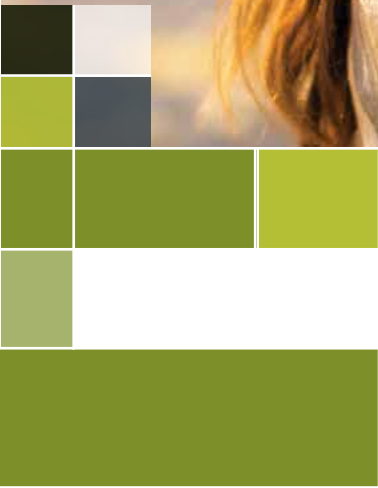


LUTHERAN MEDIA



Impact Report 2025

LUTHERAN MEDIA)))



Our Vision

To create a world where every individual finds hope, comfort and purpose through the power of uplifting and transformative content.



Our Mission

To multiply our reach and engagement through media with messages of hope in Jesus



Our Prayer

You are the light of the world... Let your light shine before others, that they may see your good deeds and glorify your Father in heaven.

Matthew 5:14A; 16



Welcome

At Lutheran Media, we work to create a world where smartphones, headphones and social media feeds are powerful tools for Christian mission – reaching into the daily lives of many to declare the hope, joy and love of Jesus.



Throughout 2025 and into the beginning of 2026, your support has truly helped to bring our vision to life.

Over the past twelve months, our ministry has expanded significantly.

New websites for *Lutheran Media* and our radio and podcast ministry, *Messages of Hope*, have helped new audiences access our content. Our partnerships with radio stations have continued to expand, driving our reach further than ever before, and our social media channels have grown remarkably – allowing us to share Gospel-centred messages of hope and encouragement with more than 12,000 followers.

There have been exciting changes to our team, with our new manager, Liam Hensel, joining in January, and a new office to call home – including access to a brand new recording studio – as *Lutheran Media* has taken up residence in the Lutheran Church of Australia's new Church House building.

Both of these developments mark the beginning of an exciting new chapter in our media ministry.

While we continue to produce radio segments, printed resources and social media content that draws growing audiences into deeper explorations of the Christian Faith, we also look ahead to the emergence of new media to support our mission. Several upcoming projects including new podcast formats, new interactive media, and exploration of app development all poised to shape the future of our work. As the reach and impact of our ministry continues to grow, our team are excited by the new opportunities these projects will present, as we invest in new ways to share Jesus.

As we look toward the future, our Impact Report provides us with an opportunity to reflect, not only on the

vital importance of media in ministry, but on the blessing we have in you - our community of supporters.

Lutheran Media continues to be 100% funded by donations, gifts and bequests, and we continue to thank and praise God for the kindness, generosity and passion of those who have given - both financially and through advocacy and service - to ensure we are able to amplify the resounding hope of Jesus to millions across Australia and New Zealand.

We would like to take this opportunity to express our gratitude for the support you have provided to our ministry over the past year, and we hope that this Impact Report will provide an insight into just how valuable your support is in bringing the Good News to others.

You are truly messengers of hope, and it is only through your willingness to bless our ministry that we are able to share Jesus into the lives of more than one million people each week.

Thank you for your support, and we sincerely hope you will enjoy this update on our mission and ministry.



Lutheran Media continues to be 100% funded by donations, gifts and bequests, and we continue to thank and praise God for the kindness, generosity and passion of those who have given... ensuring we are able to amplify the resounding hope of Jesus.



Ministry Highlights

The past year has been an exciting time at *Lutheran Media*. Here are our favourite moments and reflections from 2025:



Celebrated our 80th anniversary, connecting with supporters and congregations through a number of events across the country.



Gained our 10,000th follower through our social media ministry.



Welcomed our new Digital Media and Marketing Assistant, Jacob Rathjen - adding new skills in web and digital content to our team.



Released 21 new episodes of our *Messages of Hope* podcast, with 3500+ listens and downloads.



