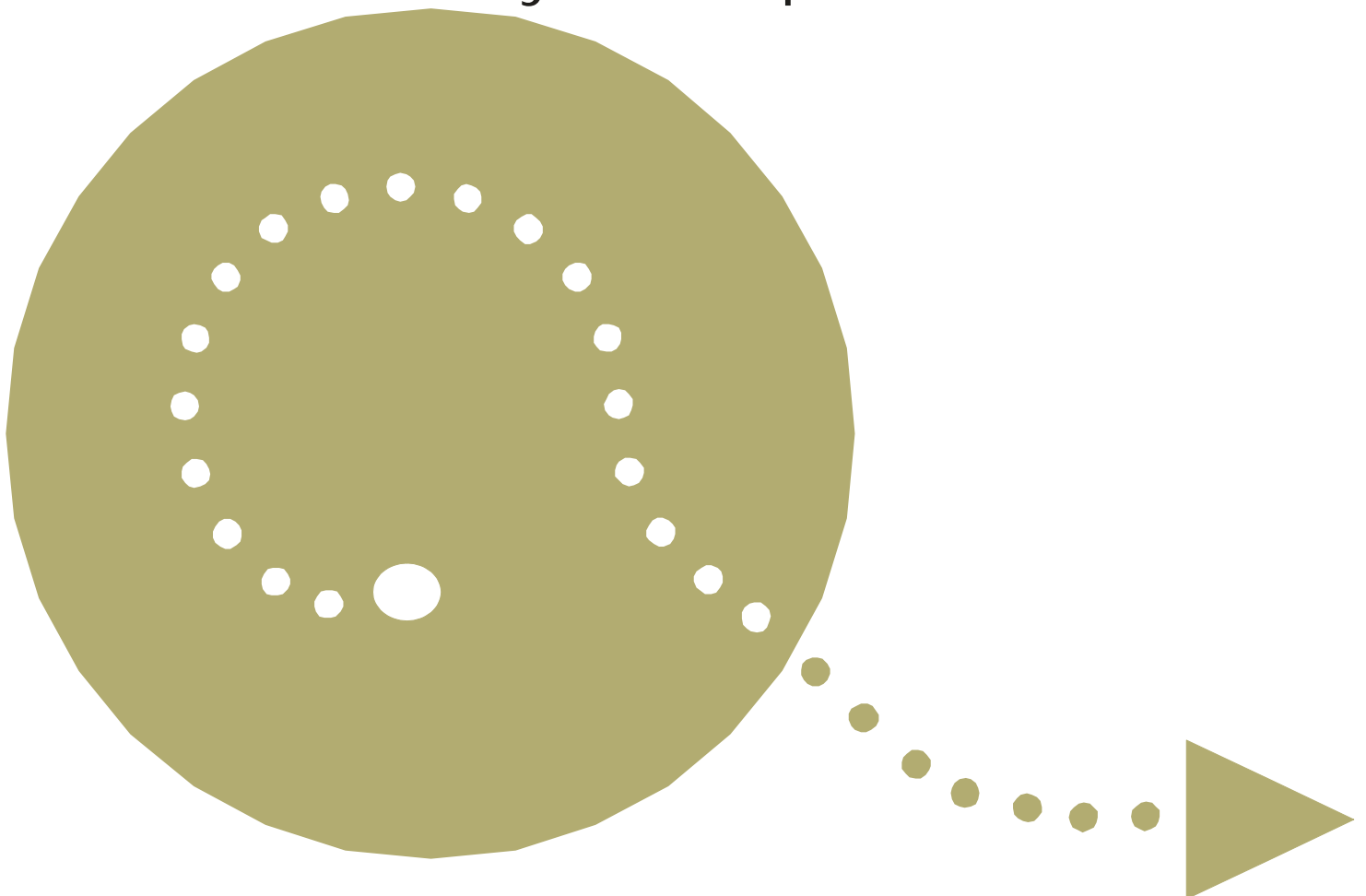




Building Your Community

How to Get Started

An Asset Based
Community Development Tool Kit



Central Coast Community Congress Working Party
2003

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Acknowledgements

Asset Based Community Development (ABCD), although relatively new in Australia, is a well developed concept and approach to community development that has been put into practice extensively in the United States.

The Tool Kit draws on the theoretical basis developed by John Kretzmann and John McKnight from the Asset-Based Community Development Institute at Northwestern University.

This kit adapts the ideas of ABCD to a local Australian environment and is designed to encourage and empower local communities to develop their own projects.

In preparing the Tool Kit, we would also like to acknowledge the work and ideas of Peter Kenyon. His enthusiasm and energy has inspired us to think and act more positively and we are already seeing the benefits in the community of putting the approach into practice!

“All historic evidence indicates that significant community development only takes place when local community people are committed to investing themselves and their resources in effort. That's why you can't develop communities from the top down, or from the outside in.”

(McKnight & Kretzmann, 1993, 1997)

Introduction

This Tool Kit has been prepared in response to the overwhelming success of the inaugural *Making Headway Central Coast Community Congress* held in February 2002.

Participants at this Congress warmly embraced the key directions and concepts presented by both keynote speakers and community enthusiasts, Robert Fitzgerald and Peter Kenyon, in changing the way we think about our communities and the way in which we undertake social planning and community development work.

The concepts of building on what we have got, focusing on the positives and strengths of our community are very simple and practical, yet traditionally have not been the focus of our work.

The aim of this Tool Kit is to assist communities to undertake community activities that enhance cohesion and pride within the community by building on the community's strengths. The Tool Kit provides a practical guide of how to do it.

To date, two highly successful asset based planning days have been held on the Coast - at The Entrance and Kincumber. Members of the Congress Working Party have played key roles in training and assisting residents and groups within these communities in understanding the ABCD approach and to organise these planning days. The Kincumber initiative, for example, was the dream and goal of a very proud Kincumber resident who attended the Congress in February and who was highly motivated to do something in her local area! A local planning committee was formed and the planning day, held in September, was attended by over 90 people!!

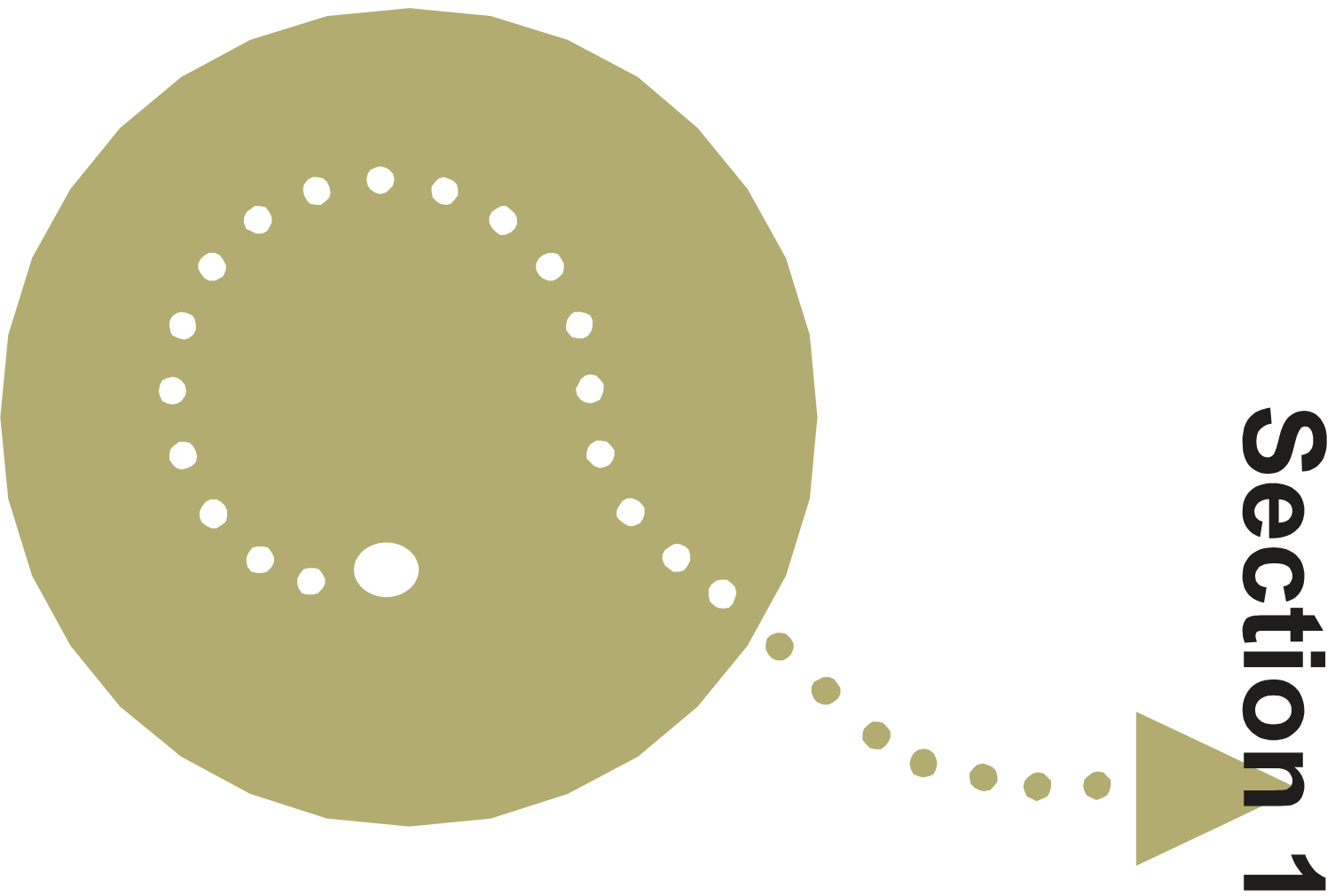
The Entrance initiative was organised in partnership with The Entrance Neighbourhood Centre and Wyong Council's Community Development Worker for this area. It is an excellent example of how workers have changed their approach to community development following on from the Congress and recognises the key potential role that neighbourhood/community centres can play in facilitating and brokering community building activities and connecting people.

Participants at these planning days not only understood the concepts but have embraced them with much energy and enthusiasm and have identified a number of good local community projects that they are keen to see happen within their areas. The Working Party is continuing to provide ongoing support for these groups to start local community projects.

The information in the Tool Kit has been developed and piloted within these communities. Examples are included and provide a starting point for you to start planning and organising your own day within your community.

We hope that you will find the Tool Kit both informative and practical and wish you every success in your community building endeavours!!!

Congress Working Party



Section 1

What is Asset Based Community Development?

Traditionally the work of community development has tended to be about meeting a community's needs and identifying gaps in services or problems within the community. As a result, communities often come to depend more and more on outside provision for their projects and overall direction in their development.

