

CORPS PLANTING



AREA OF MINISTRY WORKBOOK




The Salvation Army

Australia Territory

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A: Introduction

This workbook is a revised version of the produced by the Field Department THQ under Commissioner Donald Campbell. It has been prepared to assist corps or divisions assess the potential of a given area for planting new corps.

The workbook assesses the basic receptivity of an area of ministry. When an area is chosen, further work may be done to more accurately portray the community profile.

In most cases, several adjacent areas will need to be analysed to determine the most receptive. Use a separate workbook for each area.

Possible sources or information:

- Australian Bureau of Statistics www.abs.gov.au
- The Local Council
- Department of Education

Australian Bureau of Statistics www.abs.gov.au



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B: Defining the Potential Area of Ministry

Area No: _____

Title: _____

- a) General: Obtain a detailed map that covers a larger area than that being investigated. In the case of suburban locations, the map should include any neighbouring corps. It may be helpful to laminate the map in order to highlight and insert mapping pins without destroying the map. Fix the map to a display board.
- b) Boundaries: Mark on the map the following boundaries:
- | | |
|------------------------------|--------|
| • Postcode | Blue |
| • Local Government | Yellow |
| • Natural (rivers, freeways) | Green |
| • Potential area of ministry | Red |
- c) Area of Ministry: In determining the most receptive areas, several different *areas of ministry* may need to be analysed. Each area may require the use of a separate workbook.
- d) Selection of an Area of Ministry: The Australian Bureau of Statistics website (www.abs.gov.au) contains statistics data on the following areas:
- Australia as a whole, states census divisions, census sub-divisions, statistical divisions, statistical sub-divisions, local government areas, statistical districts, postcodes, Commonwealth electorates, statistical regions, statistical local areas, state electorates, urban centres and collector districts.
- A collector district is the area canvassed by one census collector, in built-up areas it usually covers approximately 200 houses. An irregular area or an area defined as km radius around a given point can be analysed by adding the appropriate collector districts.
- e) Additional features: The display map should be used to identify local features such as other churches, buildings suitable for holding meetings, schools, industrial areas and public transport routes.
- f) Description of Area of Ministry: Give a brief description of the area of ministry being considered in this workbook.

Area Title: _____

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g) Map: Attach a simple map.



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C: Demographic Data for the area of ministry

1. Total Population:

	1996 CENSUS	2001 CENSUS	2006 Estimate
Males			
Females			
TOTAL			

The estimate may be available at the Local Government office responsible for the area. It will require some local research to determine this figure. Real Estate agents or schools may be helpful resources.

2. Religious Affiliation:

Complete the following table. Figures for Columns 1-4 may be obtained from the Australian Bureau of Statistics. Columns 5-6 will need to be determined by local research. Phone the officials of each church in your area of ministry or with significant numbers of members in your area of ministry, explain your overall purpose, which is to test the receptivity of the area for corps planting. Offer to share the results of your research with them. Ask them two questions:

- How many members are in your church?
- How many actually attend on an average Sunday?

Convert their figure to a percentage of the total area of ministry population and complete the table. If you cannot get the figures, make an estimate.

Denomination	1	2	3	4	5	6
	1996 ABS Survey		2001 ABS Survey		Actual Church Attendance	
	Number	% Tot. Popn.	Number	% Tot. Popn.	Number	% Tot. Popn.
Anglican						
Baptist						
Catholic						
Church of Christ						
Lutheran						
Orthodox						
Presbyterian						
Uniting Church						
Other Christian						
Muslim						
Other						
No Religion						
Not Stated						

