

Issue #1 - September 2009

# RISE

inform • inspire • encourage



## **Consumerism Lens**

the core failings of consumerism

**Mark Scott**

Managing Director, ABC

## **Not-so-Brave New World**

what will the Church be online?

*spot the advertising fake!*  
where do you draw the line?

**SPECIAL EDITION: 2009 South Australian Prayer Breakfast Program inside this issue**

[www.risemagazine.com.au](http://www.risemagazine.com.au)

# RISE

inform • inspire • encourage

## **Publisher**

Two Fish Media Pty Ltd – ACN 123 229 121  
[www.twofishmedia.com.au](http://www.twofishmedia.com.au)

## **Managing Editor**

Wendy Rush  
[info@risemagazine.com.au](mailto:info@risemagazine.com.au)

## **Creative Director**

Edi Leane  
[edi@twofishmedia.com.au](mailto:edi@twofishmedia.com.au)

## **Graphic Designer**

Kirstan Hautop

## **Contributors**

Scott Berry, Kaye Flack, Carey Hauri, Sue Giacobbe, Rob Jenkins, Geoff Kempster

## **Website / Subscription Enquiries**

[www.risemagazine.com.au](http://www.risemagazine.com.au)

This edition of RISE Magazine has been produced in conjunction with the CBMC International – SA Inc and the South Australian Parliamentary Christian Fellowship especially for the 2009 South Australian Prayer Breakfast.

The views expressed in this magazine are not necessarily those of Two Fish Media Pty Ltd, the CBMC International – SA Inc, the South Australian Parliamentary Christian Fellowship or anyone else involved with the South Australian Prayer Breakfast. This magazine is produced as a resource for Christians, businesses, churches and ministries – to inform, inspire and encourage. Articles can also be found online at [www.risemagazine.com.au](http://www.risemagazine.com.au).

## **Copyright**

The publisher, consultants, authors, contributors, editors and all other interested parties fully reserve their rights in regard to copyright in this work. No part of this work covered by copyright may be reproduced or copied in any form or by any means without permission. Please contact the publishers at [info@risemagazine.com.au](mailto:info@risemagazine.com.au) if you would like to reproduce anything contained herein.

## **RISE Online**

RISE is published in an online format bi-monthly. To subscribe go to [www.risemagazine.com.au](http://www.risemagazine.com.au).

## **RISE Glossy**

You are invited to contact the Managing Editor if you are interested in having a special edition of RISE published for your event or organisation.

**Cover:** Model Amanda Jenke, photo by Jodi Nash

# RISE

inform • inspire • encourage

- Online format published bi-monthly
- Subscribe now for FREE at  
[www.RISEmagazine.com.au](http://www.RISEmagazine.com.au)
- This edition of RISE Magazine published exclusively for the 2009 SA Prayer Breakfast
- Contact us at [info@risemagazine.com.au](mailto:info@risemagazine.com.au) to discuss a special edition for your next big event

Email: [wendy@twofishmedia.com.au](mailto:wendy@twofishmedia.com.au)

PO Box 739, Modbury SA 5092



## **OUT OF THE WELLSPRING:** stories of hope and healing

Ordinary South Australians share their stories of pain and hardship, and how they have grown personally and in relationship with God as a result.

**Out now! RRP \$15 + P&H**

Contact [wendy@twofishmedia.com.au](mailto:wendy@twofishmedia.com.au) to purchase or to express interest in contributing to the next edition.

## featured articles

- 1 **2009 South Australian Prayer Breakfast Program**
- 2 **Mark Scott, Managing Director, ABC**
- 3 **Spot the Fake!**  
by Rob Jenkins
- 4 **Business Growth Groups**
- 6 **Welcome to a Not-so-Brave New World,**  
by Kaye Flack
- 7 **Living Courageously in Uncertain Times,**  
by Carey Hauri
- 9 **Looking at our Lenses: Consumerism,**  
by Scott Berry
- 11 **RISE Magazine and SA Prayer Breakfast Supporters**



[www.twofishmedia.com.au](http://www.twofishmedia.com.au)

## Communicate effectively with your community

- Engage your community through high quality, affordable communication materials across all mediums
- Web packages – tailored to any budget
- Creative design services – logos, banners, business cards & more
- Publishers of **RISE Magazine**
- Publishers of **OUT OF THE WELLSPRING**: stories of hope & healing

Contact: Edi Leane • Phone: 08 8285 2768 • Email: [edi@twofishmedia.com.au](mailto:edi@twofishmedia.com.au)

# 2009 South Australian Prayer Breakfast

Program - Tuesday, 15th September, 2009

## National Anthem

**Opening remarks** – Master of Ceremonies **Mr Brenton Ragless**

**Prayer of thanks** for food

## Breakfast

**Welcome** - **The Hon Jack Snelling MP**, Speaker of House of Assembly, representing the Premier of South Australia

**Acknowledgment of Sponsors** - Executive Director of CBMC International - SA Inc., **Mr Geoff Kempster**

## Free To Be Kids Presentation

**Bible reading** John 14: 5-14 (NIV)

## Prayers:

**City, State and Nation & Church leaders** – Dr. Lynn Arnold AO, Chief Executive, Anglicare SA

**The Marketplace** – The Hon. Robert Brokenshire MLC, Family First

**Education, Families and Young people** - Miss Alexandra Heberle, year 12 student, Immanuel College

**Guest Speaker** – **Mr Mark Scott**

**Summary Remarks** - **Mr Geoff Kempster**

**Vote of thanks and presentation** by the **Deputy Lord Mayor**, **Stephen Yarwood**

**MC's** concluding remarks and thanks



**CBMC International – SA Inc and the South Australian Parliamentary Christian Fellowship welcome our official guests to the 29th South Australian Prayer Breakfast** (accurate at time of printing):



