

Rockhampton Regional Council: Community Views 2025

KEY INSIGHTS

Website: home.id.com.au/community-views
Email: views@id.com.au



Contents

01 Introduction
About .id, Community Views and this study

02 The Local Area
What do we know about the demographics, economics and future of the local area?

03 Key Insights
The key findings from the survey of Rockhampton residents

04 Resources
Connecting you with the Views platform and other resources



Daniel Evans
Community Views
Service Lead

0407 502 887
dan@id.com.au



Jacquie Norton
Senior Social Research
Consultant

0402 588 600
jacquie@id.com.au



Brigid Quinlan
Senior Social Research
Consultant

0422 463 197
brigid@id.com.au



About .id

Spatial intelligence that turns data into confident decisions

For over 25 years, .id has supported all levels of government, utility providers, emergency services, and private sector organisations in understanding their local areas to inform decisions that build better communities from the ground up.

Digital solutions for informed decision making



National datasets to monitor and benchmark local area progress.

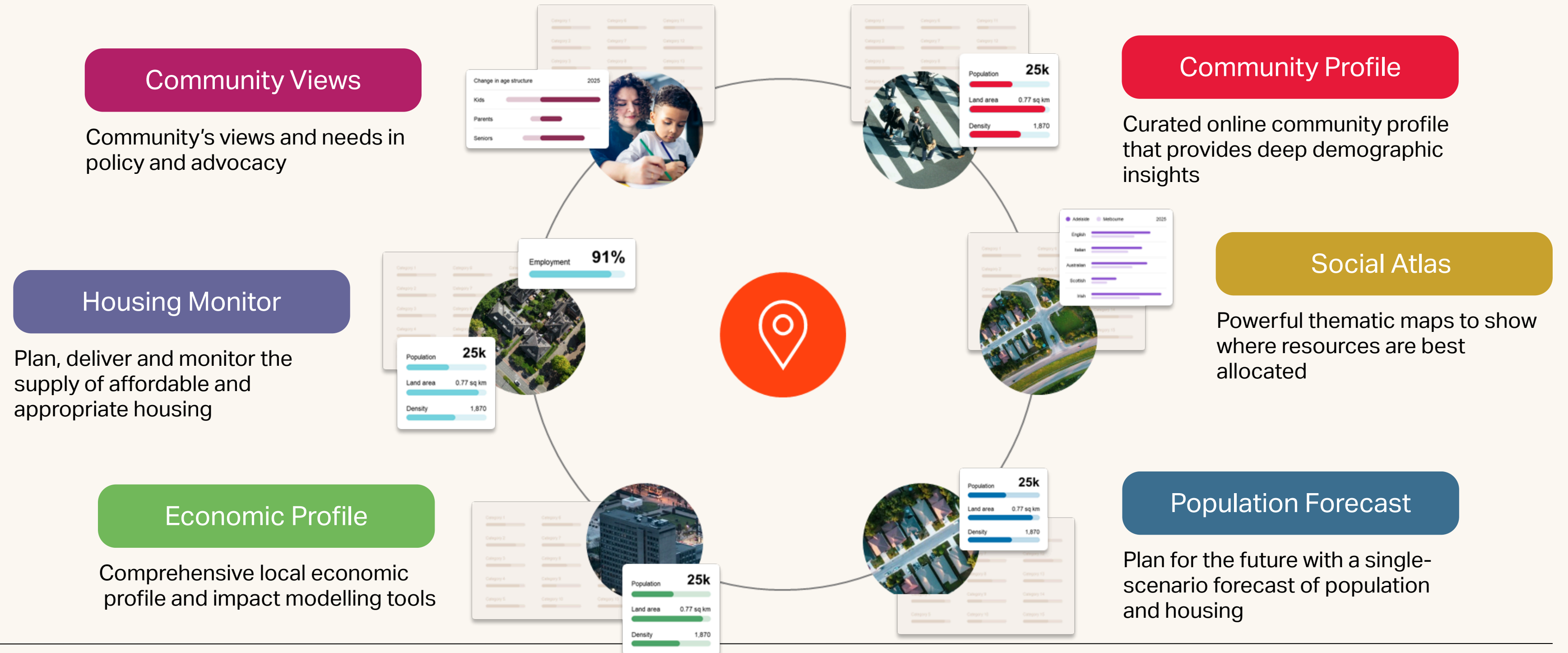


Consulting services informed by your needs



How Rockhampton accesses the solutions toolkit

Unlock the complete picture of your LGA



About Community Views

Launched in 2021 to better represent residents' values, experiences and future needs in planning and advocacy decisions.

Community Views complements our understanding of local area demographics, population futures and economics to provide clients with a truly integrated understanding of their place and community.

- We ask questions that help decision makers measure policy impacts on society beyond economics.
- We collect large, representative samples to reflect local area needs and demographic differences.
- We analyse and report insights on our leading online platform, views.id, which also hosts reports, presentations, videos and ongoing support.

QUESTIONNAIRE TOPICS

Values and Experiences

Liveability and Future Needs

Health and Wellbeing

Financial Circumstances

Climate Change

Concerns and Ideas

Custom Questions

Demography and Life Stages



How do we understand liveability?

A resident-centric approach informed by 16 critical attributes



**A lack of road
congestion**



**A prosperous
economy**



**High quality
education
opportunities**



**High quality
health
services**



**A strong sense
of community**



**Access to the
natural
environment**



**Making your way
to/from services
with ease**



**Opportunity
for all**



**Affordable
decent housing**



**Cultural facilities
such as museums,
galleries, festivals**



**Reliable and
efficient public
transport**



**Shopping, leisure
and dining
experiences**



Feeling safe



**Good job
prospects**



**Social
cohesion**



**Sports and
recreation**

How do we understand liveability?

