


A Guide to Writing a Community Profile

NORTHCOTE CHILD & YOUTH DEVELOPMENT PROJECT

An Auckland Sustainable Cities Project

Table of Contents

A Guide to Writing a Community Profile	1
NORTHCOTE CHILD & YOUTH DEVELOPMENT PROJECT	1
<i>An Auckland Sustainable Cities Project</i>	1
Table of Contents	2
Background	7
How to Use this Guide	9
Content Sections	9
Desired Outcome.....	9
Introduction.....	9
Indicators	9
Interviews.....	11
Examples, Tips and Notes.....	11
Interviewing	12
Questions.....	12
Consent.....	12
Quoting	13
Where to Start	14
Defining Your Community	14
Common Ways Data is Collected	14
Meshblocks (MBs)	14
Census Area Units (CAUs)	14
Territorial Local Authorities (TLAs)	14
Regional Councils	14
Boundaries and Data Collection	14
Option 1: See if anyone has already got this information.....	15
Option 2: Look at the Statistics New Zealand Website.....	15
Option 3: A More Expensive Option.....	15
Alignment.....	16
Maps	17
Ordering Maps.....	17
The Quote	17
Data Layers & Settings	19
Presentation	20
Collecting Data	21
Statisphere	21
Statistics New Zealand.....	21

Table Finder	21
Using Table Finder	21
Note	22
Census Table Finder - Example	23
How to Use Table Finder	23
How do I find a table?	23
How do I find them?.....	23
Results	24
Browse Index	24
Census Table Finder	25
Table Builder 	25
Note	25
Using Table Builder	25
Official Information Requests	29
Guidelines from the Office of the Ombudsman (summarised).....	29
Content Sections	
People	33
People	34
Desired Outcome	34
Introduction.....	34
Indicators	34
Local Indicators	34
Background Indicators.....	35
Population Growth	36
Ethnicity.....	37
Age	38
Families and households	39
Culture	41
Desired Outcome	41
Introduction.....	41
Māori	41
Other cultures	42
Health	44
Desired Outcome	44
Introduction.....	44
Indicators	44
Local Indicators	44
Children and Young Persons' Health	46
Modifiable Risk Factors	48

Hospitalisations	48
Mental Health	49
Mortality	49
Knowledge and Skills	50
Desired Outcome	50
Introduction.....	50
Indicators	50
Local Indicators	50
Possible Indicators	51
Education Providers	52
Qualification Levels	55
Stand-downs, Suspensions, Exclusions and Expulsions	55
Community Education Programmes	55
Paid Work and Economic Standard of Living	57
Desired Outcome	57
Introduction.....	57
Indicators	57
Local Indicators	57
Possible Indicators	58
Background Indicators.....	59
Employment.....	59
Income	60
Housing	61
Local Business.....	62
Leisure, Recreation and Arts.....	63
Desired Outcome	63
Introduction.....	63
Indicators	63
Local Indicators	63
Possible indicators	63
Background Indicators.....	64
Leisure	64
Sports	66
Arts, Music and Cultural Events	67
Template for Leisure, Sport and Arts Activities.....	69
Leisure	69
Sport.....	69
Arts and Culture	69

Environment	70
Desired Outcome	70
Introduction.....	70
Indicators	70
Local Indicators	70
Possible Indicators	70
Your Community.....	71
Natural Features.....	71
Safety	73
Desired Outcome	73
Introduction.....	73
Local Indicators	73
Possible Indicators	73
Background Indicators.....	74
Child Safety	75
Road Casualties	76
Crime.....	76
Social Connectedness	78
Desired Outcome	78
Introduction.....	78
Indicators	78
Local Indicators	78
Possible indicators	79
Local Community Strength and Spirit	80
Transport	81
Electronic Communication	81
Civil and Political Rights	83
Desired Outcome	83
Introduction.....	83
Indicators	83
Local Indicators	83
Possible indicators	83
Community Involvement in Decision-making	84
Voter turnout	85
Representation on local decision-making bodies	86
Treaty of Waitangi.....	86
Discrimination.....	86
Publishing Your Document	88

Prior to Printing: Style, Editing, Revision	88
Visual Style	88
Language Style	89
Progressive editing	89
Copyright Issues	89
Quotes	89
ISBN	89
Layout and Design: Basics	90
Pictures	90
PrinterSpeak: Pictures	91
Getting Documents Ready for Printing	91
Suitable file formats	91
Fonts	92
Graphics	92
Common Pitfalls	93
Errors	93
Naming conventions	93
File rubbish	93
Copy of files	93
Label disks	93
After Printing	94
Legal deposit	94
Heading One: Main Heading	95
Heading Two: Main headings within a section	95
Heading Three: Breakdown main headings	95
Bullets	95
Using Tables	96
Statistics New Zealand Order Form	97
Useful Contacts	101
Acknowledgements	104
Thanks	104

Background

The North Shore City Council, Ministry of Social Development and HNZA Community Renewal have been working together in partnership with the Northcote community, children, young people and their families, and a wide range of government and community agencies on the Northcote Child and Youth Project.

The aim of this project was to identify and work on local issues that affect children, young people and their families, and to then work collaboratively to find solutions. The project was a three year demonstration project for the Auckland Sustainable Cities Programme.

The first stage of our project involved providing a solid information base so that priority issues for children and young people and gaps in services could be identified.

To do this we interviewed children and young people, parents, residents and people within the Northcote community. We also collected data from a wide range of community and government sources with the view of building a shared picture of the context in which our children and young people in Northcote are growing up.

The data, along with interviews from young people and their families and key people working in the Northcote community, were then compiled into a Statistical Profile of Northcote, and published.

The data for the Statistical Profile took around six months to collect and we found that we could not always get the information we needed in the format that we required.

It was anticipated that many communities would be seeking the same type of baseline data that our project needed. It was therefore decided to work with data providers to try and work through some of the data collection challenges that our project had faced.

A baseline of indicators was established, along with this *Guide to Writing a Community Profile*, to streamline the process.

The aim of this project was to make it possible for community groups, local agencies and organisations to gather credible, good quality information about our own communities and publish it.

This information could be used to help to identify the strengths and weaknesses facing our communities - an important step if the community, NGOs and agencies are to work with a community's strengths and address local issues.

The collection and publication of this information would also ensure that the community, government agencies and NGOs all had access to the *same* information.

This is an organic project. The guide does not make a Community Profile 'easy' to write nor has it sorted out all the data issues we encountered. In many cases the processes have been clarified and streamlined, however there are still a wide range of challenges which have not yet been able to be sorted. We are still working through these issues.

For this reason, the collection of local data is still largely dependent on goodwill and the relationships those collecting the data have with local groups, NGOs, and government agencies and with those working in the community.

It is, however hoped, that this guide and the work we have done to date, will begin to make it easier to collect robust and reliable information about our own communities.

Kia kaha

Alex Woodley

Wendy Reid

Robyn Rusher