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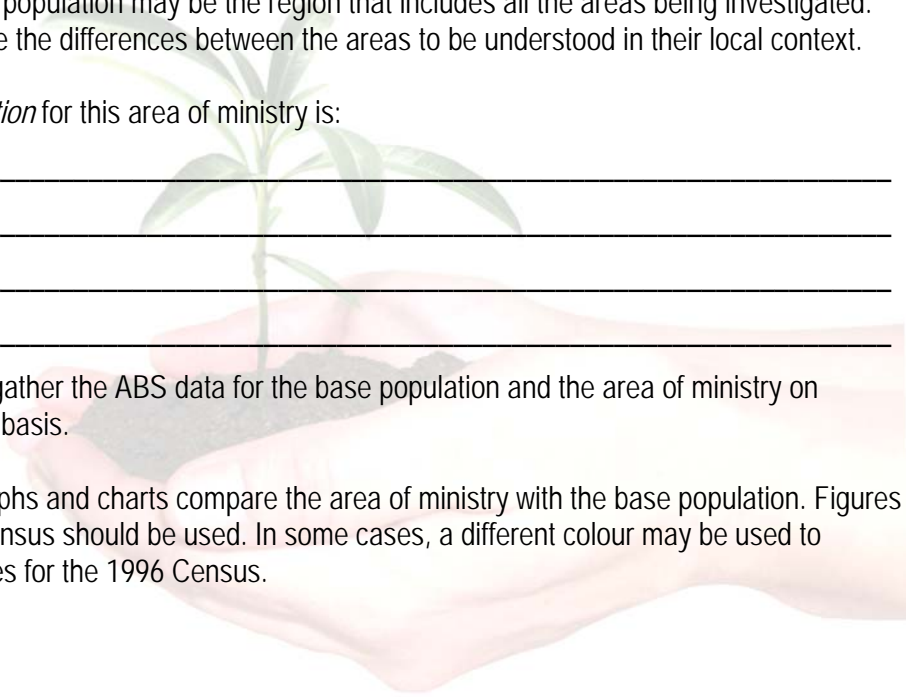
- How many people now living in the area of ministry do not belong to any church? (Add the bottom 4 lines)
- How many people do not regularly attend a place of worship? (Deduct total of column 5 from the total population)

3. Base population:

To complete the graphs on the next few pages it is necessary to establish a base population against which the figures for the area of ministry may be compared. The same base population must be used for all charts and graphs for any given area of ministry.

The base population chosen will vary according to the area being investigated. For many applications, a suitable base population would be the total population of Australia or the State concerned. In situations where several adjacent areas of ministry are being compared, the most useful base population may be the region that includes all the areas being investigated. This would enable the differences between the areas to be understood in their local context.

The *base population* for this area of ministry is:



You will need to gather the ABS data for the base population and the area of ministry on exactly the same basis.

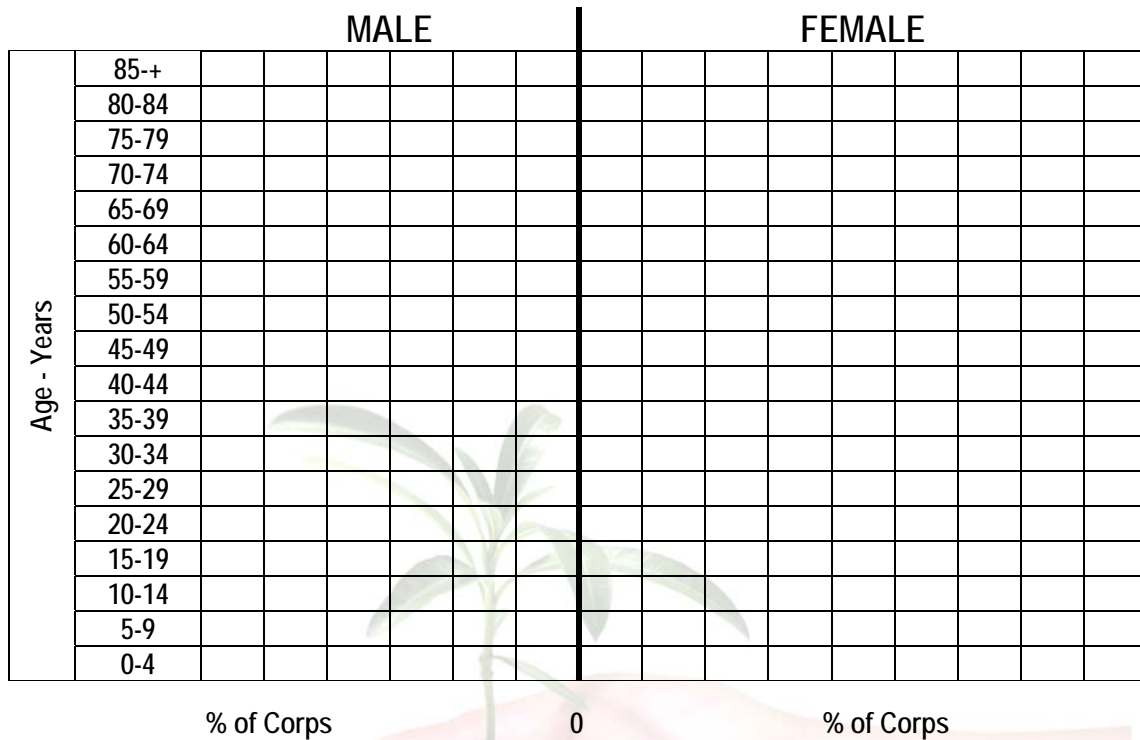
The following graphs and charts compare the area of ministry with the base population. Figures from the 2001 Census should be used. In some cases, a different colour may be used to indicate the figures for the 1996 Census.

