



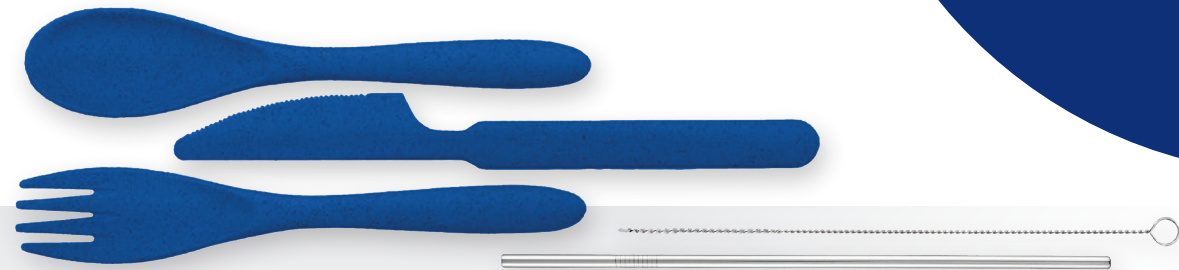
PRESCRIBING THIS *joy* CHRISTMAS

Christmas is a season that holds meaning for every Mater Person, patient and visitor – no matter their belief or background.

As part of the Ministry of Mercy Partners, and Queensland’s largest network of not-for-profit Catholic hospitals, the Christmas season is a special time at Mater. It’s a chance to reflect on our Catholic heritage, celebrate with colleagues, and extend generosity to those who need it most.

Throughout December, Mater embraces the true spirit of Christmas – sharing the blessings of *hope*, the *peace* of Christmas, the *joy* of giving, and the *love* that connects our community.

2025 Christmas at Mater



Communications goal

To engage Mater People, specialists, patients and the wider community in the Christmas season by celebrating Mater’s Catholic heritage and Values, while fostering a sense of inclusion, connection and generosity.

The campaign will aim to strengthen community spirit, highlight acts of care and compassion, and position Mater as a place where the gifts of faith, hope and love are shared with all.

Objectives and KPIs:

- 1 Raise awareness of Mater’s Christmas campaign and heritage** by achieving a 20% engagement rate with staff emails and intranet content.
- 2 Increase participation and strengthen internal culture** through well-communicated events and activities, using clear signage, calendar invitations, and timely notices.
- 3 Showcase Mater’s connection to the community** by sharing five stories of patients, staff, and community members who embody the spirit of Christmas at Mater.
- 4 Reinforce Mater’s identity as a Catholic, compassionate, and inclusive organisation** by ensuring campaign messaging consistently reflects hope, peace, joy, and love across all internal and external touchpoints.

Key messages:

-  **Mater warmly acknowledges and celebrates** the dedication, compassion, and remarkable contributions of all Mater People throughout 2025.
-  **Christmas at Mater is a season of faith, hope, and love**, shared with patients, staff, and the wider community alike.
-  **As part of the Ministry of Mercy Partners, Mater celebrates Christmas by reflecting** on our Catholic heritage while welcoming and including people of all beliefs.
-  **December is a time for connection, celebration, and generosity**, offering opportunities to give back to those who need it most.
-  **Christmas at Mater is compassion in action**, expressed through care, kindness, and a spirit of community.

Issues and opportunities

Issues:

Staff awareness and engagement

High workloads and shift patterns may limit attention, and campaign messaging may not reach all departments equally.

Information overload

Seasonal messages can get lost among operational updates and emails, causing key messages to be overlooked.

Diverse audience

Clinical and non-clinical staff have varying access to information and resources. Communications must ensure all staff feel connected, represented, and included during the season.

Participation barriers

Shift workers or remote staff may miss events and activities, reducing overall involvement.

Opportunities:

Recognition and celebration

Highlight dedication, compassion, and contributions statewide, sharing stories of teamwork, patient care, and community impact to ensure Mater People feel seen and valued.

Reinforce Mater Values

Embed hope, peace, joy, and love in all communications, consistently reflecting Mater’s Catholic heritage and inclusive culture.

Enhance participation and connection

Encourage involvement in events, activities, and charitable initiatives, highlighting opportunities for engagement.

Multi-channel communication

Utilise all available communication channels to provide clear, timely information to reach clinical and non-clinical staff.

Inclusion and wellbeing

Celebrate diversity, connecting Mater People to the community, ensuring all team members feel supported, and part of Mater’s Mission.

Roles and responsibilities

Corporate Affairs internal consultation			
Campaign lead	Claire Bonney	Responsible	Claire Bonney
Support	Abbie Watkins, Lauren Woodgate, Emily Bartholomew, Jamie Avant, Cassie Harris, Katelyn Hankinson	Accountable	Christian Gordon, Fran Metcalf
		Consulted	General Managers
Approved by	Christian Gordon	Informed	Mater Senior Leadership including Group Chiefs, Executive Directors and General Managers.

Gifting

In response to feedback from Mater People and in consultation with General Managers, Mater is excited to gift staff an eco-friendly cutlery to staff in 2025.

Corporate Affairs will provide each General Manager with an allocation of gifts at the beginning of December and encourage making use of staff events as a fun and meaningful way to distribute them and celebrate together.