Delivered 110 'Gifts of Hope' Bags to schools, aged care homes and charity stores as part of our Christmas appeal.



Liam Hensel
Manager

Greetings and blessings from our *Lutheran Media* team! It has been a joy and privilege to step into my new role here at *Lutheran Media*. To have the opportunity to serve a ministry that has had such an impact on the faith journey of so many people is something that provides renewed excitement for me as I arrive in the office each day.

One thing that has stood out the most through my short time in the role is the way in which each member of the *Lutheran Media* team exudes a strong passion for utilising their gifts and talents to share the Gospel with others. A genuine desire to bring the message of Jesus to life underpins everything we do, and as our team continue to engage in media-based mission, it is amazing to see that desire turn into genuine impact.

I look forward to engaging with our supporters more fully in the months and years to come – but for now I would just like to extend my sincere thanks to you, for your generosity and support, and to God, for blessing me with a new role, new challenges and, above all, new opportunities to draw people into deeper relationship with Jesus. Thank you for your support, and for your prayers as we work in partnership to share the Good News!



Sarah Wiltshire
Administration

The past year was filled with events and lots of changes including a new office space, a new manager, new routines and three months of long service leave (somehow!) squeezed in the middle.

Thankfully, some things haven't changed: I still get to work with an amazing and fun team, and I still get the joy of engaging with our donors and supporters when they call, write or email. I will always appreciate being able to interact with both people looking for hope in Jesus and our wonderful donors who help us in this ministry. I'm excited for the year ahead, and I look forward to continuing to support the important ministry work we do here at *Lutheran Media*.

LUTHERAN MEDIA)))



Joanne Chamberlain
Communications

It's a real blessing to work in such a small team of creatives to produce meaningful and engaging messages of hope. This past year, it was a privilege to meet many supporters through our 80-year celebrations and to hear of the many ways we have inspired people with hope. My greatest joy is interviewing people for our *Messages of Hope* programs, and to hear their stories of finding hope in all situations of life. I've learned a lot about trauma, but also the redemptive power of God's love, forgiveness and restoration. I feel a great responsibility to tell these stories well, but I also pray that through it, others will be inspired and encouraged.



Emma Strelan
Content Producer

Any opportunity to get creative and try new ways of telling a story, count me in! Our recent 80th celebrations allowed me to immerse myself in *Lutheran Media's* rich archive – a reminder that, although our core message of communicating Christ's love hasn't changed, our method of delivery has evolved over the years. Nowadays, I plan, record, edit, and distribute podcast episodes, online videos, and social media posts that share this same message in new and engaging ways. Our wonderful new studio space also means an improvement in the production process and quality, so that the stories of God's love can continue to shine through in a world searching for hope. Please keep engaging and interacting with us online – and let us know what stories impact you, we love to hear feedback!



Jacob Rathjen
Digital Media and Marketing

The past year at *Lutheran Media* has been a great experience. Jumping in as a new addition to the team during the organisation's 80th year felt like a special time to start. It gave me the chance to absorb so much of the history, legacy, and heart behind what *Lutheran Media* is all about.

One of the biggest highlights has been working alongside such a talented team. Every person here brings something unique and valuable to the table, and it's been a real privilege learning from and creating alongside them. I'm excited for the future of *Lutheran Media*. I've had the opportunity to be part of developing some new and exciting digital experiences, and I'm praying they'll have a meaningful impact on many people in the years ahead.



A genuine desire to bring the message of Jesus to life underpins everything we do and... it is amazing to see that desire turn into genuine impact.



Celebrating 80 Years of Lutheran Media



2025 marked a major milestone for *Lutheran Media*. For 80 years, through radio, print and digital media, our unique ministry has been proclaiming the Good News of Jesus — using the media of the day to share God’s message of hope across Australia and New Zealand.

To celebrate the contribution *Lutheran Media* has made to the mission and ministry of the church across Australia and New Zealand, and to honour the support we have been blessed to receive from donors and congregations throughout our many years of operation, we held three major events.