His Excellency, the Governor of South Australia,  
Rear Admiral Kevin Scarce AC CSC RANR and Mrs Scarce

Mr Mark Scott, Guest Speaker and Managing Director,  
Australian Broadcasting Corporation

Mr Brenton Ragless, Master of Ceremonies

The Hon Jack Snelling MP, Speaker of the  
House of Assembly

Ms Isobel Redmond MP, Leader of the Opposition

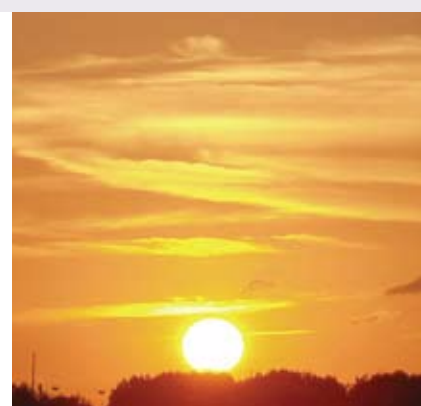
The Deputy Lord Mayor, Stephen Yarwood

Dr Lynn Arnold AO, Chief Executive, Anglicare SA

The Hon Robert Brokenshire MLC, Family First

Miss Alexandra Heberle, Immanuel College

Mr Geoff Kempster, Executive Director, CBMC  
International – SA Inc and Mrs Penny Kempster



Guest speaker:

# Mark Scott,

## Managing Director, Australian Broadcasting Corporation

Mark Scott comes from a family of achievers. Grandfather Sir Walter Scott was the founder of WD Scott Pty Ltd, which was Australia's largest management consultancy for 40 years until it was sold in the mid-1980s. Sir Walter was chairman of the Federal Government's Decimal Currency Board. Mark's father Brian Scott also performed in public roles, conducting 10 government inquiries. Mark grew up with a clear sense of duty. "I believe public service is vital, and I believe if you are called to serve, you should answer that call."

After a 20 year career in the private sector Mark took up his appointment as Managing Director of the ABC in July 2006 – brought in as a generational 'change agent' to take the ABC into a more commercial future.

In an article in The Weekend Australian of 28-29 April 2007, one of his staff commented, "It was really obvious that he (Mark) has a strongly defined moral compass. He spoke of leadership in terms of integrity. He told us, 'We are all leaders here. We are leaders more than managers.'"

Mark was named Media Person of the Year in 2008, the year in which the ABC inaugurated Australia's first internet television service, iView, attained its highest audience share on record in Radio and Television, and more than 14 million vodcasts were downloaded.

Mark has presided over a significant transformation of the ABC since his appointment. The ABC has extended its leadership in News with the launch of ABC News Breakfast and by establishing its Continuous News service. Editorial standards at the ABC are now independently audited to ensure the Corporation continues to set a benchmark for quality in the Australian media. The ABC's international engagement has expanded, through new partnerships with agencies like AusAid in its work on international projects, and by continually increasing audiences for Radio Australia and Australia Network.

Before coming to the ABC, Mark spent almost 12 years in a variety of editorial and executive positions with Fairfax Media, including Editorial Director of the Fairfax newspaper magazine division and Editor-in-Chief of Metropolitan, Regional and Community newspapers.

Born in Los Angeles while his father was lecturing at the University of Southern California, Mark holds both US and Australian citizenship. His family returned to Sydney when Mark was a child. A committed Christian, he is married to Briony with three daughters aged 18, 17 and 14.

He holds a Bachelor of Arts, Diploma in Education and Master of Arts from the University of Sydney and a Masters degree in Public Administration from Harvard University.

In his address to the National Press Club of Australia in September 2008 Mark said "I think to have a reputation as a broadcaster of integrity is all the more vital in the new media landscape. Trust matters. And the best way to preserve it is to continue to deserve it."



## Snapshot of the ABC today

- In 2008 celebrated 75 years
- Two television networks
- Five radio networks
- 60 local radio stations
- 15,000 unduplicated hours of news and current affairs content annually
- Over 60 million podcasts and vodcasts downloaded annually
- One of the world's largest suite of online media services
- Australia Network seen in 44 countries in the region, reaching some 22 million homes and viewed by up to 7 million people each month across the Asia Pacific
- ABC Local Radio audiences up 30% on where they were a decade ago.



# Spot the fake!

By advertising executive and photographer Rob Jenkins

## From natural beauty to Hollywood glamour



Acknowledgements, clockwise from top left: Model Amanda Jenke, Photo by Oz Spinello; Photo by Oz Spinello; Photo by Allen Shubin; Photo by Jodi Nash

Have you ever seen a magazine ad for make up with a flawless Hollywood star as the spokesperson? They seem to have amazingly smooth skin even though they are in their forties or fifties. The advertising industry must have breathed a huge sigh of relief when photo manipulation software became affordable and accessible. Prior to the digital darkroom, airbrushing was a painstaking and tedious job that took hours. Today, professionals can smooth skin, remove blemishes and make someone look years younger in minutes not days.