For years, planning has focused on a SWOT approach Strengths, Weaknesses, Opportunities and Threats. The main focus of this technique is on what is wrong with the community and what needs to be fixed.

Focusing on a community's problems conveys negative images of the community and residents begin to accept these images as the only guide to the reality of their lives. The result is that communities depend on “outside” help to “fix” problems frequently without rewarding outcomes.

Asset Based Community Development (ABCD) is a new approach to social planning and community development.

Every community can identify things it does not have (needs) and things it does have (assets). A strong community is built upon identifying and then mobilising its assets.

ABCD is a community development tool that focuses on identifying and using the assets, talents and strengths in the community rather than emphasising the problems, needs and deficits. Focusing on the positive assets will help build the community, giving residents hope and a positive vision for themselves.

It recognises that everyone in the community (including individuals, organisations and businesses) has skills, abilities, talents and experience that they can use in order to make their community a better place to live. Additionally every community has natural resources of space and physical resources.

It starts with what is present in the community and not what is problematic or absent.

It is a positive strategy, which sees the “glass” representing individuals and the community as half full rather than half empty. i.e. a place half full of residents with skills, capacities and gifts to give rather than a half empty place of residents with needs or deficiencies.

Here's an example of what we mean.

Imagine a local park. There are 2 (two) very different descriptions of that park that lead in 2 (two) very different directions.

Description 1 Needs/Deficit Based

The park is a magnet for vandalism. The toilet block is constantly covered with graffiti. Local young people gather at the park on a Friday night and leave rubbish everywhere when they leave.

Description 2 Asset Based

The park is an important meeting place for local young people. They value the space available there to meet friends. Every afternoon and on the weekends, families with young children, people walking their dogs and young people come to the park to picnic, play games and meet other people. The park is a central community asset for a range of groups and individuals.

The asset based approach does not turn a blind eye to community problems. Instead, it identifies them and then finds and uses resources to deal with those problems.

“Outside resources will be much more effectively used if the local community is itself fully mobilised and invested.” (Kretzmann & McKnight, 1997).

Case Study

A Living Example of ABCD Brackets & Jam Central Coast

Brackets and Jam Central Coast is only 6 events away from its 5th birthday!

“So what?” you may enquire.

Well Brackets [as it is affectionately known] was conceived by a group of dedicated community based musicians who wanted a place to play their genre of music where like souls could appreciate the sounds and participate in the performance, maybe 10 to 15 people ventured out to the 1st 'public' event. Indeed it was so temporary, so close knit and so small [all friends of the organisers/performers] it was thought it would be a once off night!!! The room at the Gosford night club was booked for the next week on the night that the club had least number of patrons [cheapest night to rent]. It had started.....

The next venue was East Gosford Progress Association hall, we could accommodate more patrons and were not in the position where we had to “encourage your people to buy more drinks” we had become a family event!!

The next port of call was Kincumba Mountain, with its unique outlook over Brisbane Waters and Gosford city [beautiful sunsets]. More importantly there were no close neighbours [the percussion performances are rather 'tribal'] and if one wanted to go to the event you had to make an effort [2 kms up a hill on a dirt road & no phone].

The event now takes place on the Friday closest to the full moon, in the mud brick building atop the mountain, supported by Council, with security and a dedicated volunteer catering team, it's a place where families meet for night of complete enjoyment. On the coldest wet nights of winter we may have 50 to 70 people enjoying the night of entertainment by a well stoked fire but come the spring/summer the patronage consistently hits 250 to 300 and occasionally more.

These community events [now numbering about 60 including the occasional 'special' event] are run by local volunteers with volunteer performers and entertainers; from story tellers for children to singers, dancers, musicians, and bands in fact it is a great outlet for anyone with talent. There are on average 4 acts per night with 'walk on' acts encouraged.

It's a place where the Central Coast community can relax and enjoy a regular community organised [owned] event, with the opportunity for any individual or group to perform in front of an appreciative audience. The event is totally inclusive with families, single parents, people with disabilities, youth and children attending on a regular basis.

Why is Brackets & Jam Central Coast an ABCD example?

- 1. Brackets brings members of the community together in a celebration of community assets for example the volunteers have or are learning skills covering sound engineering, lighting, event management, catering, marketing etc etc and have all learned from their involvement with B&Jcc.*
- 2. Brackets continues to build on those assets by encouraging new performers to try new ideas in performance and entertainment.*
- 3. Brackets encourages inclusive participation by older members of the community,*

children, youth and people with disabilities from all sectors of our community continually [event after event] participating in the gathering and helping with the organising.

4. The event results in a continually expanding network of community members being not only involved in the individual event but becoming involved in other community issues and events.

It is a grass roots, inclusive community initiative, feeding on the desires of the community for a 'place' to enjoy, develop and grow stronger. It is a working example of Asset Based Community Development. Brackets is financial, non profit, incorporated and has an active, dedicated management committee with a strategic objective of sustainability by encouraging community participation in not only the performance aspects of the event but participation in the on going organisation through training of community members in the production of the event.

The B&Jcc committee is active in supporting, other groups who wish to start similar events even if the producers hope to profit, the community benefits.

A living example of Asset Based Community Development

What do we, the community, have?

The assets of a community may be viewed on a number of different levels:

- Individuals
- Associations eg. residents' associations, Chambers of Commerce, Bushcare/Landcare Group, school groups, church groups, youth groups, sporting clubs, service clubs, special interest groups
- Institutions eg. schools, local businesses, churches, health facilities, library, neighbourhood centre
- Physical characteristics eg. land features, water bodies, parks, buildings, historical landmarks, transport and infrastructure
- Local Businesses

All groups have positive assets and can contribute to the community eg:

- Young people: assets include time, ideas, creativity, fresh perspectives, history, knowledge, experience, enthusiasm and energy
- Older people: assets include tradition and history, knowledge, experience, skills, ideas, creativity, fresh perspectives, enthusiasm and energy and time
- What are the skills they can put to work?
- What are the abilities and talents they can share?
- What are the experiences from which they have learned?
- What are the interests they would like to pursue?

Building a stronger community is about bringing these various assets together.

Once collected this information forms a knowledge base about local capacities that can be mobilised toward community building. For example:

- organising local community-building activities and projects
- showcasing local talents
- celebrating community
- rebuilding relationships and “social capital”
- creating intergenerational links and
- providing opportunities for people to volunteer

Intangible outcomes may include:

- the enhancement of community spirit and pride
- increased confidence amongst residents and
- a change in how people view their community as a place with limitless possibilities rather than an area with problems

Fundamentally community building is about relationships between people.

A Community Asset Map or Community Inventory are processes for identifying the resources and capacities in a community and collecting useful information about them and their actual and potential linkages.

An Example: As part of a beautification goal there is an objective to construct attractive signs at the major entrances to the community.

A list of action steps may include:

- design the sign
- design the surrounding landscaping and lighting
- construct the sign
- paint the sign
- concrete
- plant landscaping

To complete these actions you would be looking for people with experience in:

- design
- carpentry or welding
- painting
- concreting
- landscaping

Once the action plans have been generated and the necessary resources identified through the mapping process it is time to call on the appropriate individuals, associations and/or institutions for their assistance.

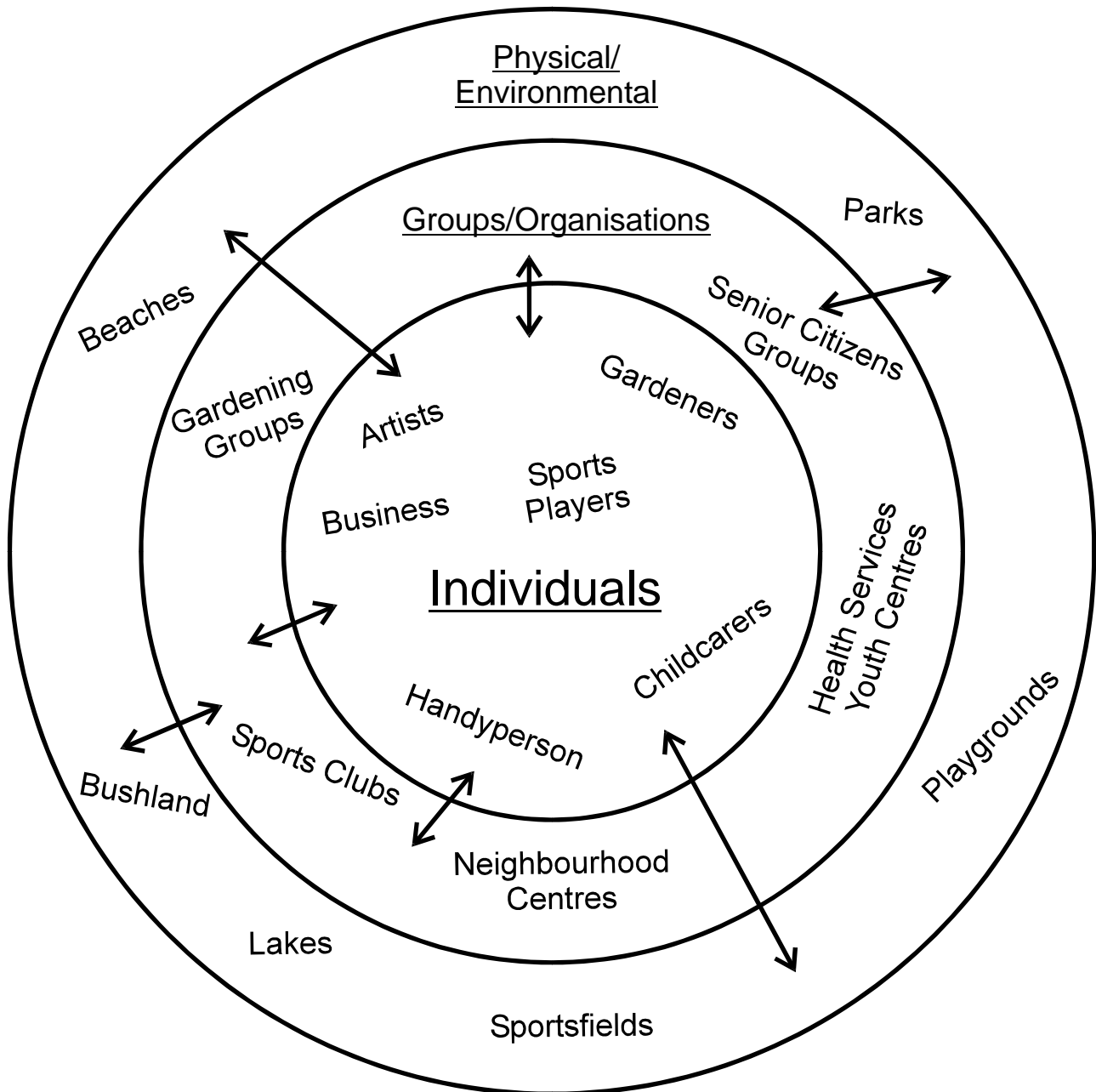
Tips For Putting Together a Good Asset Map

Here are 6 tips for developing a good asset map in your community or group:

1. Explain clearly why you are developing the map, what its purpose is and what will happen with the information you gather for the map.
2. Make sure you understand why you are asking specific questions.
3. Once the ground rules are established, don't limit what people think of as assets, i.e. all assets are equally important so someone with handyman skills is as valuable as someone who owns a million dollar business in the area.
4. There is a range of ways to create an asset map, but we've found that making the map large and visually striking, where people can add their ideas themselves, works very well.
5. Make sure that when you have developed your map, that information is available and preferably visible to the local community or group.
6. An asset map is a work in progress. Providing opportunities for people to add to it over time is as important as creating the map in the first place.

