

Rockhampton Regional Council: Community Views 2025

KEY INSIGHTS

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01

Introduction





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.

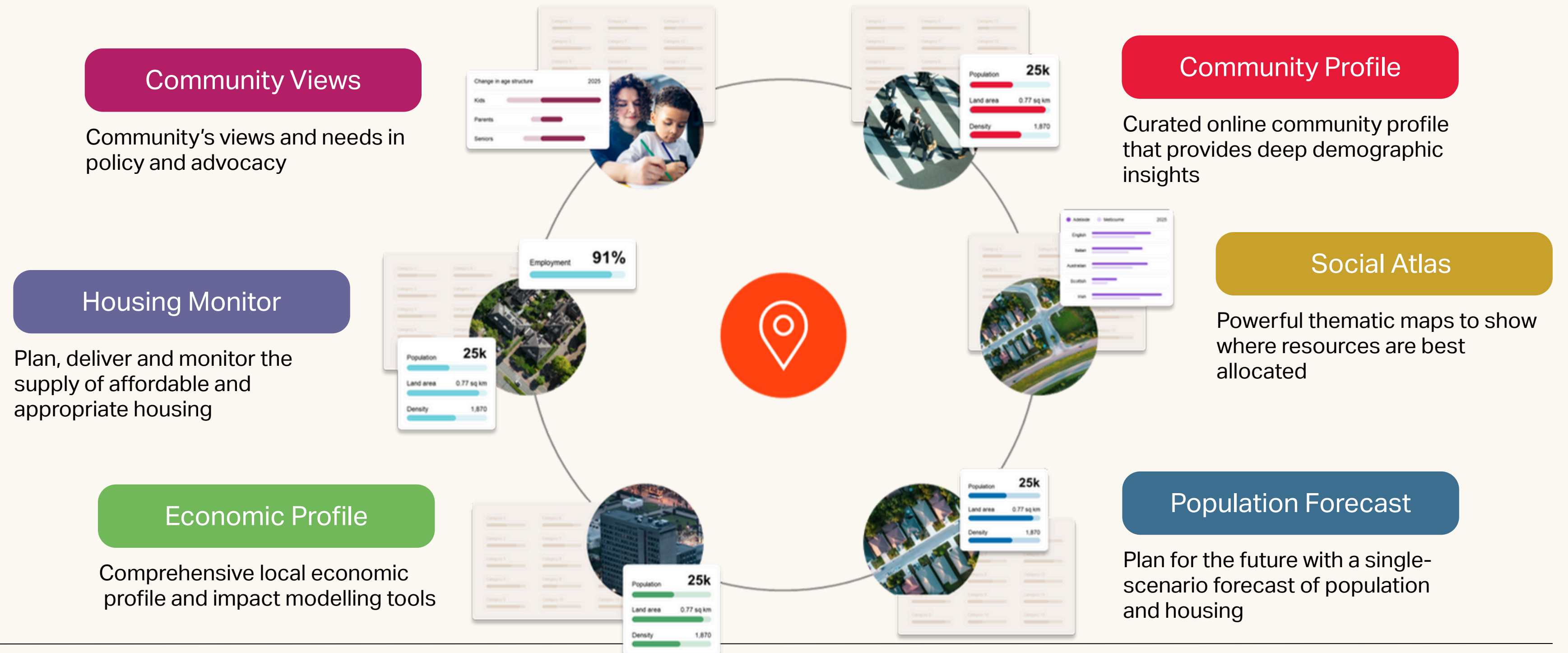


Consulting services informed by your needs