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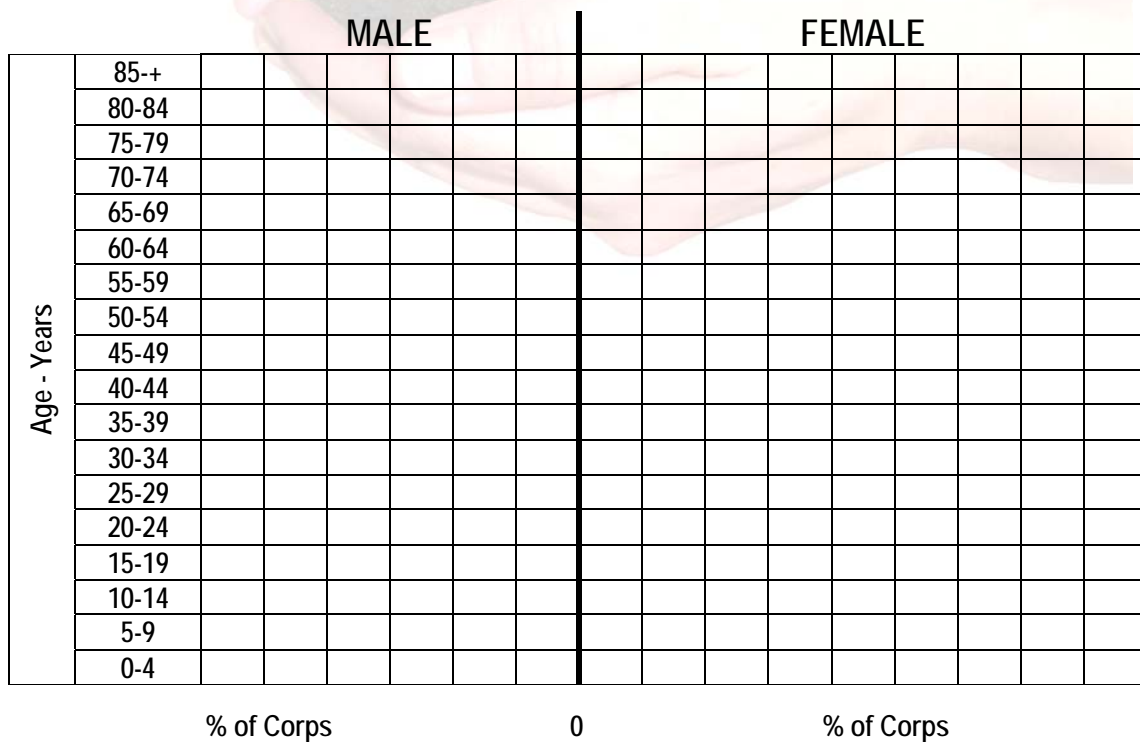
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4. Age Analysis

