Ice breaker!

- **Gifts of the Head**: Things I know something about and would enjoy talking about with others, e.g., art, history, movies, birds
- **Gifts of the Heart**: Things I care deeply about, e.g., protection of the environment, civic life, children
- **Gifts of the Hand**: Things or skills I know how to do and would like to share with others, e.g., carpentry, sports, cooking
- **Gifts of the Heel**: Things I do to help me stay grounded and would like to share with others, e.g., meditate, walk, breathing exercises, hang out with friends
- **Gifts of Connection**: Things I do to stay connected to my community, e.g., join an interest group, visit someone, introduce someone I know to someone else with a similar interest

'How to' Asset Map

A key practice in Asset Based Community Development

- Jeder (/yee:dah/) – means "everyone" in German
- Not-for-profit, Next Stage Organisation (NSO)
- Operates across Australia and throughout the world to create positive change
- Provides strengths-based workshops, training and facilitation to individuals, communities and organisations using contemporary approaches such as Asset-Based Community Development (ABCD)
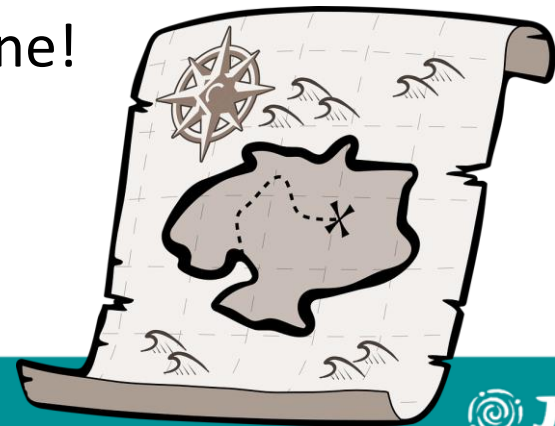
Workshop Outline

1. What is Asset Mapping?

2. 'How to' Asset Map

- Capacities of Individuals

- Associations

- Institutions

- Physical Assets

- Connectors

3. Examples of Asset Maps

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What is Asset Mapping?

- An **Asset Map** is an inventory of the gifts and capacities of people that make up a community
- **Asset mapping** is a "vehicle" through which communities can discover and connect assets
- Every community has a treasure trove of assets!
- Asset mapping helps local people to find these hidden treasures and to connect them together as building blocks for getting good things done!

Asset Mapping – Capacities of Individuals

- **Who?** Individuals, community members, locals, residents or neighbours!
- *Everyone* has gifts and capacities
- A gift is not a gift until it is given (and received!)

"How might the gifts and talents of every individual in the community be discovered?"

'How to' Asset Map Individuals

- **How?** Conversations, interviews, surveys or group activities
- **Example: 'Capacity Inventory'**
- **Activity: 'We Can Game'**
- NB: These are not examples of asset maps, but rather ways of inventorying people's gifts and capacities that can then be used to develop an asset map!

Example: Capacity Inventory

Priority Skills

1. When you think about your skills, what three things do you think you do best?

a)
b)
c)

2. Which of all your skills are good enough that other people would hire you to do them?

a)
b)
c)

3. Are there any skills you would like to teach?

a)
b)
c)

Source: Kretzmann, JP & McKnight, JL, 1993, *Building Communities from the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets*, 1st edition, ACTA Publications, Evanston.

Activity: The We Can Game (Adapted Version)

"We Can" corner card

"We Know Who Can" corner card

Scatter 100 capacity cards in the middle

"Who Else/What Else?" corner card

"We Can't/Don't Know Who Can" corner card

Asset Mapping – Associations of Citizens

- **Who?** A group of people who collaborate on a shared vision
- **Informal or formal** (with elected executives and paid members)
- **Informal examples**: local bumping spaces, informal book clubs, voluntary placemaking initiatives
- **Formal examples**: multicultural groups, sports clubs, religious groups, youth groups

What citizen associations are present in the community?

'How to' Asset Map Associations

- **How?** Consult printed and online resources; local institutions; local groups and individuals; and, again, conversations!