Manipulating photos raises the question of ethics in advertising. How much is too much? Surely if someone has a skin blemish on the day of a photo-shoot it is acceptable for the post production people to remove or reduce the problem area?

The ethical question is where do you draw the line. As an advertising person of some 20 plus years and amateur photographer I've seen many examples of photo manipulation for the sake of making the product look its very best.

Some examples are way over the top. Aging actresses air brushed to look 20 years younger, with flawless skin, bigger eyes, pouting lips and a lack of wrinkles that a twenty year old would be struggling to match. The problem is that teens can absorb this

imagery and then have an unrealistic view of what they are supposed to look like. A very good example is available online at <http://demo.fb.se/e/girlpower/retouch/> where the Swedish Ministry of Health produced this website showing how dramatic retouching can be.

To see how simple retouching is, go to Youtube and search on retouching and you will be offered dozens of examples of photo manipulation and tutorials, some quite dramatic. As a photographer I have been asked to retouch photos and I have no problem with it as long as the subject understands what I will do and why. However when it comes to manipulating images and portraying this as the real thing, then I draw the line and say no.

Advertising is all about selling. It's about portraying your product in a positive light, bringing out the best so that customers are "sold" into a purchasing decision. This is acceptable and appropriate, after all you don't sell a used car without having it detailed, and products should and are photographed with the right lighting. Models are made up before they dress in a fashion store's latest offering so that they reflect the image of the product to the intended target market. But when photographs are manipulated to unrealistic levels and in effect are lying to sell products

then the advertiser has crossed the ethical line all in the name of selling more product.

Next time you are browsing a glossy magazine, stop and look over the make-up ads, the health product ads and just about any ad featuring a female model and chances are there has been some retouching in order to make the product appear to "really work." This dishonesty is not just limited to photo manipulation. Fine print that people don't read, bait advertising and hard sell tactics are just as dishonest as any manipulation. Christian businesses can rise above this and offer customers honest products in such a way that customers respect that honesty and are happy to put down their hard earned money to buy your product. All you have to do is connect with them when they are in need of your product.

Want more examples  
of photo manipulation in  
the commercial world?  
Visit Photoshop Disasters at -  
<http://photoshopdisasters.blogspot.com/>



## CBMC Groups generating 'Maximum' business growth

Growing a business is more than just growing the bottom line. There are many aspects that need to be in balance before sustained growth can occur. CBMC International SA Inc believes that this all starts with the person. That's why they have established Business Growth Groups (BGGs). The groups are designed to grow your business by first growing the person, personally and professionally, using a proven resource and the support of a group of peers on a similar journey.

CBMC has built their BGG training around the CreateOne Pty Ltd resource Maximum Impact, a mentoring audio CD program by Christian leadership expert John C Maxwell.

How many times have you been to a workshop or a seminar and become excited by what you've heard? You go back to the office with every good intention of putting your new knowledge into action and, before long, you find you are reverting to the same old routine.

More than just getting the information or skills, BGGs are about being supported and encouraged

to put the theory into practice in your daily life. You become accountable, but you also have the benefit of other people's experiences to motivate you to act. CBMC Business Growth Groups offer:

**Counsel:** shared wisdom, giftedness and experience of like-minded people based on sound values and ethics;

**Be accountable:** gaining the courage to follow through on tough decisions and issues as they arise;

**Mutual Support:** receiving and giving understanding, empathy and encouragement;

**Confidentiality:** gaining trust and confidence in one another that comes with honesty and transparency in a confidential environment;

**Business tools:** resources, training and networking opportunities;

**Gain skills:** to more effectively interact interpersonally in the marketplace;

**Grow:** personally, spiritually and professionally.

Four to six people meet monthly with a facilitator to discuss and learn new strategies to solve important business issues, with the aim of developing their leadership capabilities.

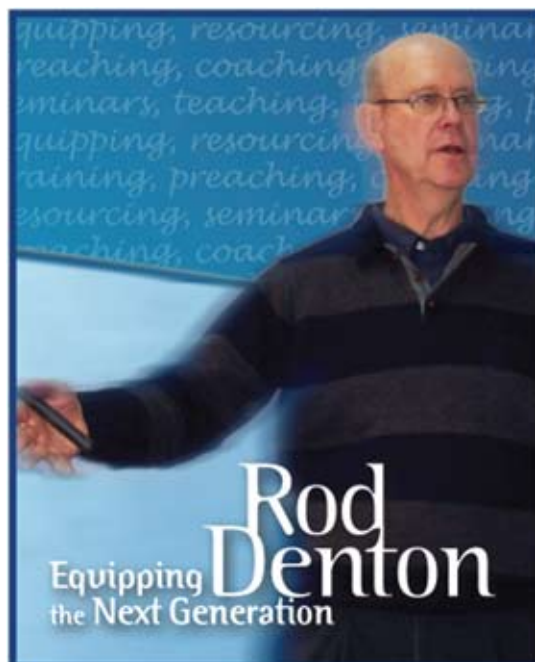
Each person is encouraged to listen to a CD prior to the sessions, noting helpful quotes or

questions. After sharing on the particular topic, group members undertake to follow through with an action prior to the next session. In this way everyone is held accountable, while at the same time experiencing support and mutual encouragement.

In the words of one participant "I believe that it's only when you share your experiences with others, do you gain a true sense of whether or not you are growing, developing others and making a difference. The teachings of John Maxwell provide a focus for me, giving a more structured approach to my thinking and, in particular, providing me with practical steps I can use to improve myself and my interaction with others - both in the business world and in my private life."