BASE POPULATION _____



AREA OF MINISTRY _____

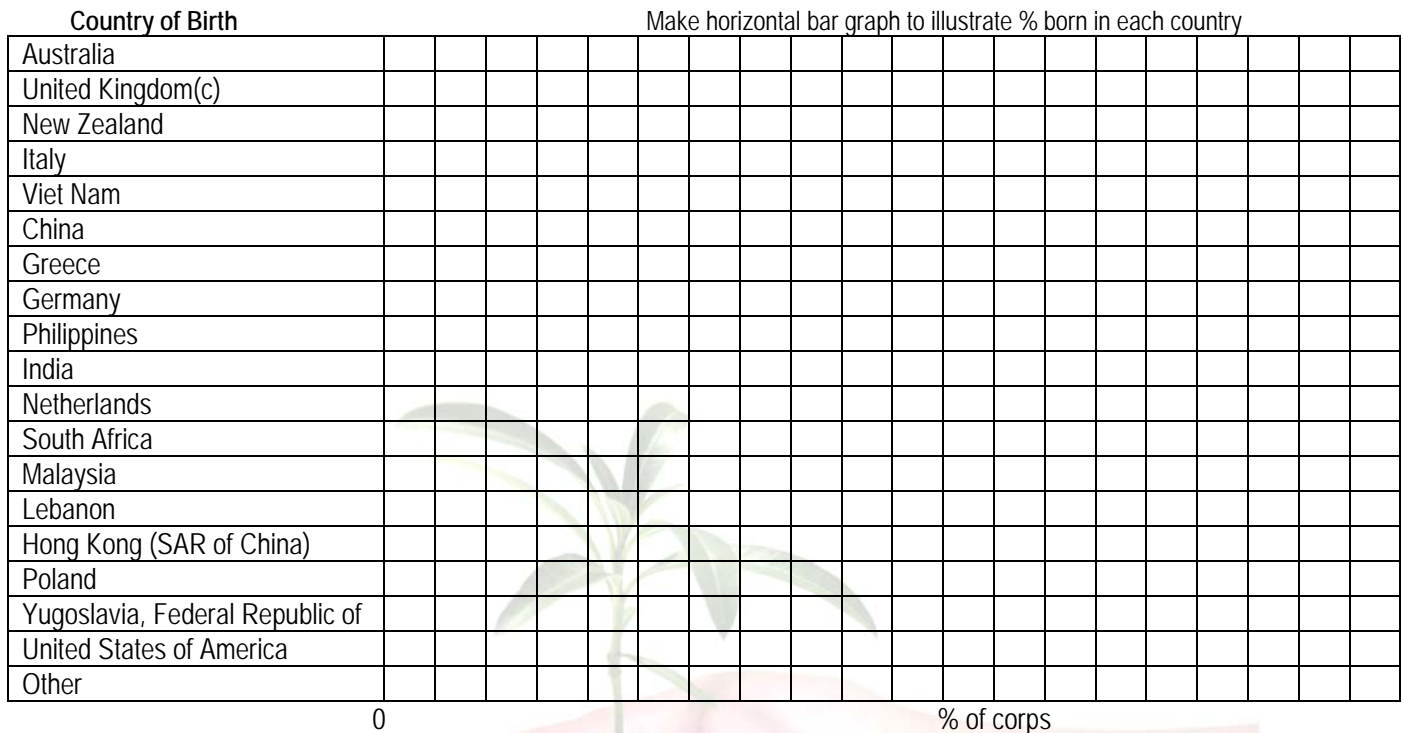


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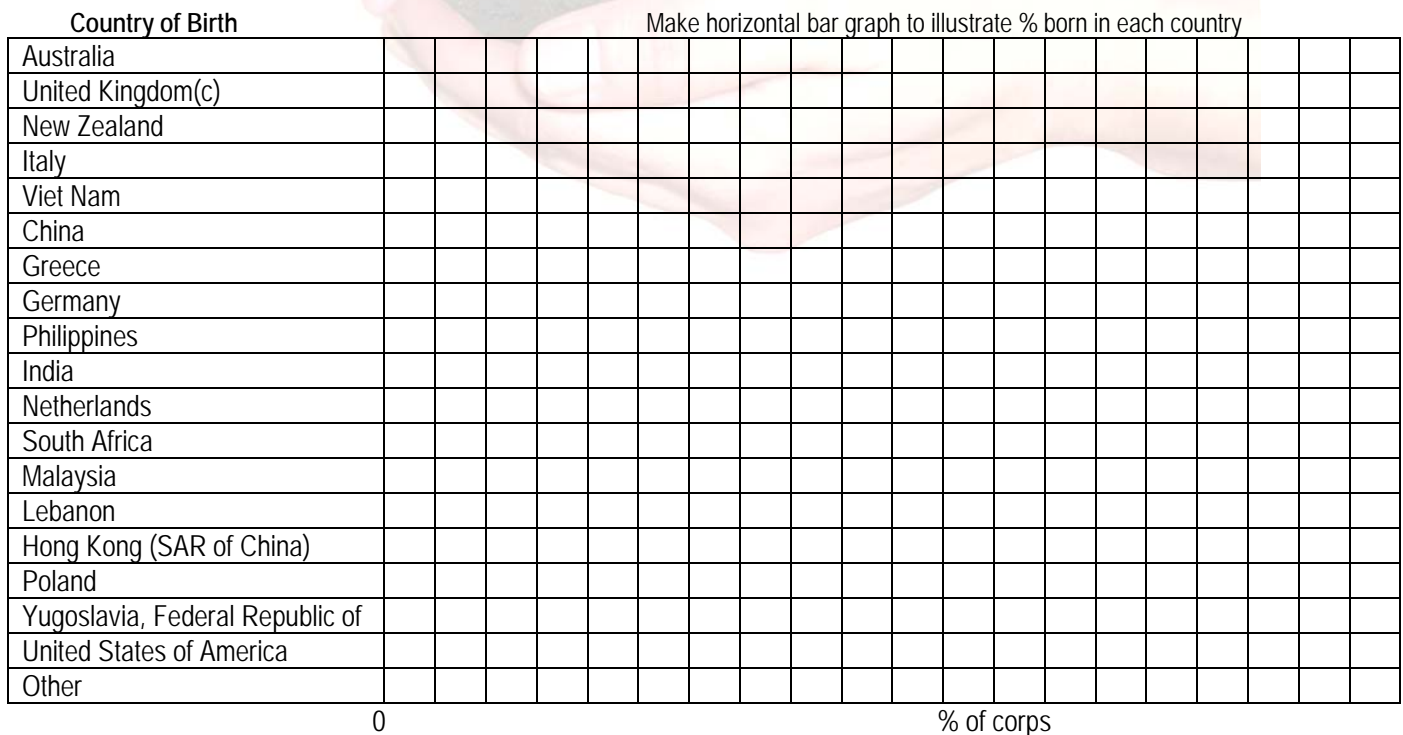
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5. Birthplace Analysis

BASE POPULATION



AREA OF MINISTRY



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6. Income Analysis

BASE POPULATION _____

Weekly income

1. Nil																				
2. \$1 - \$199																				
3. \$200 - \$299																				
4. \$300 - \$399																				
5. \$400 - \$499																				
6. \$500 - \$599																				
7. \$600 - \$ 699																				
8. \$700 - \$799																				
9. \$800 - \$ 999																				
10. \$1,000 - \$1,199																				
11. \$1,200 – \$1499																				
12. \$ 1,500 - \$ 1,999																				
13. \$ 2,000 or more																				
Income not stated																				
	0	2	4	6	8	10	12	14	16	18	20									
% of corps																				

AREA OF MINISTRY _____

Weekly income

1. Nil																				
2. \$1 - \$199																				
3. \$200 - \$299																				
4. \$300 - \$399																				
5. \$400 - \$499																				
6. \$500 - \$599																				
7. \$600 - \$ 699																				
8. \$700 - \$799																				
9. \$800 - \$ 999																				
10. \$1,000 - \$1,199																				
11. \$1,200 – \$1499																				
12. \$ 1,500 - \$ 1,999																				
13. \$ 2,000 or more																				
Income not stated																				
	0	2	4	6	8	10	12	14	16	18	20									
% of corps																				