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



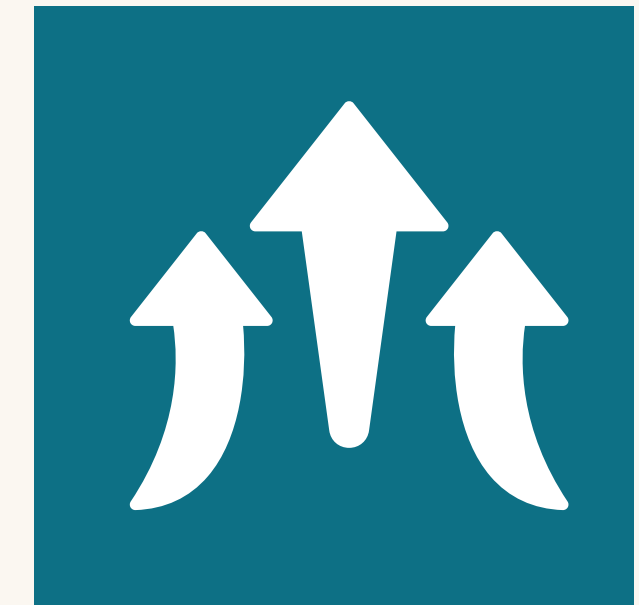
Measure Experiences

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



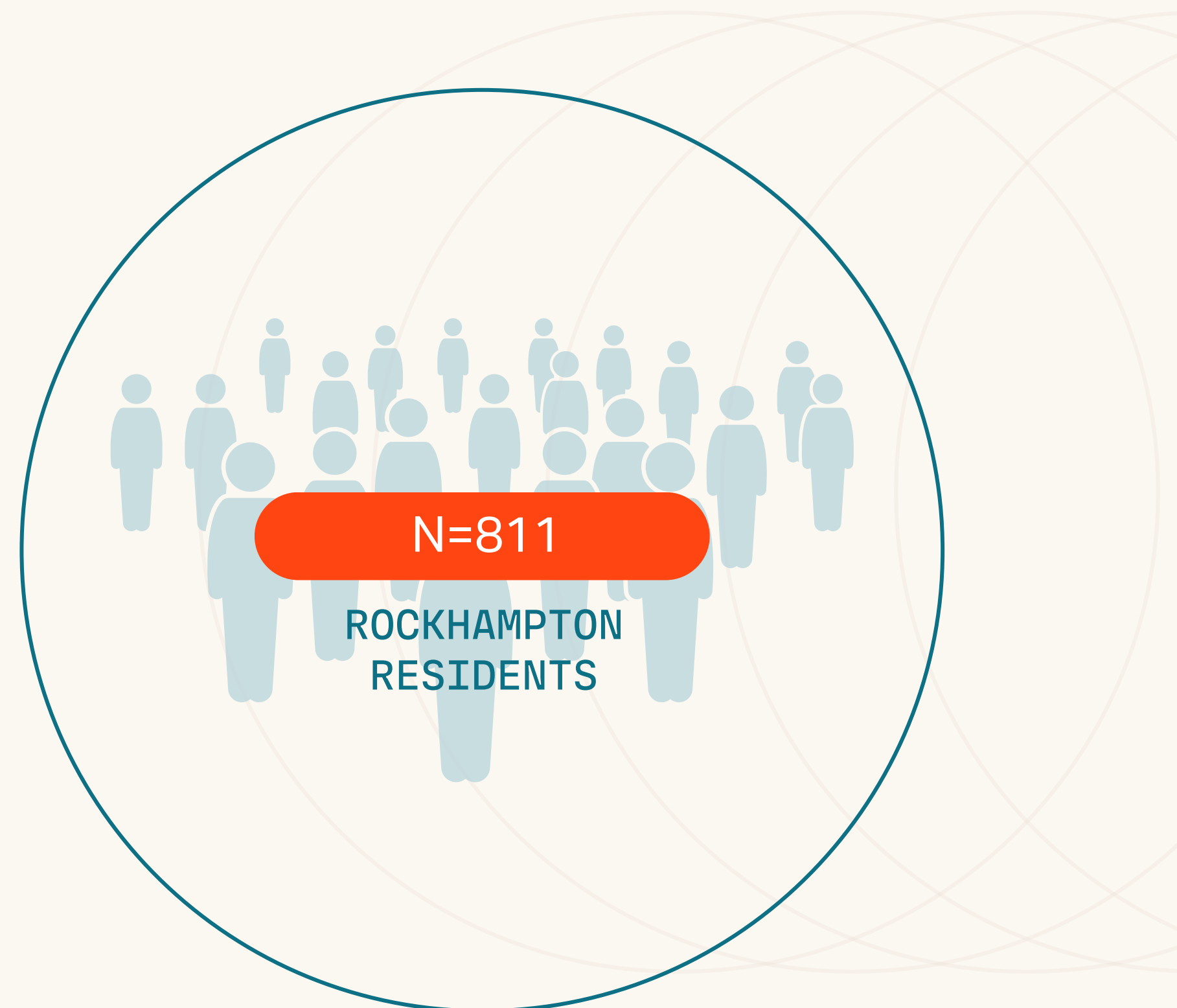
Total sample size of n=811, data weighted by age and local area