A resident-centric approach informed by 16 critical attributes



Understand Values

The top 5 items residents believe contribute most towards making somewhere a good place to live



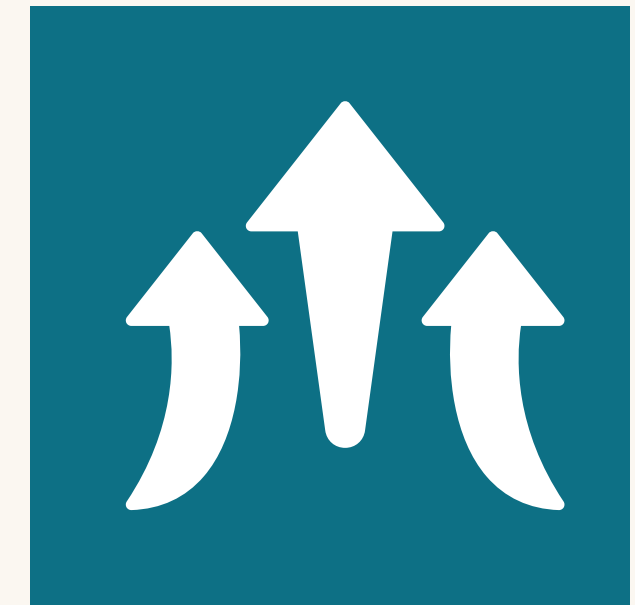
Measure Experiences

How residents experience all 16 items where they live on a scale between 0 & 10



Calculate Liveability

One number between 0 & 100 to monitor collective quality of life



Community Priorities

Attributes related to advancing quality of life to inform planning and advocacy

About the Study



Online survey conducted via social media advertising



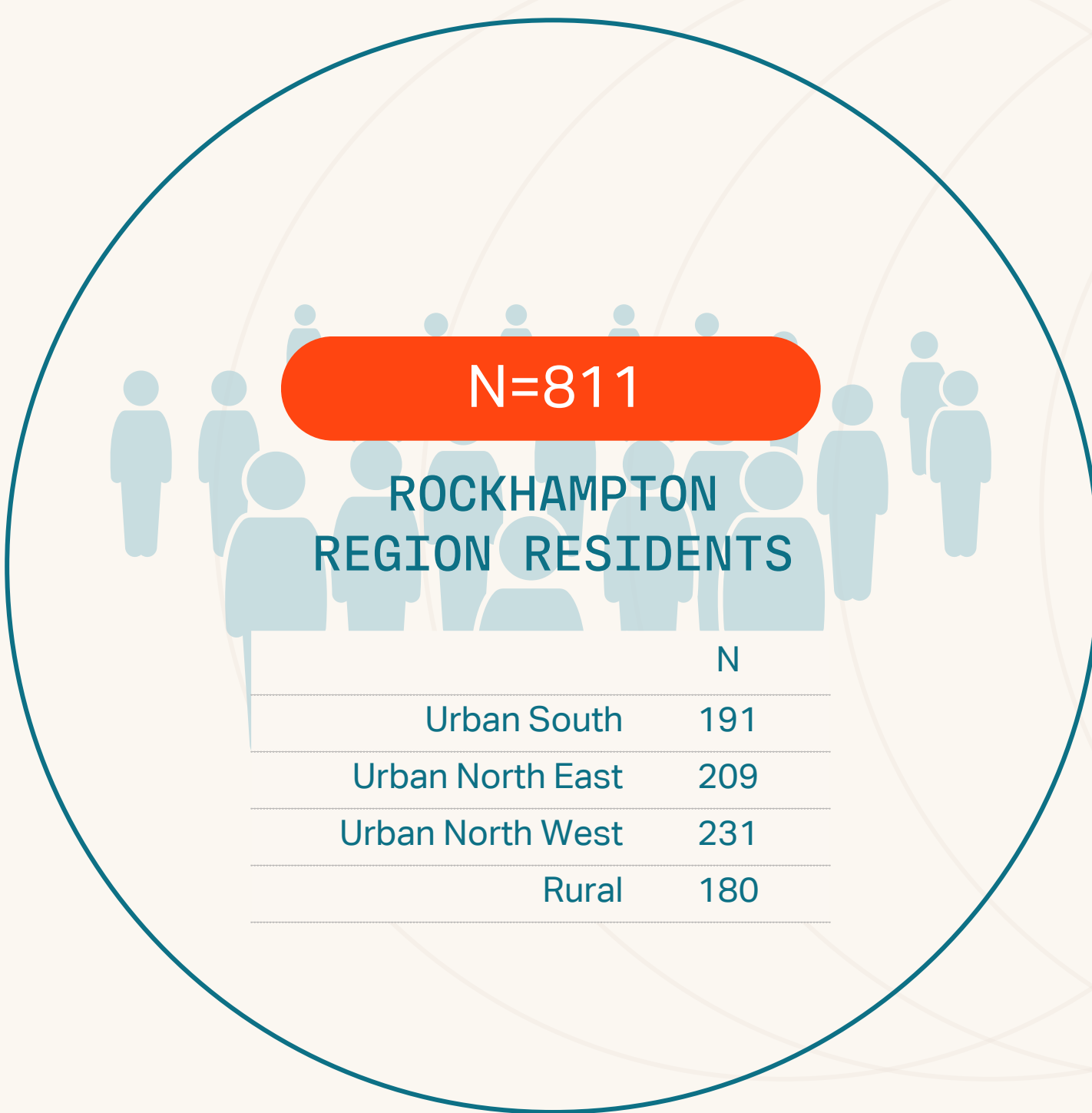
Total sample size of n=811, data weighted by age and local area



Data available spatially across local areas

views.id

Insights and data available on the views.id platform.