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7. Education Analysis

BASE POPULATION _____

Age left school

Not stated											
Did not go to school											
Still at school											
18 (Year 12 or equivalent)											
17 (Year 11 or equivalent)											
16 (Year 10 or equivalent)											
15 (Year 9 or equivalent)											
Under 15 years (Year 8)											

0

% of population

AREA OF MINISTRY _____

Age left school

Not stated											
Did not go to school											
Still at school											
18 (Year 12 or equivalent)											
17 (Year 11 or equivalent)											
16 (Year 10 or equivalent)											
15 (Year 9 or equivalent)											
Under 15 years (Year 8)											

0

% of population

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8. Summary

- Age Analysis

- Birthplace Analysis

- Income Analysis

- Education Analysis

Additional research required: If, for example, a high percentage of ethnic people were discovered, further information about their language competence is available through ABS.

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D. CONTACTS

1. List: The parent corps should ask their soldiers to suggest names. All known Salvationists or families of Salvationists living in the area of ministry should be identified and listed below. Use one line for each person in a family. Complete as much of the information as possible using the categories.

[illegible]

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2. Survey: Each of the persons on the contact list should be visited and the investigation explained to them. Remember at this stage the feasibility of planting a corps is being tested. It is important to gain the support of these people, so don't make commitments to projects which may not eventuate and keep them informed. Share the results of your research later.

CONTACT SURVEY

Family Name: _____ Phone: _____

Address: _____

_____ Postcode: _____

Family Member	Given Name	Age	Occupation/School
Husband			
Wife			

What corps does the family worship at now? _____

What positions held? _____

What needs do they see in the area of ministry? _____

Would they support a corps planted in the area of ministry? _____

3. Summary:

1. How many people are on the contact list? _____
2. Comment on how they fit into the community in terms of analyses

Age: _____

Birthplace: _____

Income: _____

Education: _____

3. What needs do they identify in the area of ministry?



4. How many on the contact list would support a new corps?

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E. PROPERTY

1. Quarters: Basic requirements.

Three-bedroom house. Separate living and family areas, office space and adequate storage.

Are suitable houses available for rent in the area of ministry?

Cost? _____

Are suitable houses available for purchase in the area of ministry?

Cost? _____

2. Meeting Place: Survey schools, public halls, warehouses, clubs etc in the area of ministry and complete the following table for available venues.

VENUE	Piano	P.A.	Storage	Parking Capacity	Seating Capacity	Heating	Cooling	Other	COST
A. <i>Comment on suitability:</i>									
B. <i>Comment on suitability:</i>									
C. <i>Comment on suitability:</i>									

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F. COMMUNITY LEADERS SURVEY

It will be helpful to interview a wide range of community leaders asking questions similar to those listed or questions related directly to their area of leadership.

Note: If several adjacent areas are being analysed, the community leaders should only be interviewed once for the whole region.

Community Leaders: Mayor or shire president, town clerk, police superintendent, community welfare officers, commonwealth employment officers, school principals, leading businessmen, town planners, real estate agents.

Questions:

1. Rate of growth of region
2. Growth areas
3. Type of people in the area
4. Community strengths
5. Community needs
6. Levels of employment
7. Levels of family breakdown
8. Plans for community development
9. What could The Salvation Army contribute to this area?
10. Comments.



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G. RECEPTIVITY

1. List the factors in favour of commencing a corps plant in this area of ministry.

2. List the factors against commencing a corps plant in this area.

3. Can these factors be overcome?

4. Describe the group of people considered most receptive i.e. include age, ethnic, family structure – socio economic, educational factors.

5. Are the contacts a good match with them?

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COMMENDATIONS

A pair of hands, palms up, holding a small green seedling with dark soil. The seedling has several leaves and a thin stem. The hands are light-skinned and the background is white. The image is positioned in the upper half of the page, with the word 'COMMENDATIONS' in green capital letters to its left.

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