**For more information on CBMC International SA's Business Growth Groups, contact Executive Director Geoff Kempster on 08 8396 6111 or at [geoffkempster@cbmcint.com.au](mailto:geoffkempster@cbmcint.com.au).**

To find out more about CBMC International go to [www.cbmcint.com.au](http://www.cbmcint.com.au)



### You are invited to a Leadership Lesson with **Rod Denton, Equipping The Next Generation**

on Wednesday 14th of October at 7.15pm for 7.30pm  
at Bethlehem House, Sudholz Place  
(off Flinders Street and opposite Bethlehem Lutheran Church)  
Adelaide

Rod will be presenting another in his series of Leadership Lifelines  
**The Person God Uses... leadership emergence the Jesus way**

You will join the live audience to share in this recorded event.

The night will be hosted by CBMC International SA Inc.  
who are committed to serving the business community in S.A.

R.S.V.P. by 7th of October to Geoff Kempster on 08 8396 6111  
or [geoffkempster@cbmcint.com.au](mailto:geoffkempster@cbmcint.com.au)

Rod Denton, Equipping The Next Generation  
[www.rodentoneng.com.au](http://www.rodentoneng.com.au)

**cbmc** INTERNATIONAL  
South Australia  
PO Box 210 St Agnes SA 5097

# 2009 South Australian Prayer Breakfast Partners

We extend our sincere thanks to our valued partners.  
Please support the organisations that help to make this event possible.

## Principal partners



[www.freetobekids.org](http://www.freetobekids.org)

Free to be Kids is supported by



[www.optimumlifefocus.com.au](http://www.optimumlifefocus.com.au)

## Major partner



[www.taboradelaide.edu.au](http://www.taboradelaide.edu.au)

## Supporting partners



[www.cashflowmanager.com](http://www.cashflowmanager.com)



[www.homeaustralia.com.au](http://www.homeaustralia.com.au)



[www.adelaidecc.com.au](http://www.adelaidecc.com.au)



[www.ansvar.com.au](http://www.ansvar.com.au)



[www.life.on.net](http://www.life.on.net)



[www.word.com.au](http://www.word.com.au)



[www.risemagazine.com.au](http://www.risemagazine.com.au)

## Associate partners

Maesbury Plumbers Pty Ltd  
AON Risk Services Australia Ltd  
tri-meridian – corporate and commercial law

InfoTec Communications – booking manager  
Enabled Solutions – web and video



# Welcome to a not-so-brave new world

By internet marketer and social media enthusiast Kaye Flack.

Larry isn't an internet junkie. He is tech-savvy though; he checks and sends email on his mobile phone, sends pictures of his kids' football games online to his folks, sends an SMS to his wife about dinner arrangements, connects online to the florist and orders flowers; connects to Facebook and writes on his kid's wall, watches the TV news and then arrives home. He feels connected with the people he loves and cares about. Larry goes to church on Sunday, and is on the worship team. He sighs, "Church just isn't like the real world. Pretty much the only way to get any information about what's happening, to get rosters, and stuff is to call someone who may (or may not) know." The four pages of text in the church bulletin are about as welcome as the reams of junk mail he gets every week. "I feel disconnected from the people and the place that should have a major part in my life." Clearly something is wrong.

Over these past few years social media has been a catalyst in how people discover, read and share news, information and content, and connect to their world.

*"I feel disconnected from the people and the place that should have a major part in my life."*

The development of social media has been a catalyst for the rapid transition of our developed industrialised culture to an information and technology culture. Social media has reflected the transition and accelerated it. It's interesting to observe how the distribution of knowledge and information has transformed people from being content consumers into content producers. Subtle social and cultural changes have accentuated a rampant individualism and social isolation. Many feel a developing tension that leaves us time-poor, information-overloaded, and socially lonely in a crowd. Social media can be used to create a microcosm in which we relate the same way we communicate: in byte-size chunks. The Church would be wise to carefully consider the changes this has created in our core values and belief systems.

Some may argue that the church had better "get with the times" or risk becoming irrelevant to the people it was called to minister to. Perhaps there are two issues more important for the church than relevance. The first relates to information media, the second is relationship dynamics.

In our contemporary culture, people filter information; deciding what information they want and how they want to assimilate it. When it comes to information, the church should use all forms of social media like forums, weblogs, social blogs, wikis, podcasts, picture and video sharing,



vlogs, wall-postings, email, instant messaging and music-sharing (and many more) for they are communication media. The "boomer generation" witnessed the transition from hymn-books to chorus sheets, from overhead transparency projectors to multi-media projectors and wall-sized LCD screens. The text didn't change but the media incorporated the same video techniques that TV has used to great effect. Inevitably the medium does not merely convey information, it subtly transforms the message. To not use social media to convey information would be a mistake, to use it unwisely would be an even greater mistake.

*"what will the Church be online?"*

Perhaps one of the reasons why social media has become extremely popular is because it allows people to connect and relate in the online world forming relationships for personal, political and business use on their own terms. Here is the cutting edge: what will the Church be online? In a world where people crave relationships on their own terms, will we (the Church) be solely information carriers and demand that people relate to us on our terms? If that happens, don't be surprised if even the faithful turn off and dissociate from the Church. On their terms? How have webcasts and podcasts from some of the most influential churches world-wide affected church attendance at home? Patterns of church attendance have changed for no other reason than people are making choices on the basis of personal preferences and not necessarily on the basis of principles or priorities.

