Activity A: Profile the community

Introduction

This activity is designed to act as a guide to develop a community profile. Try to develop the profile with as much detail as possible; as the more detailed the community profile, the more useful it will be when attempting to engage the community. Record the information for future use.

1. IDENTIFY

CDEM plans, such as the Group Plan, which contain information about the community. From these sources record the information that is relevant for the community profile. It is important to understand what collective knowledge is held by the emergency management office and then identify gaps in knowledge about the community for further investigation.

2. BRAINSTORM

What is known about the community by people in the local CDEM Office?

- How many people live in the community?
- State the percentage of the community that commute in and out of the area during the week.
- State the percentage of the community that commute in and out of the area on the weekend or for holidays.
- Describe the age and sex distribution of people in the community.
- Describe the ethnic makeup of the community.
- What percentage of people are unemployed, full time or part time workers, shift workers, semi retired and school aged?
- How many and what type of schools are in the area (preschool/primary/ high school/tertiary)? How many students attend each one?
- List community facilities (library, swimming pool, community centre, health centre etc.). Identify the community groups using facility.
- List the formalised groups in the community – Marae, churches, sports clubs, hobby clubs, etc.
- List local community groups. Describe their purpose and numbers of members.
- List the type of business and industry located in the community. Who owns them and how many people do they employ?

3. CONNECT

No one person or group will know everything about community, so it is essential to ask people to share their knowledge. Use the networks that exist between CDEM and other staff within the council, and with other agencies such as the Ministry of Social Development (MSD), NZ Fire Service, and NZ Police. Also identify community representatives who are willing to share their knowledge. Identifying people who work in different sectors is important to ensure that different perspectives on the community are recognised and recorded.

4. IDENTIFY GAPS

Further information, such as statistics, will help add detail to the profile. This website has statistical information for all Territorial Authorities in New Zealand.

www.communityoutcomes.govt.nz/web/coutcomes.nsf/unid/CFIN-7FG72P?openDocument

Other sources of information might be helpful, such as historical or council records, newspapers, and deprivation maps.