



Christian Medical and  
Dental Fellowship  
of Australia

# 2020-2021

## Annual Management Report

### Comment on the year

2020/2021 has been another remarkable year. Despite the pandemic severely restricting our normal fellowships meetings and conferences we have used technology, such as ZOOM, to run webinars, to hold National Board and State committees meetings and generally maintain a level of fellowship among members.

On a very positive note 2020/2021 has seen the highest level of financial CMDFA membership at 480 despite the unusual circumstances.

In addition the weekly Prayer Meetings run by our Prayer Support Group in NSW has brought people together in prayer across the country and internationally with attendees from the UK, Pakistan, the USA and Africa praising God and asking for His support and healing.

We have also been blessed in that technology has meant that we have been able to include our members in activities who live in regional and remote areas which would not have happened if we had been meeting in person. As we move into more normal times we should continue to use technology to maintain fellowship with our members who are not in the main urban centres.

In a number of instances of extreme time pressure we have made submissions on important legislative matters involving “Conversion Therapy”, euthanasia/VAD.

Importantly we have also provided the general public with rational and professional guidance on the vaccination issue to help overcome the myriad conspiracy theories that have arisen.

In addition we have learnt how to use social media to mount cost effective campaigns that reach beyond our membership into the broad Christian public. This means that we can express our Christian views on significant Healthcare issues in a professional and measured manner.



## Membership

	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
<b>Financial Members</b>	<b>405</b>	<b>401</b>	<b>443</b>	<b>451</b>	<b>402</b>	<b>417</b>	<b>450</b>	<b>431</b>	<b>468</b>	<b>480</b>
<b>Students</b>	<b>99</b>	<b>191</b>	<b>242</b>	<b>240</b>	<b>240</b>	<b>245</b>	<b>251</b>	<b>239</b>	<b>283</b>	<b>142</b>
<b>Life/Ms-sionary</b>	<b>40</b>	<b>43</b>	<b>41</b>	<b>30</b>	<b>34</b>	<b>43</b>	<b>43</b>	<b>39</b>	<b>45</b>	<b>33</b>
<b>TOTAL</b>										

## Partnerships

Partnerships		2019-2020		2020-2021	
Diamond (\$5,000)		2	\$9,090.90	1	\$4,545.45
Amethyst (\$3,000)		1	\$2,727.27	3	\$8,181.81
Pearl (\$2,500)		3	\$6,818.19	4	\$9,090.92
Jade (\$1,500)				3	\$4,090.92
Sapphire (\$1,250)		1	\$1,136.36	3	\$3,409.08
Opal (\$800)		12	\$8,727.24	10	\$7,272.70
Ruby (\$600)		11	\$5,999.95	9	\$4,909.05
Emerald (\$400)		30	\$10,909.20	21	\$7,636.44
Onyx (\$200)		4	\$727.28	17	\$3,909.94
Quartz		2	\$181.82	14	\$1,272.74



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(\$100)					
General (various)		40	\$11,506.36	16	\$3,639.40

## New Strategic Plan

The previous Strategic Plan was developed in 2016 so the Board took the decision to develop a new plan that identified the key strategic goals of the Fellowship.

The model we used is as follows:



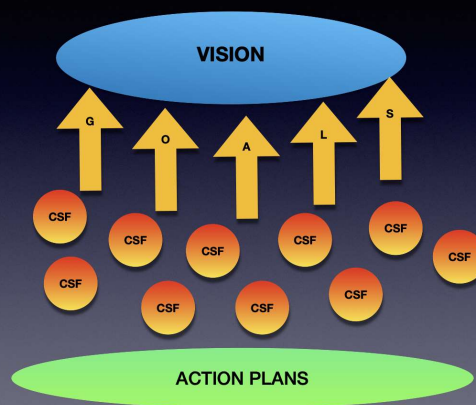
As an outworking of the plan 6 High Level Goals were identified and subsequently our Board members have each taken on one of the Goals and will over the course of the next year develop plans and actions to achieve the Goals identified.