Thank You Lunch

21 June 2025 • Lyndoch, SA

Held in the beautiful Barossa Valley at Kies Family Wines, guests were treated to a delicious two-course meal while hearing inspiring stories of hope shared through media across the decades.

Special guests including past directors, staff, volunteers, and supporters were honoured as major contributors to the success of *Lutheran Media* through challenging times. A silent auction featuring limited edition prints from past editions of our annual calendar, and a raffle, provided valuable fundraising opportunities, with a view to supporting our ministries as we move into a new era of media.

High Tea

31 August 2025 • Toowoomba, QLD

Visiting the function centre of Concordia Lutheran College, guests were greeted with a piano performance, followed by reflections from guest speaker and *Lutheran Media* board chair, Rev. Ben Hentschke. Our guests, including many major supporters from the region, were also treated to a visual display of the history of Lutheran Media – a fitting recognition for the blessing that *Lutheran Media* has been to Australian airwaves since 1945.



The most valuable part of our milestone celebrations was the opportunity to connect with the community that make our ministry possible.

Worship Service of Celebration

2 November 2025 • Hahndorf, SA

As a major contributor to online worship services through *Lutheran Media*, it was an honour to be hosted by the St Michael’s congregation in Hahndorf. Past and present staff contributed to the worship service which was made available online for those who weren’t able to join in person.

Using the live streaming system that *Lutheran Media* was instrumental in assisting the St Michael’s congregation to install, we were blessed to welcome more than 300 guests, and to have the opportunity to thank a number of congregational representatives for their steadfast support across the span of our history and ministry. As our final celebration of the year, the Worship Service included the cutting of the birthday cake, and a final expression of gratitude to all from the current *Lutheran Media* team, delivered by Tania Nelson.

80 Years Of Blessings:

Donors, supporters and staff (past and present) gathered to celebrate 80 Years of Lutheran Media – a major milestone for media ministry!

We give thanks for God’s continued blessings over *Lutheran Media*’s vision and mission, and especially for you – our messengers of hope!



The most valuable part of our milestone celebrations was the opportunity to connect with the community that make our ministry possible. Our team were honoured and blessed to meet supporters who have given so selflessly over many years, and who continue to faithfully uphold our mission in prayer, in service and with their generosity.

While we reflect proudly on the past, we also look excitedly toward the future. We give thanks for God’s continued blessings over *Lutheran Media*’s vision and mission, and especially for you – our messengers of hope!



Radio and Podcast Ministry

Reaching into the daily lives of more than one million people each week, *Lutheran Media's* regular radio and podcast ministry, *Messages of Hope*, continues to amplify the resounding hope and joy of Jesus across Australia and New Zealand — continually drawing listeners into new and deeper explorations of the Christian faith.

Our radio ministry continues to be the foundation for our media outreach. Growing steadily each year through new broadcast partnerships, and through the ongoing financial support of our donors, our *Messages of Hope* programs and inspirational segments now reach 1 in every 30 radio listeners across Australia.

Complemented by an on-demand podcast - helping new audiences to discover *Messages of Hope* through digital streaming platforms including Spotify and Apple Podcasts - our reach and ability to share Jesus through headphones, speakers and car radios has never been greater.

While producing our programs on a weekly schedule presents a number of challenges for our small team, we are constantly encouraged by the confidence we take from the outcome – through our work, and through your support, Jesus is being declared loudly, boldly, and with purpose, to over a million people, each and every week.

Through our radio ministry you help invite an enormous audience of listeners to know Jesus, and with each episode we produce, thousands take up the invitation - discovering the hope that can only come from God's unconditional, unending and unending love.

Through your support... Jesus is being declared loudly, boldly, and with purpose to over 1,000,000 people, each and every week.



