

COMMUNITY NEEDS ANALYSIS TOOLKIT



Community Centres SA
Strengthening Local Communities

EXECUTIVE SUMMARY

The Community Needs Analysis Tool was developed by the Community Centre and Neighbourhood House sector through a process of co-design that involved Community Centres SA, participating Community Centres, Local Councils and Flinders University.

The tool has been designed to assist organisations such as Community Centres and Neighbourhood Houses collect information that will inform planning for future projects and activities based on demonstrable community need. It can also be adopted by other human service organisations seeking to enhance their understanding of community needs.

The tool is intentionally simple and replicable, and is seen as a relatively basic yet rigorous way to inform planning for future projects, identify potential partners in developing a local response to meet unmet community need, and support funding requirements.

A PROCESS OF CO-DESIGN

A co design process informed the development of the tool.

A Project Reference Group consisting of Centre Coordinators and Local Council representatives guided the overall process. A draft tool was initially developed based on tools used in other sectors, and resources contributed by Community Centres and Local Councils.

The draft tool was then trialled at 6 Community Centres by 12 Flinders University social work students during their 500 hour student placement. Community Centres SA facilitated workshops on the tool and provided additional support throughout its application. Centre Coordinators and students provided feedback on the tool at each step of the process which informed the final version.

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INTRODUCTION

Community Centres are inclusive of everyone in the community, are responsive to local community need, and look to address gaps and unmet need through innovation and partnership collaboration at a local level.

This 6 step tool will assist your Community Centre to:

- Plan for future projects and activities based on demonstrable community need
- Identify potential partners in developing a local response to unmet community need
- Support grant applications which increasingly require a rigorous evidence base; and
- Tell your story about why you do what you do.

The information collected in the community needs analysis tool will provide evidence for:

- who you wish to reach in your community and why;
- what need you wish to address, and how this need was identified; and
- what some of the priorities may be for your organisation to address.

This Community Needs Analysis tool is only one approach amongst many to inform us about the complexity of our local communities. It has been developed in a way that:

- is simple and clear
- uses existing demographic tools readily available
- recognises existing knowledge in the community
- is replicable – can be used by volunteers/staff/other community centre stakeholders/ other community organisations; and
- is best practice and incorporates professional knowledge, lived experience and broader research.



OVERVIEW OF THE 6 STEPS IN THE TOOL



STEP 1: Who uses the Centre?

STEP 2: Who lives in the community?

STEP 3: Who are the under-represented groups?

STEP 4: Conduct local engagement to understand community need

STEP 5: Document feedback from local engagement

STEP 6: Bring the results of the quantitative and qualitative analyses together

There are **6 steps** in this tool.
These steps use both qualitative and quantitative data.

QUANTITATIVE DATA COLLECTION

Understand who is presently using your Centre, and review this in the context of the wider community demographics for your Council area. This involves gathering and analysing quantitative data.

STEP 1: WHO USES THE CENTRE?

Analysis of centre data to identify who uses your Centre

STEP 2: WHO LIVES IN THE COMMUNITY?

Analysis of community demographic data to identify who lives in your community

STEP 3: WHO ARE THE UNDER-REPRESENTED GROUPS?

Comparing specific Centre data with broader community data to identify under-represented community groups. Knowing who you are not reaching in the community is integral to ensure all voices are being heard and represented in your strategic planning and program delivery. Identifying under-represented groups also determines where targeted community engagement is necessary to enhance your existing knowledge of community needs.

QUALITATIVE DATA COLLECTION

Through an engagement process, identify community needs. Gather and analyse qualitative data from 3 sources – your knowledge (professional expertise), consultation with Centre users and other community members who are not connected with the Centre (lived experience), and consultation with Council and other services, including reviewing relevant reports etc. (research).

STEP 4: CONDUCT LOCAL ENGAGEMENT TO UNDERSTAND COMMUNITY NEED

This will include engaging with the community centre manager, community centre users and other community members. You might use interviews, focus groups, surveys and so on.

STEP 5: DOCUMENT FEEDBACK

This is all of the responses from all of the various forms of local engagement.

PULLING THE INFORMATION TOGETHER

STEP 6: BRING THE RESULTS OF THE QUANTITATIVE AND QUALITATIVE ANALYSES TOGETHER

This allows for the evidence that has been collected to assist you to identify priorities for action or further investigation. Key data and recommendations can then be presented in an easy-to-read infographic format to attach to grant applications etc.



STEP 1 WHO USES THE CENTRE?

BACKGROUND

Centre data indicates who is currently accessing a Community Centre. It will tell you who in the community you are reaching successfully through current programs and events, volunteerism, partnerships with other organisations, and facility hire.

Approaches vary in the way Centres collect and record data on Centre users, volunteers, community members who attend Centre-run events, and groups who hire Centre facilities. Programs may be run by a Centre with government or other grant funding where participant data is collected by the Centre for reporting purposes.

In many cases, other organisations offer programs and services within a Centre as regular hirers. In these instances, participant data may be collected by the external organisation (regular hirer). For the majority of Community Centres, knowledge of who uses their Centre is largely based on observation.