One example of an asset map is illustrated below. Yours might look like this or it might be completely different.

Asset Map



Practical examples

1. The Entrance

The Entrance Neighbourhood Centre is a focal point for the local community. The Centre Co-ordinator was keen to involve a broader range of community members and local groups in identifying local assets and working together towards improving community life.

Following the Community Congress the Co-ordinator and Wyong Council's Community Development Worker for The Entrance area decided to work together and to develop an asset based approach rather than a deficit or needs based approach to encourage increased community participation.

An initial workshop was held and from this action groups were formed. One of these groups, the "Bringing People Together Group" has subsequently developed a plan to hold a "Bringing People Together" day in March to coincide with the week when Harmony Day is held each year. Some specific activities the group has undertaken to date which utilize the assets of the participants are: writing a media release, designing a logo, networking with organisations and businesses who may be able to assist/provide resources on the day.

2. Konnecting Kincumber

A group of local people in Kincumber came together during 2002 to organise and put on a planning day for their community, where they could begin to map and utilise local strengths and assets. The day was attended by over 100 people and a number of project groups emerged to develop specific ideas over the next 12 months. Projects include a festival for Kincumber, a clean up and beautification project, a project to include young people more actively in community life and decision making.

3. Examples using this approach

Here are some examples of proposed projects/activities which will be using the ABCD approach. They aim to illustrate how adaptable the approach can be in a range of situations:

- *The "Working Together Project", Bateau Bay.*
This project aims to work with residents living in the large Department of Housing (DOH) Estate in Bateau Bay with the aim of increasing use of local facilities by utilizing the skills and interests of local residents (both DOH and others living in the area).
- *Wyong Shire Council's Internal Assets Register.*
The idea behind this project is that in every workplace people have assets which are not directly related to their job. For example, your work colleague may play in a band after work. Council's Community Services Section is aiming to develop an Assets Register of people who work in Council which can then be tapped into when a particular skill may be needed eg. at a Community Event or Activity.
- *Planning Days for Services and Organisations.*
Work is currently being done on adapting an assets based approach for use by facilitators at annual Planning Days.
- *Niagara Park Community Garden*
This project is about creating a local recreation garden that will be developed and constructed by community members and include the work of local artists as part of a sculpture garden.

- *Niagara Park Asset Mapping*
Community members in Niagara Park are about to start on a project very like Konnecting Kincumber, where they will spend a day developing a local asset map and begin mobilising the strengths that exist in their community.
- *Empire Bay Project*
Community members in Empire Bay came together to renovate the local hall and transform it into a vibrant community meeting place.



Section 1

ABCD in 3 simple steps:

1. Discovering the strengths in our communities

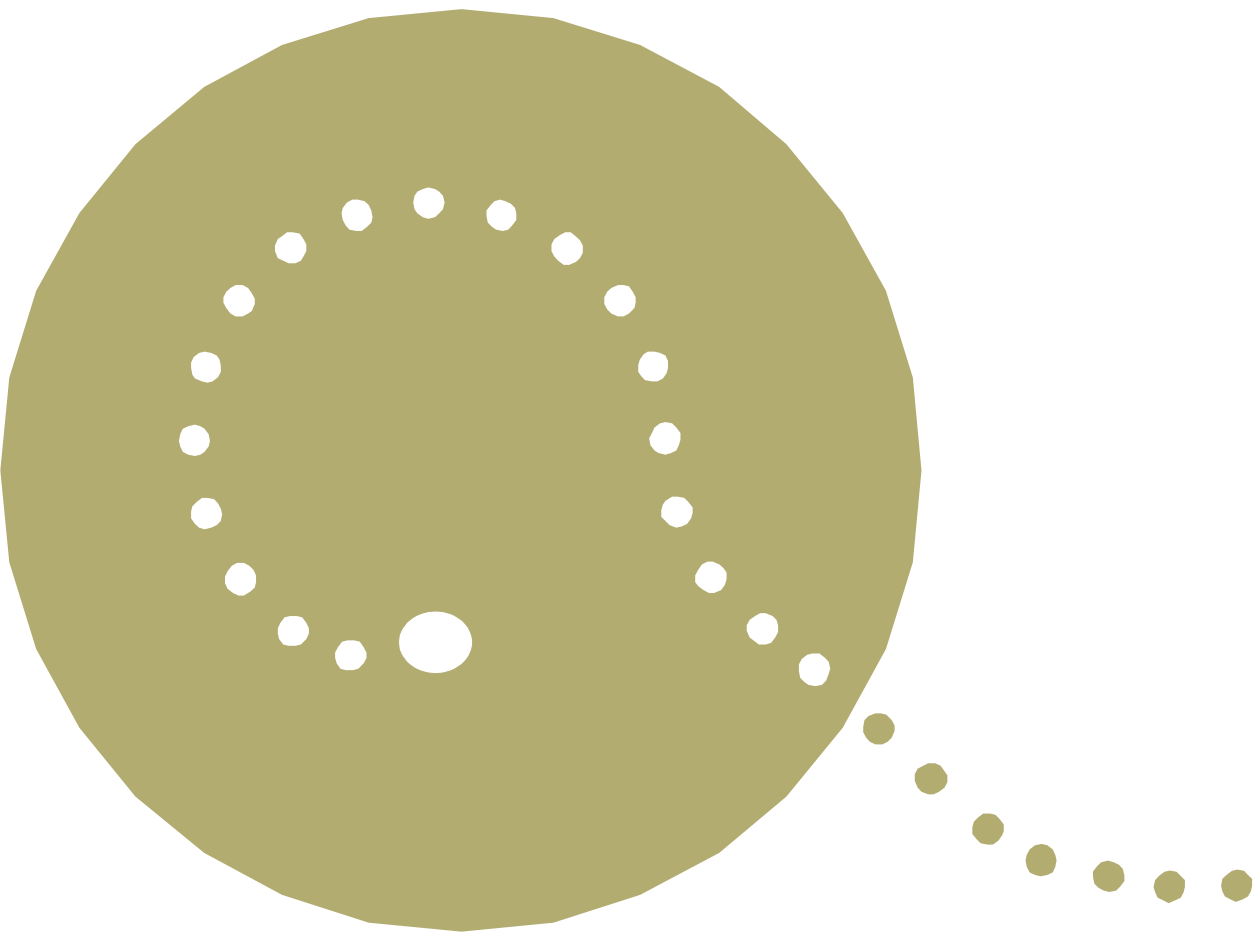
- ✓ Talents, skills and knowledge of people
- ✓ Strengths, resources and new capacities in our community associations, institutions and businesses
- ✓ More about our environment, eg waterways, open space, parks, bushland

2. Connecting with each other and our community

- ✓ Connections between people
- ✓ Building relationships
- ✓ Linking people and their knowledge and skills to community projects
- ✓ Creating or enhancing relationships between community projects and activities
- ✓ Ideas, solutions and opportunities

3. Coming together to build on our knowledge and skills

- ✓ Take personal action and find shared interests for action with others
- ✓ Form strong relationships and partnerships
- ✓ Solve problems and see new opportunities
- ✓ Use what we know to bring in more resources
- ✓ Invite others to join in
- ✓ Create opportunities for the future



Section 2

Section 2

How to Get Started

There is no one correct model for running an asset based community development process. No step by step plan can be routinely followed in every instance.

Each community is unique and may progress in different ways and using different time frames.

This section of the kit outlines some ideas for starting to do some ABCD work in your community. It is based on using a planning day to kick off the process, but it is important to remember that a planning day can be a cup of coffee or a beer with a few people or an event that involves hundreds of people.

Before you start, it's a good idea to spend some time thinking clearly about:

- The purpose of the work
- How you are going to get the project started.

This process is basically about answering these questions:

Who are we?

What have we got?

What do we want?

How do we get it?

Everyone involved needs to be actively participating in:

- Information discovery and exchange
- Identifying assets, issues and opportunities
- Negotiating options about where to go next

Two important ideas that get people involved are:

- Making sure that community interaction and ownership of the process and its outcomes are at the centre of what you are doing.
- Recognising and respecting the diversity of values, ideas and opinions that exist within the community.

Keeping As Many People As You Can in the Conversation

Once the initial planning day or meeting is over, the challenging part in keeping people involved begins.

There will probably be a number of people who immediately put their hand up to take part in ongoing projects, but there will also be people who came to the planning day/meeting, are interested in the projects and approach, but choose not to get actively involved immediately.

There will also be a number of people who heard about the planning day/meeting and were not able to attend, as well as those who didn't find out about it but still have the potential to get involved.

It is this whole group of people that you need to take into account in the ongoing work that emerges from your planning day.

Often, once project groups have been established, we tend to concentrate on keeping only those people in the groups interested, and assume that others have no interest.

One of the most important characteristics of the ABCD approach is the ongoing conversation that takes place between people, both as part of and outside the projects that come out of a planning day/meeting. The more people there are taking part in that conversation over time, the stronger and more diverse your community will become.

So, how do you go about nurturing this conversation? Here are some ideas that have worked:

- Establish a newsletter or tap into one that already exists to keep people informed about what's going on, about the ABCD approach and to provide ongoing details for people who want to get involved as time goes on.
- Develop a local web page or see if you can have a spot on an existing one, and establish an email discussion group where people can contribute or just observe.
- See if you can talk regularly with local community groups about the ABCD work that is happening and encourage their participation.
- Word of mouth is a valuable tool in community development. If you are already involved in the process, talk to other people about it and find out what they think.

1. *Who to Include*

Including Everyone

One of the most important and valuable parts of recognising and building on assets in your community is the fact that these ideas include **EVERYONE** in the community.

Start with the idea that everyone in your community has some gift to give and some capacity to contribute to community life.

Think about some of the groups and individuals in your community who are often seen as 'in need' rather than actively involved in local groups and activities. This part of the tool kit is about making sure that these groups and individuals have the opportunity to contribute to life in your community along with everyone else.

