

# Local Voices: giving Pilbara communities a voice

Local Voices is a dynamic interaction between Pilbara communities and Rio Tinto, coordinated by CSIRO, which is providing the communities a voice that is heard by the company, and is helping to inform decision making.



Local Voices is giving Pilbara communities a direct voice in Rio Tinto's operations.

## What is Local Voices?

Rio Tinto has engaged CSIRO, Australia's national science agency, to conduct a three-year analysis of community attitudes to the company's iron ore operations in the Pilbara. This is giving the communities neighbouring the operations a voice that is being heard by Rio Tinto, and is helping to inform the company's decision making.

## What is the approach?

CSIRO has developed a community survey approach which helps companies understand what the communities they work alongside think about them and why. CSIRO provides sophisticated data analysis that translates community survey data into a language that companies can engage with and respond to. Community attitude data are collected over time, analysed, and provided back to the company and community in a format that is accessible and useful. The process provides an avenue for the company to actively address issues that are important to the community.

## Why is Rio Tinto seeking information from the community?

Rio Tinto wants to better understand the communities it works with, to improve relationships and build trust, based on a mutual understanding of the impacts and benefits of mining iron ore.

## Which communities are being surveyed?

Community members from Paraburdoo, Tom Price, Pannawonica, Karratha, Wickham, Roebourne and surrounding districts are invited and encouraged to participate.

We are aiming to reach as many community members as possible within these areas. The aim is to ensure that a diverse sample of community members participate.

## How do the surveys work?

There are two surveys. The anchor survey takes place once every three years. Pulse surveys then take place monthly for at least the following three years.

The anchor survey takes approximately 20 minutes to complete. The monthly pulse surveys should take just 5 minutes to complete. The surveys can be completed on any device able to access the online survey platform.

The surveys aim to find out about community attitudes towards issues such as, but not limited to, the effectiveness of Rio Tinto community investment programs, dust, noise, employment, skills training and development initiatives. The survey also focuses on the nature of the relationship between community members and the company.

## Are the surveys confidential?

CSIRO has a strict ethics framework that protects the rights of research participants. All data are maintained securely, and no personal information or information that would enable identification of individuals is made

available to Rio Tinto. Participant confidentiality and anonymity are assured.

Within CSIRO, participant personal information and their survey response data are kept physically separate and only accessible by a small number of senior project members. All other parties, including Rio Tinto, receive an aggregated summary of responses by community, not the raw data.

## What happens to the data?

CSIRO will analyse the survey data collected and provide the information back to the communities and to Rio Tinto in a format that is accessible and useful.

Rio Tinto Headquarters in London also receives the summary of data collected in the Pilbara and other Rio Tinto locations around the world so they can track how well each site engages with communities neighbouring their operations.

The aggregated data may be used for the following:

- to identify and understand drivers of trust and acceptance of Rio Tinto
- in community engagement activities, and in various company communication materials and reports
- to inform future decisions and activities of industry and policy makers
- to produce reports and scientific papers
- in a broader program of CSIRO research that aims to understand the relationships between mining and communities at different levels across time.

The data may be licensed to a separate entity to enable continued data collection past the initial three-year agreement between CSIRO and Rio Tinto. This will enable a long-term view of community attitudes and how they change over time. Your personal details will not be included with the data. You will be contacted by CSIRO in these circumstances with an opportunity to either opt out or continue participation in the study with the new entity.

## How will Rio Tinto respond to the information from the surveys?

Rio Tinto has committed to use the data to achieve outcomes that matter to your community. The survey data will also inform Rio Tinto's community engagement approach, and development within the Pilbara region.

## What are the incentives to register with Local Voices?

When participants complete the anchor survey, they receive 20 tokens which they can allocate to an eligible not-for-profit community group. For each pulse survey completed, participants earn four tokens which they can similarly allocate. When a community group accrues 1000 tokens, CSIRO will deliver a payment of \$500 for their use. Alternatively, the community group can cash in tokens pro rata after 6 months if they haven't yet reached 1000 tokens. For example, 500 tokens would be equal to \$250.

## Which community groups are eligible for rewards through the incentive scheme?

Community groups that are eligible include schools, charities, and not-for-profit clubs and organisations operating within the Pilbara region. Groups must be nominated for the rewards program by a community member who has been authorised by the group, before they can receive tokens. Full eligibility criteria, and terms and conditions, can be found at [research.csiro.au/LocalVoices](https://research.csiro.au/LocalVoices).

## What happens if someone wants to stop participating in the Local Voices surveys?

Participation is completely voluntary and participants can stop at any time without any consequence or having to provide a reason. However, once results are published, it is not possible to retract data from the overall study.

## What happens if someone decides they would like to participate in Local Voices, but they didn't participate in the anchor survey?

This is ok, you can join Local Voices at any time. CSIRO will send a link to the pulse survey that is underway at that time and will continue to send invitations each month until you tell them otherwise.

**RioTinto**

### CONTACT US

t 1300 363 400  
+61 3 9545 2176  
e [csiroenquiries@csiro.au](mailto:csiroenquiries@csiro.au)  
w [www.csiro.au](http://www.csiro.au)

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### FOR FURTHER INFORMATION

**Mineral Resources**  
Dr Kieren Moffat  
t +61 421 329 811  
e [Kieren.Moffat@csiro.au](mailto:Kieren.Moffat@csiro.au)  
w [research.csiro.au/LocalVoices](https://research.csiro.au/LocalVoices)