About Rockhampton

The Traditional Owners of the Rockhampton region are the Darumbal people.

profile.id **forecast.id**

Currently home to >85,000 people, +1% on the previous year, and is forecast to grow to 98,102 by 2041.

economy.id

Important service and logistics hub for Central Queensland: anchors health, education, government services and freight for the Capricorn Coast.

economy.id

Hospitals and aged care make up a much larger share of local jobs than average — reflecting Rockhampton's role as a regional care hub in an ageing region.

housing.id

Housing in Rockhampton is comparatively affordable and serves as a practical landing point for people seeking relief from the extreme housing pressure in south-east Queensland's coastal markets.



03

Key Insights



Overall Liveability in Rockhampton

The Overall Liveability Index for Rockhampton was 56.4 — slightly below the Central Queensland average of 57.2.

This suggests a community that sees real strengths in where they live, but is also signalling clear areas where experience could be improved.

Values & Experiences

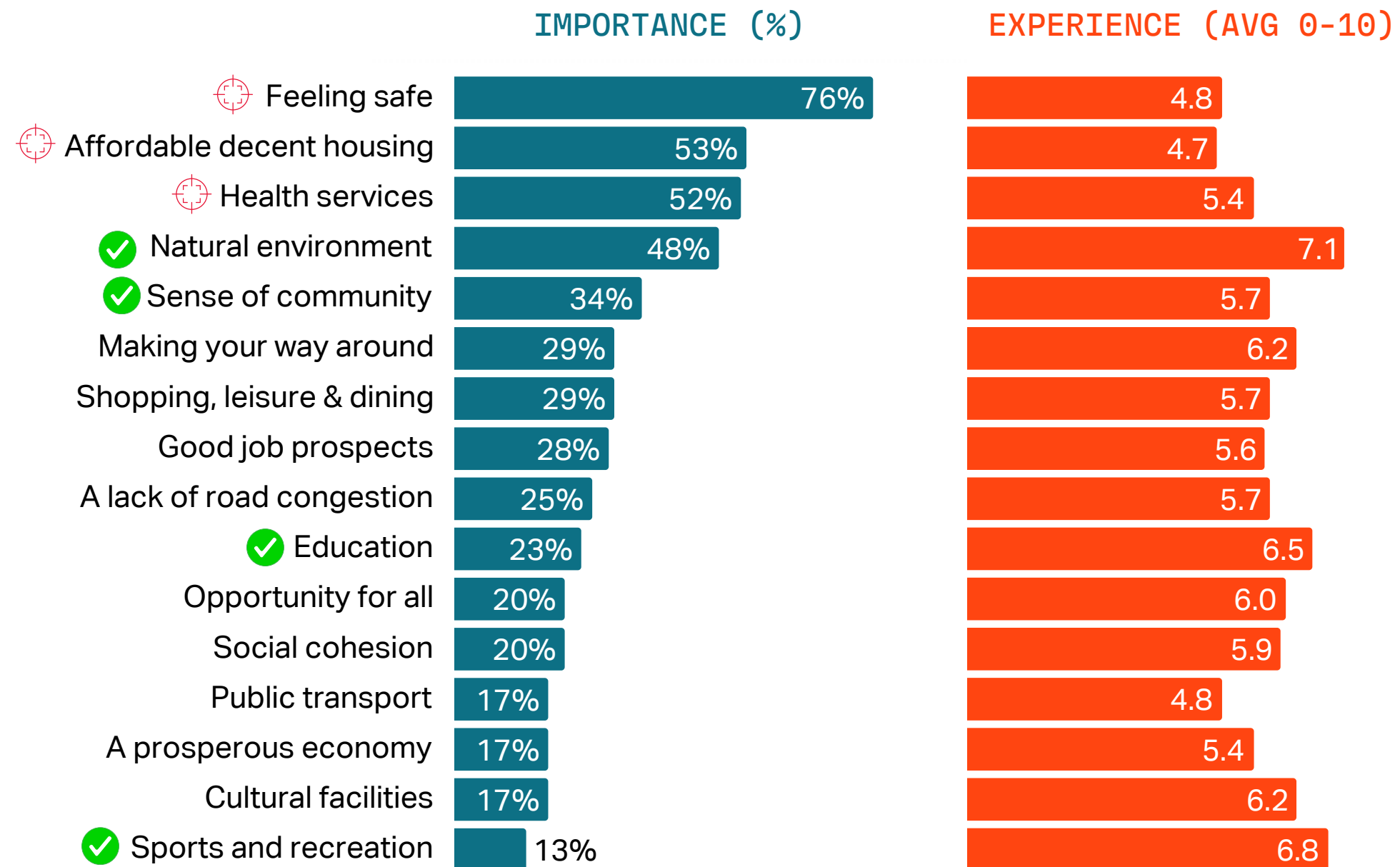
Overall Liveability Index



Australia	59.5
Regional Australia	58.3
Queensland	58.1
Central QLD	57.2

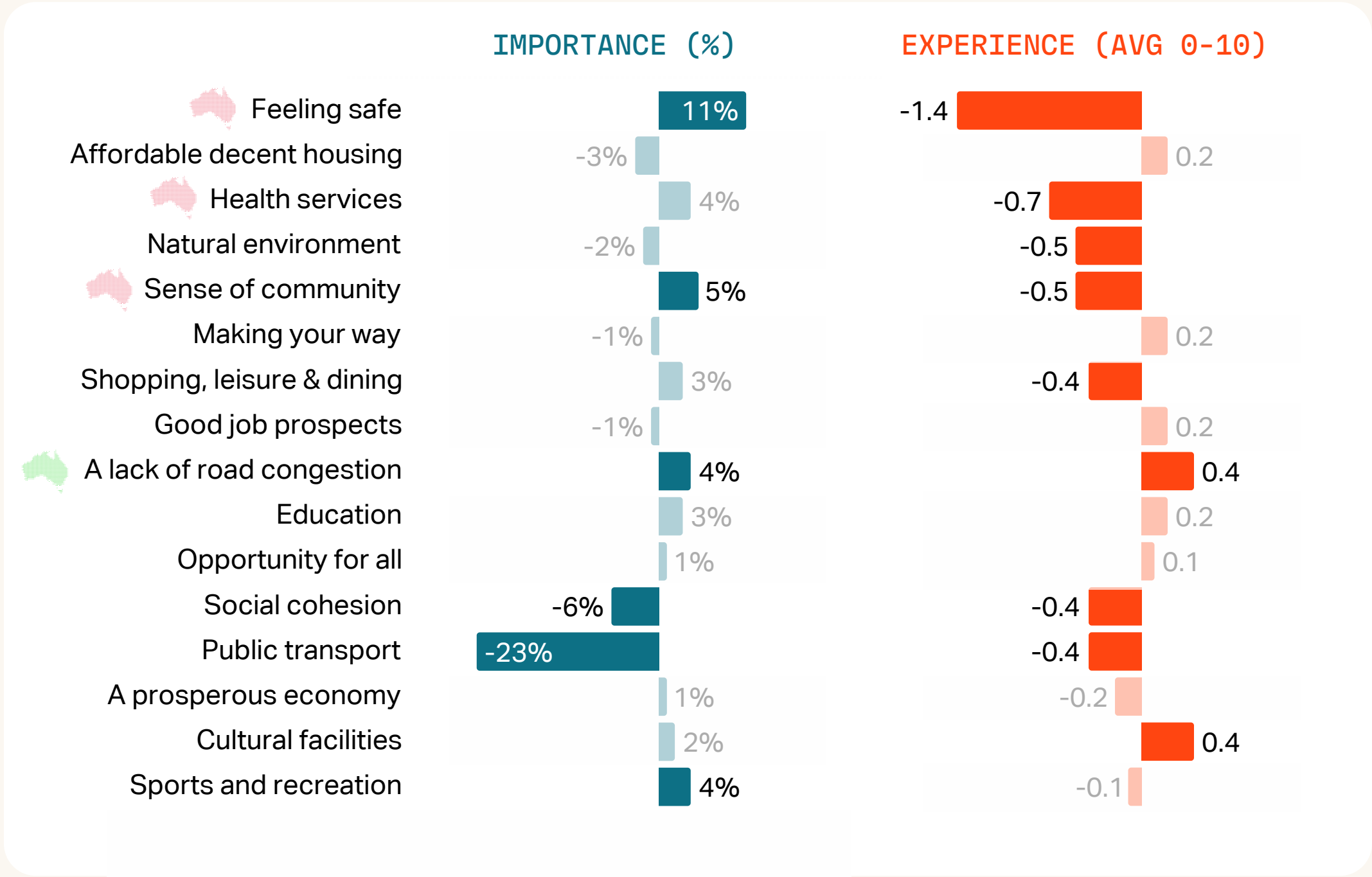
What do residents value in terms of a place to live, and how do they experience those things?

The chart to the right shows the liveability attributes of most importance to residents, and how they experience those same attributes on average (on a scale of 0-10).



How do Rockhampton resident values and experiences compare to the rest of Australia?

The chart to the right shows the values (importance) and experiences of residents compared to the average across Australia.



How is liveability experienced across Rockhampton?

Liveability was broadly consistent across the Rockhampton region, with only modest variation between areas.

