



JOURNEYS

NEWSLETTER

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INTRODUCING A NEW LOOK

WE ARE PLEASED TO PRESENT OUR NEW IDENTITY, WHICH HAS BEEN DESIGNED TO CONVEY OUR TRADITIONAL STRENGTHS AND VALUES THROUGH A FRESH AND CONTEMPORARY PRESENTATION.

Whilst acknowledging our heritage and traditions, the new identity affirms our ministries continuing commitment to serving others in this fast-changing world.



MARY
AIKENHEAD
MINISTRIES

COLOUR

Jenssen Design Associates, the identity designers, have selected two core colours, blue and purple, to enhance legibility of the symbol, add a sense of dimension and clearly define the four major elements in the design.

Blue has long been associated with the Congregation, and purple is a colour symbolic of spirituality, divinity and knowledge.

THE INITIALS: M.A.

The designers have drawn upon Mary Aikenhead's signature to connect to our founding story and to suggest Mary Aikenhead's strong affirmation of this courageous and faith-filled step for the Australian Church in the 21st century. This clear link with the person of Mary Aikenhead establishes the ministries essential characteristic of staying connected with the charism of the Congregation. Using the script of Mary Aikenhead's signature indicates the ministries are personal and relational. It reflects our conviction that Mary Aikenhead's responsiveness to the needs of her own day will continue in Mary Aikenhead Ministries and will faithfully reflect an authentic Gospel response. With the gift of providence this same use of M.A. connects to our Congregational Crest of Maria Angelorum.

OUR VALUES

The deep Gospel values being embraced by Mary Aikenhead Ministries – love, hope, compassion and justice are reflected in the use of the heart, cross and tongues of fire – so rich and integral in our Catholic tradition.

THE FLAME

The flame is not contained, it is reaching out, embracing, guiding and directing all who are touched by the diverse works of Mary Aikenhead Ministries. The flame gives light and direction, warmth and comfort. It overcomes the darkness. The flame is the burning commitment to service of the poor.

The Trustees of Mary Aikenhead Ministries, the Congregational Leader and Council and the Implementation Task Group are united in their approval of the design and ask that we all reflect on the crest at length to allow the symbols and spirit to speak in our hearts. Symbols draw their strength from their authentic alignment with inner meaning and this design expresses the confidence we hold for the future of Mary Aikenhead Ministries and continuity with the past we are all so proud of.



Sister Clare Nolan rsc, member of the Communications and Events Task Group reviewing the final crest design with Sister Laureen Dixon rsc, Project Manager for Mary Aikenhead Ministries.

FOCUS: THE LEADERSHIP DEVELOPMENT TASK GROUP

AS MARY AIKENHEAD MINISTRIES BECOMES A REALITY, MUCH WORK HAS BEEN DONE BY THE LEADERSHIP DEVELOPMENT TASK GROUP IN READINESS FOR ESTABLISHMENT IN JULY THIS YEAR.

The Task Group have focused on the 'leadership development' needs of the Trustees in waiting as well as considering the development of future leaders within Mary Aikenhead Ministries.

The four core areas of the work of this Task Group will support and enable the prophetic nature of the Trustees' work to emerge and flourish well into the future. Key aspects of this work include an Induction Program, a Personal Development Plan, exploration of the Leadership Framework for Mary Aikenhead Ministries and the recommendation that a National Leadership Development Team be established to capture and facilitate the rich and common links across all ministries.