It should be reinforced at this point that social media is always a means to an end, and not an end in itself. One of the core values of any truly

effective internet marketer is to be transparent, to be the real deal, a person of integrity and authenticity. The premise is that what you do online is what you are offline.

Christian ministry is about building relationships with people; to care and connect, to show an interest. The marketplace has learnt how to use social media and how to build social networks to build relationships that deliver value. The early church did some of its most profound work through letters which were copied and disseminated around the world. The Church ought to get back to its core values and discover how to use media to touch the hearts of people, meeting heartfelt needs and opening the doors to relationships.

The one thing that the early church did that had the greatest impact on their world was to demonstrate the love of God to each other and to a needy world. Many social media expedients are careful of what they post, and rightly so. That is the magic of social media – you share what you want on your own terms, with as wide an audience as you choose. But how tragic, if the best the church has to offer remains unsaid, unposted. Even worse if the church becomes so insular that it can only be friends with its own people.

Social media has been an incredible means to connect and stay connected with family, friends who we have ministered to and they have ministered to us over the years, it's great to be still part of their lives. In the last 12 months I have connected with people I didn't know through different methods of social media, I have cried, laughed and prayed for, talked to and have been taught by these people who are real people behind the words, screens and cameras.

# Living Courageously in Uncertain Times

by life coach Carey Hauri



*Courage isn't the absence of fear but persevering and taking action despite our fears.*

## Scared witless...now what?!

Your heart races, you have difficulty breathing, your mouth is dry, your legs have gone to “jelly” and your palms are sweating. These are some of the body’s classic responses to fear - the “fight or flight” response. Fear is the body’s reaction to a threat, regardless of whether the threat is physical, emotional or financial. Fear also leads to suppression of the immune system and activity in areas of the brain concerned with short-term memory, concentration, inhibition and rational thought. When this happens on a daily basis over many years, mental, emotional and physical health can be jeopardised, as well as the ability to function at peak capacity and the simple ability to enjoy life.

The problem is that a real or perceived threat signals a part of the brain to store the experience in long-term memory. We aren’t simply afraid of physical danger, which in itself is not bad. We also become afraid of any imagined situation that might evoke a painful emotion.

F - False

E - Evidence

A - Appearing

R - Real

Fear’s function is to keep us from getting hurt, but in doing so fear can also keep us from becoming all that God created us to be and do. Fear is the gatekeeper of our comfort zone and its number one job is to guard us against any negative feelings and to keep us “safe”. But how satisfying and faith stretching is “safe”?!

In uncertain times we can find ourselves becoming increasingly fearful and anxious. Those “what if” questions begin to loom: What if I lose my job? What if my hours at work are cut? What if I can’t pay the bills? Or maybe fear is holding us back from moving forward in some other area of our lives?



## **We can live courageously and move beyond the fear:**

### **1. Acknowledge and examine our fear.**

- Acknowledge that the event or situation we are facing is making us nervous and anxious.
- Use the Living Courageously Worksheet to examine and gain perspective on the event/situation.

### **2. Change our perception and perspective.**

- Ask ourselves, "In what ways could this event or situation be positive and an opportunity?"
- Break bigger challenges and goals into smaller, more manageable chunks.

- The words we use will influence how we perceive a situation, event or person, and our emotional response to it. Watch the language and words we are using, and then change them if necessary. For example, instead of being "afraid" or "terrified", we are "a little concerned". Instead of an event or situation being "scary" or "frightening", we can describe it as an exciting challenge.
- Remind ourselves of positive truths, backed up with God's promises in Scripture.

### **3. Plan and prepare as well as we can, remembering that God is in control!**

- Get the training and resources to improve our knowledge and skills.
- Ask for help from wiser, more experienced leaders, mentors, coaches and counsellors.
- Surround ourselves with optimistic, positive supporters who believe in us. Avoid the "fear junkies" and "dream drainers".
- Formulate a contingency plan.
- Rehearse presentations, difficult conversations, answers to challenging questions.

### **4. Focus on what we want to happen.**

- We attract what we fear! Dwelling on our fears can bring them upon us. "As a man thinks within himself, so he is."
- Even if we say to ourselves, "I don't want 'A' to happen", we will gravitate toward 'A'. Our mind cannot move AWAY from anything, only TOWARD something.
- Focus on what God wants/you want - focus directs energy and action.
- Having a clear, written purpose or vision will help us to clarify what we want to happen and direct our focus, actions and behaviour.

### **5. Just do it!**

- Many of us wish our lives away, waiting for "someday" to come, for a guarantee that if we risk, nothing bad will happen.
- We need to take calculated risks and just do it!
- Risk is one of the keys that move us from fear to freedom. Taking risks builds courage, confidence and consistency.
- Faith equals risk.
- When we confront fears, they often disappear or aren't as big as we imagined them to be!
- To walk on water we do need to get out of the boat!
- When we are willing to trust God and shift, move or change – whether in one or all areas of life – we open ourselves up to true transformation.

Courage isn't the absence of fear but persevering and taking action despite our fears.