“A strong community is a place that recognises those gifts and ensures that they are given. A weak community is a place where lots of people can't give their gifts and express their capacities.”

Building Communities From the Inside Out. Kretzmann & J.L.McKnight. p 27

How Do We Include Everyone?

Being Actively Welcoming

Welcoming people begins in the way you invite them to take part in your ABCD project, and should gain momentum from that point.

If you are organising a planning day, there are a number of things you can do to actively welcome people to take part:

Where possible, try to personally invite people to take part a phone call or individual invitation is usually more effective than a flyer. If you are organising a large group, this approach is often difficult but it is important to keep this idea in mind as it helps keep the focus on people rather than numbers.

On the day, make sure there is someone to welcome people as they arrive and take their contact details.

During the day, it is important that those who have organised things take some time to talk with and start getting to know people who are participating in that day. Starting to build relationships at this point is the key to making people feel welcome to share their time and talents, and to get involved in ongoing projects.

Design Projects That Encourage People to Get Involved as Well as Getting an Outcome

One thing to remember when developing projects using an ABCD approach is that opportunities for people to get involved and utilise their talents and skills are as important as the outcome.

For example, a community has identified a piece of public land that they would like to develop into a park and picnic area.

One way they could achieve this would be to approach Council to take on the project, hire a designer, install the equipment and establish the park.

Using an ABCD approach, community members could work in partnership with Council, but utilise their own assets and skills to design and establish the park and picnic area.

Create an Expanding Local Culture

As your work progresses, continue to think about how you can include different people in community life. Involvement from groups and individuals who don't tend to be included as community leaders and active participants, are the key to good ABCD activities.

Young people, children, people with disabilities, older people, isolated people, people from a range of cultural backgrounds and Aboriginal and Torres Strait Islander people are just some of the groups that are crucial for projects that will expand and build local communities.

Cultivate and Nurture a Range of Ideas and Projects

Once you have started down the road of ABCD, it is important to regularly think about the range of ideas and projects that are emerging and happening in the community. It's easy for horizons to contract as time goes on so spend some time reflecting on the range of ideas in your community and how to keep them expanding. Some of the questions you might ask are:

- Is there a focus on one particular issue or in one locality in our work?
- Are there enough new people and ideas emerging over time?
- Are new or different ideas given enough time and consideration to develop into projects?
- Do we need a kick start to get energy levels up in the community/group?

Be Flexible in Your Structures

Remember that there is no rule that ABCD activities have to involve formal meeting or committee structures. They may use these models but they can also be about people talking to each other on the phone, meeting and talking at the shops, having dinner together or communicating by email.

There might be a project that involves a small group to organise and a larger group to carry out, or one person might organise 3 others to join them to work on something specific.

Structures for getting things done need to suit the community and the group that is doing the work.

See No One as 'Needy'

In ABCD everyone has skills, talents and gifts to contribute in the community. Everyone and no one are 'needy' in the sense that everyone needs support at some point, and no one is only 'needy'.

One of the foundations of this approach in community development is that everyone is entitled to contribute as they can and each contribution is as valuable as the next.

Childcare

Providing childcare can certainly broaden the opportunities for parents to take part in the planning day.

Here are some of the things you will need to think about if you decide to provide this service:

- Anyone that is responsible for childcare will need to undertake a Working with Children Check (see appendix for details).
- Will the childcare be free or at a cost to parents? How will the costs be covered?
- Do you have access to suitable space and activities for children? You may be able to tap into a local occasional childcare centre and arrange some places for the time of your planning.
- How many places can you offer?
- It is important to make it clear that people need to book childcare prior to the day.

Role of Neighbourhood and Community Centres

In thinking about who to include in your ABCD work, don't forget the local Neighbourhood or Community Centre if you have one in your area. The participation of the Centre might be an invaluable addition to both the planning day and the ongoing actions that come out of it.

Neighbourhood and Community Centres can be key players in implementing and co-ordinating the Asset Based Community Development Approach.

Community Development is an integral part of Neighbourhood and Community Centres as they are able to reach a diverse range of people from their community. These Centres can act as a central reference point for the benefit of community members, local businesses, organisations and service providers to build and utilise the assets and skills they have to offer and so help make their local community a better place to live.

Neighbourhood and Community Centres can be a focal point for collecting participant's skills, ideas, and talents.

They can act as a safe local storage and resource point connecting and linking people in the community.

They also have a role in organising and supporting ongoing action groups that are essential for the overall achievements, goals and successes of the project

Finally, Neighbourhood and Community Centres can offer coordination, facilitation and support by linking the project groups with other organisations e.g. schools, local businesses, churches, historical, artistic and cultural groups, libraries, youth and sporting clubs and assisting with resources.

2. Selecting the Venue and Catering

As we said earlier, an ABCD planning day/meeting can be as simple as a cup of tea in the neighbourhood or as large scale as a day workshop involving hundreds of people. This part of the tool kit tends to concentrate on the larger scale gathering, but hopefully has some useful information for anyone starting much smaller.

Venue

The key points to keep in mind when selecting a venue are:

- Is it in a central location that people know about?
- Is it close to public transport?
- Is it wheelchair accessible?
- Are the rooms big enough?
- What are the acoustics like? Is there a hearing loop?
- What are the lighting and ventilation like?
- Is equipment such as overhead projectors available?

- How much does the venue cost?
- Is there a kitchen or tea and coffee making facilities?

Resources that May Come in Handy

- Whiteboard
- Butcher's Paper and Pens
- Overhead Projector
- Flip Chart
- Pens, sticky tape, scissors
- Disposable camera
- TV and Video Recorder

Catering

It is important to feed people as part of the day/meeting. What you provide in terms of catering depends on the time/length of the day.

If the numbers are high for your planning day/meeting, a gold coin donation helps cover costs and people don't usually mind.

3. *Timing for RSVP and for Workshop*

In thinking about when to have your meeting/day and who might come along, here are some questions to consider:

- When are people in your community available? Are there a lot of commuters, older people, parents at home with babies?
- Have you held successful or not so successful community meetings in the past when was a good time for people?
- How much time do you need? It's a good idea to be generous when allocating time.
- What else is on at the same time as your preferred date? Is there a clash that it would be better to avoid by changing the date?
- On the day, be aware that it is easy to overcrowd an agenda and it's better to finish early than not get through what you wanted to.
- Utilise the assets in your community by talking to someone local who has organised this kind of day/meeting before.

- Allow enough lead time but not too much to invite people and to receive RSVP's prior to the day/meeting.

4. Publicity and Promotion

The success of your project depends almost entirely on how you have promoted and publicised the initial workshop/planning day. After all, if people do not know about it or don't understand what it is about, they won't be coming along!

There are many aspects to consider such as:

How do you explain in “user friendly” terms what your workshop will be about?

Suggestion: Try not to use jargon for eg. many people are unfamiliar with the terms “community development” and “assets based community development”

Pilot your draft with some community members to see if they understand what it means and whether it is interesting enough to inspire them to become involved.

Who are you aiming the information at eg service providers, community groups, individual residents, young people, older people, people from non-English speaking backgrounds, businesses?

Suggestion: This depends on whether you want representatives across the broad community or whether your project has a specific focus on the assets of a particular group.

Do you need to have a variety of invitations to appeal to different groups?

Suggestion: More than one style of invitation can help to maximise the range of participants by appealing to different people in different ways

Where will you distribute the publicity?

Suggestion: This depends on such issues as whether your project is locality based eg. a particular street, neighbourhood or suburb or specific target group based eg young people, people with disabilities. Using a multiple approach (eg. letters of invitation, flyers, newspaper articles, local radio, posters) is important as it provides more chances for people to receive the information.

How will you distribute the publicity?

Suggestion: This may depend on the funds available for the project but can involve volunteer letter-box dropping and poster distribution (check your insurance to make sure people are adequately covered for this work!), writing a media release, use of web-sites, taking information to meetings you regularly attend, posting invitational letters, checking with your local newspaper on the cost of inserting a flyer, contacting a private flyer delivery company.

How will you cover any costs associated with the publicity eg printing?

Suggestion: Decisions need to be made on how these costs will be met prior to creating and distributing any publicity.

Where can you get free publicity?

Suggestion: There are several places you can try such as local newspapers - community news section, local radio community announcements, media release - story in local newspaper. Check whether your area has any community newsletters which could include your information eg your local school newsletter. Your local Council may have a web-site or a regular community information page in the local newspaper and last but not least - word of mouth spread the news yourself!

What to put in a media release

These suggestions are from the Community Builders web-site. You can find more details by going to (www.communitybuilders.nsw.gov.au).

- Headlines that gets to the guts of the story
- A first paragraph that summarises the story
- Quotable quotes from a credible person
- Some facts or statistics
- Explanatory details
- All hours contact and phone number and spokesperson details

The Community Builders web-site also includes some useful tips for successful media coverage:

- Keep it short
- Think headlines
- Use a consistent slogan and logo
- Do it regularly
- Be positive
- Set the agenda
- Use pictures
- Appeal to emotions
- Entertain
- Tailor your message to fit different types of media

Ways of Getting People There

Personal Invitation

This can be verbal or written. Either way it increases the chances of a person getting involved.

Written request to each club/organization

To get a good mix of people, organisations may only need to send one or two representatives, but this depends entirely on the project and the community. In some communities the involvement of everyone from particular organisations will be important.

Letterbox drop to all residents

This is quite expensive in terms of printing and time but it is an effective way of making sure everyone in the community knows what is happening.

A series of posters

Simple, large print and brightly coloured posters placed in locations where a lot of people can see them, are a reasonably cheap and effective way of raising awareness about what is happening.

A media strategy

Having a plan to use a number of different types of media at different times or at the same time rather than relying on only one form is important for getting your message across.

Use of networks

Eg. school newsletters, service clubs, churches Like the personal invitation, utilising local networks and word of mouth is probably the most effective way to get people involved initially, and to keep people involved over time.

5. **Developing the Agenda**

Agendas can be formal or informal but it is important to agree on where you are going prior to the planning day/meeting.

Having an agenda is valuable in keeping things focused and reaching some goals at the end of the process.

When you are developing the agenda, try to involve everyone who is part of planning the day/meeting.

During the day/meeting, it can be good to have different people running different parts of the agenda. It means that one person doesn't end up exhausted, and it's a great opportunity to utilise the talents of a range of people.

Include the general themes of the agenda in all the publicity for the day/meeting.

Think about which parts of the agenda are the most important and what you are able to drop if time runs out. It is usually better to get to the end of a shorter agenda than to have to stop before you have finished due to time restraints.

Whenever possible use visual aids such as videos handouts, overheads, displays (consider print size for audience viewing).

Remember some people are auditory learners (listeners) while other people are more visual learners (learn by sight). Remember both types of learners during your presentations.

