



# Conversation Café: Tom Price

On 20 November 2018, Tom Price was invited to come together to explore the CSIRO Local Voices data. This is a brief summary of the rich conversation that followed...

## What is CSIRO Local Voices?

Rio Tinto has engaged CSIRO to conduct an ongoing analysis of community attitudes to the company’s iron ore operations in the Pilbara. This gives communities neighbouring the operations a direct voice inside the company, and helping to inform the company’s decision making. Join now at <https://research.csiro.au/localvoices/>

## What did we talk about?

James Jarvis from The Nintirri Centre facilitated the day, introducing Dr Kieren Moffat from CSIRO who provided some background about Local Voices and then introduced each discussion topic with a short selection of data collected through the Local Voices project from the 2017 Anchor Survey to October – each topic had three key questions to explore. Jamie Robinson from Rio Tinto also provided some context about what Local Voices means to the company and how the data is being used.

### Topic 1: What makes our town work?

**Key question #1:** *What other services should we be measuring?*

The strongest preference here was to focus on understanding youth services. Specifically; for those between 10-13 years and how to use things like sport to

of trouble; and what options there are to engage this group (e.g. cadets, SES, culture/arts). Other areas needing some more focus were disability services, inclusive mental health services, and tourism infrastructure.

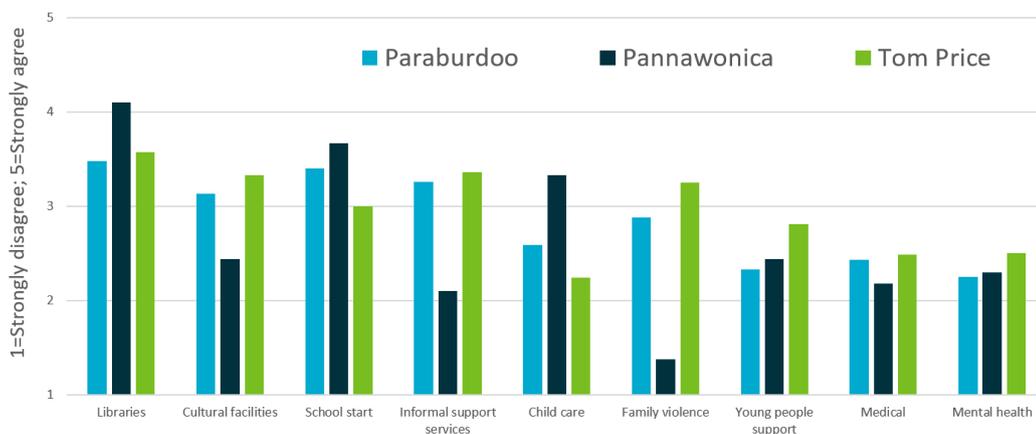
Also, there was interesting discussion about places and activities that support connection within community, like dining options, the Rio Tinto exercise programme, activities for singles or couples without children.

### Key question #2: *What makes Pannawonica strong?*

The key to a strong community in Tom Price was seen to be its community groups, their committed volunteers, and treating town resident turnover as an opportunity for refreshing and energising networks. The ‘Dollars for Doers’ programme was seen as a great example where the pressure is taken off groups to raise all funds themselves in a small community, and having great local facilities that provides the space for connection and group activities.

### Key question #3: *What does ‘better’ look like?*

The group prioritised further education options (e.g. TAFE) to enhance community diversity and vibrancy. While this is hard through traditional models, the use of new technologies and online learning offers opportunities for retention of families in town. Having shift/roster



SATISFACTION WITH SERVICES IN TOM PRICE – July 2018

structures that support spending weekends at home would help with volunteering 'burnout', and get more parents involved in kids/adult sport. Working on solutions for consistent access allied health specialists, and dealing with long waiting lists. Exploring new tele-health technologies (e.g. CoviU) may also be an option here.

## Topic 2: Building community resilience

**Key question #1:** *What does 'leadership' mean here?*

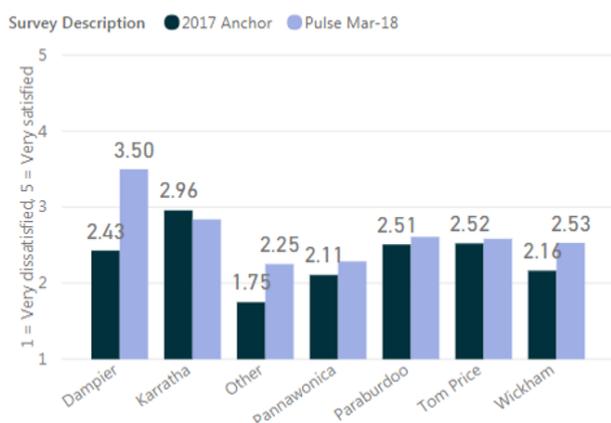
'Leadership' in Tom Price was seen to be about:

- Taking initiative, getting involved and providing direction where appropriate
- Focusing on a common goal and communicating effectively so everyone is informed and engaged
- Inspiring participation from others

The distinction between formal (Rio Tinto, Shire of Ashburton) and informal (volunteers) leaders was discussed, with formal leaders seen to collaboratively establish the vision and direction while informal leaders bring the community along through deed and enthusiasm to achieve it.

**Key question #2:** *Why have leadership ratings improved?*

Changes were seen to be a product of changing population dynamics, with the town filling up again and growing stability in jobs after multiple Rio Tinto restructures. This is also reflected in the stability of the school, a key community pillar. Some more cynical community members may have moved away from town, and Rio Tinto was attributed with communicating more effectively with community than in the past.



**SATISFACTION WITH LOCAL LEADERSHIP – All Towns**

**Key question #3:** *How do we manage change together?*

Effectively managing change was the product of open, coordinated, transparent communication within community and with others like Rio Tinto. When stakeholders are involved/engaged there is greater involvement/cooperation from them in navigating change together. Using the Local Voices data was a mechanism for using in future change affecting community.

## Topic 3: Feeling heard is a powerful thing

**Key question #1:** *What is it like when community communicated effectively together?*

There was no real consensus that there had been major issues that community had organised around, but rallying around during an incident was a good example of pulling together for a common purpose.



**FEELING HEARD LEADS TO TRUST AND ACCEPTANCE**

**Key question #2:** *What does trust with Rio Tinto mean to you? How do you build trust?*

Trust comes from open and honest communication – sometimes hard but the world doesn't end when achieved. Acting in line promises, feeling heard by Rio Tinto and other stakeholders, and actively listening within relationship all key pathways to deeper trust. Stability in community was also important for building positive relationships, and showing what has been done with input from community also really important.

**Key question #3:** *How can we feel more heard?*

More regular community consultation and forum/workshop based discussions are important – need to be facilitated. Seeing that being listened to, acknowledging community data, and focusing on real contact more than social media is valued. Building comfort/confidence in feedback mechanisms like Local Voices and participating in this platform to speak up were all key strategies identified.

## What next? A call to action

- Join Local Voices and enrol others
- Target Pulse around community themes
- Rio Tinto to show how it is responding to Local Voices data
- Use QR codes for easier access (esp Rio Tinto people)

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