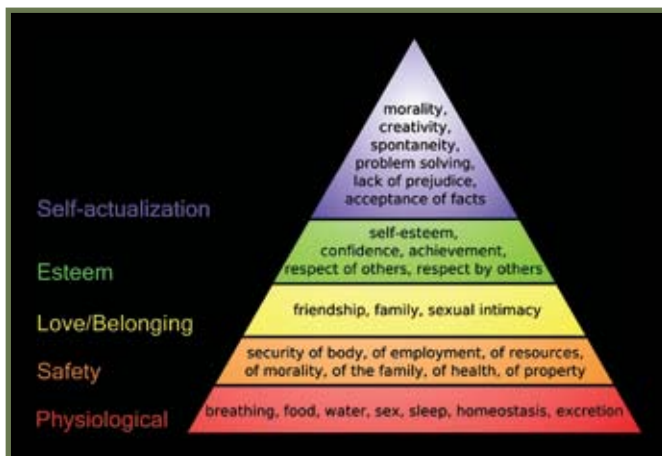
(If you would like a copy of the Living Courageously Worksheet mentioned above, please contact Carey at [careyhauri@mail.com](mailto:careyhauri@mail.com) and she will be happy to email it to you!)



# Looking at our lenses: Consumerism

by Scott Berry, young adults pastor and music journalist

Have you ever noticed that if you wear sunglasses long enough you forget you have them on, and sometimes even ask the embarrassing question “has anyone seen my sunglasses?” We are even less aware of the cultural lenses that always colour our vision of the world. The most all-pervading cultural lens that affects us in the Western world is that of consumerism. Wikipedia, the (dubious) source of all kinds of knowledge suggests “Consumerism is the equation of personal happiness with consumption and the purchase of material possessions.” This messes with Maslow’s hierarchy of needs (see diagram below) as it suggests that the highest level of human enlightenment is not self-actualisation but the consumption of luxuries.



One of the core failings of consumerism is that wealth is judged relatively, so we compare ourselves to those around us rather than recognizing our astonishing wealth in comparison to the average occupant of this planet. Since by definition most people cannot consume more than most people the result is that consumerism has set up a competition that the vast majority of us can never win. Sociologist Zygmunt Bauman cuts to the (rotten) heart of consumerism claiming that “to increase capacity for consumption, consumers must never be allowed to rest. They need to be kept forever awake and on alert, constantly exposed to new temptations and so remain in a state of perpetual suspicion and steady disaffection”. This quote alerts us to the elements of the secular world that are beginning to recognize the soul crushing hopelessness of consumerism but also how much broader consumerism is than just materialism.

The mindset of consumerism does more than push us to buy luxury items we don’t need with money we don’t have. The stimulation from endless advertising serves to flip our brain into consumer mode permanently, which means we view every aspect of our life through

these poisoned lenses. Consumerism teaches us to always be looking out for a ‘better deal’ and to avoid commitment (or bail on it) on all occasions. The outworking of consumer thinking is hinted at by the constant turnover in workplaces as neither employer nor employee ever expects long-term commitment. Consumerism helps keep the ‘church shopping’ roundabout moving as believers regularly “feel led to move on” while qualities like perseverance and commitment appear to have died a slow death soon after the birth of the baby boomers. Even those who do not leave their church still get caught up in consumeristic thinking as they rate how much they enjoyed their Sunday worship experience and how close it came to “meeting their needs” (You know a society is rich and spoilt when it’s people regularly complain that their needs are not being met while they are so clearly just talking about their wants/whims/momentary desires of the heart and would not recognize a genuine need if it smacked them in the face).

The most overt example of consumerism’s bind on the friendships of Gen X and Y’s is witnessed every time you seek to organize an event/party/dinner where RSVP’s are required. Some people are even brash enough to admit that they will not commit to an event because they unashamedly keep their possibilities open as they seek to play the ‘best options game’ waiting to the last minute to see what all their different friends offer them before choosing the most exciting activities for their weekend. The epitome of consumerism in marriages is seen when the financially attractive, ageing male trades in his wife for a younger, more physically attractive female companion.

Jesus’ words in Matthew 6:19 - 34 are not only timeless but they strike us as even more relevant now than they were when he first preached them at the inspirational Sermon on the Mount. This passage lifts the dark veil that our consumeristic culture has blinded us with.





*“There is nothing  
you own that will  
last for eternity”*

## 1) **Jesus calls us to have a right perspective on 'stuff'** (vs 19 – 30)

There is nothing you own that will last for eternity. Material possessions are not evil but everything on God's earth is His, so let us have a stewardship attitude towards possessions rather than a selfish, hoarding mentality. As Corrie Ten Boom said “Hold everything in your

hands lightly, otherwise it hurts when God pries your fingers open.” Consider your most recent purchases (excluding core groceries); what motivated you? Were you seeking to create an image, hunting for happiness, purchasing to lessen guilt, caught in an addiction?

## 2) **God wants us to be free** (vs 32)

Consumerism is exhausting and pointless as both we and those around us are dehumanized. The great underlying deception of consumerism is that you are nearly there, happiness is just around the corner, if you only buy our product/holiday/experience/course of study/etc your life will be complete. Whenever we fall into the habit of thinking, ‘I will be satisfied when I buy that house/car/clothes’ or ‘I will be content when I get married/have kids/change jobs’; we are falling for the lies of consumerism. Our purpose in life was only ever

intended to come from God. However, if life on this planet even with God still leaves us lacking contentment that is okay. The truth is we are but tourists, enjoying this exotic but sometimes disconcerting foreign land travelling towards our rightful home as citizens of heaven (Philippians 3:20).

