilitation.

[Churches of Christ Vic/Tas.](#)

The national operations team conducts training and information days in various states. Their primary role is to organise and equip teams in each state to run the M4 programs.

We are seeking \$150k per annum to fund the time and related expenses of our existing and future staff team to service the country of Australia.

2. Contextualising Content

M4 relies heavily on substantive and impacting content delivered online. It includes interviews with practitioners, and insightful teaching from high-calibre leaders.



During our establishment and commencement phase we are utilising existing content from Europe until we can fully reproduce it for the Australian context.

We are seeking \$200k over 2 years to fund the development of Australian versions of M4 Team & M4 Ready, and develop a world-class online learning system. This cost includes the shooting and production of around 200 videos and travelling to each state to record interviews with our nation's best church planters.

3. Paying Forward

Donors and denominations can match the registration fee of planting teams, helping to fund more M4 activity by fuelling what is proving successful.

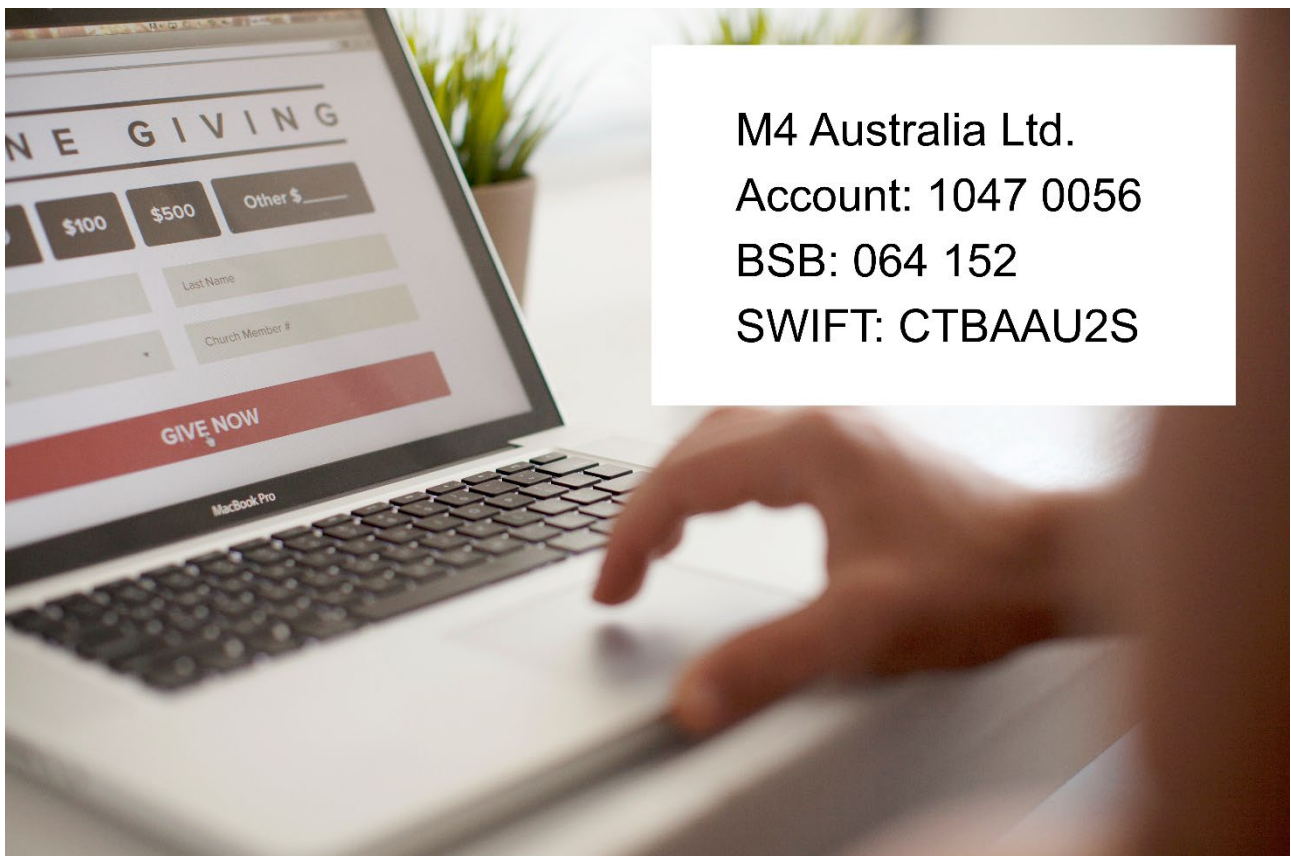
Ways you can give.

We can meet with donors directly or online to discuss the detail of M4 Australia Ltd. goals and vision.

We welcome donations large and small via our website or direct deposit.

Please prayerfully consider the potential for one-off directed or annual contribution to the evangelistically fruitful work of M4.

Got further questions? Talk to our Executive Director Patrick Hegarty at patrick@m4australia.org



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