

**International Association for Mission Studies
15th General Assembly**

**Powers, Inequalities, and Vulnerabilities:
Mission in a Wounded World
Sydney, Australia
July 9-14, 2020**

“Hillsong is a White Church”: Transnational Missional Flows with Megachurch Millennials

Tanya Riches

Abstract

Hillsong Church is the origin of one of the most popular Australian musical exports. Founded in 1986, its chart-topping worship albums are specifically targeted at millennials. Initially, this was conceived as “reverse mission” from the edges of the earth back into the centre of the Christian heartlands. Since then, the youth ministries of the church have issued many generational-specific worship recordings from bands including Youth Alive, Hillsong United, and Young & Free. The church’s successful strategy is realised in the Hillsong College, in which young people come from all over the world to dedicate their life to ministry and mission. Now in seventeen largely Western nations, the church demographic has diversified to include African American, Hispanic, African, and Balinese peoples as well as the various migrant populations within their urbanised areas.

This presentation reviews the opportunities and challenges within these transnational flows between culturally diverse peoples, with view to understanding the power dynamics and ethics of megachurch missiology.

Tanya Riches, PhD Fuller Seminary (Intercultural Studies)