God has plucked us from the never-ending trap of running the rat race; why would we still be jealous of those stuck on the spinning wheel?

## 3) **We are called to live according to his priorities** (vs 33)

Jesus is not content being one of the options we sometimes turn to, he calls us to live with him as Lord. He does not treat us like a consumer; instead he treats us like his beloved child. His plan is not to make all our dreams come true; his offer is simply that we can join His kingdom. He calls us to make a stand against consumeristic thinking whenever it is unhealthy (in church and in relationships) and

to instead seek to live according to Jesus' values. The wiser elements of worldly thinking critique consumerism and recognize that it is inherently flawed and dehumanizes all involved but they have no real solution. It may sound simplistic but it is true, real freedom comes from rejecting consumerism in favour of seeking first His kingdom and his righteousness.

## **For further reading**

[www.thestoryofstuff.com](http://www.thestoryofstuff.com)

**'The Corporation'**

secular documentary about corporations and advertising

**'The Trouble with Paris'**

Christian DVD by Mark Sayers critiquing consumerism

Article called **'Spent'** by sociologist Amitai Etzioni in

**'The New Republic'** <http://www.tnr.com/politics/storyhtml?id=80661c9c-9c63-4c9e-a293-6888fc845351&p=1>



With LocalAdLink business owners enjoy instant online presence with robust, self managed branding features including: Detailed business / company / organization information, Logo Display, interactive driving directions, online coupons, images gallery , videos , geo-targeting and with all the analytics available in real-time to monitor the success of your advertising campaign.

**No fixed contracts!**

**LocalAdLink**

Interested to know more please contact

**Kaye 0430548907 or John 0430548140** <http://www.localadlink.net/ozadlink>

## 'Writing for children' earns Adelaide lecturer prestigious award



Tabor Adelaide is pleased to announce that Dr Rosanne Hawke, senior lecturer in Creative Writing, has been awarded a 2009 Citation for Excellence in Teaching from the Australian Learning and Teaching Council. Dr Hawke is one of only two recipients of the prestigious higher education sector award from the private sector and is Tabor's

first recipient of the award. The award, received at a ceremony held at the University of South Australia on 3 August, was for "success in fostering a learning environment that inspires and encourages creative writing students to achieve success in writing for children."

Dr Hawke, a successful and award winning author of numerous children's books and young adult fiction, has proven very successful in motivating her students to enter the profession. The citation also particularly noted the effort Dr Hawke had put into offering her material on-line as well as internally and to the text she has written for the subject Writing for Children, titled *Buried Treasure*. Tabor Adelaide is excited to have lecturers of the quality of Dr Hawke on staff and congratulates her on this national recognition of her passion and commitment to teaching.

### MARK MUDRI & ASSOCIATES

Our commitment to you is to focus on your individual needs throughout your legal experience in a caring and professional environment.

Our areas of expertise include:

- Family law
- Motor vehicle claims
- Wills and estates

*Don't forget to ask for our current Wills Package*

Level 5, 117 King William Street, ADELAIDE SA 5000

Telephone: **08 8211 6799** • Facsimile: 08 8211 6209

Email: [admin@markmudri.com.au](mailto:admin@markmudri.com.au) Web: [www.markmudri.com.au](http://www.markmudri.com.au)

**Jesus Heals Infertility, Under-active Thyroid, Drug Abuse - RRP AUS \$19.95**  
ISBN: 9780980-444520

Jesus heals a doctor in Melbourne, Penny while watching Kenneth Copeland on tv and Marinella hooked on "party drugs"

**Rebels Boss Turns to Jesus - RRP AUS \$19.95**  
ISBN: 9780980-444506

A story about how the head of the Rebels Motorcycle Club in SA went looking for Jesus.

**Don't let Suicide or Depression Kill You - RRP AUS \$19.95**  
ISBN: 9780980-444544

Four women talk about their episodes of darkness and how Jesus brought them through painful times.

**Jesus Heals Endometriosis, a Stroke, Scoliosis and Cancer - RRP AUS \$19.95**  
ISBN: 9780980-444537

4 healings – a leading Melbourne business woman, an elderly woman in her 80's in South Africa, instant healing from scoliosis, and cancer in NSW.

**Frank Healed from Alcoholism - RRP AUS \$19.95**  
ISBN: 9780980-444513

Frank's father was an officer serving Hitler and his painful upbringing turned him to alcohol in later years.

[www.eternityfilmhouse.com.au](http://www.eternityfilmhouse.com.au) Stocked at Word Books and Koorong



# thirsty?

When three talented worship leaders formed Thirsty Music little did they know that they would one day be asked to tour across the world with musicians, leading worship and hosting workshop in countries such as South Africa, U.S.A, New Zealand and dozens more.

Thirsty Music is the dream of Jon Daniel (JD), Paul Collinson and Paul Tothill that took shape in late 2003. Today Thirsty is growing as an online music store that runs worship events across the globe. This year Thirsty will run events in New South Wales, Victoria, South Africa, Dubai and coming up in 2010, the U.S.