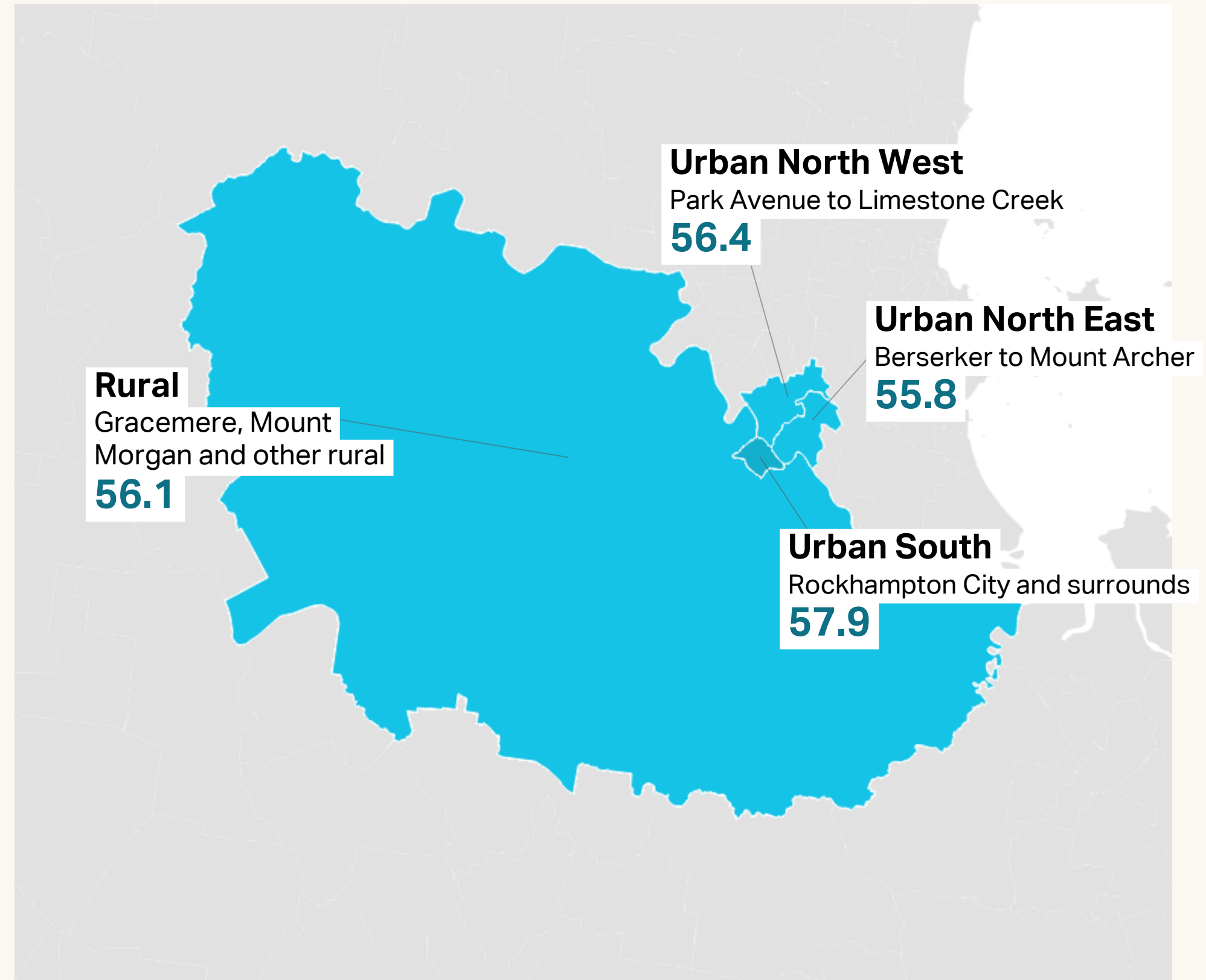
Local area definitions

Urban North East: Berserker, Frenchville, Koongal, Lakes Creek, Mount Archer

Urban North West: Kawana, Limestone Creek, Norman Gardens, Park Avenue, Parkhurst

Urban South: Rockhampton City, West Rockhampton, Allenstown, The Range, Wandal, and Depot Hill

Rural: Gracemere, Mount Morgan, Alton Downs, Bouldercombe, Gogango, Fairy Bower, Bajool, Ridgeland, Struck Oil, Stanwell, Garnant, Port Curtis, Pink Lily, Marmor, Horse Creek, Glenroy, Kabra, Bushley, Oakey Creek, Morinish, Dalma, Hamilton Creek, and Mount Archer



What are resident views on climate change and it's cause?

81% of Rockhampton residents said the climate is changing in some way, compared to 90% across Australia and 82% across Central Queensland.

Which of the following best describes your personal views on climate change?

		AUS	CENT. QLD
It's happening - caused entirely/mostly by human activities	28%	43%	25%
It's happening - caused equally by human activities and natural causes	32%	32%	33%
It's happening - caused entirely/mostly by natural causes	13%	9%	17%
It's happening, but I am not sure what is causing it	8%	6%	7%
I do not believe climate change is happening	19%	11%	18%

0% 50% 100% 150% 200% 250% 300% 350%

What are the perceived impacts of climate change on the local area?

Of those who believed in climate change, 79% felt climate change is or will be affecting their local area





- 43% said their local area is feeling the effects now
- 36% expected their local area to feel it within their lifetime
- Only 20% said they did not expect their local area to feel any effects

Base: Believe the climate is changing, n=656

48% were confident in the local ability to adapt to climate change

Residents expected to feel climate impacts through heat, bushfires, flooding and drought.

Top expected effects:

-  Extreme heat (87%)
-  Bushfires (68%)
-  Flooding (54%)
-  Droughts (53%)

Base: Believe the climate is changing and affecting the local area, n=513



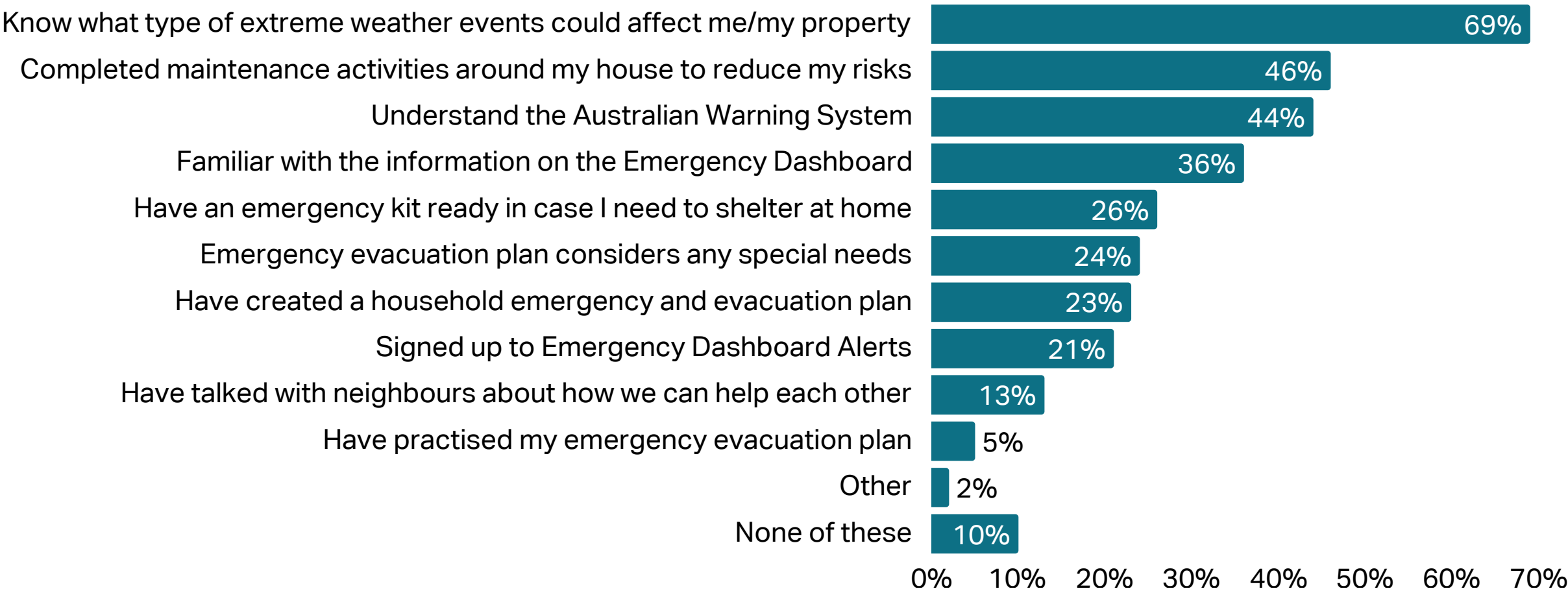
What extreme weather preparation tasks have residents undertaken?