TASK - Complete Table A: Comprehensive Centre User Data

If you already collect the following data on Centre users - age, gender, Indigenous and culturally diverse background, suburb/postcode, first-time Centre user - analyse your data over a 12 month period and please proceed to Table B (page 8) to provide a summary of key demographic information.

OR

If your existing data does not contain demographic information OR you do not collect Centre user data, use your own knowledge from observation and any data available from available sources (e.g. regular hirers) to fill in the main demographic trends of Centre users for each of the following categories in Table A (page 7).



Instructions for Table A

- 1: List each Centre-run program below and fill in the main demographic trends of participants (either from any collated data or from observation). The type of program offered may also give some indication of who is accessing your Centre (e.g. if it is a program targeting unemployed people). Add in additional rows if required.
- 2: List programs run by another organisation or regular hirers below and fill in the main demographic trends of participants (ask the lead organisation or hirer for this information or use observational data). Add in additional rows if required.
- 3: List the main community events held at the Centre and fill in the main demographic trends of people who attended. Add in additional rows if required.
- 4: Count the number of Centre volunteers and provide a breakdown of general demographic information as a group.

Additional Options

The above information will be sufficient to build a basic profile of Centre users, however if you wish to, you can also consider including the following (optional):

- 1: List each one-off information session or workshop and fill in the main demographic trends of participants.
- 2: List the main trends observed amongst casual hirers.

If you are not collecting data at your Centre, you may wish to consider the following strategies to help you start:

Participant Registration Form

- Develop a participant registration form to start collecting Centre user data.

An example registration form is available on the CCSA Community Needs Analysis webpage www.communitycentressa.asn.au/capacitybuilding/community-needs-analysis.

- Ask existing Centre participants to complete it.
- Volunteers/Program /Tutors can support you to do this.
- A registration form can be a 'one off' form that Centre users complete the first time they come to the Centre along with the program / activity details.
- This information can be updated and added to as a person attends other programs and activities at the Centre over time.
- By doing this you are building a simple data base on Centre users that can help tell the story of your Centre.

OR

Suburb Form

- If you feel confident that you can populate Table A from observation data but you haven't yet captured where your participants live -

Develop a 'Suburb Form' to start collecting Centre user data and use it over a couple of weeks at the reception desk to get a snapshot of data until you develop a more comprehensive system. An example suburb form is available on the CCSA Community Needs Analysis webpage www.communitycentressa.asn.au/capacitybuilding/community-needs-analysis.

TASK - Complete Table B: Summary Centre User Data

Identify the main demographic trends that have emerged from the data in the Centre User Table A and enter this information in Table B (page 8).



Table B: Summary Centre User Data

Total Number of Centre Users	Number (X)
Age Groups	<p>List top 3 from options below:</p> <ul style="list-style-type: none"> • Pre-School X (X% of total number) • School Age X (X% of total number) • Young Adult X (X% of total number) • Working Age X (X% of total number) • Retirement X (X% of total number) • Senior X (X% of total number) • Frail Aged X (X% of total number)
Gender	<ol style="list-style-type: none"> 1. Female X (X% of total number) 2. Male X (X% of total number) 3. Other X (X% of total number)
Aboriginal & Torres Strait Islander	X (X% of total number)
Culturally & Linguistically Diverse	X (X% of total number)
Language spoken (other than English)	<p>List top 3</p> <ol style="list-style-type: none"> 1. X (X% of total number) 2. X (X% of total number) 3. X (X% of total number)
Have a Disability	<p>Yes X%</p> <p>No X%</p>
First-time Centre User	<p>Yes X%</p> <p>No X%</p>
Lives within the Local Council Area	<p>Yes X%</p> <p>No X%</p>
Emerging Groups (where Centres have begun to make connections with groups that are not captured in the dominant profile of Centre users, but are considered 'significant target groups' for the Centre for future planning)	<p>Please list</p> <ol style="list-style-type: none"> 1. X (X% of total number) 2. X (X% of total number) 3. X (X% of total number)



STEP 2 WHO LIVES IN THE COMMUNITY?

BACKGROUND

Community demographic data provides the broader community context that your Centre operates within. Demographic data is collected by the Australian Bureau of Statistics during the national Census every 5 years. This data is accessible to the public through Profile.id who provide suburb-based community profiles for local government areas across Australia. The Profile.id analysis answers 3 key questions about a community:

- What are the characteristics of the people who live here?
- How are they changing?
- How do they compare to other areas?

As some Councils have recently begun using REMPLAN as an alternative source of demographic statistical data, a REMPLAN Community Training Guide is available on the CCSA Community Needs Analysis webpage to assist with populating Table C (go to www.communitycentressa.asn.au/capacitybuilding/community-needs-analysis).

For Council areas that do not subscribe to Profile.id or REMPLAN, a statistical analysis of the 2016 Census data for local government areas can be found on the Australian Bureau of Statistics website www.abs.gov.au/census. Click on Quick Stats and enter your Council name in the search bar.