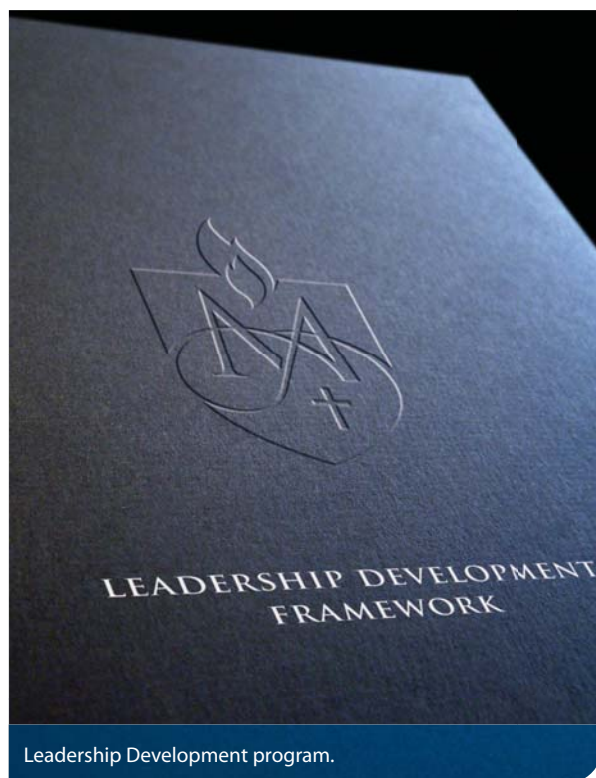
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- **THE TRUSTEE INDUCTION PROGRAM** will include an exploration of the Heritage and Story of the Sisters of Charity, a series of sessions centred on Ignatian Spirituality, discernment and decision-making. The Induction Program also includes a Retreat, which is planned for June.
- **THE PERSONAL DEVELOPMENT PLAN** is a sophisticated survey tool adapted for Mary Aikenhead Ministries from material coming from religious congregations in the United States. The Leadership Development Task Group considers this as a central, ongoing and dynamic tool which will provide support and structure in the spiritual journey of the Trustees. It is recommended that this Personal Development Plan is also used as part of the ongoing development and formation of Board Directors and Executive Personnel.
- **THE LEADERSHIP FRAMEWORK FOR MARY AIKENHEAD MINISTRIES** was part of the PJP Petition presented to Rome in 2008. It provides a systematic and structured approach to both the dimensions and capabilities of leadership within Mary Aikenhead Ministries. This document seeks to honour and respect the giftedness so evident in all ministries.

It will be an enabling document and provide a range of formative opportunities for those in leadership and/or considering leadership in Mary Aikenhead Ministries. The Leadership Development Task Group reviewed both the dimensions and capabilities of leadership with a view to the establishment phase of Mary Aikenhead Ministries.

- **THE RECOMMENDATION TO ESTABLISH A NATIONAL LEADERSHIP DEVELOPMENT TEAM** grew from our realization and belief that the ongoing leadership development of all within Mary Aikenhead Ministries is central to its sustainability. The opportunity exists to bring together the rich practice currently in place in the various facilities in shared and collaborative ways. It would be the experience of the Leadership Development Task Group that we have much to celebrate in our sacred and diverse heritage. This will provide great opportunities for sharing, cooperation and new ways of 'responding to the signs of the times' with the establishment of Mary Aikenhead Ministries.

MARGARET MCKENNA, CONVENOR
LEADERSHIP DEVELOPMENT TASK GROUP



IN CONVERSATION

WITH JENSSEN DESIGN ASSOCIATES

JENSSEN DESIGN ASSOCIATES (JDA), LOCATED IN MILSONS POINT, SYDNEY, WAS CHOSEN BY MARY AIKENHEAD MINISTRIES IN DECEMBER 2008 TO DEVELOP AN IDENTITY THAT WOULD LAUNCH THE NEW ENTITY AND OPEN AN EXCITING CHAPTER IN THE HISTORY OF THE SISTERS OF CHARITY.



From left; Jenssen Design Associates' Paul Littrich and Iain McAulay.

INTERVIEW AND PHOTOGRAPHY
BY BRUCE STEPHENS

JDA has a long association with the work of the Sisters of Charity, designing and consulting within the Health and Education ministries. Most recently, JDA was commissioned to create the Congregation's Obituary Book, honouring the lives of departed Sisters through text and image.

Part of JDA's research for the new Ministry identity was to spend time at our Health and Aged Care, Education and Community facilities accompanied by Sister Clare Nolan, a member of the Communication and Events Task Group for Mary Aikenhead Ministries.

"It gave us a greater appreciation for what the ministries actually do 'on the ground', and to appreciate the environments in which the new identity would have a presence. It was also an opportunity to see how the Congregation's crest is interpreted and conveyed. Sometimes the crest is used on a grand scale, sometimes in a minimalist manner. It was also interesting to note how its usage has changed over time. We also gained an insight into what 'Sisters of Charity' and 'Mary Aikenhead' meant to the people working at the facility."

