



Easy as ABC...D...

Asset Based Community
Development for Community
Legal Education Workers

Amy Johnstone

First, let's revisit CD generally...

- Some of the broad principles underpinning community development:
 - Ecological principles
 - Social justice and human rights principles
 - Valuing the local
 - Process principles
 - Global/local principles
- Which ones are CLCs already really good at?
Which ones could we incorporate more?

Community work on a continuum...

- Primary prevention

Secondary

Tertiary/crisis

But how do you 'do' CD?

- Asset Based Community Development (ABCD) provides one of the ways.
- It especially helps you to 'do' the 'Valuing the local' principles
- It is also a useful framework for exploring the primary prevention end of the spectrum

Where did it come from?

- ABCD is an approach to Community Development developed by Kretzmann and McKnight in the US
- Links to strengths based practice in case management
- New 'packaging' of existing well-known CD principles?

What's it based on?

- The principles of ABCD include:
 1. 'Inside out' development
 2. Building on existing skills/capacities and initiatives
 3. Focus on relationships, away from 'donor/recipient'
 4. Sustainability

How do you do it?

1. Engage with the community
- 2. Construct an asset map**
3. Use the map to link/build on existing strengths

Asset mapping? What the...?

- Asset mapping is a process of creating an inventory or audit of a community or an organisation's strengths, assets, skills and capacities
- Imagine doing just the 'S' and 'O' bits of a SWOT analysis...

Which strengths?

- When asset mapping with a community you might look at:
 - local residents/stakeholders including disadvantaged groups (human capital)
 - local associations (social capital)
 - local institutions and facilities (physical capital)
 - location/environment (environmental capital)
 - the local economy (financial capital)
 - resources outside of the community

- To map an organisation you might look at other elements such as:
 - constituents/community links
 - staff expertise and abilities
 - space and facilities
 - organisational expertise
 - networks of connections
 - material and equipment assets
 - economic assets

What does this mean for CLE workers?

1. Why use this model?
2. What are the limitations?
3. When could it be used?

So what does it look like?

Associations

- Anti Crime groups
- Charitable groups
- Cultural groups
- Disability groups
- Family support groups
- Men's groups
- Mentoring groups
- Service clubs
- Women's groups
- Youth groups

Resources outside of the community

Institutions

- Schools
- Hospitals
- Libraries
- Media etc.

My community

Local economy

- For-profit businesses
- Business associations
- Law firms
- Purchasing power

Physical space

- Parks
- Facilities
- Public transport
- Location

Individuals inc. youth, CALD, PWD etc

- Gifts
- Skills
- Capacities
- Knowledge
- Traits

Asset Mapping for the CD CLEWS Network

People's expertise/
experience

Material and equipment

Space/facilities

Constituents/community
links/connections to other
organisations

Economic power/assets/
opportunities

Organisational expertise

I want more information!

- Google 'asset mapping' or:
- *Making Headway, Building Your Community: How to get started, an Asset-Based Community Development Toolkit*, by the Central Coast Community Congress Working Party, 2003
- *Asset-based Community Development: Recognising and building on community strengths*, Karen Healy in 'Skills for Human Services Practice', 2006
- *Discovering Community Power: a guide to mobilizing local assets and your organization's capacity*, by The Asset-Based Community Development Institute, School of Education and Social Policy, 2005
- *Community Development: community-based alternatives in an age of globalisation*, by Jim Ife and Frank Tesoriero, 2006.