

Conversation Café: Wickham

On 22 November 2018, Wickham 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 Pilbara for Purpose 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 2018 – each topic had three key questions to explore. Chris Osborn 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?*

Dominant in the conversation was the need to better understand volunteering in the community: what contribution people make, in what areas and to what effect. However, also a caution to ensure this doesn’t encourage community members to think it’s all taken care

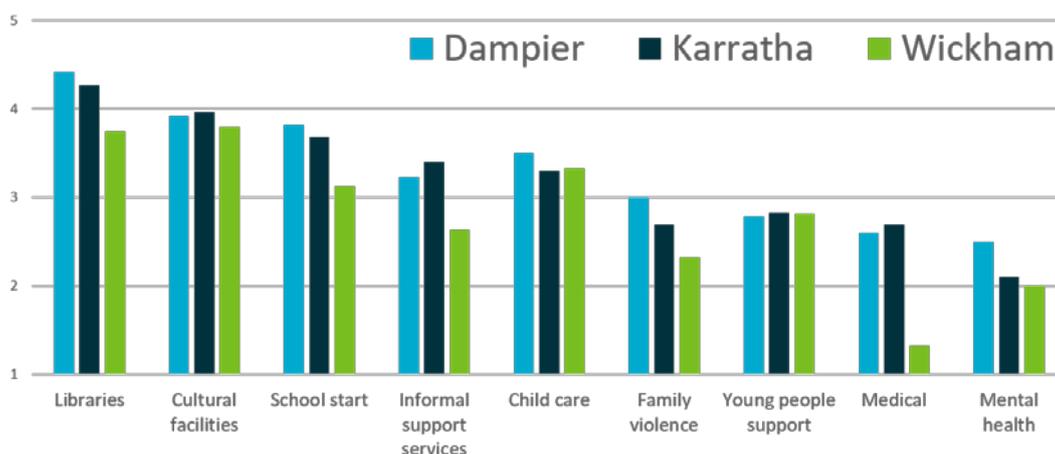
of by highlighting current levels. The definition of ‘cultural facilities’ was challenged and encouraged to be more specific to include natural resources (e.g. fishing). Access to land and small business opportunities were also discussed as issues in Wickham. A focus on wellbeing and mental health (e.g. availability of visiting specialist services) were areas requiring clearer data.

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

Volunteering in the community (especially related to kids sport) was seen as the key strength in the community. Associated with this, recreation facilities were seen as a key enabler of this strength, cutting across the drinking / fishing culture of the past. Wickham was also seen to have a great core of engaged people that love the town and work to support it (e.g. Tidy Towns Committee).

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

Better opportunities to pursue small business was the priority theme, through an enterprise hub and commercial freehold changes. Small business diversity was seen as a key path to a more diverse, healthy, and larger community. The development of adaptive spaces that can be changed for different purposes, and consistent access to services such as medical and shoring films were mentioned. ‘Better’ was seen to be a move past the ‘here for a short time’ mentality to engage more deeply with the town.



SATISFACTION WITH SERVICES IN TOM PRICE – July 2018

Topic 2: Building community resilience

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

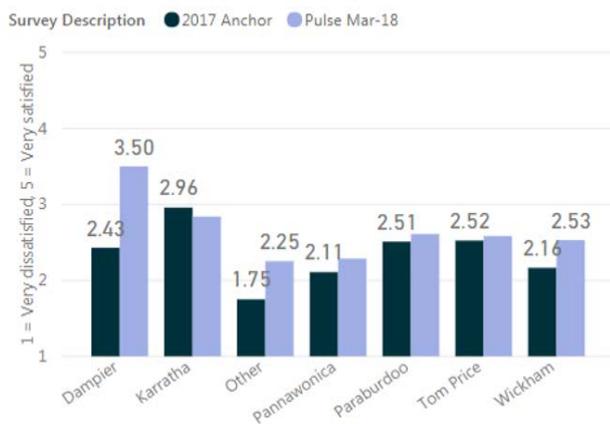
'Leadership' in Wickham means:

- Someone to provide advice, networks to solve problems and follows through on promises
- Have a genuine self-less community focus
- Brings diverse skills (e.g. the new school Principal)
- Proactive, level headed and looking for positives

Informal leadership was also seen as critical – volunteering and everyone chipping in.

Key question #2: Why have leadership ratings improved?

Key changes in town seen to be driving improvement: new school principal; new local government reps connected to community. The look and feel has also changed, with improvements to infrastructure (Wickham Community Hub, solar lighting, outdoor fitness equipment) driving pride and interaction. New people have also brought new ideas and energy.



SATISFACTION WITH LOCAL LEADERSHIP – All Towns

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

Developing collaborative approaches to solving problems, using open communication, and more importantly digging deep when required to support each other were seen as key attributes in successfully managing change. Having empathy for others was important as well in responding to change in proactive and inclusive ways.

Topic 3: Feeling heard is a powerful thing

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

The Wickham Hub was a clear winner as a good example here, where a locally based group reorganised the engagement to better reflect community input/needs. The ingredients for collaborative action are here in Wickham. The recent local government elections were also mentioned as an example of good process where strong local candidates listened effectively and demonstrated understanding of community issues.



FEELING HEARD LEADS TO TRUST AND ACCEPTANCE

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

The community members want the relationships they have with key stakeholders like Rio Tinto and state / local government to be consistent, transparent and characterised by greater sharing of information / thinking. They wanted more visible, focused engagement, and to get feedback on decisions made. Hearing more about what Rio Tinto is doing with the LV data was a clear opportunity to demonstrate listening and action.

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

Better feedback loops on the LV survey findings were cited – through forums or community discussions. Less surveys but higher quality, more frequent face to face engagement were seen as a way forward. Expansion of the Conversation Cafes to include more groups was also mentioned.

What next? A call to action

- Join Local Voices and enrol others, promote token allocation to local groups
- Fit for purpose approach to support community-led conversations using LV data in the future
- Utilising locals to engage others in workshop processes

Search: Rio Tinto Local Voices

CONTACT US

t 1300 363 400
+61 3 9545 2176
e csiroenquiries@csiro.au
w www.csiro.au

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FOR FURTHER INFORMATION

CSIRO MINERAL RESOURCES
Dr Kieren Moffat
e localvoices@csiro.au
w <https://research.csiro.au/localvoices/>