- Make a lift assets of each group

- **Example: Interview questions**

- **Local example/Activity: 'Who Are We' Questionnaire**

Example: Interview Questions

Example Survey Questions:

1. Can you name any groups you've heard of or participated in? Does it meet in your neighbourhood?
2. Is there a local neighbourhood organisation in your area? What about a book club?
3. Is there any church or religious organisation you're involved with? If yes, within the church, are there any other groups or clubs that you're a part of?
4. Are there any other special interest groups that you or people in your family are in – such as women's or men's groups, veterans' organisations, artistic clubs, or other clubs?
5. What about informal groups? Do you get together or associate with your neighbours?
6. How else do you feel a part of the community? How else do you get involved in your neighbourhood?

Source: Kretzmann, JP & McKnight, JL, 1993, *Building Communities from the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets*, 1st edition, ACTA Publications, Evanston.

Local Example: 'Who Are We' Questionnaire
Molonglo Valley Residents Advisory Group

WHO ARE WE?

Interview someone asking the following questions:

What are your gifts/skills/abilities?

What are your passions/interests/desires?

What networks/groups/teams/associations/ workplace/school etc. are you part of or have a connection with?

Activity: Q4 "Who Are We?" Questionnaire

In pairs:

- Discuss what networks, groups, teams, associations, workplaces, schools, etc that you are apart of or have a connection with?

Asset Mapping – Local Institutions

- **Who?** A mix of more formal public, private, and non-profit organisations
- **Examples**: community service organisations, businesses, schools, parks, libraries, police stations, social service organisations, community colleges, and hospitals
- Leading from behind or the "**Useful Outsider"** – cheering on local, grassroot efforts!

> What public institutions, not-for-profits, and businesses are located in the community?

'How to' Asset Map Institutions

- **How?** Similar to mapping associations
- List all the resources each institution has
- **Local example: ACT Community Directory**
- **Activity: List your organisations resources**

Local example: ACT Community Directory

https://www.volunteeringact.org.au/services/services-for-the-public/community-directory/

Find a service

Health Services	Disability Services	Crisis Services
Information & Counselling	Legal Assistance	Employment & Training
Aboriginal Services	Migrant Services	Senior Services

Activity: List Your Organisations Resources

In pairs:

- Make a list of resources that your organisation has that it could share with the local community (e.g., stationary, printing, equipment, rooms, funding, grants, etc).

Asset Mapping – Physical Assets

- **What?** Streets, transportation, buildings and land – including empty land or abandoned buildings
- Mobilising what is already exists in the community
- Restore eyesores and hazards
- New communal spaces and collaborative projects (e.g., placemaking)
- Potential for economic development

"What does the community have in terms of land, buildings, streets, transportation systems, infrastructure, etc?"

'How to' Asset Map Physical Assets

- **How?** Google Maps; local government websites; real world excursions and community walks
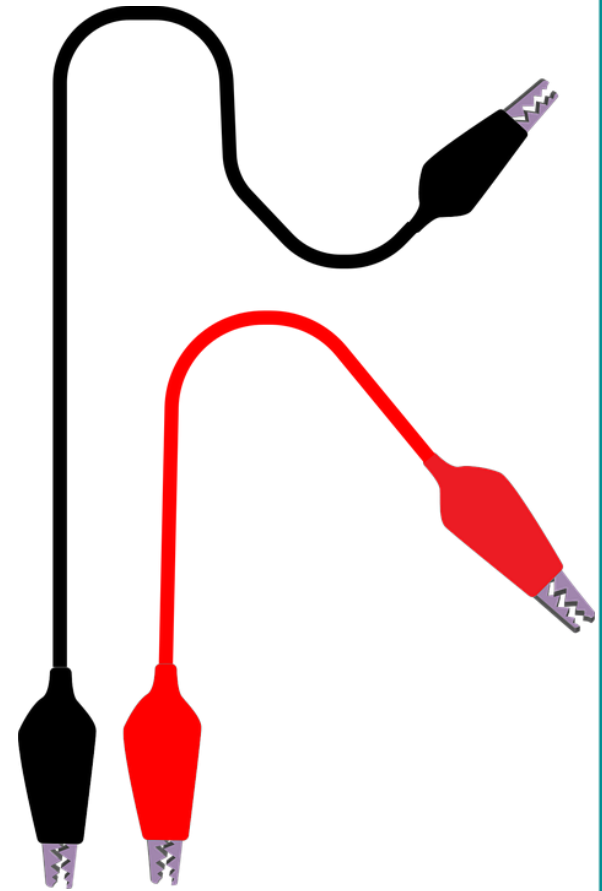- **Example: Community Walk / Treasure Hunt**

