

COMMUNITY MAP TEMPLATE

Use this template to learn more about your community and the people you want to build relationships with. The more you know, the easier this work will be. We've included some questions here to get you started. But, there may be other information you'll need to find out depending on your specific community. We would recommend you start putting together a document to store all of this information. If you have any questions get in touch with us at communityorganising@amnesty.org.au. For more information check out our guide on [Partnerships & Community Mapping](#).

- 1 What are the specifics of your community? It is important to define exactly what community you want to engage with. Where does the community start and end? Is it one suburb, an electorate, a whole town or city? Is it a particular group of people? What are the demographics? Who are your people? Determine this so you know exactly who to focus on.
- 2 How well does the community know Amnesty International? Are you starting from scratch? Have there been negative experiences you may have to overcome? Are there positive expectations you might have to live up to? How much knowledge does the community have of our movement already? This will determine how much time you need to spend educating the community about who we are.
- 3 What's out there in the community right now? What's the infrastructure like? What are the other organisations? What institutions are there? (e.g. schools, government, health, businesses etc.) Where and how do people gather? Are there key community events?
- 4 What issues do the community care about? What local campaigns are happening right now in the community? What will inspire the community to get involved?
- 5 Are there groups or individuals already campaigning on similar issues? What are they currently doing? What have they done in the past? What are the local tensions and attitudes in relation to these issues? What are the risks and rewards of entering this space?
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- 7 Who are the decision makers in the community? That can include local, state and federal politicians. But, also other leaders of smaller sections of the community. e.g. heads of organisations and community groups, business and institution leaders. These are all people who can influence the groups they are part of to take a supportive stance on an issue.
- 8 Who influences these decision makers? What associations do they have with others? Where can extra pressure come from?

If you're unsure where to find all this information here are some places to start:

- Phone directories / google maps / search engine
- Local media / newsletters / notice boards
- Local council site / calendar / lists
- Census data
- Ask people you know

DEMOGRAPHICS

(e.g. what do you know about the community? Who are they?)

KEY DATES

(e.g. Local holidays, festivals, human rights related dates etc.)

LOCAL ISSUES

What are the most important local issues? What do locals care about?

ORGANISATIONS & GROUPS

(e.g. Activist groups, rights holders, charities, social groups, youth groups, recreation groups, businesses etc.)

DECISION MAKERS & INFLUENCERS

(e.g. Politicians, community leaders, local journalists, local celebrities, Elders etc.)

INSTITUTIONS

(e.g. Schools, universities, colleges, hospitals, churches, government buildings, shopping centres etc.)

PHYSICAL SPACES

(e.g. Gardens, parks, community halls, public spaces, markets etc.)

Once you have all this information you can start working out how to use it. Keep in mind though that this map should be something you update from time to time. You can turn it into a bit of a directory with useful contacts and information on your relationships. For now think about what relationships you might already hold with some of these. Are you involved with any of these? Do you know people that are? Once you feel like you have enough info then it's time to take it to the next stage.