Three quarters (75%) of Rockhampton residents said they felt confident they could manage an extreme weather event. Most knew what kinds of events could affect them (69%), many had taken basic preventative steps like home maintenance (46%), and a good share understood official warning systems (44%).

However, only one in four had an emergency kit or household evacuation plan, just one in five were signed up for emergency alerts, and very few had talked to neighbours (13%) or practised their plan (5%).

75% felt confident that they were personally prepared for extreme weather events

Which of the following extreme weather event preparation tasks have you undertaken?

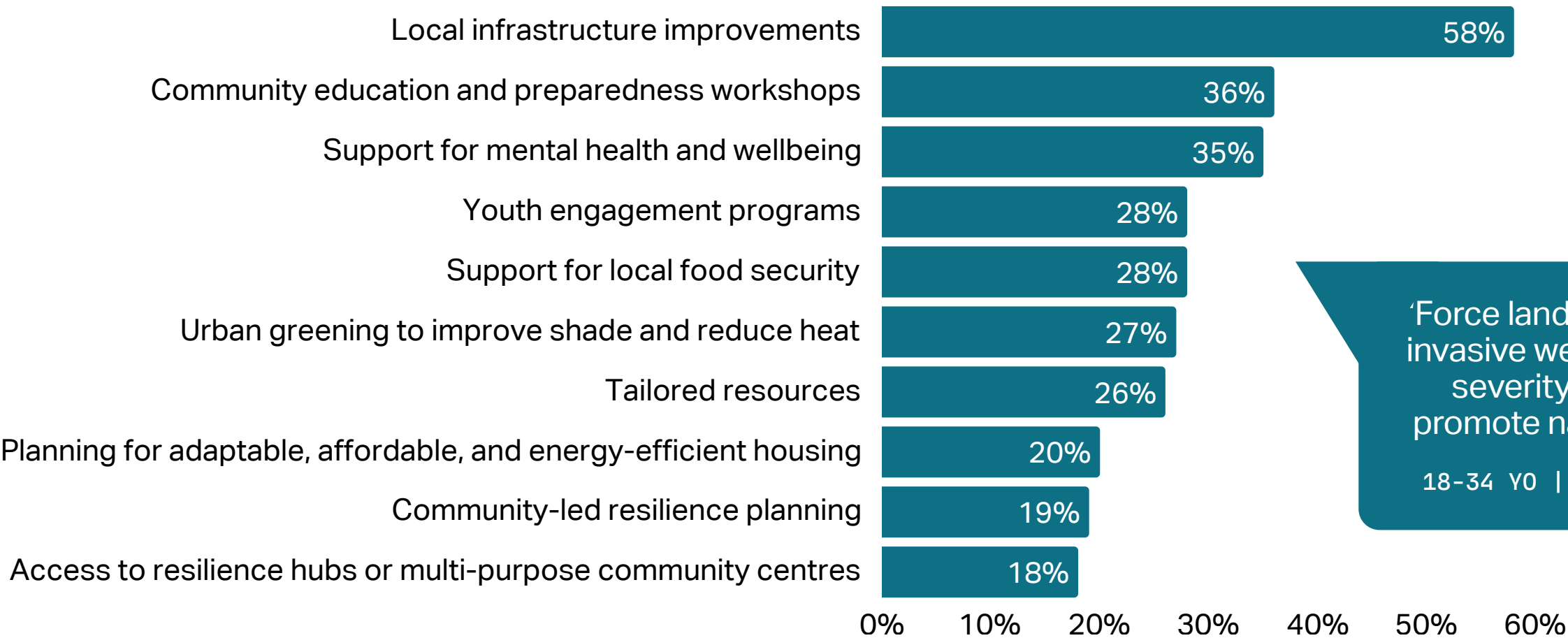


What do residents think would be useful in building community resilience?

Rockhampton residents took a practical and locally focused view of what builds resilience. The most common responses pointed to a desire for visible improvements, local knowledge, and wellbeing support.

Top responses included: Local infrastructure improvements (58%), community education and preparedness workshops (36%) and support for mental health and wellbeing (35%).

What would be useful in supporting your community to build its resilience? (Top 10)



‘Force land holders to manage invasive weeds to help reduce severity of bush fire and promote native revegetation’

18-34 YO | MALE | URBAN NORTH

What do residents think could be done to improve quality of life in the local area?

The comments from residents highlighted several key concerns and suggestions for improvement in their community.

The main themes related to increased safety and law enforcement, affordable housing, healthcare access, transportation and infrastructure improvements and community and recreational facilities.

These community priorities reflect the disconnect between values and experiences.



Increased safety and law enforcement: more police presence, stricter penalties for crime, and better policing to address issues such as car theft, drug abuse, and general crime rates.



Affordable housing: more housing options and lower rent prices. Building more high-density housing and implementing an empty homes tax to increase housing availability.



Healthcare access: more medical professionals, better access to specialists, and improved public health services. Need for bulk-billed services and the availability of mental health support.