"The starting point for the design process was a very clear brief, which is always of great value when you approach a creative process like this. We needed to understand the stage the Sisters of Charity were at, where they wanted to be in the future, and to bring forward as much meaning from the Congregation while giving relevance to those lay people who work within the many ministries... so it was a case of providing equity for all stakeholders."

Part of the design process was to receive feedback from the Communications and Events Task Group and a specially formed focus group of Sisters and ministry colleagues.

"The quality of their input allowed us to put the marks on the page that best represented where Mary Aikenhead Ministries wanted to be, with a clear focus on relevance. When you're dealing with an organisation that's so deeply founded in faith, it's not as if you're having to ascribe esoteric values; you have tangible values to draw upon. There is tangible evidence of their work, their successes, and the impact on the community – these provided a foundation for concept development. At the same time we were appreciative that some people will come to Mary Aikenhead Ministries without a religious background, so any symbolism needed to mean as much to them as to someone with a religious background."

The actual name 'Mary Aikenhead Ministries' presented Paul and Iain with several challenges.

"Unless you were a part of the Congregation or familiar with its history, you wouldn't have a connection to this person, so we needed to connect to the values Mary lived by.

The new crest very much embodies the spirit and compassion within the ministries, clearly represented by the flame and the heart. It provides a platform for the ministries to create new opportunities and to enter into new dialogue with stakeholders. I see only positives associated with that... it's providing an impetus to allow Mary Aikenhead Ministries to move forward to serve in the Spirit of the Congregation."

PLAIN SPEAKING

THE LAUNCH OF MARY AIKENHEAD MINISTRIES IS FAST APPROACHING – A TIME OF CHANGE AND NEW BEGINNINGS FOR ALL SISTERS OF CHARITY FACILITIES. THESE QUESTIONS ADDRESS SOME OF THE MOST COMMON ISSUES AROUND THE ESTABLISHMENT OF MARY AIKENHEAD MINISTRIES.

Q Why has the Congregation Established Mary Aikenhead Ministries?

A The Congregation has decided to establish Mary Aikenhead Ministries partially as a result of the changing realities for the Congregation and partially in response to the demands and increasing complexity within the ministry works. Above all is the desire to ensure that the works of the Sisters continue, grow and flourish in the future through the enhancement of lay leadership.

Q Does the establishment of Mary Aikenhead Ministries mean that there will be no Sisters in our organisations?

A No... The Congregation is hopeful that the Sisters already present in our facilities will continue their work for as long as possible.

Q Why did Mary Aikenhead Ministries require a new crest?

A Mary Aikenhead Ministries will have its own crest as it is a separate organisation from the Congregation. The new crest has been designed to link the history of the Sisters with the future of the ministries.

Q When will Mary Aikenhead Ministries commence?

A The official commencement date is July 1st, 2009. Ritual Handovers will take place in Brisbane on July 21st, Sydney on July 22nd (a.m.) and Melbourne on July 22nd (p.m.). These dates have been chosen to commemorate the 151st anniversary of the death of Mary Aikenhead.

Q Where will the Ministry offices be located?

A Mary Aikenhead Ministries will have its own offices in the eastern suburbs of Sydney, nearby to the Congregational offices in Bondi Junction.

Q What is a Public Juridic Person?

A A Public Juridic Person (PJP) is 'an aggregate of persons or things with a purpose befitting the Church's mission'. A PJP is a Church Body established to perform specific tasks entrusted to it in view of the common good, and to perform these tasks on behalf of the Church.

The Congregation is a PJP, and the newly established Mary Aikenhead Ministries is a PJP whose task is to ensure the ministries of the Sisters continue to flourish into the future and in the name of the Church.

Q What is the role of the Trustees?

A The Ministry Trustees are the Canon Law and Civil Stewards of the Ministries. As such, the Ministries report to, and are accountable to the Trustees.

DO YOU HAVE A QUESTION ABOUT MARY AIKENHEAD MINISTRIES?

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