This will show 2016 Census data for your Council Area compared to South Australia (the Benchmark Area). Similarly, you can enter specific suburbs name for a breakdown of this information by each suburb.

The community needs analysis for your Centre will review this information for your Local Council area and for smaller areas that are likely to form your Centre's catchment area (we suggest using the suburb your Centre is located in, plus 3 surrounding suburbs).

TASK - Find the Relevant Council Area for your Centre in Profile ID

Go to profile.id.com.au and find the relevant Council for your Community Centre. Clicking on the icon will take you to the community profile data set (red tab).

This will show 2016 Census data for your Council Area compared to Greater Adelaide (the Benchmark Area). The data will also show any changes since the 2011 Census.

Data for the individual suburbs can be viewed one-at-a-time by changing the selected 'Area'. Use the drop down function to select the particular suburb you want. This will immediately change the Benchmark Area to your Council.

TASK - Using Profile ID Community Profile Data, Populate Table C for Council and Greater Adelaide

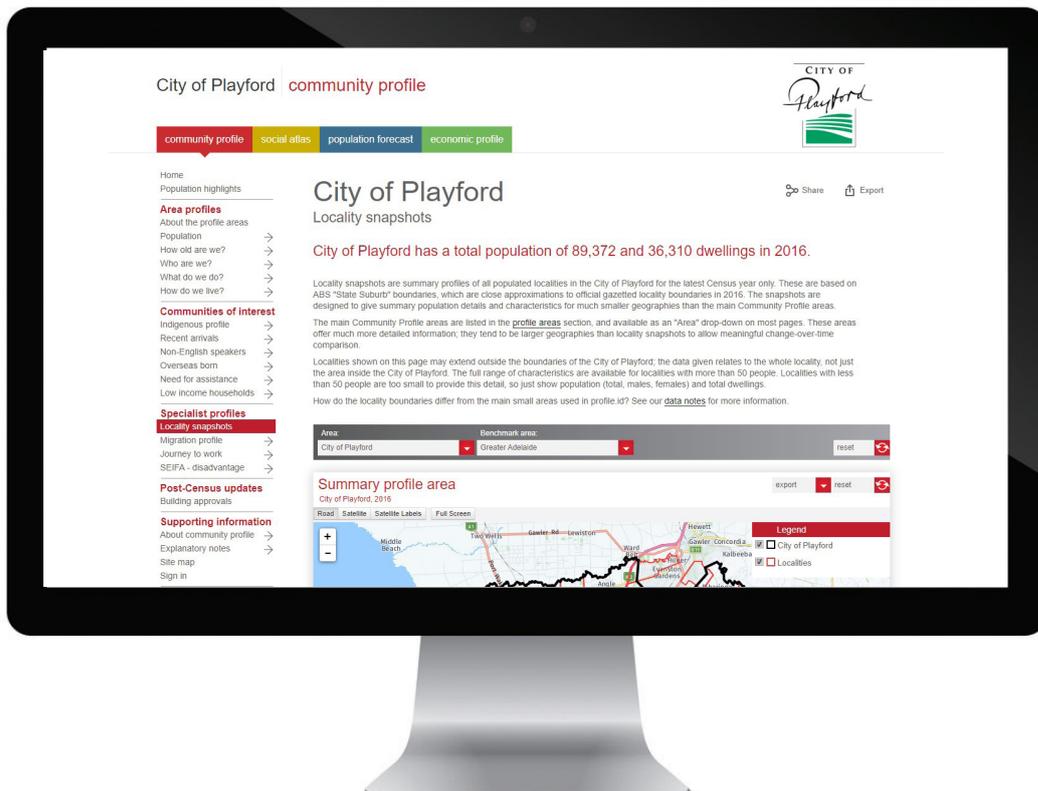
Navigate the community profile data base and populate Table C (page 12-13) with the corresponding data. Some of this information can be obtained from the Locality Snapshot.

STEP 1 Go to Specialist Profiles

STEP 2 Click on Locality Snapshot

STEP 3 Scroll down to Table Summary Profile 2016

STEP 4 Enter data in Table C



Continue to navigate the data to find the remaining demographic characteristics listed in Table C. This can mostly be found under Area Profiles in:

- How old are we?
- Who are we?
- What do we do?
- How do we live?

Hover over each of the above categories to reveal additional characteristics, selecting the ones that correspond with those in Table C. Enter the corresponding figures in the table and review the Emerging Groups data and explanation notes for information on significant changes since the 2011 Census. Enter any relevant notes in the Notes column.

TASK - Using Profile ID Social Atlas, Further Populate Table C for Council and Greater Adelaide

Some of the categories that are not covered in the community profile e.g. Socio-Economic Indexes for Areas (SEIFA), can be found in Social Atlas (yellow tab).