Scan the QR Code to explore our most recent podcast episodes, or visit: messagesofhope.org.au

91

Radio/Broadcast Partners

3,430
Podcast Listens



Radio Stations - Australia

Australian Capital Territory.....	2
New South Wales.....	17
Northern Territory.....	3
Queensland.....	16
South Australia.....	17
Tasmania.....	2
Victoria.....	24

Radio Stations - International

New Zealand.....	3
Papua New Guinea.....	1

11,200

Messages of Hope Website Visitors

1,120,650

Average Weekly Radio Listenership





Surviving The Streets: Sharing Deena's Message Of Hope



In September 2025, the Lutheran Media team were privileged to interview Deena – an amazing and inspiring lady who had endured the heartbreaking hardship of homelessness.

Through a journey of faith, Deena has discovered newfound acceptance and refuge in the expressions of God's love poured into her life by a local church community.

For two whole years, Deena viewed herself as a "broken, dishevelled, depressed, lonely, and rejected woman." Forced to run from harmful situations, but with nowhere safe to go, Deena found herself living on the streets and struggling to survive.

Interviewing Deena and capturing her story for *Messages of Hope*, our host, Jo Chamberlain, reflected on the courage and resilience shining through in Deena's story, and the powerful way in which her testimony would go on to bring the Gospel message into the lives of others.

"It was one of my most challenging interviews. Deena's story was so real and sad, but it needed to be told. Deena broke the narrative of what we think 'homeless' looks like and it was a privilege to meet such a beautiful woman of courage and resilience."

"Her heartbreaking testimony of surviving the streets saw her in situations no woman should ever experience. I wanted to do her story justice by sharing the hope she found and how kindness can make a world of difference for people who are struggling."

Airing on the radio in November, accompanied by a video on the *Messages of Hope* YouTube channel, Deena's story has become one of our most influential stories. Her message of faith in adversity, and of the belonging she has found in God's family has inspired countless listeners and viewers, and continues to uplift audiences through the *Messages of Hope* podcast.

We continue to be thankful for our donors, who provide the opportunity to share stories like Deena's, and for the wonderful testimony to God's love and care her story has brought to others.



*A Journey of Faith:
Jo was honored to share
Deena's story of courage and
resilience with others through
Messages of Hope*



"I just kept running 'til there was nowhere else to go... I was two years on the street. I was a broken, dishevelled, depressed, lonely, and rejected woman. And today I'm living back in society rather than on the peripherals."



"Grateful for your story, Deena. You have come through so much and now you are part of God's everlasting family. All part of his amazing plan."

YouTube User Comment
November 2025

"Wonderful testimony. It touched my heart... Our victory is in Christ. An everlasting help in times of trouble."

YouTube User Comment
December 2025

Watch 'Surviving The Streets: Finding Hope And Belonging After Homelessness'

Scan the QR Code to watch the full interview with Deena, or search for 'Surviving The Streets' on Messages of Hope: messagesofhope.org.au



Social and Digital Media

Fast becoming an essential part of our media ministry, *Lutheran Media's* work in sharing Gospel-centred content through the social and digital media channels that reach younger audiences has continued to grow — sharing Jesus with more than 12,000 followers in 2025.

Over the past year, Facebook, Instagram and YouTube have played an enormous role in bringing our *Messages of Hope* to new audiences.

Allowing *Lutheran Media* to diversify into video and interactive media, these channels extend our radio and podcast ministries, building a steady following of regular subscribers - listeners, watchers and streamers - that share our content further and wider, and draw new audiences to hear, watch

and read the Good News. A conservative estimate indicates that our social and digital media ministry engaged a network of over 400,000 users in 2025.

As audiences continue to gather online in social media settings, there is increasing opportunity to evangelise through new media, and, with strong support from our donor community, *Lutheran Media* continues to shine the light of Jesus brightly and boldly into these online communities.