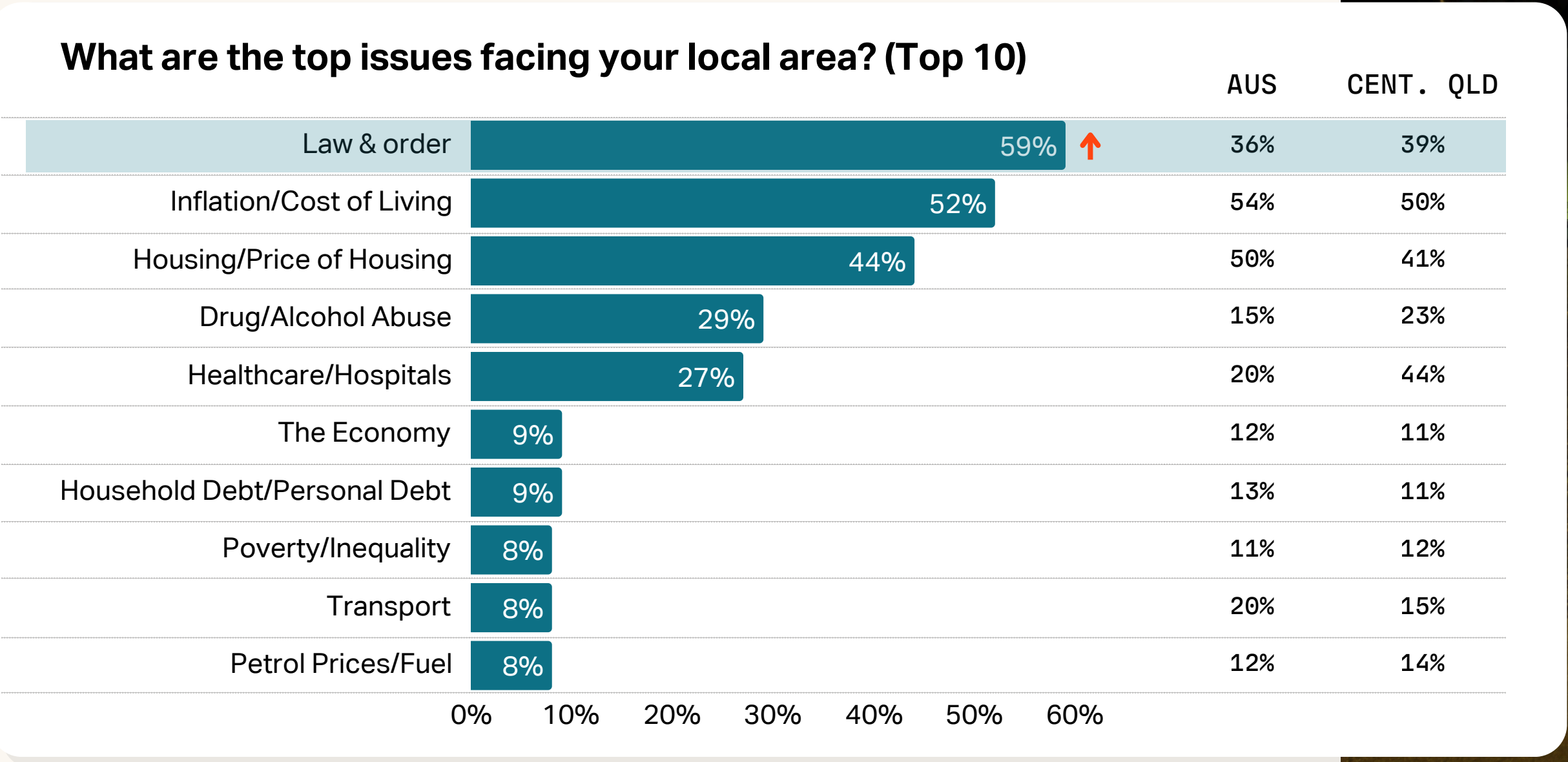
Transportation and infrastructure improvements: better public transport options, improved road conditions, walkable city designs with pavements and streetlights.



Community and recreational facilities: more activities for children, teenagers, and seniors, leisure spaces, community gardens, and free community events to foster social cohesion.

What are the top concerns in the local area?

The top local area concerns in Rockhampton were crime/law & order, inflation/cost of living, and housing affordability.

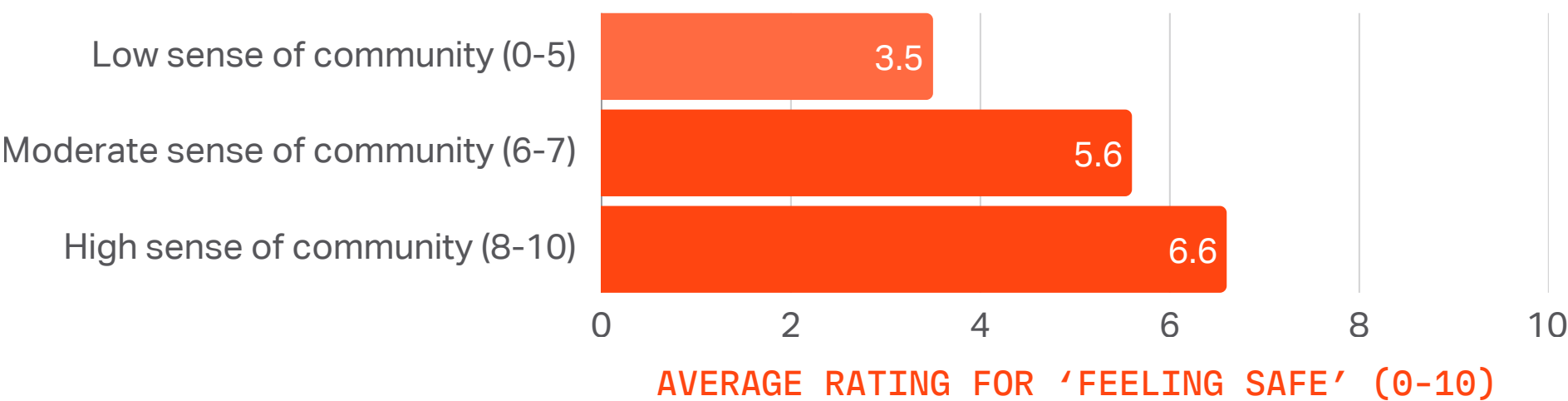


The concern about law & order doesn't necessarily mean crime rates are higher — rather, it reflects heightened visibility of safety issues, community perceptions of disorder (e.g. vandalism, anti-social behaviour, drug use), and a local desire for stronger public confidence and civic pride.