STEP 1 Go to Social Atlas (yellow tab)

STEP 2 Click on Analysis

STEP 3 Under Map Selector, scroll down and hover on Income & wellbeing

STEP 4 Scroll down the options and Click on SEIFA

STEP 5 Scroll down to Table Index of Relative Socio-economic Disadvantage, 2016

STEP 6 Enter Data in Table C

Navigate Social Atlas, scrolling under Map Selector to find the remaining relevant data for Table C for your Council, Greater Adelaide and the 4 small areas or suburbs you have chosen.

X = Number in Council Area (X%) = % Council

Y = Number in Greater Adelaide (Y%) = % Greater Adelaide

TASK - Using Profile ID Social Atlas, Further Populate Table C for Suburb Areas

Once you have populated the data for the Local Council and Greater Adelaide columns, do the same for your 4 chosen suburbs.

A = Number in Suburb 1 (A%) = % Suburb A

B = Number in Suburb B (B%) = % Suburb B

C = Number in Suburb C (C%) = % Suburb C

D = Number in Suburb D (D%) = % Suburb D

Additional Options

Social Atlas also presents some data in map form that you might find useful to look at the density of a particular demographic characteristic in smaller areas immediately surrounding your Centre.

STEP 1 Go to Social Atlas (yellow tab)

STEP 2 Click on Maps

STEP 3 Under Map Selector, scroll down and hover on Transport

STEP 4 Scroll down the options and Click on Households without a car

STEP 5 Move the cursor along the top bar to Thematic and select Number

STEP 6 Use the zoom function on the map to find the location of your Community Centre

STEP 7 Place the cursor on one of the small shaded areas and a window will pop up with details of the concentration and number of households without a car in that area. The legend at the side of the screen also indicates density according to the level of shading.

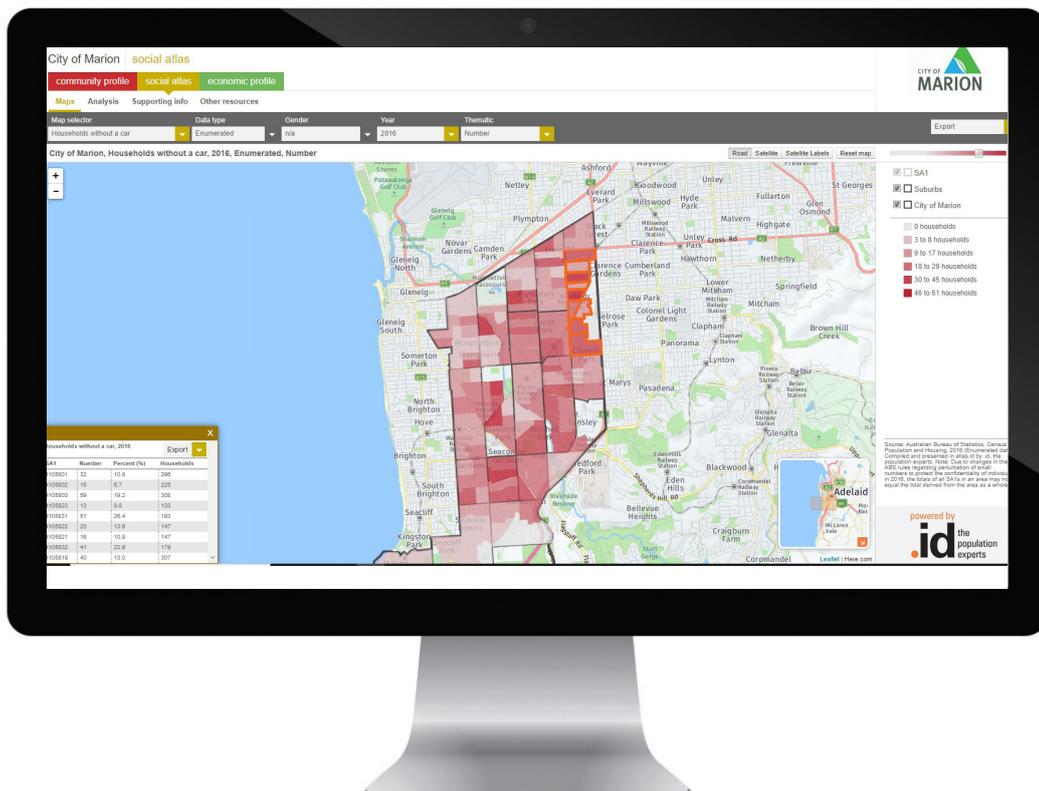
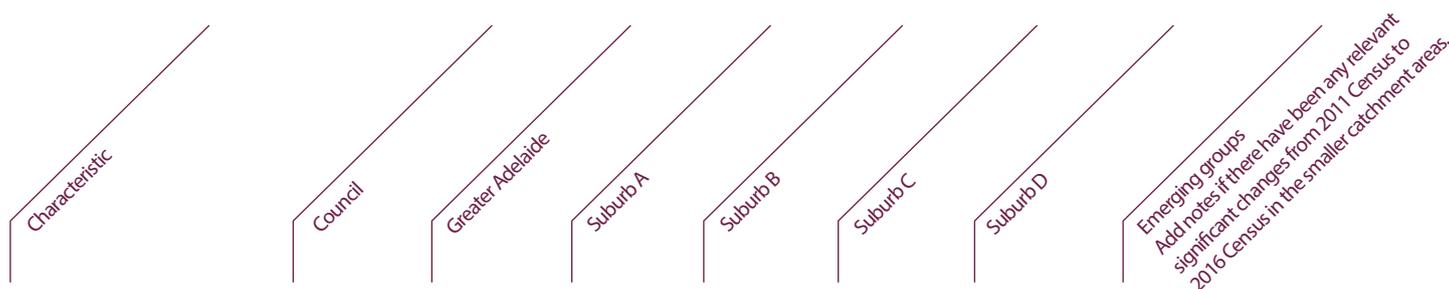