12,966

Total Social Media Followers

Facebook.....	8180
Instagram.....	956
YouTube.....	3490
LinkedIn.....	370



+429

New Followers in 2025

Our social media and website channels **extend our radio and podcast ministries.**

Through **Facebook, Instagram, YouTube and digital content**, we create opportunities to draw audiences of listeners, watchers, readers and streamers into **new media expressions of God's unfailing grace and unconditional love.**

21,015

Website Visitors

Lutheran Media.....	9815
Messages of Hope..	11200



+7,925

More Visitors Than 2024



Donations and Gifts

Our donors continue to support, uplift and uphold our ministry and our mission. Funded entirely through the contributions we receive from individuals and congregations, *Lutheran Media* has grown through the faithfulness of regular giving, and a renewed desire to support our mission kindled amongst both existing and new supporters.

Despite the challenges presented by increases to household expenses and the general cost of living, *Lutheran Media* continues to be blessed by the generous hearts and evangelical passion of individuals, congregations and organisations.

As a result, our ministry has been able to grow and explore new opportunities over the past twelve months, with additional resources supporting our social media and digital channels helping us to find new audiences.



We were incredibly blessed and thankful to receive **1,675 gifts, donations and bequests totalling \$370,285** from more than **800 individuals, organisations and congregations** throughout 2025.

825
Donors

Individuals.....	731
Organisations.....	89
Estates/Bequests...	5

1,675
Donations

Regular.....	446
Single Gifts.....	1229

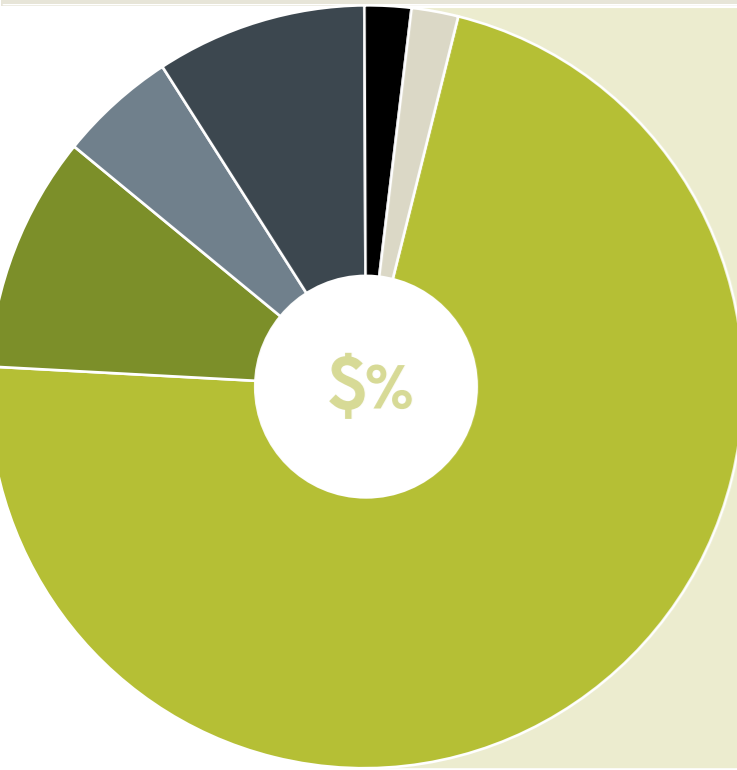
\$370,285 Total Annual Donor Support

Cash	68 Payments	\$5,484
Cheque	289 Payments	\$62,628
Direct Deposit	649 Payments	\$206,746
Credit Card	670 Payments	\$95,428

Each and every dollar has enabled us to engage in meaningful ministry – producing **radio programs, podcasts and printed resources** that resonate **hope into the lives of those in need.**



Our careful stewardship helps to ensure that **over 80% of the gifts and donations we receive flow directly into the core of our media ministry** (Production, Promotion and Distribution), **while a further 14% is invested to support our future operations** through our studio and opportunities to engage with congregations and communities.



Governance

2% Maintaining our deductible gift recipient (DGR) status and complying with legal requirements.