What can be done about feelings of safety and concerns about crime?

The Rockhampton Community Views data reflects a pattern we consistently see across communities: residents who feel a stronger sense of community also report feeling safer, while those with weaker social connection are more likely to feel unsafe. This is because perceptions of safety are shaped as much by trust, familiarity and belonging as by policing or enforcement.

Relationship between feeling safe and a sense of community



Unlike policing, social connection and community belonging sit directly within Council's influence through:

- place activation and events that create shared public experiences
- support for local clubs, sporting groups and cultural participation
- design and maintenance of safe, welcoming public spaces
- neighbourhood-level engagement and visibility
- programs that reduce isolation and strengthen social contact

Start with more emphasis on sport and healthy activities especially walking, bush walking, bringing people together and healthier. Far more support from the council to sports clubs and other activities clubs to hold carnivals, shows etc."

60+ YO | FEMALE | URBAN NORTH

Where are housing pressures most felt?

Thanks to its more attainable housing, Rockhampton serves as a practical landing point for people seeking relief from the extreme housing pressure in south-east Queensland’s coastal markets.

That affordability supports:

- Regional workforce attraction and retention
- Younger / lower-income households priced out elsewhere
- Step-down relocation from more expensive coastal centres (e.g. Townsville, Bundaberg)

In Rockhampton, as with other places, both young people (aged 18-34 years) and renters experience significant barriers to accessing affordable decent housing. For young people, housing was a significantly more important attribute of liveability (70%) and experiences with housing in the local area were poorer (3.9/10). The same is true for those that rent, at 75% importance and 4.1/10 for experiences.

As the young population forms a greater part of Rockhampton’s demographic profile into the future, access to affordable housing will become increasingly important.

housing.id

Median Price (Jun 2025 quarter)

Median House Price (Jun 2025)

Rockhampton	\$552,000
Regional Queensland	\$735,000

Median Unit Price (Jun 2025)

Rockhampton	\$422,500
Regional Queensland	\$705,000

Identified 'affordable decent housing' as highly important but poorly experienced

	IMPORTANCE	EXPERIENCES
Rockhampton	53%	4.7
Young people (18-34 years)	70% ↑	3.9
Renters	75% ↑	4.1

Understanding community health and health services in Rockhampton

Rockhampton’s health profile highlights both a growing need for better health services and a strong local response to meet it.

Census data shows that 36% of Rockhampton residents have at least one long-term health condition, compared with 32% nationally. While this is often linked to older populations, Rockhampton’s relatively young median age of 37 (just below the national 38) suggests health issues are widespread across age groups; indicating a complex and varied health challenges rather than age-specific ones.

Economic data supports this pattern. Health Care and Social Assistance now accounts for 21% of all local jobs (16% across Australia), and up from 15% in 2013–14. This growth reflects a strong local response to increasing demand and highlights the sector’s critical role in Rockhampton’s economy.

However, findings from the Community Views survey show there’s still work to do. Residents ranked ‘high quality health services’ as the 3rd most important factor contributing to quality of life, but only 12th in terms of positive local area experiences. This disconnect between importance and experiences underscores continued demand for more accessible, high-quality services.

Understanding which services are most in demand across different age groups will be critically important to improving access to health care over the long term.

Long term health conditions - Summary profile.id

Rockhampton - Persons (Usual residence)	2021		
Long-term health conditions - Summary	Number	%	Regional QLD %
Population with at least one long-term health condition	29,681	36.2	32.9
No long-term health conditions	43,765	53.4	56.9
Not stated	8,519	10.4	10.2
Total persons	81,965	100.0	100.0

Source: Australian Bureau of Statistics, [Census of Population and Housing 2021](#). Compiled and presented by .id (informed decisions).

Employment (total) by Industry: Health Care & Social Assistance economy.id

	ROCKHAMPTON	AUSTRALIA
2023/24	21%	16%
2013/14	15%	12%
Change	+6%	+4%

“Hubs for drug affected people, syringe disposal bins so they are dumped everywhere. Adequately staffed acute mental health support”

60+ YO | FEMALE | URBAN NORTH

Four key takeaways

Lower Overall Liveability but clear community values

Overall livability is slightly below the Australian average of 59.5, but in line with the Central Queensland benchmark. Residents have a clear sense of what makes their area a good place to live: feeling safe, affordable and decent housing, quality health services, and easy access to nature.

An aware and prepared community

Residents believe their area is experiencing the effects of a changing climate, regardless of the cause. Three in four feel personally prepared for extreme weather, and seven in ten know which events could affect their property, showing strong risk awareness and a proactive response.

Invest in community to create resilience

Investing in community development, sport, and recreation strengthens social connections. Connected communities are more resilient in the face of adversity (e.g. natural hazard events) and are also safer communities.

Focus on the fundamentals

The community has a clear roadmap of priorities, yet there are gaps in three of the four things they value most: feeling safe, housing, and quality health services. Addressing these fundamentals is key to improving everyday lived experience.



The Community Views results give Rockhampton Regional Council:

1

A baseline for resident values, experiences and wellbeing across all Corporate Plan themes

2

Quantifiable metrics to complement infrastructure, environmental, and economic reporting

3

Community-led evidence to guide advocacy, investment, and communication priorities

By repeating this survey periodically, Council can demonstrate progress toward its vision.

