

fact sheet #12. COMMUNITY MAPPING



Community mapping is a process that is used to get a better understanding of your community. It involves talking to different organisations and community members and reviewing research on the issue. This information is then used to inform the design and delivery of events, programs and services.

Community Mapping involves:

- Inviting and recording responses and observations from community members about the issue.
- Reviewing research and gathering evidence.
- Finding out what other stakeholders are doing to address the issue.
- Compiling information that will be used to inform your program, event or initiative.

When you are undertaking a community mapping exercise, you may wish to consider information from the following sources:

- The Australia Bureau of Statistics
- The Australian Institute of Health and Welfare
- Universities and research institutions
- Your Local Council Website
- The stories and opinions of community members

**THE DIAGRAM BELOW
CAN ASSIST YOU IN
MAPPING YOUR COMMUNITY:**



1. PEOPLE

- What are the community demographics?
- Is the population stable or transient?
- Who are the community leaders?

2. LOCATIONS

- Are there certain places where violence is common?
- Where are the popular meeting places for different groups?
- Is there any locational disadvantage?

Continued overleaf ...



1800 RESPECT (1800 737 732)

A free 24 hour national domestic and family violence and sexual assault counselling service for people who have experienced violence, and for workers supporting them.

3. GROUPS

- What are the needs of different cultural groups?
- Are there any prominent political/lobby groups?
- What unofficial social groups exist (e.g. surfers, skaters)?

4. IDENTITY

- What is your community and its people known for?
- Does the community have a sense of unity?
- What beliefs and attitudes are common?

5. COMMUNITY SERVICES

- What is the range of services provided?
- Are there any gaps in service provision?
- How accessible are these services?

6. SUPPORT

- Who are your key supporters?
- Who could provide funding and resources for your initiative?
- Who are the social connectors, leaders and influencers?

7. INFORMATION

- What are the opportunities to communicate your message?
- Where do people go for information on certain issues?
- Is there research or statistical data on the issue?

USE A STRENGTHS-BASED APPROACH

When undertaking a mapping exercise, remember to focus on the strengths and assets of your community, not just the problems!

RECOMMENDED READING



Title id Community Demographic Profiles
Author Informed Decisions
Link <http://home.id.com.au>



Title Community Readiness: A Handbook for Successful Change
Author The Tri-Ethnic Centre for Prevention Research (USA)
Link www.triethniccenter.colostate.edu/CRhandbookcopy.htm



Title A glass half full: How an asset approach can improve community health & wellbeing (2010)
Author The Improvement and Development Agency (UK)
Link www.idea.gov.uk/idk/aio/18410498



Title Community Mapping Resources
Author The Asset Based Community Development (ABCD) Institute
Link www.abcdinstitute.org/resources



Title Inclusive Community Engagement Toolkit
Author Capire
Link www.capire.com.au



This is 12 in a series of 15 fact sheets to help communities stop violence against women before it happens. Download the full set at www.nrwn.org.au