Production

72% Creating and delivering our radio segments, podcasts, booklets, videos and websites

Promotion and Distribution

10% Broadcast agreements and partnerships that ensure our content reaches key audiences.

Studio and Equipment

5% Maintaining our production equipment and keeping our studio ready to record.

Community Engagement

9% Connecting and sharing our mission with our supporters through events and visits.

Professional Development

2% Ensuring our team continues to grow with training and skills for effective media ministry



Inspired to give? Scan the QR Code to donate to Lutheran Media online, or visit: lutheranmedia.org.au/donate



While *Lutheran Media* continues to engage large audiences – boldly inviting both the churched and the unchurched to draw near to Jesus – we remain conscious of the need to adapt and embrace new forms of media. Planning for the future has become a focus point throughout the beginning of 2026, alongside a need to establish opportunities for donors to give smaller amounts more regularly as a response to some of the economic stresses that make larger donations more challenging.

Regular donations have become increasingly important to our operation over the past five years, as the reliability they provide allows us to resource new ministry opportunities with confidence, and ensures that we

are well-positioned to support the radio partnerships that bring Jesus into more than one million lives each week.

As has been the case for the past 80 years, the ministry of *Lutheran Media* continues because you continue to give. Your support makes an enormous difference, and your partnership with our ministry has a transformative impact on thousands as they take up our ongoing invitation to meet and know Jesus.

We remain forever thankful for your generosity, your kindness and your passion. Your blessing to us allows us to bless many, and we thank and praise God as he works through your support, through our work, and through the sharing of his word – his resounding *Message of Hope* – into the lives of others.



The ministry of Lutheran Media continues because you continue to give... and we remain forever thankful for your generosity, your kindness and your passion. Your blessing to us allows us to bless many!

Media Ministry In Action:
Robyn, Tania and Sarah provided booklets, calendars and 'Hope For Kids' bags for the Golden Grove Fete.



Your Support

Your support means so much to our mission and to our ministry. Thank you for helping us to continue sharing the hope and joy of Jesus!



Donate Online

Donate online by visiting www.lutheranmedia.org.au/donate or scan the QR code below.



Donate via Direct Deposit

Make a one-off donation, or set up regular giving via bank transfer:

Lutheran Media
Lutheran Laypeoples' League (LLL)
BSB: 704-942
ACC: 100741304



Cheques and Donation Slips

Fill out a donation slip, or make a cheque payable to 'Lutheran Media' and mail to us at the address below.

Lutheran Media
139 Frome Street
Adelaide, SA 5000

1800 353 350
office@lutheranmedia.org.au
www.lutheranmedia.org.au



Lutheran Media would like to especially thank the following for their generous financial support in 2025:

- Brinkworth Lutheran Church
- Caring Place Op Shop
- Evangelical Lutheran Christ Church
- Faith Lutheran Church
Warradale, SA
- Good Samaritan Bargain Shop
- Good Shepherd Lutheran Church
Hallett Cove, SA
- Greenock Lutheran Parish
- Hawkesdale Lutheran Church
- Lobethal Lutheran Reception Centre
- Lutheran Women SA/NT
- Lutheran Women NSW/ACT
- Lutheran Women VIC/TAS
- Lyndoch Lutheran Church
- Mawson Lakes Community Church
- Murray Valley Lutheran Community
- Nazarene Bargain Shop
- Redeemer Lutheran Church
Goolwa, SA
- Riverview Lutheran Rest Home
- St. John's Lutheran Church
Dernancourt, SA
- St. John's Lutheran Church
Hobart, TAS
- St. John's Lutheran Church
Tea Tree Gully, SA
- St. Mark's Lutheran Church
Mt. Barker, SA
- St. Paul's Lutheran Church
Henty, NSW
- St. Paul's Lutheran Church
Caboolture, QLD
- St. Peter's Lutheran Church
Warwick, QLD
- St. Peter's Lutheran Church
Warrane, TAS
- Wangaratta Lutheran Op Shop