This year's big event is ThirstyFest, a three day music festival in Warrnambool Victoria on the October long weekend. Starting on Friday the 2nd with a concert featuring local and national bands, followed by workshops on the Saturday on everything musical such as song writing, worship leadership, drum, guitar and audio visual workshops and more to be announced. Saturday night will focus on a worship concert featuring Thirsty leaders such as Jon Daniel, ReAnn Daniel, Ryan Lee, John Broadbent and keep an eye out for some surprise big names Thirsty is hoping to announce shortly. Want to know more or get tickets to ThirstyFest? Jump online and visit [www.thirstytunes.com](http://www.thirstytunes.com)

Like to know more? Email Rob Jenkins: [rob@thirstytunes.com](mailto:rob@thirstytunes.com)

Certified  
Personal Coach

## Carey Hauri

- Stuck in a rut or at a crossroads?
- Feeling stressed, pressured and overwhelmed?
- Afraid of the future or new challenges?
- Already successful but want to know how you can go from good to great?
- Imagine being your best and living life to the full!

Give your life a "spring clean" and make a fresh start.  
Phone Carey Hauri Life Coaching on **0401 768 128**  
today to make the most of the Spring Coaching Special  
(a one hour coaching session at half the usual fee).

## FRESH START

Looking for a business opportunity that will add purpose, new knowledge and substance to your life?

Team builders are invited to join our Glyconutrients direct sales team.

Forget the employment pages – start your own business now within

*The Wellness Industry*

Create your own career satisfaction.

CALL: **Kaye 0430548907**

# Maximum Impact Simulcast

## Leadership that Inspires

Leadership is cultivated with humility and discipline. It merges the passion of the heart with the ability of the mind. Our premier speaker line-up places you in the craftsman's workshop—hearing wisdom and experiences from the world's best leaders. You will be inspired, revived, and refocused.



**KEVIN CARROLL**

Highly-acclaimed author, Founder of Kevin Carroll Catalyst, LLC and former Nike creative



**LINDA KAPLAN THALER**

CEO & Chief Creative Officer of the Kaplan Thaler Group and author of *The Power of Nice*



**AL WEISS**

President of Worldwide Operations for Walt Disney Parks and Resorts



**JOHN C. MAXWELL**

Best-selling author, speaker and leadership thought leader



**TONY BLAIR**

Former Prime Minister of the United Kingdom



**JACK NICKLAUS**

Winner of a record 18 major golf championships and voted *Sports Illustrated's* Individual Male Athlete of the Century



**BILL GEORGE**

Harvard business professor, former Medtronic CEO and author of *True North: Discover Your Authentic Leadership*



**LIZ MURRAY**

Inspirational speaker, "Homeless to Harvard"



**MARK SANBORN**

Best-selling author of *The Fred Factor* and President of Sanborn & Associates, Inc.



**ERNIE JOHNSON**

Professional sports announcer and host of TNT's Emmy award-winning *Inside the NBA*

[www.mis2009.com.au](http://www.mis2009.com.au)

The Maximum Impact Simulcast will be held on Wednesday, 28th October 2009. For more information check 'CBMC Events' at [www.cbmcint.com.au](http://www.cbmcint.com.au)



**Tabor Adelaide**

Tertiary education with a  
Christian perspective.



# Tabor Adelaide: More than a Bible College!

We do provide high quality theological and ministry training (from vocational certificate level right through to a research doctorate) but, like a university, we also provide a range of qualifications in other disciplines. Tabor offers government accredited degrees in:

• **Counselling** • **Humanities** • **Performing Arts** • **Teacher Education** • **Youth Work**

Unlike most universities we are able to offer small class sizes which means our teaching staff are able to take a personal interest in the academic progress and personal well being of each student. We're big enough to provide the resources required for high quality education yet small enough to offer personal academic direction and care.

Also unlike most universities, our teaching and learning is underpinned by a shared faith in the Lord Jesus Christ. We provide a supportive Christian environment that encourages both robust enquiry and transformational Christian learning. Being multi-denominational our community is enriched by both the theological insights offered by the great Christian traditions and the vitality that flows from more contemporary expressions of Christian faith.

Tabor is a great community in which to gain professional qualifications and to explore faith and its implications for professional life.



Dr Don Owers  
Principal, Tabor Adelaide



[www.taboradelaide.edu.au](http://www.taboradelaide.edu.au) Tabor Adelaide, 181 Goodwood Road, Millswood SA 5034 Ph: 08 8373 8777

## BUILD A POWERFUL LEADERSHIP CULTURE WITHIN YOUR ORGANISATION.

Equip your team with practical ways to be influencers in times of uncertainty. CreateOne offers all types of training for all stages of leadership. We'll bring the experience right to your office.



### Custom Leader Training to Meet Your Needs and Goals

#### 360° LEADER

Learning to influence upward to superiors, across to fellow management, and down to supervised team members, creating competent leaders at every level of your organization.

#### DEVELOPING THE LEADER WITHIN YOU

Awakening leaders to their potential to influence others, allowing the commitment of your team to reach new levels.

#### FIVE LEVELS OF LEADERSHIP

Taking leaders on a journey from leading based on rights and position to leading out of personhood and respect, equipping people to lead with both their heads and hearts.

#### WINNING WITH PEOPLE

Teaching the skills needed to build and leverage trust, apply interpersonal mindsets and demonstrate servant leadership.

#### LAWS OF TEAMWORK

Building a framework for a dynamic team culture, helping you learn what it takes to be a valuable team player and an exceptional team leader.

#### THE ENCORE EFFECT

Helping leaders and their teams to cultivate the traits shared by remarkable performers and achieve extraordinary results in all aspects of life.

...AND MORE!

Visit [www.createone.com.au](http://www.createone.com.au) to learn more about our customised and public training.  
Talk to a Corporate Training representative by calling (61) 1300 885 703