Data available spatially across local areas

views.id

Insights and data available on the views.id platform.



Detailed Methodology

The survey was conducted between 12th September to 15th October, returning a sample of n=811 completed surveys. This is the first wave of the study.

Respondents were sourced via .id's proven social media advertising approach.

Upon completion, the survey sample was compared with the population of interest to identify if any responses to the demographic and life-stage questions were skewed relative to their share of the actual population. Taking into consideration the impact of these skews, .id elected to normalise the survey data using age and local area. Data-weighting is a common practice in social research. It aims to improve the representativeness of survey results.

The maximum margin of error is +/-3.1% at the 95% confidence interval. In simple terms, this means that if 50% of survey respondents placed importance on 'high quality health services', we can be 95% confident that between 46.9% and 53.1% of the total local adult population place importance on 'high quality health services'.



02

The Local Area



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

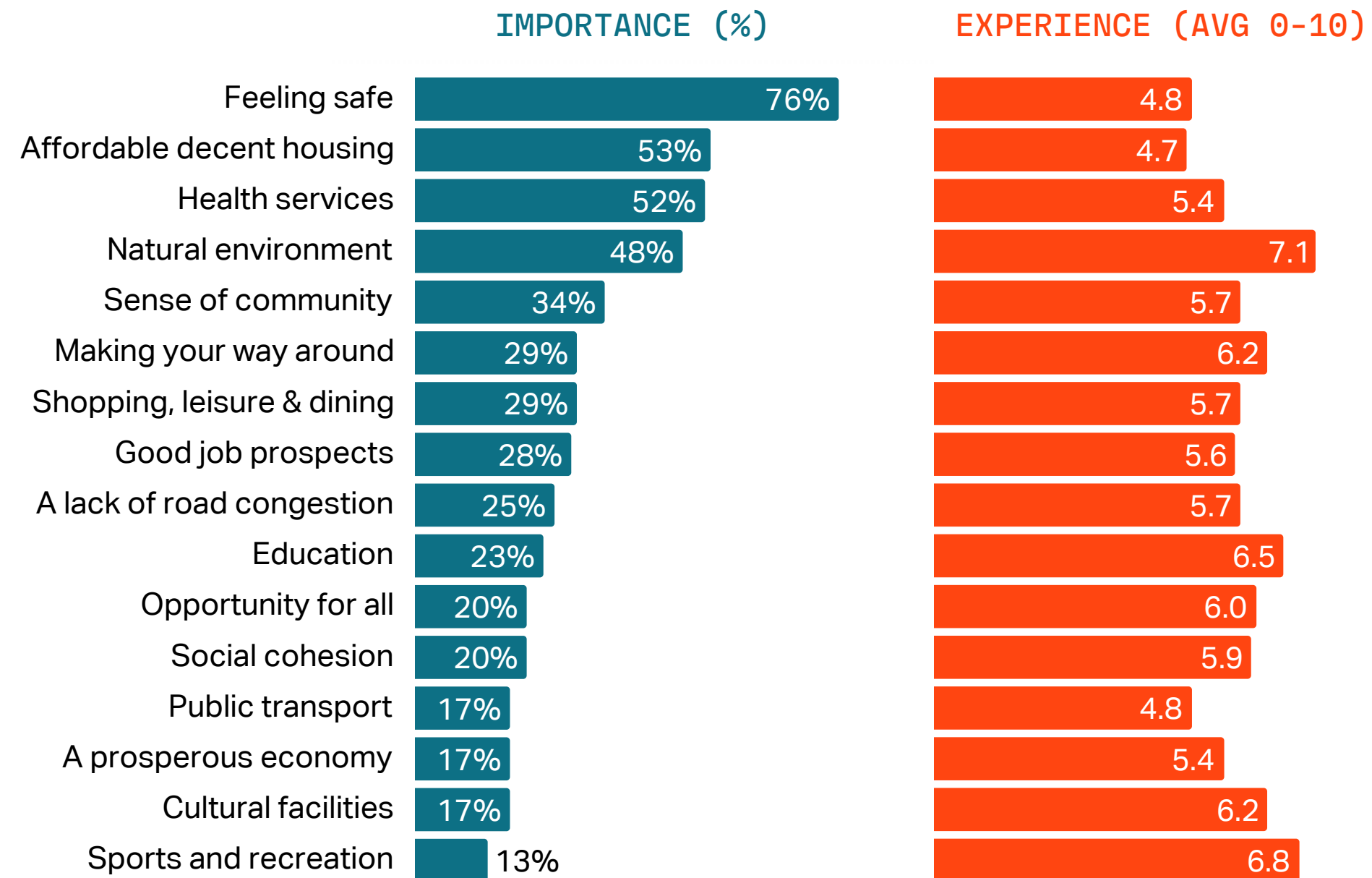
Overall Liveability Index



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).



The values of Rockhampton residents are anchored in security, stability and wellbeing

The top priorities for Rockhampton residents (where importance was highest) were:

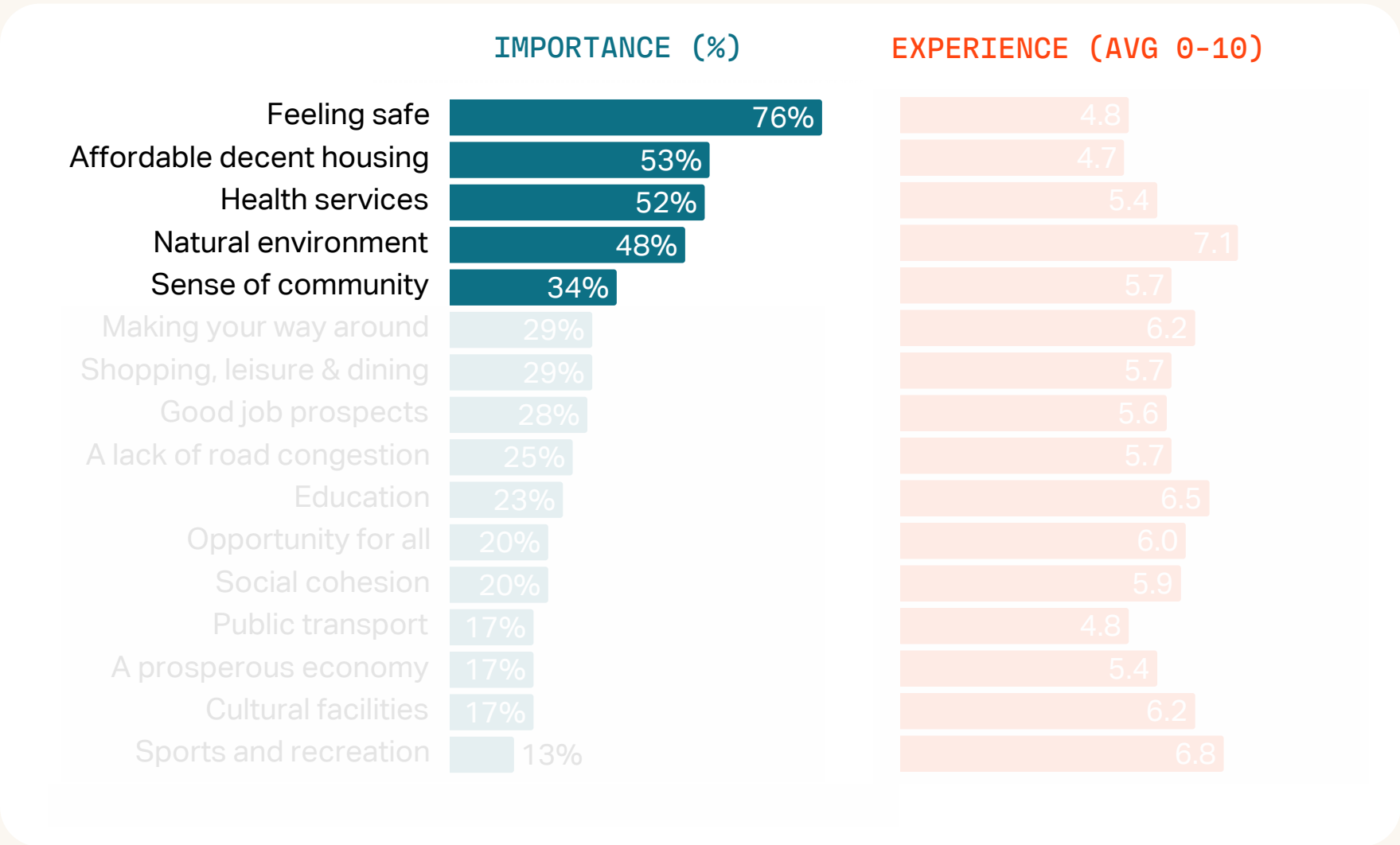
- 1. Feeling safe (76%)
- 2. Affordable decent housing (53%)
- 3. Health services (52%)
- 4. Natural environment (48%)
- 5. Sense of community (34%)

