



CSIRO Local Voices Conversation Starter: Newman

On the 20th of November 2019, CSIRO and BHP hosted a Conversation Starter in Newman. Community members came together with Dr Kieren Moffat from CSIRO, BHP General Manager Marie Bourgoin, and BHP communities team members to:

- share key findings from the CSIRO Local Voices Anchor survey,
- discuss these findings with other community members and BHP, and
- talk about how the community, BHP and CSIRO can work together to understand and progress challenges and opportunities identified.

BHP LOCAL VOICES




Anchor Survey Participants

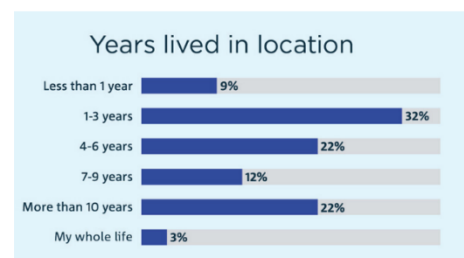
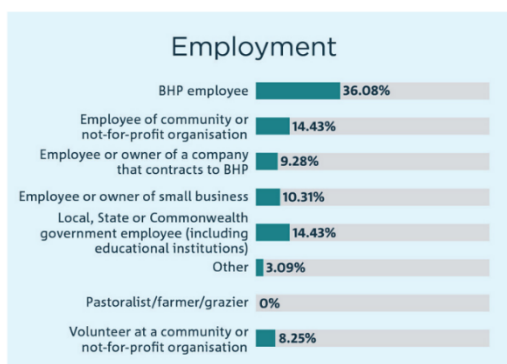
97
COMPLETED
SURVEYS

8.25%
ABORIGINAL/TORRES
STRAIGHT ISLANDER

67%
FEMALE



33%
MALE



Community Rewards

\$2,320 EARNED BY LOCAL VOICES PARTICIPANTS FOR **16** COMMUNITY GROUPS

Trust in BHP

We found trust in BHP was related to three key areas: how the company responds to community concerns, commitment to Newman through local jobs, and valuing Aboriginal cultural heritage. The data also shows that, overall, community views about BHP are positive in Newman and closely connected to its commitment to the town as demonstrated by the Local Buying Program.

Discussion: How can we improve trust?

Community members talked about how BHP feels part of the community in Newman, emphasising that personal connection points are key to improving trust, following through on commitments and increasing the number of opportunities to meet BHP people (eg. at community events, public facing offices for departments such as the community team, & off-site 'meet the buyer' type events for local businesses. More broadly, the group talked about trust growing when it felt like BHP was invested in and committed to the community, took a collaborative or partnership approach to building new connection points with Newman (social investment and business), and when communication about tough issues is open and clear.

Discussion: Spreading the benefits of mining wider

The Newman community is practical and focused - the group was clear that building capacity and work readiness among the area's young people (especially those not in formal schooling) should be a primary focus for BHP. Including and supporting community members with disabilities in this way was also important to the group. When CSIRO looked deeper into why sentiment toward BHP in Newman is generally more positive than other places, we found that awareness of the Local Buying Program was important in this story. The group talked about clarifying points of connection in BHP to facilitate access to this program. Broadening communication of the program benefits for local businesses to other local people may also help grow understanding about BHP's commitment to Newman in practical ways.

Community resilience

The Local Voices data shows us that communities are better able to manage change when there is a strong track record of collaboratively solving problems together, trust between groups, and the community is diverse (i.e. it is suitable for different types of groups like older people as well as young families). Leadership (both formal and informal) also plays an important role.

Discussion: Working on leadership in Newman

Leadership was considered in a very broad and inclusive sense by participants - the Shire and councillors were seen as important, but so was BHP, school principals, the police and emergency services, and elders. The group was keen to see the Shire's 'Open Mic' opportunities advertised more to support greater participation in local government. The group also talked about how past challenges in Newman had been addressed most effectively when these different groups had come together to work on the issue collaboratively. A key practical example was in building the new shopping centre and town square: supported by resources from BHP and broad community consultation, local government and business had addressed a key community amenity challenge successfully.

- Responsiveness
- Local jobs
- Cultural heritage

TRUST

Next steps

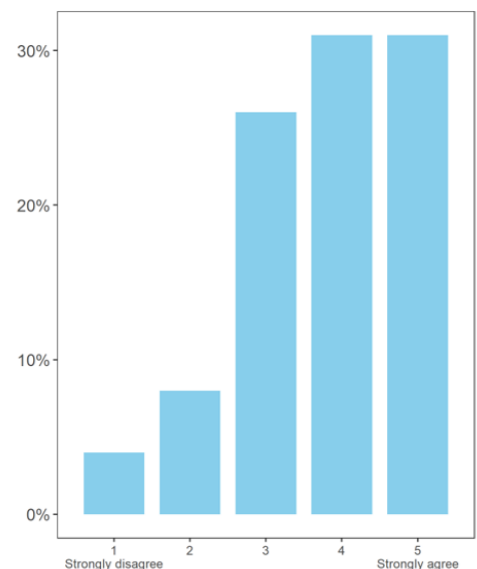
The CSIRO Local Voices program of work is about bringing the voice of community in Newman directly in to BHP.

There are two main areas where CSIRO will be focusing in 2020:

1. Increasing the number of community members participating in Local Voices each month - remember, BHP can only respond to concerns if they know about them, and
1. Working with local groups and the BHP team to make the data that Local Voices collects as useful (and used) as possible.

Get involved

To register for Local Voices just search for **"BHP Local Voices"** online or contact localvoices@csiro.au



"BHP provides training opportunities for young people in my community"



CSIRO Local Voices
Feeling heard is a powerful thing

BHP