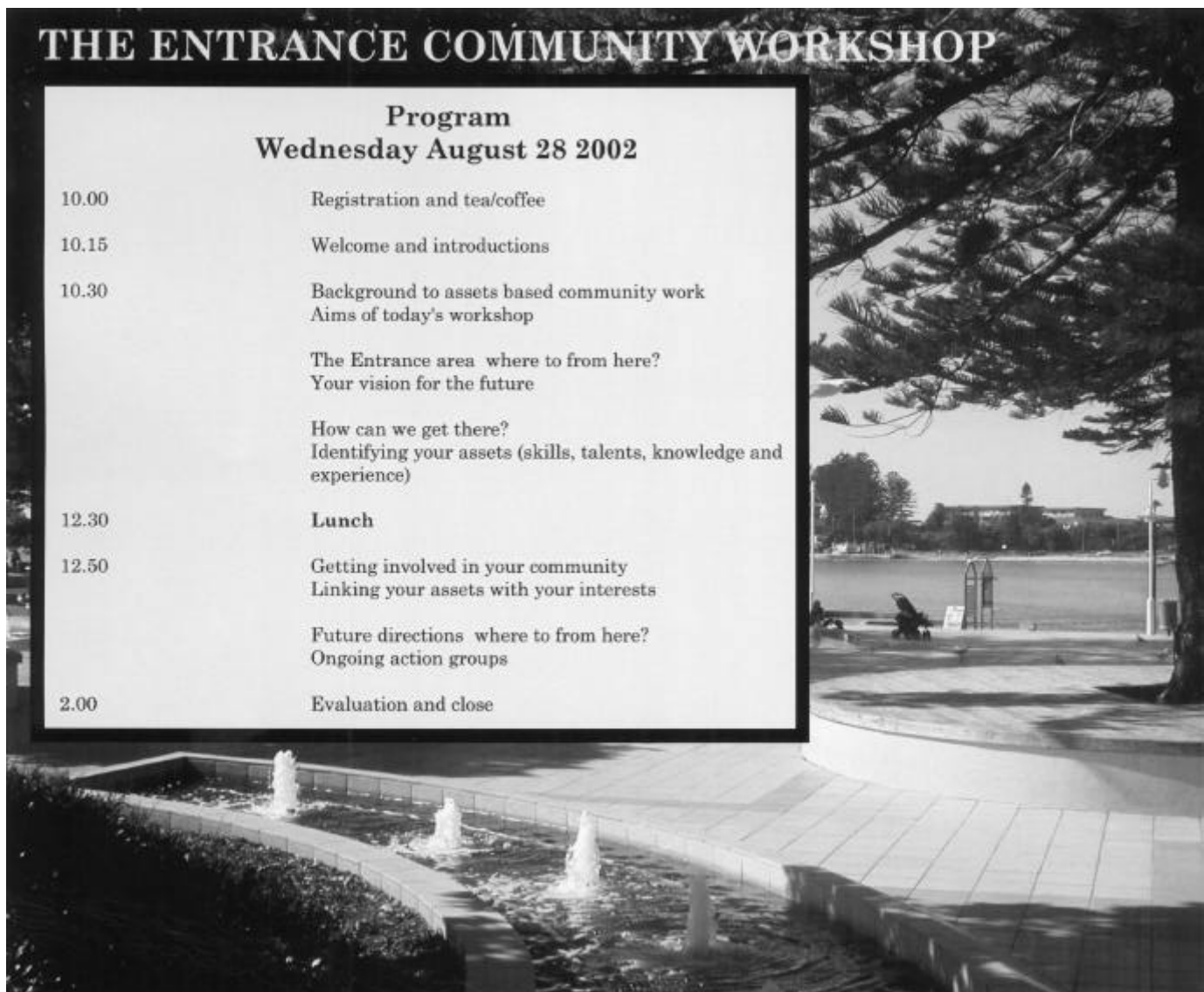
Avoid telling the community groups what can be done ask them what can be done and encourage them to make decisions.

Always present material and options as a matter of choice: express to community members they don't have to do anything, it's their choice to do what they want to do.

Here are some examples of formal and informal agendas to give you some ideas.

Examples of agendas

Agendas from two assets based community development planning days held at The Entrance and Kincumber Neighbourhood Centres are attached. However, one of the important aspects of using an assets based approach is that it can be used for both more “formal” (such as the two examples attached) or very “informal” ways(such as attached case study).



THE ENTRANCE COMMUNITY WORKSHOP

Program
Wednesday August 28 2002

10.00	Registration and tea/coffee
10.15	Welcome and introductions
10.30	Background to assets based community work Aims of today's workshop The Entrance area where to from here? Your vision for the future How can we get there? Identifying your assets (skills, talents, knowledge and experience)
12.30	Lunch
12.50	Getting involved in your community Linking your assets with your interests Future directions where to from here? Ongoing action groups
2.00	Evaluation and close

Monday 23 September 2002

AGENDA

9:00 9:30AM	Registration
9:30 9:40AM	<i>Welcome</i>
9:40 9:50AM	<i>What is the Day All About?</i>
9:50 10:10AM	<i>Changing the Way We Think About Our Community</i> <ul style="list-style-type: none">- A Focus on the Positive and Kincumber's Assets- What do we mean by Asset Based Community Development?
10:10 10:30AM	<i>Some Ideas from Other Areas</i>
10:30 10:45AM	MORNING TEA
10:45 11:15AM	Who Are We? Small Group Discussion <p>One of the best places to start when you are trying to work out what the strengths are in the community is with the people and that means starting with us as individuals.</p>
11:15 11:45AM	What Have We Got? Small Group Discussion <p>What have we got here in Kincumber? What are our assets? Places, history, business, culture, groups, associations, institutions, landmarks etc</p>
11:45 12:15PM	<i>Report back from Groups</i> <i>Building the Assets Map</i>
12:15 12:45PM	LUNCH
12:45 1:30PM	What Do We Want From What We Have? Small Group Discussion <p>What can we do with these assets? Where are the links? Suggestions/ideas for local projects.</p>
1:30 2:00PM	<i>Discussion of Ideas for Local Projects and Priorities</i>
2:00 3:00PM	How Do We Get It? <p>Let's start to think about the projects. What project would you like to be involved in? What tasks are involved? What skills are required?</p>

Case Study Smith Street BBQ

Late in 2002 two neighbours in Smith Street decided to invite the other residents of the street to talk over the idea of holding a neighbourhood bbq at a nearby park. The neighbours came up with the idea after noticing that five new families had moved into the street in the last 3 months.

The street is comprised of 30 homes and the two neighbours decided to letterbox drop invitations to afternoon tea (bring a plate) to be held at one of their homes to discuss the idea and to involve people in the planning and running of the BBQ.

Approximately 10 people came along and identified the following skills, knowledge and experiences i.e. assets which they felt could be used to ensure a successful day:

- Cooking skills
- Links with local businesses eg butcher, bakery
- Able to write a media release
- Able to talk to local radio
- Links with other people in the street
- Child Care skills
- Ability to speak a language other than English
- Art and Craft skills

From this it was decided to go ahead with the BBQ but to also include some simple activities for children and a community painting which the group thought could be given to the local childcare centre.

6. *Things You Can Do to Enhance the Process*

One of the most valuable things about this process is getting people to think creatively about possibilities that they hadn't thought of before. Some good ways of doing this are:

- Have a photographic display as part of the planning day/meeting, with examples of the area in the past and present.
- Use video of other successful projects or local material it's good to remember that half an hour is probably the maximum time to use video in the meeting.
- Disposable Camera buy a disposable camera and pass it around to participants during the day/meeting so that they can take part in documenting the process.
- Use a Talking Stick This is passed around from one participant to another and symbolises the process of giving each person time to speak exclusively.
- Visual Arts If you have a visual artist in your group, ask if they might paint a canvas during the day/ meeting to which anyone participating can contribute ideas.

- Brainstorming Don't put parameters on this process. Allow people to add ideas whether they are practical or not.
- Share stories about the community amongst the group from the past and present.

7. ***Last Minute Preparations***

No matter how prepared you are, there will always be some things that need to be covered at the last minute. Here is a list of some of the things that tend to come up at the last minute:

- Nametags
- Contact list for Participants
- Checking any equipment to be used on the day
- Set up the registration table
- Who is welcoming people?
- Housekeeping toilets, etc
- Make sure people know they can take a break when they need to.
- Handouts
- Support for Facilitators

8. ***Hints for Facilitators***

Your workshop is likely to involve people with varying levels of skills from people who have never facilitated a group to those who have considerable expertise. Facilitation is important in circumstances where people of diverse backgrounds and capabilities are endeavouring to work together.

Hints for facilitating an ABCD Workshop or ongoing Action Group

- Have an agenda for the day as this helps achieve maximum participation.
- Ensure participants are clear very early in the program about the concept of Assets Based Community Development.
- Emphasise, and be ready to encourage participants to explore, why the Assets Based Approach is beneficial both to individuals and the community in general as opposed to the other approach which focuses on problems, needs and deficits.
- Clear aims.
- Exercise to introduce participants.

- Comfortable atmosphere for participants to contribute their knowledge and skills.
- Keeping the group focused on positive assets not negatives and being ready to “guide” group back to positives if this happens.
- Encouraging participants to turn negatives into positives eg. if an issue of “people are afraid to walk down the street at night” is raised it can be turned around to “we would like to live in a safe environment” and positive strategies developed accordingly.
- Develop and use appropriate resources eg overhead using the half-full/half-empty glass or positive photographic display of assets.
- A range of different types of methods to appeal to different learning/participation styles - visual (eg video/photographs), verbal (eg discussion), group exercises (eg small/large groups brainstorming, butchers paper).
- Opportunities for participants to share skills, experiences, knowledge and talents.
- Utilise participants' assets (eg if a participant has photography skills they could take the photos of the day).
- Guide the participants to reach “practical” outcomes at the end of the day.
- Encourage new and challenging ideas.
- At end of day notes need to be distributed to all participants as soon after the day as practicable.
- Invitations (written, verbal) to be sent to those interested in being involved in ongoing Action Groups to get together for further meeting to plan specific project as soon as possible after initial workshop keep the momentum going!

Facilitation: do you really need it?

When planning your workshop take into account the following:

- Do you have facilitation skills? (i.e. do you have workshop/group facilitation experience).
- If you don't does someone else who is involved in the planning have this experience?
- Do you need to consult with an experienced facilitator for advice?
- Do you need to arrange/employ a skilled facilitator?

Role of the Facilitator

“To facilitate means to make easier”

A facilitator will be able to make community sessions easier by offering suggestions and providing guidance in understanding the ABCD approach.