Table C: Community Profile - Who Lives in the Community

Characteristic	Council	Greater Adelaide	Suburb A	Suburb B	Suburb C	Suburb D	Emerging groups Add notes if there have been any relevant significant changes from 2011 Census to 2016 Census in the smaller catchment areas.
Total population	X						
Gender							
Total	X	Y					
Females	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Male	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Other	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Indigenous population							
Total	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Overseas Born							
Total	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Recent Arrivals							
Total	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Speaks other language at home (List top 5)			Top 5 for Suburb A	Top 5 for Suburb B	Top 5 for Suburb C	Top 5 for Suburb D	
1.	X (X%)	-	A (A%)	B (B%)	C (C%)	D (D%)	
2.	X (X%)	-	A (A%)	B (B%)	C (C%)	D (D%)	
3.	X (X%)	-	A (A%)	B (B%)	C (C%)	D (D%)	
4.	X (X%)	-	A (A%)	B (B%)	C (C%)	D (D%)	
5.	X (X%)	-	A (A%)	B (B%)	C (C%)	D (D%)	
Proficiency in English							
Speaks another language and English not well or at all	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Age Structure							
Babies and pre-schoolers (0-4)	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Primary schoolers (5-11)	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Secondary schoolers (12-17)	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Tertiary education/independence (18-24)	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Young workforce (25-34)	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Parents and homebuilders (35-49)	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Older workers & pre-retirees (50-59)	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Empty nesters and retirees (60-69)	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Seniors (70-84)	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Frail aged (85+)	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Household Type							
Couples with children	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Couples without children	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
One parent families	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Lone person households	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	

Table C: Community Profile - Who Lives in the Community (cont.)



Labour Force							
Unemployment Rate	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Youth Unemployment Rate	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Seniors Unemployment Rate	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Unpaid Aged and Disability Carers	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Unpaid Child Carers	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
People who Volunteer	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Highest Qualification							
University	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Trade	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
No qualifications	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Below Year 11	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Household Tenure							
Owned	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Purchasing	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Renting	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Renting (Social Housing)	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Disability							
Total persons needing assistance	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Disengagement by Age							
15-24 years	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
25-54 years	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
55-64 years	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
65+ years	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Internet Connection							
Households without internet connection	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Housing Costs							
Households experiencing housing stress	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
Transport							
Households without a car	X (X%)	(Y%)	A (A%)	B (B%)	C (C%)	D (D%)	
SEIFA Index of Disadvantage							
Score (Percentile)	X	Y	A	B	C	D	

LEGEND	X = Number for Council Area	X% = % of Number for Council Area
		Y% = Percentage for Greater Adelaide
	A = Number for Suburb A	A% = % of Number for Suburb A
	B = Number for Suburb B	B% = % of Number for Suburb B
	C = Number for Suburb C	C% = % of Number for Suburb C
	D = Number for Suburb D	D% = % of Number for Suburb D

STEP 3 WHO ARE THE UNDER-REPRESENTED GROUPS?

BACKGROUND

This step gives an understanding of which groups of the population within the community are not participating actively in the community centre. It:

- compares Centre data with Community data to identify under-represented community groups
- acknowledges that all voices should be heard and represented in your strategic planning and program delivery
- identifies under-represented groups to determine where targeted community engagement is necessary to enhance your existing knowledge of community needs.

TASK - Identifying Dominant or Emerging Trends

Compare the main demographic characteristics in the Community Profile (particularly for the suburbs areas) with the Centre Data Summary to identify any dominant or emerging trends in the community profile data that are not reflected in Centre user data.

Your objective is to see if the Centre is being accessed by a representative sample of the community, or if there are any under or over represented groups. This information assists you to identify which target communities you will need to engage to ensure the Centre is hearing from everyone in the community to understand the complete picture of local need.

List under-represented groups:

1. X _____
2. X _____
3. X _____



STEP 4 CONDUCT LOCAL ENGAGEMENT TO UNDERSTAND COMMUNITY NEEDS

BACKGROUND

Centre Coordinators undertake community needs analysis as part of their everyday practice –

- In the evaluation of existing programs and activities
- In the networks they contribute to
- In their conversations with local community groups, businesses, services and governments
- In the daily interactions with Centre participants
- And when engaging with members of the wider community for example.

This evidence of need should be complemented by and cross-referenced with the lived experience of Centre users and wider community members, knowledge of surrounding community assets and other research.