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Example: Community Walk/Treasure Hunt

- Gather a group of community members for walk or "treasure hunt"
- Split up into smaller groups and find both the "visible" and "invisible" treasures
- Groups may want to list or sketch local assets as they go
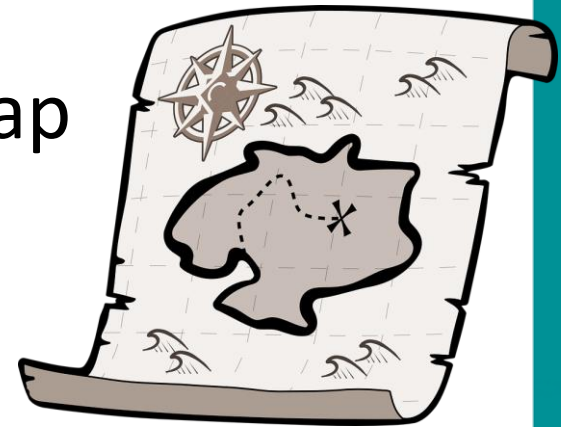- Report back at the end to share what you all found

Asset Mapping – Connectors

- Connectors are:
- ❖ Trusted by their neighbours
- ❖ The main welcomers of "strangers"
- ❖ Capacity-oriented or "Gift-minded'': they concentrate on their neighbours' gifts and connect them together; and
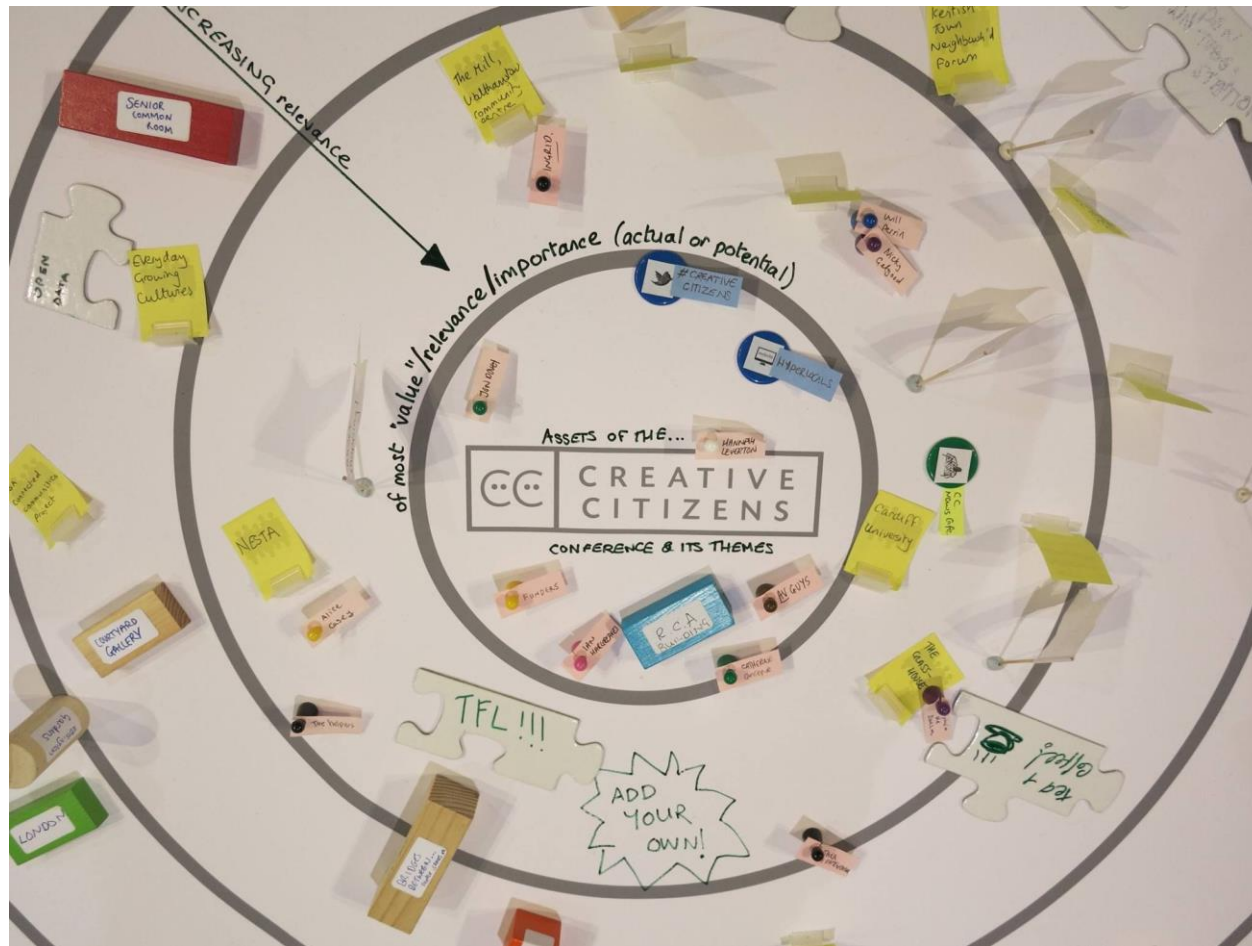- ❖ The one's who invite people to join in