A good facilitator will:

- ✓ Accept all individuals without judgement;
- ✓ Listen for interesting points of view and allow those views to be discussed;
- ✓ Present ideas and opinions as just that, opinions;
- ✓ Listen carefully, trying not to interrupt;
- ✓ Allow everyone to express themselves and communicate with each other;
- ✓ Monitor participation so that individuals neither monopolise conversation nor sit back and say nothing;

Emphasise that each community can be their best own resource, allowing all community members to participate and communicate.

As community members begin to communicate and interact, the role of the facilitator in the planning session becomes secondary. The facilitator should then assume a role of monitoring the activities of the group and should intervene only when necessary to keep the group on task or when asked to provide suggestions.

Designate another member of the group to record discussion and activities which take place during the workshop sessions.

“Create an atmosphere of energy, excitement and optimism...Demystify concepts, processes and strategies...Optimise the knowledge and expertise of participating groups/individuals...Broker experiences, models, methodologies, networks and resources that may be relevant...Encourage collaborative efforts between relevant groups and networks.” (Peter Kenyon)

The best facilitators are positive, energetic, assertive and respectful. They work well with a wide range of people and are organised.

Have fun! Establish a friendly atmosphere that encourages the open sharing of ideas.

9. Problem Solving

However well you have planned your day challenges will always arise! Here are some of the challenges we have already encountered and some suggested solutions:

Participants who are registered but do not attend consequently reducing the diversity and possibly the assets base of your group.

Suggestion: Make sure people are required to RSVP rather than just turn up on the day. If possible contact everyone a couple of days prior to the day to reconfirm their attendance.

Ensuring the process meets the Assets Based Community Development Approach and does not “lapse” into a needs or deficit approach. Remember people are often much more used to thinking about needs and deficits than assets! You are encouraging them to “think” and “act” differently!

Suggestion: You may need to provide guidance to the group whilst at the same time acknowledging concerns. However, providing participants have begun to understand the Assets Based Approach a member of the group will ideally undertake this role. You can then back them up. See section of Toolkit on “Facilitation” for more information.

Ensuring the process is valued as being as important as the end result. For example, the process itself involves diverse people and groups communicating with each other in a positive and empowering way not in a negative or derogatory way.

Suggestion: See section of Toolkit on “Facilitation” for more information.

What do you do about new people who find out about the workshop *after* it has been held and would like to become involved? What do you do about people who were registered but apologised but still want to become involved?

Suggestion: Remember these people may not understand the idea of Assets Based Community Development and instead will possibly raise needs, problems etc. You may need to get them “up to speed” by arranging another workshop or some type of briefing..

You only have a couple of people interested in a particular Action Group.

Suggestion: Rather than discourage interested people see if their interest can be combined with another group i.e. look for “common ground”.

10. Exercises and Activities to Encourage Participation on the Day

Vision

A vision should provide insight and inspiration to achieve what the community wants.

- Who are “we”, the people in this community?
- What are the things that “we” value most?
- What do “we” want our community to look like in 5 years time?
- What is our VISION?

Ideas for encouraging workshop participants to identify and develop their vision for their community

Photographic Display

- *A photographic display depicting the local area is a great way to encourage participants to think about their area. The display should focus on the “positive” aspects of the community rather than the “negative”. Examples of type of photographs include:*
- *Geographical features eg lakes, beaches.*
- *People in the community eg. families in the park, young people skateboarding, people taking part in local sporting activities.*
- *Local wildlife and plants.*
- *Photos showing the area “as it was” and “as it is now” this acts as a stepping stone to what it could be like in the future.*

Development of a Common Vision

Participants can be asked to think about the future of their community in broad terms, to develop their views on the community and a general idea of what they want their community to become. It is important to choose a date not too far in the future as this encourages people to be more realistic than if the date chosen is 50 years into the future! The suggestion would be to choose a date **nomore** than 5 years into the future.

Once participants have developed a general and common vision for the future the next step is for practical steps to be identified which can be implemented to help reach this future. This will require brain storming and creative thinking and is best undertaken in small groups of no more than 6-8 participants.

Visualising your future Community

In small groups introduce yourselves and discuss any changes you have seen in the local community. There will be some negative changes raised but try to balance these with positive changes.

Group members can be asked to close their eyes and visualise how they would like to see their community in the future. On Butcher's paper write down each person's vision, and discuss changes that would occur in the community. Each group provides feedback on their vision to the larger group.

Asset Inventories and Asset Mapping

Strategies for collecting information on the capabilities and capacities of a community can be identified in the form of an asset inventory. Inventories may be established to collect information on:

- Individuals
- Associations
- Institutions
- Local Businesses

When asset inventories are completed, the assets can be mapped to show asset areas and/or groups in the community.

The assets map can help identify under-utilised resources and opportunities for matching needs and resources and can stimulate thinking about how the community can build and link assets more effectively.

Many communities find they have all the resources they have hoped for during the asset mapping process.

Ice Breakers

Sometimes icebreakers can be good to get the planning day/meeting going. They are not compulsory and they work well with some groups but not at all with others. Here are some examples of icebreakers that have worked in a range of different groups.

Exercise 1

Divide the group into pairs and ask them to introduce themselves to each other. After about five minutes, bring the group back together and ask them to introduce the other person to the rest of the group.

Exercise 2

At the beginning of the workshop, give all participants a piece of paper and have them write down their favourite colour, car, food and a companion (someone they would like to have dinner with). Collect all papers and shuffle them before sticking to the wall. At the end of the workshop everyone has to try and guess the author of each piece of paper. Provide plenty of time for people to find out the relevant information by communicating over morning tea/lunch.

Exercise 3

Form a semi-circle and ask the person at one end to say their name, together with a positive word starting with the same letter to describe themselves. Go on to the next person who does the same thing with their name but also repeats the previous person's name and word. Continue on around the circle.

10. *Turning Ideas into Action*

Once you have your asset map, give people time to look at and reflect on the assets they have identified, and then spend some time getting everyone to think about some projects or actions that can utilise some or all of those assets.

Don't limit the number or size of projects or actions initially and encourage people to think about large and small-scale ideas.

Once you have all the ideas for projects listed, you will need to choose a few, or perhaps only one to start with. This can be done in a number of different ways. One suggestion is to give everyone a specific number of coloured stickers and ask them to put a sticker beside their top priorities using all the stickers they have been given.

The priority projects are determined by the number of stickers beside each one.

Once you have decided which projects you will start with, you will need to do three things:

Decide how you will proceed with each of the priority project/s

- You may form working groups from the participants, co-ordinators to bring groups together for action, or set another date for everyone to meet.

Decide what will happen to the list of projects that may happen in time and how you will revisit these in the future.

- Who will keep the list of projects? A community group or neighbourhood centre can be valuable in this role.
- Will there be another planning day once the initial projects have been completed or after 6 or 12 months?
- How will the planning group make sure that this happens?

Set a meeting date for people who are interested in continued involvement in the ABCD work.

- To keep the momentum going, it is vital to set a meeting date for the ongoing work you will be undertaking, before the end of the planning day/meeting. If you leave this to be arranged later, it often becomes much harder to contact people and get them together.

11. *Project Planning*

The planning day is over. You have come up with a great asset map and some exciting projects in your local community/group. What happens now?

Here is a checklist of hints and tips that may help in getting you from the beginning to the end of the project successfully:

- Decide how the project will be co-ordinated and who will take on that role. It may be one person, a number of people or the whole group but you will need to be clear about it from the beginning.
- Do you need extra people? How will you find them and what is the timeframe for finding them?
- Develop a timeline for the project with milestones all the way along the process. This may change over the life of the project but it will provide you with a clear reference point.
- Design some specific jobs that need doing to get the project started and link the assets within the group to each of these projects.
- If there are a number of projects, arrange for regular communication between all the groups to share stories and draw on each other's assets.
- Document the progress of the project.
- Find out where you can get support if you need it and utilise that support early.
- Be flexible and adaptable in your approach. Getting around and through barriers is a crucial part of the process.
- Starting small is OK as it is easier to build your confidence completing smaller projects than starting with something large or long term.

12. Evaluation

Evaluation is about reflecting on what you have done and looking for ways to improve things next time around.

Making sure that people understood and felt a part of the planning day/meeting is crucial as it will help in getting or keeping people involved in the projects.

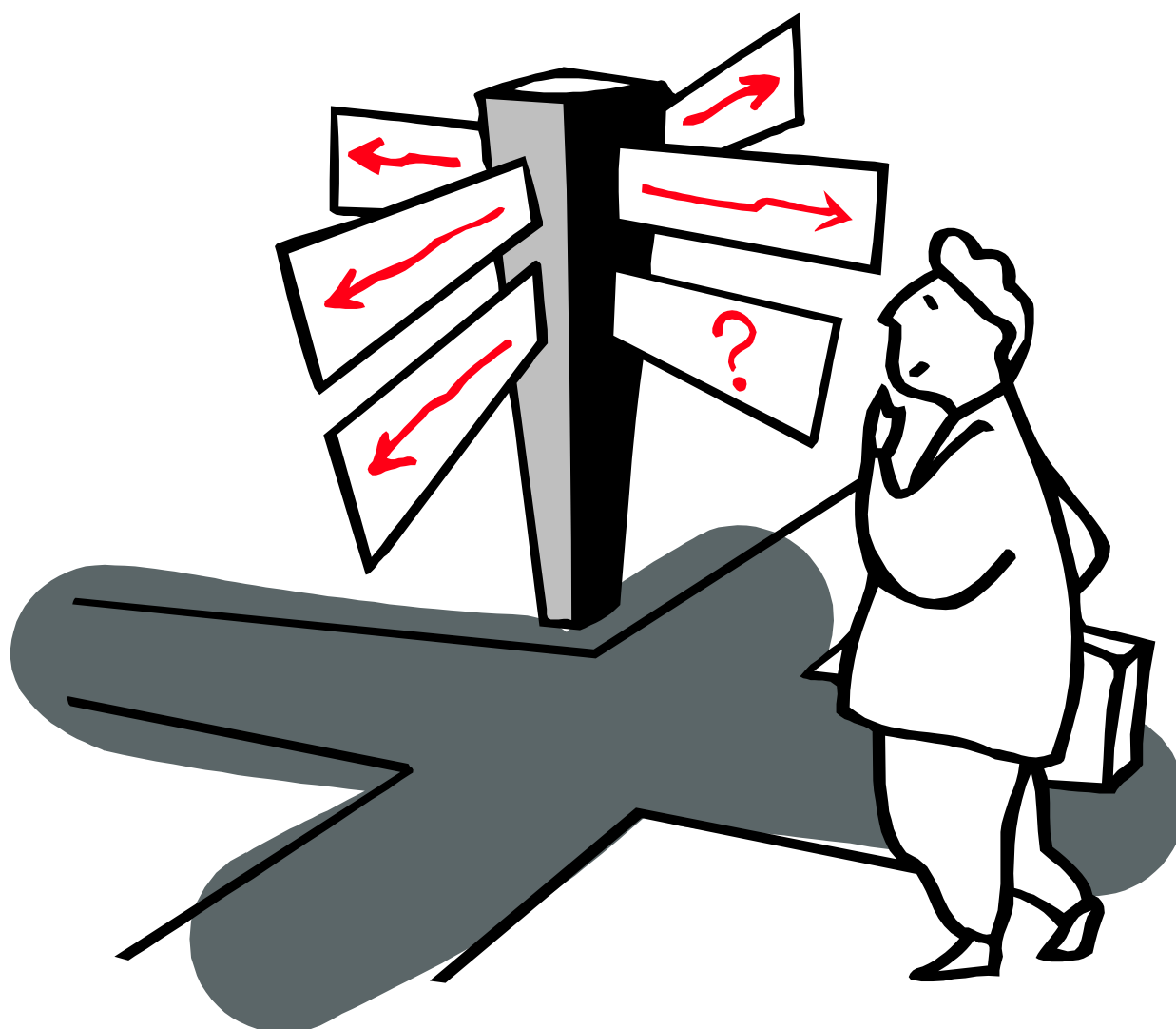
You can use a formal evaluation sheet such as this one:

WORKSHOP FEEDBACK	
1. What have you enjoyed most about the workshop?	
<input type="checkbox"/>	a) Meeting other people
<input type="checkbox"/>	b) Finding out about my assets/organisations assets
<input type="checkbox"/>	c) Finding out about other participants assets
<input type="checkbox"/>	d) Talking to people with similar interests
<input type="checkbox"/>	e) Finding out how I can become involved in the community
<input type="checkbox"/>	f) Other <input type="text"/>
2. What do you think could be changed or included for any future workshops?	
<input type="text"/>	
<input type="text"/>	
3. What was the most informative session? <input type="text"/>	
4. What was the least informative session? <input type="text"/>	
5. Identify at least one asset (eg new skill, knowledge or experience) you have developed/will be able to develop as a result of today's workshop	
<input type="text"/>	
6. How did you find the way the facilitator/s presented the workshop?	
<input type="text"/>	
7. Did you understand the material presented?	
<input type="checkbox"/> YES	<input type="checkbox"/> NO
8. Will you be continuing your involvement by working with your Action Group in putting together a project?	
<input type="checkbox"/> YES	<input type="checkbox"/> NO
9. What project are you going to be working on?	
<input type="text"/>	
10. Was the set up for the venue suitable?	
<input type="checkbox"/> YES	<input type="checkbox"/> NO
Contact details: Name	<input type="text"/>
Organisation	<input type="text"/>
Address	<input type="text"/>
Phone Number	<input type="text"/>
E mail	<input type="text"/>
Thank you for your participation during the day and your feedback	
We hope to see you at an Action Group soon!	

Or your evaluation may just be an informal discussion. Here are some issues you will need to explore when you evaluate your day/meeting:

- Was the presentation clear and easy to understand?
- Did you feel welcome and confident to speak freely?
- Did people make new connections on the day?
- Was everyone happy with the venue, catering etc?
- What could we do to improve things next time?

If you are going to use an evaluation sheet, make sure it is clear, short and easy to understand. Do a test run with people you know to see if they find it easy to fill out.



Appendices

1. List of Supporting Organisations

Gosford City Council

Amanda Howard Social Planner

Phone: 43 258 857

Email: amanda.howard@gosford.nsw.gov.au

Helen Eves Community Development

Phone: 43 258 381

Email: helen.eves@gosford.nsw.gov.au

Wyong Shire Council

Kerrie Forrest Social Planner

Phone: 43 505 194

Email: Forrestk@wyong.nsw.gov.au

Belinda McRobie Social Planner

Phone 43 505 511

Email: microbieb@wyong.nsw.gov.au

Margot Castles Community Services

Phone: 43 505 524

Email: castlesm@wyong.nsw.gov.au

Dawn Brown Community Services

Phone: 43 505 386

Email: brownd@wyong.nsw.gov.au

Rhyall Gordon Community Services

Phone: 4350 5192

Email: gordonr@wyong.nsw.gov.au

The Entrance Neighbourhood Centre

Gail Crawford

Phone: 43 324 545

Email: tenc@bigpond.com

Central Coast Community Council

James Charles

Phone: 43 297 155

Email: cccc@ccns.net.au

Niagara Park Community Centre

Jodi Livesley

Phone: 43 297 133

Email: jodi.livesley@gosford.nsw.gov.au

Kincumber Neighbourhood Centre

June McSweeney

Phone: 43 631 044

Email: kdnc@acay.com.au

2. **List of Funding Bodies**

Following are some sources of information to help with identifying potential sources of funding for community project initiatives:

WESTIR (Western Sydney Information & Research Service) produces an annual community-funding calendar. The calendar has been compiled to assist not-for-profit organisations, community groups and local government to locate funding for their projects and services.

Community Builders web-site (NSW Government)

State & Federal Government web-sites

Local Government

Lions & Rotary Clubs

Community fundraising initiatives

Partnerships with local businesses

Sponsorship with corporate organisations

Local Registered Clubs (Community Development Support Expenditure Scheme)- this program is designed to co-ordinate funds by Registered Clubs to their local communities. Information can be obtained from the Department of Gaming & Racing web-site.

Planning NSW Area Assistance Scheme www.planning.nsw.gov.au

3. **References**

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Behaviours and Actions of Communities that Display Vibrance, Resilience and Sustainability Some Useful Checklists. Bank of I.D.E.A.S., W.A.

Kenyon, P (undated)

Practical Techniques and Tools for Engaging the Community in Designing their Future. Bank of I.D.E.A.S., W.A.

Kretzmann, J & McNight, J (1993)

Building Communities From the Inside Out: A Path Towards Finding and Mobilising a Community's Assets. The Asset-Based Community Development Institute, Northwestern University, Illinois.

Kretzmann, J (1997)

A Guide to Capacity Inventories: Mobilizing the Community Skills of Local Residents. The Asset-Based Community Development Institute, Northwestern University, Illinois.

Kretzmann, J (1999)

A Guide to Mapping and Mobilising the Associations in Local Neighbourhoods. The Asset-Based Community Development Institute, Northwestern University, Illinois.

Websites

Peter Kenyon
www.bankofideas.com.au

Community Builders
www.communitybuilders.nsw.gov.au

Asset Based Community Development Institute Electronic Discussion Group
www.northwestern.edu/ipr/abcd/abccddiscussgroup.html

4. Glossary

Community

A place, a neighbourhood, a region, a group of people with a common interest or a group of people working together.

Community Engagement

Facilitating a full understanding by community residents of what is happening in their community, seeking their opinions and ideas, mobilising their active participation and promoting recognition of the choices they have in achieving the future community they desire.

Asset

The positive strengths, qualities, merits, benefits and character embedded in a community.

Skill

The gift an individual has gained through experience, education and/or knowledge which is passed onto other individuals.

Asset Inventory

A method for gathering information about the gifts and talents of a community's individuals, associations and institutions.

Asset Map

A visual path displaying a community's positive capacities and assets.

Individual

Person belonging to a community who has capabilities, abilities and gifts.

Association

A formal or informal group of community people working together, often as volunteers, around a common purpose or set of values.

Institution

A formalised structured organization that does not typically rely on voluntary commitment of the individuals involved.

Relationship

A bond that is formed through identifying, connecting and establishing a friendly alliance built on trust, strengths and assets.

Mobilise

To move the community forward by energising and activating community strengths and assets.

Vision

A community's vision is the story of its desired future. The positive image of what the community “wants” to be; providing insight, inspiration and revelation to help the community move forward.

Evaluation

Reflecting on what you have done, asking for feedback and working out how to build on the strengths for next time

5. Checklist

HAVE YOU:

Preparations/ Organising

- ☐ Established a Planning Committee
- ☐ Trained in the ABCD approach
- ☐ Thought about the purpose
- ☐ Made sure that community interaction and ownership is central to the project
- ☐ Recognised that diversity of values, ideas and opinions exist within the community.
- ☐ Included everyone in the community
- ☐ Set the date and time
- ☐ Designed and developed Invitations/ made phonecalls
- ☐ Arranged or booked a Location/ Venue
- ☐ Thought about/ listed who'll do what
- ☐ Organised Catering
- ☐ Considered/ Organised Childcare
- ☐ Organised a facilitator
- ☐ Organised publicity & promotion
- ☐ Set the agenda and program
- ☐ Organised handouts
- ☐ Thought about visual displays
- ☐ Developed evaluations

On the day

Have you set up the following:

- ☐ Welcome desk/ person
- ☐ Participant list
- ☐ Name Tags
- ☐ Handouts
- ☐ Visuals
- ☐ Equipment

After the day

- ☐ Keep people informed about what's happening
- ☐ Encourage innovative new projects
- ☐ Monitor progress of projects

6. *The Entrance and Kincumber - resources*

INVITATION

TO LOCAL RESIDENTS

**THE ENTRANCE DISTRICT COMMUNITY
COLLABORATION AND DEVELOPMENT PROJECT**

We are looking for Residents of all age groups
Residents that have fresh ideas, creativity, enthusiasm
and energy, knowledge and history of the local area

Everyone in the community (including individuals,
organisations and businesses) have skills, abilities,
talents and experiences.

The asset based community approach is a positive
strategy that sees individuals and the community as
half full rather than ***half empty*** so that community
skills, talents, knowledge and experience can be
identified and used to make streets, neighbourhoods
and communities better places to live.
Bring a friend!

WHEN: Wednesday August 28th
**WHERE: The Entrance Neighbourhood
Centre**
TIME: 10.00 am – 2.00 pm

R.S.V.P July 22nd 2002

Dear Resident/Community Representative/Service Agency/Business Owner

The Entrance District community collaboration and development project

Are you interested in what happens in your community? If you would like to find out more then take the opportunity to come together with residents, community representatives and service agencies at a community workshop.

Place: The Entrance Neighbourhood Centre

Date: Wednesday August 28th 202

Time: 10.00am - 2.00pm

Everyone involved in the Entrance District, whether individual residents, community representatives or service agencies has a wide range of skills, knowledge and talents, which can be used to enhance the quality of local life.

The main aims of this initial community workshop are to;

1. Identify the assets (skills, knowledge and talents) of workshop participants
2. Discuss local community issues and concerns
3. Explore ways these assets could be harnessed to improve or address the identified community issue/s

This workshop aims to provide a starting point for community collaboration and development initiatives in The Entrance area.

The Entrance District Community Workshop

I/We would like to come to the community workshop

Name

Organisation (if applicable)

Number of participants

There is no cost to participants of the workshop.