You may wish to consider building the capacity of Centre Volunteers to assist with the local engagement stage of the community needs analysis. An example role description for a Volunteer Community Facilitator is available on the CCSA Community Needs Analysis webpage www.communitycentressa.asn.au/capacitybuilding/community-needs-analysis.

TASK - ESTABLISH WHO YOU WILL CONSULT WITH, AND HOW YOU WILL CONSULT WITH THEM

- a) Consult with the Centre Coordinator in the first instance who has valuable knowledge and experience of the local community to contribute to the qualitative data collection.
- b) At a minimum, select at least 1 other option from each of the 5 categories in the Table D (page 16).



Table D: Options for Engagement

Centre users	<ul style="list-style-type: none"> • Individual interviews or a small focus group (e.g. discussion over a morning tea) with a sample of representative Program Participants • Individual interviews or a small focus group (e.g. discussion over a morning tea) with a sample of representative Volunteers
Wider community (people who have not yet connected with the Centre)	<ul style="list-style-type: none"> • Capitalise on any upcoming local events and seek permission to hold a pop-up community engagement activity - this could seek people's input in a fun and creative way • Train a small team of volunteers to interview people at another local community hub e.g. local shopping centre, library, chemist (see example questions on page 17)
Under-represented Groups	<ul style="list-style-type: none"> • Interviews with 1-2 community leaders of the under-represented target demographic groups identified in Step 1 (who your Centre is not reaching)
Other service knowledge	<ul style="list-style-type: none"> • Focus Group with 2-3 Program Facilitators from different programs run at the Centre • Interview with the Local Council, Manager Community Development • Interview with the Community Development Coordinator at your local Children's Centre - Community Development Coordinators (CDC's) are based across South Australia within the 45 Department for Education Children's Centres. These Centres bring together care, education, health, community development activities and family services for families and their young children. More information about Children's Centres can be found here dhs.sa.gov.au/services/community-and-family-services/safer-family-services/community-development-program. you can find your local Children's Centre here www.education.sa.gov.au/parenting-and-child-care/child-care/services-and-programs/childrens-centres/find-childrens-centre • Interview with Local Council, Elected Member • Interview with 1-2 organisations that work with the under-represented target demographic groups identified in Step 1 (who your Centre is not reaching) • Interview with the convener of a local service provider network
Recent reports and other data	<p>This local knowledge can also be supported by current social research prepared by Councils, other government departments or not-for-profit organisations. Review the most relevant reports that relate to your community's demographic profile, under-represented groups that you wish to target, and the key needs that are emerging from the consultation process above.</p> <p>Examples of reports are:</p> <ul style="list-style-type: none"> • Local Council Strategic Plans or Community Consultation Reports • South Australian Council of Social Services for fact sheets based on ABS data, social research and submissions www.sacoss.org.au • Mission Australia Social Research www.missionaustralia.com.au/what-we-do/research-impact-policy-advocacy • Shelters SA for reports on homelessness and rental stress www.sheltersa.asn.au/publications/ • Close the Gap Report for health and wellbeing priorities for Aboriginal and Torres Strait Islanders www.humanrights.gov.au/our-work/aboriginal-and-torres-strait-islander-social-justice/publications/close-gap-report-our

TASK – DESIGN QUESTIONS FOR COMMUNITY ENGAGEMENT

- Design questions that are appropriate for who you are engaging with, and how you are engaging with them.
- When conducting community engagement, weave the guiding principles listed in Table E into your conversation.
- When designing the questions, you can choose from the example interview questions in Table E (page 17). These are worded to help build rapport with the person you are speaking to, however, the general aim behind all sets of questions is to find out about **local strengths**, **local needs**, and **local assets**.