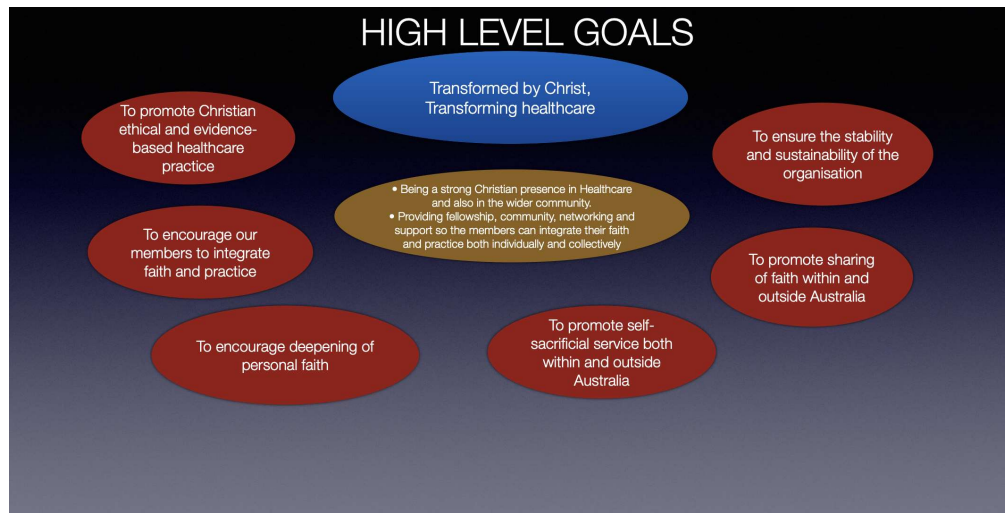
The achievement of these Goals will result in CMDFA having a multi-focus long term strategic and operational plan.

## Definitions

- VISION
  - What is the prime reason for the organisations existence
- GOALS
  - What are the high level goals of the organisation
- CRITICAL SUCCESS FACTORS
  - What does the organisation have to achieve to fulfil its goals
- ACTION PLANS
  - To turn the strategy into execution

## STRATEGIC MODEL





## Advocacy

CMDFA has been very active in the area of advocacy arising from the legislation being planned and implemented in a number of states.

Main areas of involvement are as follows:

## Gender Dysphoria -Conversion Therapy Legislation

### ACT/Victoria

In opposition to the “Conversion Therapy” Bills proposed and legislated in the ACT and Victoria CMDFA issued Press Releases, spoke and wrote directly to members of parliament issued Parliamentary submissions where possible



Despite our best attempts such legislation has been passed. Subsequently John Whitehall made the following video explaining the implications of the Victorian bill



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## NSW

In an attempt to forestall any such legislation being promulgated and enacted in NSW a letter was written to the NSW Health Minister

### “Your Practice and the Law” Webinar

In order to help members understand how these laws can impact the ability to practice according to a members conscience CMDFA arranged for John Steenhof of the Human Rights Alliance to deliver a webinar on this subject.



This included a Q & A session in which our National Chair John Whitehall drew from participants questions and put them to John Steenhof . The recording was originally only released to attendees however we are now making this available to all members at the following link:



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## **Covid-19 Vaccination Controversy**

To provide the wider Christian public with a professional and rational understanding of the COVID-19 vaccination controversy Dr. James Yun, who is an immunologist delivered a comprehensive video on the subject.

This was posted on You Tube on the CMDFA channel at the following link: This has been viewed 47, 553 times and has been very favourably reviewed with 615 favourable comments and only 125 dislikes. This was posted on our YouTube Channel which now has 357 subscribers.

This video has been seen by a wider Christian audience than CMDFA has ever been able to reach historically, This not only has therefore provided valuable professional advice on vaccination but it has also created an awareness of CMDFA as a professional Christian organisation delivering high quality professional advice.

This video has also been promoted to the public through Facebook advertising and has reached an audience of over 28,000 and over 6000 views.



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## Euthanasia / VAD Legislation

Euthanasia /VAD legislation was passed in Queensland despite vigorous submissions by CMDFA members.



NSW is now the only state where euthanasia legislation has not been passed. There is currently an independent MP Bill before parliament for a 2nd reading and then a vote in the lower house. CMDFA also launched a petition against the bill which was signed by 1300 signatories and was subsequently submitted to the NSW Premier.

In addition we posted a video by Megan Best on End-of-Life-Care on our YouTube channel which we had previously developed for just such a need. This can be seen at the above link:

This was promoted via Facebook ads directed at a Christian audience. A clip of the video was used plus anti VAD ads of which this is the most effective in stimulating interest





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## Don't make death a deadline

Normalising voluntary death can increase public pressure on those who feel like a burden, place a moral obligation on families, and give others the legal power to end other's lives.