Please forward your acceptance no later than Wednesday
August 14 2002 to:

Gail Crawford
Coordinator
The Entrance Neighbourhood Centre
PO Box 101
The Entrance 2261
or fax to: 4332 9549

Monday 23 September 2002

DETAILED AGENDA
(For Steering Committee/Facilitators)

MORNING SESSION

9:00 9:30AM

Registration

Participants are to record details on Register sheet.
Tea and Coffee on arrival.

9:30 9:40AM

Welcome

9:40 9:50AM

What is the Day All About?

9:50 10:10AM

Changing the Way We Think About Our Community

- A Focus on the Positive and Kincumber's Assets
- What do we mean by Asset Based Community Development?

- What are some of the things that usually bring people in Kincumber together?
- We're often really good at describing the problems in the community, or the things that we don't have.
- We often get asked by Council, government departments and others what it is that we need, where are the gaps in the community?
- Today is about starting to talk about our community in a different way.
- We don't very often get together with neighbours and talk about the good things, the strengths that exist within our community, and what we can do with those things to make life in Kincumber better.
- That's what today is about. We are going to start putting together some information on the good things/assets in Kincumber's people, in the place, and in the structures/groups and organisations.
- We are going to use the wall to start drawing a map of all the local assets in Kincumber. During the day we will add to the map and at the end of the day the map will live at the neighbourhood centre for people to look at and add to.

Asset Based Community Development explanation of the concept. Refer to separate handout.

10:10 10:30AM

Some Ideas from Other Areas

Every town and area that has started down the road that we are going down has come up with ideas that are unique to their town/ area because they are based on the assets they have discovered locally.

We thought it might be good to take a quick look at a couple of projects that have happened in other places, and one or two that are already happening in Kincumber.

Video Saving Claymore

Mentoring Program

10:30 10:45AM

MORNING TEA

SESSION BETWEEN MORNING TEA AND LUNCH

This session involves participants breaking into small groups. A member of the Steering Committee will facilitate discussion in each group and write down the items discussed in the group on butcher's paper.

At the beginning ask if any of the group members would like to be the spokesperson for the group.

10:45 11:15AM **Who Are We?** Small Group Discussion

One of the best places to start when you are trying to work out what the strengths are in the community is with the people and that means starting with us as individuals.

This session is about identifying the assets of individuals.

Exercise

Everyone gets a page with various spaces on it and 3 yellow sticky labels and a pen.

Write down on your page and on the yellow sticky labels the following:

- A. One thing that you have to give/learn
- B. One thing that you would like to learn/gain.
- C. One thing that you are interested in.

11:15 11:45AM **What Have We Got?** Small Group Discussion

This session is about identifying the assets of the community in terms of associations, institutions and physical characteristics.

What have we got here in Kincumber? What are our assets?
Places, history, business, culture, groups, associations, institutions, landmarks etc

Small groups start to identify strengths and assets in Kincumber.

- encourage people to identify specific things as well as the more general stuff.
- start looking for links between things
- write down everything that people identify on butcher's paper
- write the things you identify on stickers to be include in the asset map.

Use Blue Sticky Labels for Associations/Groups etc

Use Pink Sticky Labels for Other Assets including institutions and physical characteristics.

11:45 12:15PM **Reports back from Small Groups**
Building the Assets Map

12:15 12:45PM

LUNCH

AFTERNOON SESSION

12:45 1:30PM

What Do We Want From What We Have? Small Group Discussion

Intro to this session by Frank recap of the glass ½ full, ½ empty concept; participants to think about the future of their community how can we make Kincumber a better place to live, improve quality of life etc?

What can we do with these assets? Where are the links?
Suggestions/ideas for local projects.

- Focus on how to work with what we have rather than spending a lot of time on what we haven't got.
- Questions like, what can we do with these assets?, where are the possible links and relationships between people/ organisations/groups?
- Turn negative ideas into positive ie. things that have not worked in the past but is still an idea that could be developed further.
- Start developing projects groups should go and look at the asset map and start putting ideas for projects together.
- Remember the best way to get ideas is to have lots of ideas!
- Come back to big group and start putting ideas for projects up on the wall. Have a look at the projects and see if there are any you would like to get involved in now.

1:30 2:00PM

Discussion of Ideas for Local Projects and Priorities

Report back from small groups to big group.

Project Ideas are listed on butchers paper.

Participants are asked to identify priority projects by placing coloured dot on their preferred project.

Consensus is reached about potential projects. This may include 2-3 projects.

2:00 3:00PM

How Do We Get It?

Let's start to think about the projects. What project would you like to be involved in? What tasks are involved? What skills are required?

- Write your name down under the project you would most like to be involved with.
- Project teams get together to work out what to do next, who else needs to be involved(if anyone), how to keep in touch, even some project planning if there is time.

Project teams are to use "Getting Started: Project Planning Sheet" to do this.

ASSETS IDENTIFICATION

Individual Residents

What are your assets (skills, talents, knowledge and experiences)?

Please Tick ☒ or give more details where possible

- ☐ 1. Knowledge of your street or neighbourhood.
- ☐ 2. Knowledge of the Entrance / Long Jetty area.
- ☐ 3. Connections with particular individuals or groups in your street, neighbourhood or community eg. older people, young people, people from non-English speaking background, children, indigenous people, people with disabilities

Skills and Experience

I have the following skills or experience not in order of importance!

Please write yes next to those you have or would like to share with others

	I have	I would like to share with others
Child care	<input type="text"/>	<input type="text"/>
Cooking	<input type="text"/>	<input type="text"/>
Cooking for groups (more than 10)	<input type="text"/>	<input type="text"/>
Carpentry	<input type="text"/>	<input type="text"/>
Gardening	<input type="text"/>	<input type="text"/>
Painting	<input type="text"/>	<input type="text"/>

	I have	I would like to share with others
Communicating with Young People	<input type="checkbox"/>	<input type="checkbox"/>
Communicating with Children	<input type="checkbox"/>	<input type="checkbox"/>
Typing	<input type="checkbox"/>	<input type="checkbox"/>
Playing Sports	<input type="checkbox"/>	<input type="checkbox"/>
House maintenance	<input type="checkbox"/>	<input type="checkbox"/>
Singing	<input type="checkbox"/>	<input type="checkbox"/>
Playing music	<input type="checkbox"/>	<input type="checkbox"/>
Driving	<input type="checkbox"/>	<input type="checkbox"/>
Computer skills	<input type="checkbox"/>	<input type="checkbox"/>
Art	<input type="checkbox"/>	<input type="checkbox"/>
Craft	<input type="checkbox"/>	<input type="checkbox"/>
Communicating with Adults	<input type="checkbox"/>	<input type="checkbox"/>
Communicating verbally	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="text"/>	

Please tick

- ☐ 5. Communicating in writing eg letters, reports, contributions to newsletters, funding submissions
- ☐ 6. Communicating in groups eg. taking part in group discussion, running groups
- ☐ 7. Knowledge of meeting procedures

Please list other assets you bring with you today

ASSETS IDENTIFICATION

Community Groups, Larger organisations, Services Agencies
& Businesses

What are your assets (skills, talents, knowledge and experience)?

Please Tick ☒ or give more details where possible

- ☐ 1. Knowledge of the Entrancé/Long Jetty area.
- ☐ 2. Organising skills.
- ☐ 3. Putting ideas into practice.
- ☐ 4a. Connections with particular groups in the community eg older people, young people, people from non-English speaking background, children, indigenous people, people with disabilities.

4b. Which groups are you involved with or do you have connections with?

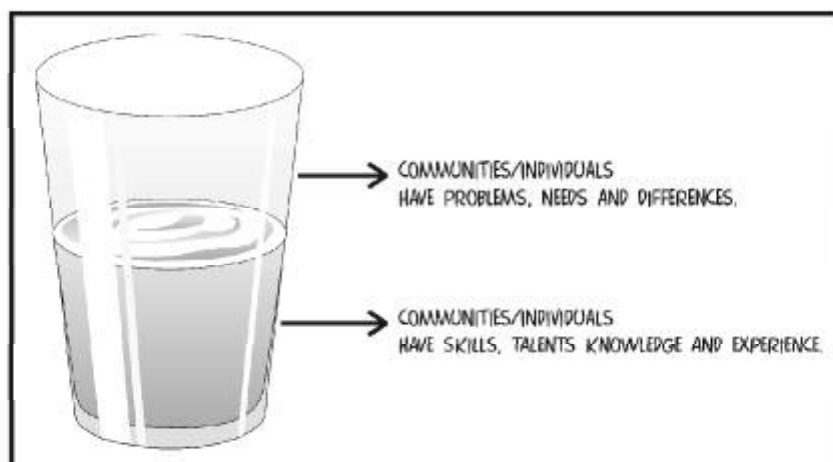
- ☐ 5. Communicating in writing eg. letters, reports, funding submissions, newsletter.
- ☐ 6. Communicating with the media eg. newspapers, television, radio.
- ☐ 7. Communicating with individuals eg. talking, listening, resolving difficulties, motivating.
- ☐ 8. Communicating in groups eg. taking part in group discussions, running groups.

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BACKGROUND TO THE ENTRANCE DISTRICT COMMUNITY COLLABORATION AND DEVELOPMENT PROJECT - ASSET BASED COMMUNITY DEVELOPMENT

What is asset based community development?

- Recognises that everyone in the community (including individuals, organisations and businesses) has skills, abilities, talents and experience which they can use in order to make their community a better place to live
- All groups have positive assets and can contribute to the community eg
 - Young People: assets include time, ideas, creativity, fresh perspectives, enthusiasm and energy
 - Older People: assets include tradition and history, knowledge, experience, skills and time



The asset based community development approach is a positive strategy, which sees the 'glass' representing individuals and the community as half full rather than half empty so that community skills, talents, knowledge and experience can be identified and used to make streets, neighbourhoods or communities better places to live.

Example of Media Release ***Creating Community Spirit***

A program designed to create community spirit is underway at The Entrance. Jointly organised by Council and The Entrance Neighbourhood Centre, the program aims to pool community resources such as individual skills, talent, experience and knowledge to build neighbourhood trust and caring.

Council's Margot Castles and Lisa Matthews and the Co-ordinator of the Entrance Neighbourhood Centre, Gail Crawford discussed the program at a recent workshop, at which the community participants decided to focus on three issues: transport, safety and bringing communities together

September 5th 2002

PERSONAL DETAILS

Dear

Thank you for your attendance at The Entrance Community Workshop on August 28th. The Action Group you were interested in joining "Bringing People Together" will be conducting a meeting at The Entrance Neighbourhood on September 19th 2002.

We hope you can attend this meeting to be able to address the issues that were raised and to utilise positive strategies to make this group a success.

If you know a friend or colleague that would be interested in attending this meeting please bring them with you.

Looking forward to seeing you at the meeting!

7. *Working with Children Check Information*

Section 2

Notes

[illegible]

Notes

[illegible]

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