Table E: Guiding Principles and Suggested Questions

<p>Guiding Principles for Community Engagement</p>	<ol style="list-style-type: none"> 1. Explain why you are undertaking this exercise 2. Explain the importance of the community's input and opinions 3. Explain the scope of the needs analysis, Centre functions, and funding limitations to manage expectations 4. Explain next steps and timelines for transparency of process and to manage expectations 5. Report back – Explain how you will keep people informed of the process and any resulting actions E.g. Facebook, a display at the Centre, a summary of findings on the website etc.
<p>Example Interview Questions</p>	<p>For Centre Users (People who attend programs or use services at the Centre):</p> <ol style="list-style-type: none"> 1. What activities do you attend at the Centre? 2. What do you enjoy about these activities? 3. How did you first learn about the Community Centre and what made you decide to come along? 4. What other activities or services would you like the Centre to offer that would interest you or help meet your needs? 5. Based on your local knowledge and experience, can you tell us 1 or 2 main local concerns that currently exist in the community? 6. How do you think the Community Centre can help respond to these local concerns? 7. Do you know of any individuals or organisations that are working on these concerns locally? 8. Do you have any ideas about what the Centre could be doing to attract more people to the Centre and its programs and activities? <p>For Centre Volunteers (People who help with reception or other tasks at the Centre):</p> <ol style="list-style-type: none"> 1. What do you enjoy about volunteering at the Centre? 2. What impact has volunteering here had on you? What are the benefits of volunteering? What could be improved? 3. Apart from your volunteer work, do you participate in any Centre activities? 4. As a volunteer, can you identify some of the positive things the Centre does that makes a difference to Centre user's lives? 5. As a volunteer, what else would you like to see the Centre offer? 6. Based on your local knowledge and experience, can you tell us 1 or 2 main local concerns that currently exist in the community? 7. Do you know of any individuals or organisations that are working on these concerns locally? 8. How do you think the Community Centre can help respond to these local concerns? 9. What can you think of that might make the Centre more accessible to diverse groups in the community? 10. How do you think the community centre could attract these people through the door? <p>For Centre Program Facilitators/ Tutors (People who are paid, who volunteer, or who are regular hirers and run programs at the Centre)</p> <ol style="list-style-type: none"> 1. How long have you been running the group? 2. What was your motivation for starting this group? 3. How many people attend your group? 4. Have you experienced any challenges in getting people to come along and participate in this group? 5. Do you know if the group members are using other programs offered by the Centre? Which ones? 6. What other activities or services are you aware of that your members have expressed an interest in? 7. Based on your local knowledge and experience, can you tell us 1 or 2 main local concerns that currently exist in the community? 8. How do you think the Community Centre can help respond to these local concerns? <p>For Community Leaders:</p> <ol style="list-style-type: none"> 1. Within your community, are there social needs that you have identified that are not being met? 2. Have you considered a local community centre as a place that might offer resources to meet your social needs goals? 3. What resources would your community require from a centre to help meet these needs? 4. Would you be willing to make introductions between your community members and our centre to discuss working together on positive social outcomes? <p>For the Wider Community Engagement:</p> <ol style="list-style-type: none"> 1. Do you know where the nearest community centre is to where you live? 2. What do you think a community centre offers the community? 3. What type of people do you think might use a community centre? 4. What are 3 main concerns that are important to you in your local community? 5. How do you think the Community Centre can help respond to these local concerns? 6. Do you know of any individuals or organisations that are working on these concerns locally? 7. What programs, activities or services might interest you to come and get involved in a community centre? 8. Do you have any skills you could offer a community centre to help run programs?

STEP 5 DOCUMENT AND ANALYSE FEEDBACK FROM LOCAL ENGAGEMENT

BACKGROUND

Generally speaking, we are interested in the following main elements of the community engagement:

- Who was consulted? This helps you to ensure we are reaching a representative sample of the community
- What is valued in the community? This helps you to know the strengths in your community centre and in your community which you can build upon in future planning
- What has been identified as a local concern or idea for improvement? This helps you to inform future planning
- What are the local resources? These are the assets that you can possibly include in future planning, projects and programmes.

TASKS – DOCUMENT FEEDBACK FROM YOUR LOCAL ENGAGEMENT

- a. Document notes from the community engagement in Table F. Centres can adapt the Table so that it corresponds to the questions being asked
- b. Enter an overview of the feedback you have been given after each engagement activity. You do not have to enter it for every person – but instead enter it as a summary for each engagement activity.
- c. Look for consistent themes according to:
 - Strengths
 - Ideas
 - Target Group



STEP 6 BRINGING QUALITATIVE AND QUANTITATIVE INFORMATION TOGETHER

BACKGROUND

The needs identified from the engagement process can now be summarised according to the main themes and priorities.

Following this, the information collected in the community needs analysis tool can be drawn upon to support grant applications, providing evidence for:

- who you wish to reach in your community and why;
- what priorities you wish to address, and how these were identified; and
- potential partners in developing a local response.

TASK – IDENTIFY PRIORITIES FOR ACTION

Using Table G, fill in the main themes and priorities that emerged from the community engagement for both the wider community and the target communities that you identified during Stage 1. These are the demographic groups that that you wish to strengthen connections with.

A final set of contributing influences will now need to be applied to determine your Centre's PRIORITIES FOR ACTION.

These priorities will inform your strategic planning and the future direction of your Centre regarding its programs, activities, outreach, partnerships etc.

To determine priorities for action, Centre Coordinators also need to apply their knowledge of existing local assets/social capital*

Contributing Influences and Priorities for Action:

- **There is an existing program or service that meets this need in the community.** In this instance, the Centre Coordinator might consider how to raise awareness of this in the community, or strengthen referral pathways between the Centre and this organisation;

OR

- **There is no program or service in close proximity to the Centre.** In this case, there may be an opportunity for the Centre to partner with an external provider to run a program at the Centre, or invite an organisation to base themselves at the Centre as an accessible outreach service;

OR

- **This is an unmet need in the community.** This may be a perfect opportunity for the Centre to take the lead in addressing this need. This may require collaboration with others in the community and applying for grant funding.



CONGRATULATIONS, YOU HAVE NOW COMPLETED A COMMUNITY NEEDS ANALYSIS FOR YOUR LOCAL CENTRE AND COMMUNITY.