Event dates

Location	Mater People	Medical Community
Mater Private Hospital Mackay	Wednesday 3 December	Sunday 23 November
Mater Private Hospital Redland	Monday 15 December	Friday 28 November
Mater Private Hospital Springfield	Tuesday 16 December	Thursday 20 November
Mater Newstead	Wednesday 17 December	NA
Mater Private Hospital Brisbane	Thursday 18 December	Thursday 13 November
Mater Mothers’ Hospital	Thursday 18 December	Thursday 13 November
Mater Hospital Brisbane	Thursday 18 December	Thursday 13 November
Mater Private Hospital Townsville	TBC	Friday 25 July
Mater Private Hospital Bundaberg	Friday 12 December	Friday 21 November
Mater Private Hospital Rockhampton	TBC	Tuesday 2 December

Tactics – 2025 Christmas at Mater

Date		Channel	Activity	Audience	
OCTOBER		Meeting	Present the 2025 Christmas campaign to General Managers and Executive Support Officers in monthly meetings.	General Managers	Executive Support Officers
		Email	Provide Mater Leadership with campaign executive brief.	Mater Leadership	
NOVEMBER		Meeting	Brief Mater Volunteers on support requirements, including putting up tea room posters and tree instillation, providing a step-by-step guide and photo of the final outcome.	Volunteers	
		Christmas cards	Distribution of Christmas cards to executive and leadership.	Mater People	
		Gifting	Delivery of VMO gift Mater specialists.	Medical Community	
		Email	Christmas policies and procedures – decorations, scrubs and behaviour reminder.	Mater People	
		Social	All: Reel of Mater Elves (volunteers) putting up Christmas trees in facilities.	Community	
		Signage	Install Christmas corflutes in all Mater facilities.	Mater People	Community
		Calendar invitation	Send staff Christmas lunch calendar invitations.	Mater People	
		Intranet	Article summarising staff Christmas lunches, including key dates and what's on offer.	Mater People	
		Mater Matters	Inclusion of staff events in Mater Matters.	Mater People	
		Social	Mater Mothers': Call out asking community and patients to leave a message of thanks for Mater People.	Community	
		Intranet	Sharing details of Mass and liturgies across the state.	Mater People	
		Social	Group: Introducing the first week of Advent.	Community	
DECEMBER	WEEK 1	Gifting	Delivery of staff gift to each facility, for General Managers to distribute to staff during Christmas lunch.	General Managers	Executive Support Officers
		Email	From Chief of Mission opening the Advent season, reminding Mater People of the significance.	Mater People	
		Mater Matters	Launch 2025 Christmas campaign and introducing the theme for the first week of Advent, hope.	Mater People	
		Mater Matters	For your calendar: Upcoming staff events.	Mater People	
		Social	Group: Embracing hope during uncertainty and challenge.	Community	
		Email	Overview of Christmas at Mater, outlining the significance of the season, drawing connection to Mater's Mission and heritage.	Medical Community	
		Signage	Desktop and digital screens statewide.	Mater People	Community
		Intranet	Encouraging staff to send a Christmas e-card this festive season.	Mater People	
		Email	All staff and VMO email advising changes to access and services available over the Christmas period, including link to Policies and procedures for Christmas decorations, scrubs and behavior.	Mater People	Medical Community
		Social	Group: Introducing the second week of Advent.	Community	
	WEEK 2	Mater Matters	Introduce the second week of Advent.	Mater People	
		Mater Matters	For your calendar: Upcoming staff events.	Mater People	
		Social	Group: Cultivating inner peace and bringing calm to others.	Community	
		SMS	Staff reminder for upcoming Christmas lunch.	Mater Private Hospital Redland	
		Intranet	TBC – Mission/Heritage and Archives.	Mater People	
		Signage	Desktop and digital screens statewide.	Mater People	Community
		Event	Staff lunch.	Mater Private Hospital Redland	
		Social	Group: Introducing the third week of Advent.	Community	
	WEEK 3	Mater Matters	Introduce the third week of Advent.	Mater People	
		Mater Matters	For your calendar: Upcoming staff events.	Mater People	
		Social	Group: Discovering joy through service and shared purpose.	Community	
		SMS	Staff reminder for upcoming Christmas lunch.	• Mater Private Hospital Springfield • Mater Newstead	• Mater Hospital Brisbane • Mater Mothers' Hospital • Mater Private Hospital Brisbane
		Intranet	TBC – Mission/Heritage and Archives.	Mater People	
		Event	Staff lunch.	• Mater Private Hospital Springfield • Mater Newstead	• Mater Hospital Brisbane • Mater Mothers' Hospital • Mater Private Hospital Brisbane
	WEEK 4	Social	Group: Introducing the fourth week of Advent.	Community	
		Mater Matters	Introduce the fourth week of Advent.	Mater People	
		Mater Matters	For your calendar: Upcoming staff events.	Mater People	
		Social	Group: Living out Christ's love in our work and care for others.	Community	
		Intranet	TBC – Mission/Heritage and Archives.	Mater People	
		Christmas cards	Distribution of CEO Christmas cards to patients on meal trays.	Patients	
		Signage	Print and deliver Christmas day menu for South Brisbane and Springfield patients.	Patients	
		SMS	Christmas eve video message from Julia Strickland-Bellamy.	Mater People	Medical Community
		Social	Mater Mothers': Love Letters, sharing messages of thanks.	Community	