**As Christians it's our duty to defend the vulnerable.**

**Join our call for more palliative care not premature deaths.**



Sign up for our regular newsletter today



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The Facebook ad campaign has so far reached nearly 40,000 people with over 2000 linking to Megan's video.

Submissions to an enquiry prior to the 2nd reading are due 22nd November and CMDFA is developing a submission to meet this deadline.

## Membership and Awareness Campaign

In November 2020 CMDFA contracted with Dunhams+Company an international marketing and fundraising company to run a social media campaign to raise awareness of CMDFA and generate additional membership .

The campaign used specially developed ads that appeared on Facebook using selected topical articles from Luke's Journal. Facebook was briefed to develop a Christian / Medical audience algorithm that would determine which members of the Facebook audience would be presented with our ads.

The campaign proved very effective in raising awareness of CMDFA with over 127,000 people seeing our ads. In addition over 5500 linked through for more information.

However we were only successful in gaining very few new members for this activity. Even when we offered free membership for 3 months the take up was marginal. However this was proof that the key to building membership does not lie in the level of membership fee but rather making CMDFA more relevant and providing value for membership.

We used Dunhams for generating our Euthanasia petition, which attracted 1300 signatories, and also our membership renewal campaign and spreading the exposure of our video by James Yun on Vaccination.



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## Social Media Activity

A major benefit that has accrued from working with Dunhams has been to increase our skills level in the National Office, with regard to using social media and Facebook in particular to spread our message.

Social Media has proved to be a very cost effective means to reach a wider Christian public base beyond our membership.

The first campaign that CMDFA developed on our own cognisance, albeit with technical support from our web developer, was the Euthanasia campaign . We have gone on to mount an effective campaign to promote Luke's Journal.

## Luke's Journal Facebook Campaign

The quality of the articles published in Luke's Journal represents the most consistent and most professional material published and produced by CMDFA over decades.

The transition of Luke's Journal from purely a print based product to an online one provides the opportunity to make this quality material available to the total Christian population and, in addition, be a great recruitment vehicle for CMDFA.

Accordingly we have launched a Facebook ad campaign using 4 recent articles from Luke's Journal aimed at general Christian audience.

In 3 weeks the ads have reached over **18,000 people** .

They have generated 1581 links at a cost of **\$0.31 cents/click**

We have received **67 new subscribers to Luke's Journal**.

## Building our support base - "Friends of CMDFA"

While our attempts to build membership through our Facebook campaign did not bear fruit we did receive a number of non-medical members of the Christian public who expressed interest in becoming associated with CMDFA

This led us to explore the concept of creating a non-membership group called "Friends of CMDFA" for non medical Christians who wish to know more about us and what we do and support us. We discovered that our UK colleagues CMF UK have a similar group and we held a ZOOM meeting with their membership secretary to help us with ideas.



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CMF UK “Friends “ group have around 1000 people in the group and over time they have found that Medical professionals who have joined as “Friends” over time become full members.

Accordingly via our Facebook campaigns we are asking people who are interested to sign up to receive updates from us. We will be mailing them Luke’s Journal articles as



a start point and links to videos we have produced on a variety of subject

## **Moral Injury Webinar**

In November last year NSW State organisation organised a mini-conference on “Moral Injury” . As this was delivered on ZOOM due to COVID restrictions this was advertised nationally. Videos of the conference speakers were released initially to people who had registered for the conference but now 12 months later we are making these available to all members at the following link:

## **Daily Devotions**

In December 2020 in coordination with ICMDA and CMF UK we were able to access and set up for our members Daily Devotions delivered to their Inbox.

Devotions are sourced from “The Doctor’s Life Support” series and these have been well received by our members.

## **Conclusion**

We pray that the Lord continues to bless our Fellowship in the years ahead and helps us to grow in numbers and wisdom. That we are able to nurture our members and our students, that we are able to grow in stature so that when we express our views into the Christian and the secular world we are heard and our views are respected.



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Finally that we are blessed with more resources both Financial Resources and Human Resources in order to do the work He has set before us.

Every blessing to you all

David Brown Chief Operations Officer November 2021