Examples of Asset Maps

- Remember, there is no right or wrong way to make an create an asset map!
- It could be:
- ➢ A comprehensive list
- ➢ A physical map
- ➢ A detailed graph or mind map
- ➢ A database
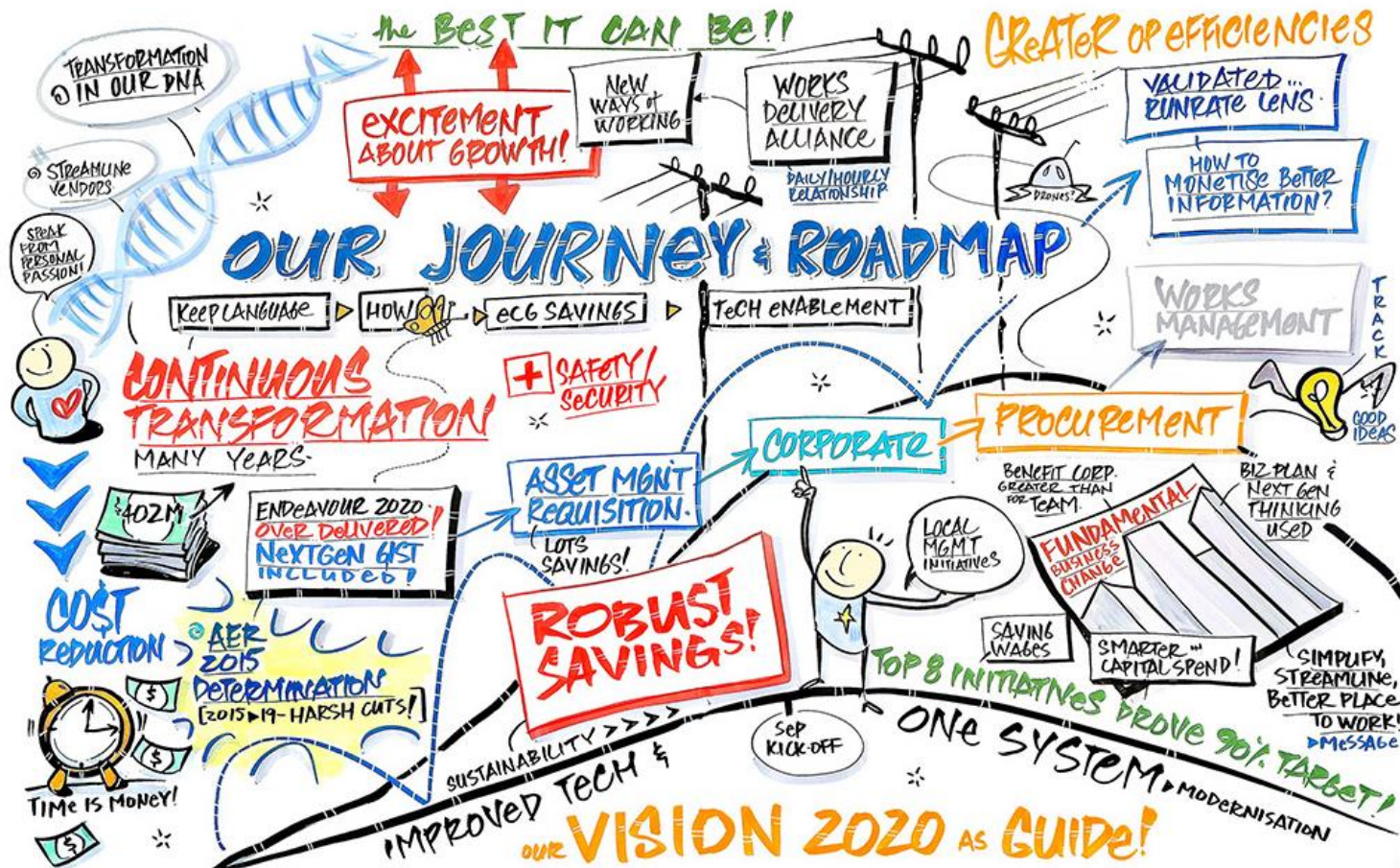
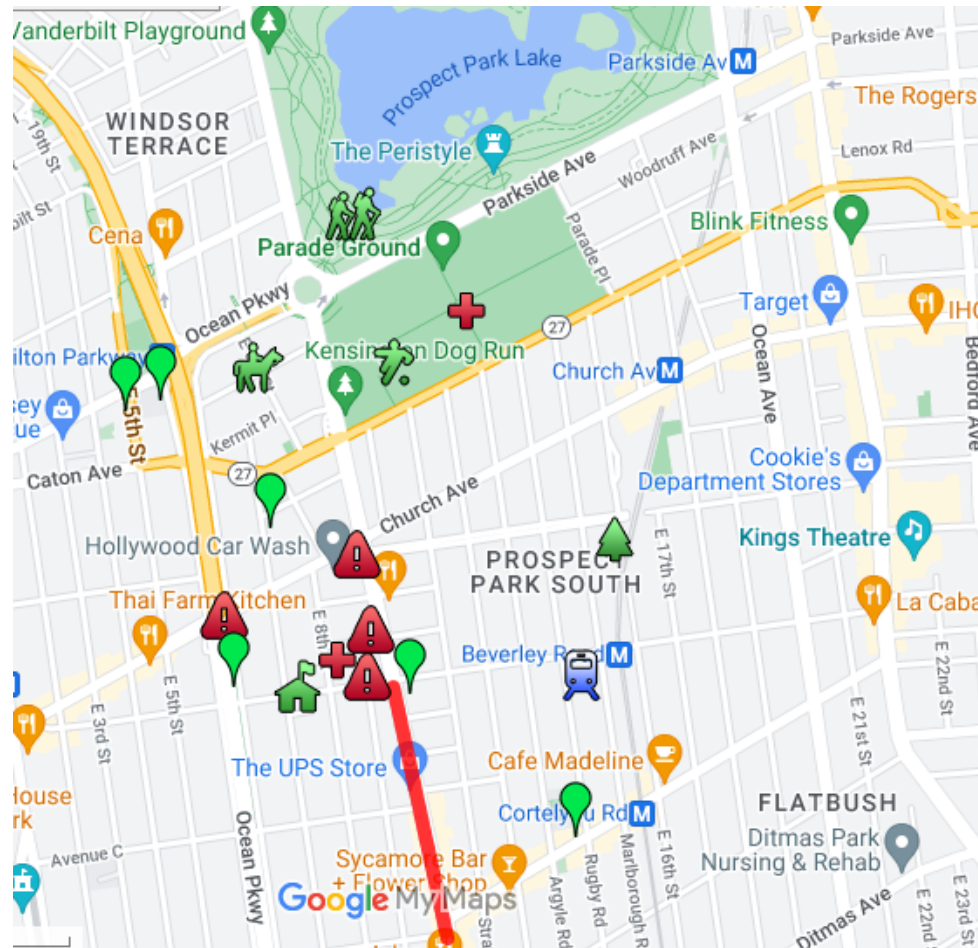# Example: Asset Mapping Atlas/Spiral Mapping

Example: Mindmap

Example: Graphic Recording/Facilitation

Example: Google Asset Map

Final Words:

- **Step 1**: Asset Mapping

- **Step 2**: Building Relationships

- **Step 3**: Mobilising for Economic Development and Information Sharing

- **Step 4**: Convening the Community to Develop a Vision and a Plan

- **Step 5**: Leveraging Outside Resources to Support Locally Driven Development

Upcoming Jeder Workshops

- May/June – ABCD Workshop (TBA)
- July/Aug – Asset Mapping using Zine-Making (TBA)

Questions?

You can email your questions to
nicole.molyneux@jeder.com.au

Thank you

www.jeder.com.au