*It is important to note that this tool does not include asset-mapping, which is a dedicated activity that identifies all of the organisations, groups or individuals that provide services, programmes or other opportunities that may meet local needs also.

When planning for future centre activities, Asset Mapping should also be undertaken as a separate exercise by the Centre Coordinator based on their knowledge of local assets.

This is integral information that will help you complete the final step of the community needs analysis.

Table G: Priorities for Action

Top 5 Priorities	Target Group	Identified Need	Proposed Response (Program or Activity)	Potential Partners
1.				
2.				
3.				
4.				
5.				

STEP 7 PRESENTING THE INFORMATION

BACKGROUND

The community needs analysis can be converted to a simple infographic that tells the story of the Centre, your Community and the priorities for action.

Infographics (pictures) can show the data in eye catching and simple ways, which is useful when explaining the results to community centre users, volunteers, Board members, programme funders and in grant applications. They make the data accessible without having to digest numerous tables of information, which can be difficult to understand at a glance.

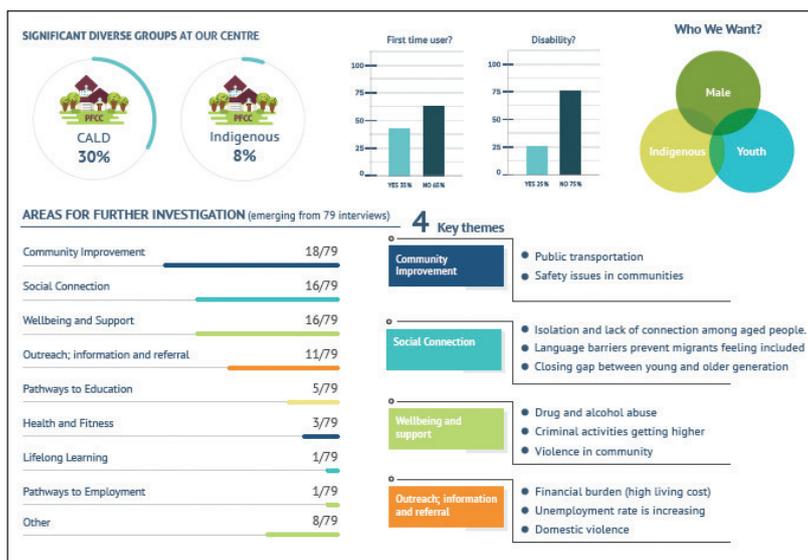
TASK – USE AN INFOGRAPHIC TOOL TO VISUALLY SHOW KEY RESULTS

Canva <https://www.canva.com/> is a free design tool that has infographic templates for you to use to present the findings of your community needs analysis. A more extensive range of templates and images are available if you register for an account, however this is not necessary.

Below are two excerpts from infographics created by the social work students during the trial of this Community Needs Analysis tool. Example templates will be made available on the CCSA Community Needs Analysis webpage at <https://www.communitycentressa.asn.au/capacitybuilding/community-needs-analysis> to assist you in presenting your data.



Example 1



Example 2

Smart, J. (2019). Needs Assessment: Families and Children Expert Panel Practice Resource. Southbank, Vic: Australian Institute of Family Studies. Retrieved from <https://aifs.gov.au/cfca/publications/cfca-paper/needs-assessment/part-one-defining-needs-and-needs-assessment> and <https://aifs.gov.au/cfca/publications/cfca-paper/needs-assessment/part-two-how-do-needs-assessment>

Harkins, P and Smart, J (May, 2019) Needs assessment: A tool for program planning and community building, online video, Australian Institute of Family Studies, viewed <https://global.gotowebinar.com/join/5444768784344238081/670494266>

Community Tool Box (n.d.) Chapter 3 (Section 1). Assessing Community Needs and Resources. Retrieved from <https://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources>

Community Tool Box (n.d.) Chapter 3 (Section 15). Qualitative Methods to Assess Community Issues. Retrieved from <https://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/qualitative-methods/tools>

Our Community Pty Ltd. (n.d.) Conducting a community needs assessment. Retrieved from https://www.ourcommunity.com.au/management/view_help_sheet.do?articleid=10

Australian Government (December 2015). Needs Assessment Guide. Retrieved from [https://www.health.gov.au/internet/main/publishing.nsf/Content/98D184E26BF30004CA257F9A000718F4/\\$File/PHN%20Needs%20Assessment%20Guide.pdf](https://www.health.gov.au/internet/main/publishing.nsf/Content/98D184E26BF30004CA257F9A000718F4/$File/PHN%20Needs%20Assessment%20Guide.pdf)

C O'Brien Machado (Territorial Social Justice Coordinator, Salvation Army), Personal Communication, 18 April, 2019 <https://my.salvos.org.au/toolkit/resource/community-needs-analysis-assessment-tool-/625/>

Hastings, C. (November, 2016) Legal Needs Assessment Toolkit, online video, National Association of Community Legal Centres, viewed 8 May 2019, http://www.naclc.org.au/cb_pages/legal_needs_assessment_framework.php





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