These priorities aligned strongly with the idea of security, stability, wellbeing and grounding in nature.

Feeling safe and secure has been described as the bedrock upon which our more social and aspirational needs can be met. It’s been argued that if we do not feel safe and secure, we simply cannot participate to our fullest extent. To this end, it’s no surprise that ‘feeling safe’ has been nominated by residents as the most important attribute that contributes to making somewhere a good place to live.

‘Affordable decent housing’ is often selected as one of the most important attributes of liveability. Rockhampton has a higher-than-average share of socio-economic disadvantage (SEIFA score below national average), reinforcing the importance of affordable housing to the community.

Having access to high quality health services is crucial to our public and economic health, and critical in Rockhampton due to the higher rate of long-term health or mental health conditions (36.2% vs 32.9% for Regional QLD).



The region’s connection to nature and recreation are experienced as quality-of-life strengths

Rockhampton residents rated the following more highly in terms of how they experience their local area:

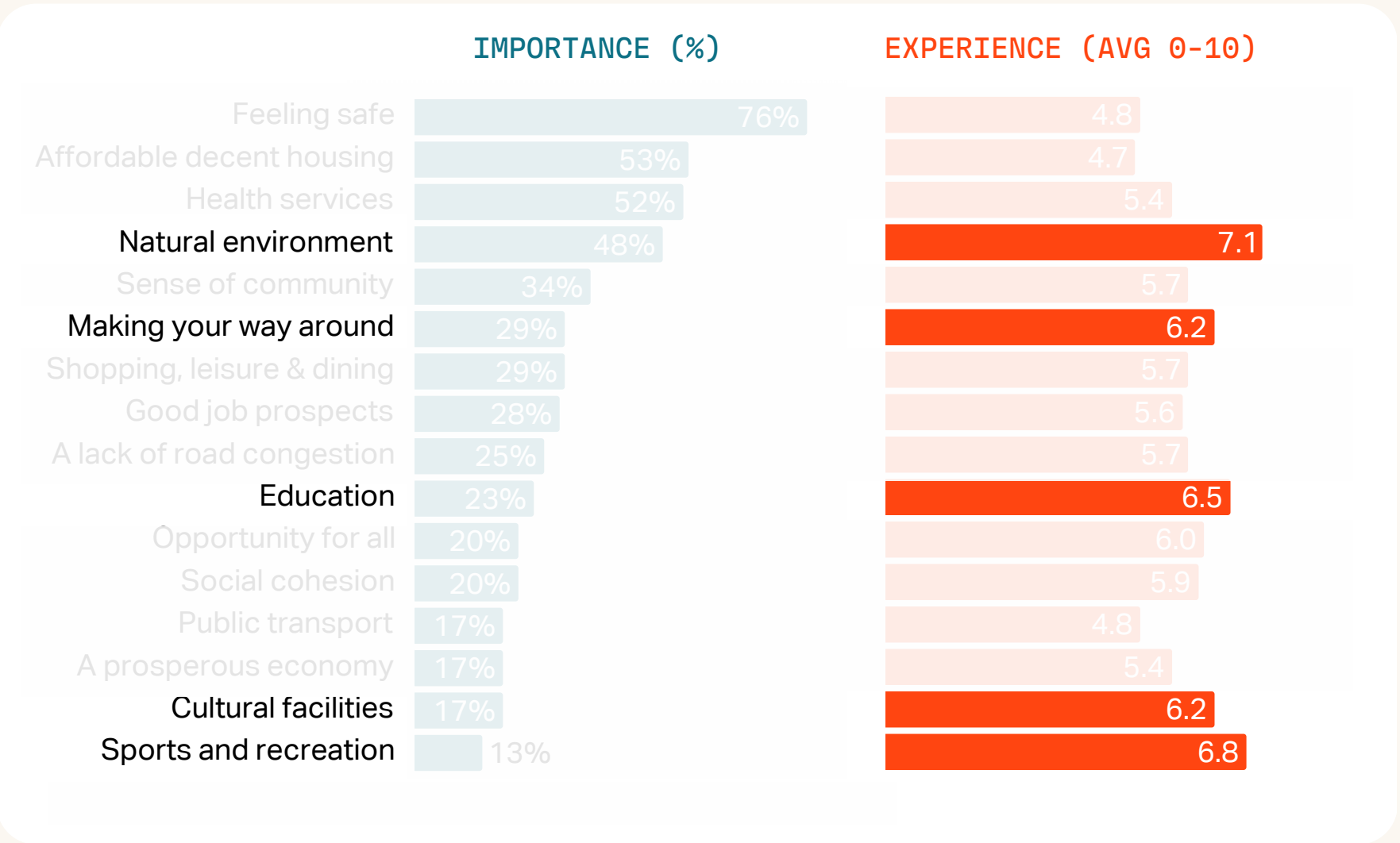
- Access to the natural environment (7.1/10)
- The ability to view and participate in sports and recreation (6.8).
- High quality education opportunities (6.5/10), significantly higher than Central QLD (5.5)
- Cultural facilities such as museums, galleries, festivals (6.2), significantly higher than Central QLD (5.4)
- The ability to make your way to and from services such as employment, education and healthcare with relative ease (6.2)

Experiences accessing nature were strong, signalling that the natural setting is deeply embedded in the liveability of the area. There was also a strong appreciation for sport and recreation, with residents rating the ability to participate in and attend sporting activities highly.

Education stood out as a real point of strength, rated well above the broader Central Queensland benchmark.

Cultural participation also performed strongly — again considerably higher than the Central Queensland average. This indicates an active cultural life that contributes to a sense of vibrancy and civic identity.

Finally, residents rated the ability to make your way around with ease positively. This is an important foundational strength compared to fast-growing coastal centres where congestion is a defining pain point.



Residents are signalling pressure on safety, housing and essential services

The attributes where local experiences were rated more poorly included:

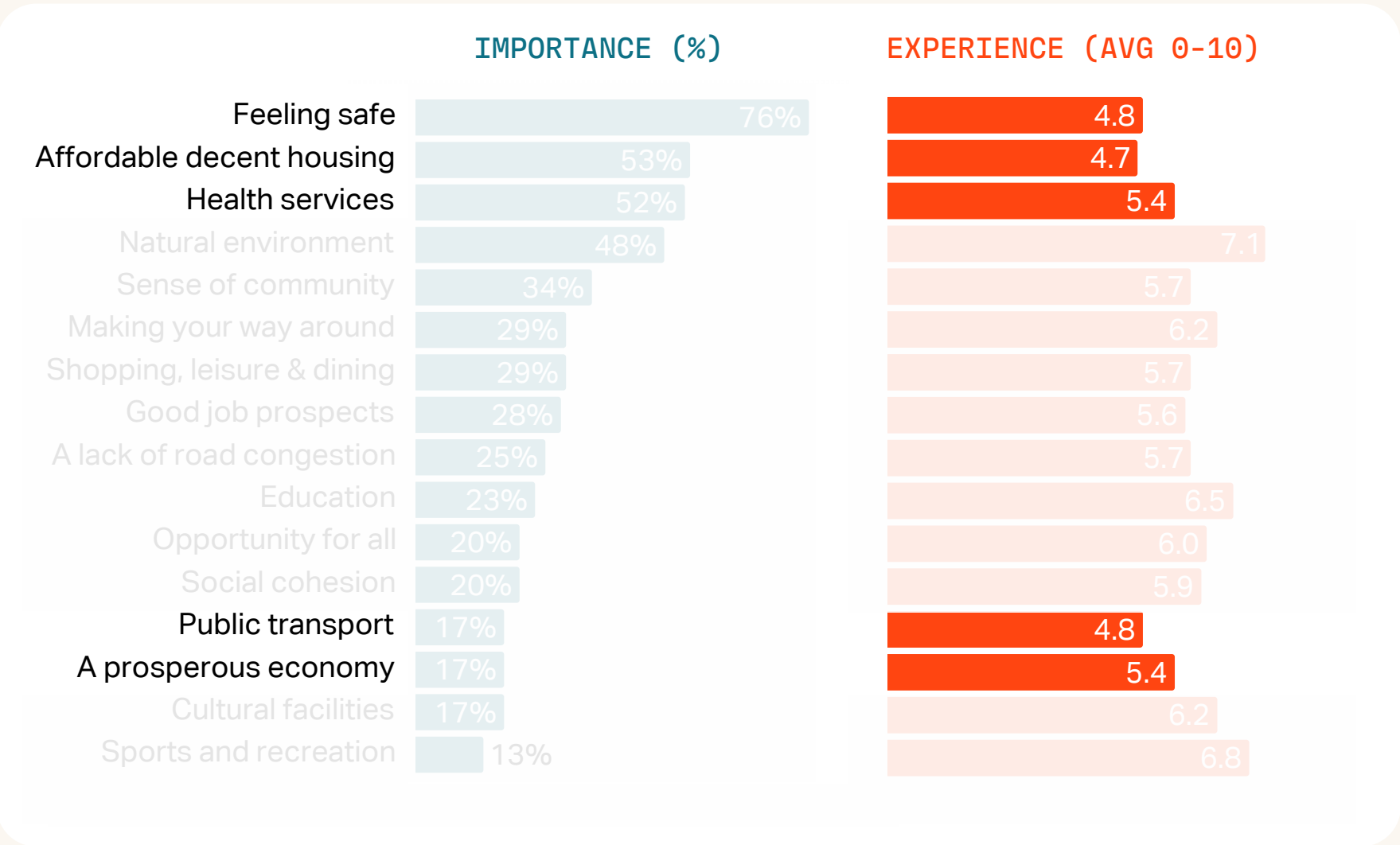
- Affordable decent housing (4.7), slightly higher than the national average (4.5), but the most poorly rated aspect of local area liveability.
- Public transport (4.8)
- Feeling safe — importance is extremely high, but experience is only 4.8 (well below national 6.2).
- A prosperous economy (5.4)
- Health services — moderate experience at 5.4, but below national benchmark (6.1).

While Rockhampton offers more affordable housing than much of the state, residents are sensitive to increases in house prices and rents. Given the city’s positioning as a “workable base” for essential workers and families, any perceived erosion of housing security will be noticed quickly.

Perceptions of personal safety were noticeably weaker, and this emerges as a consistent friction point.

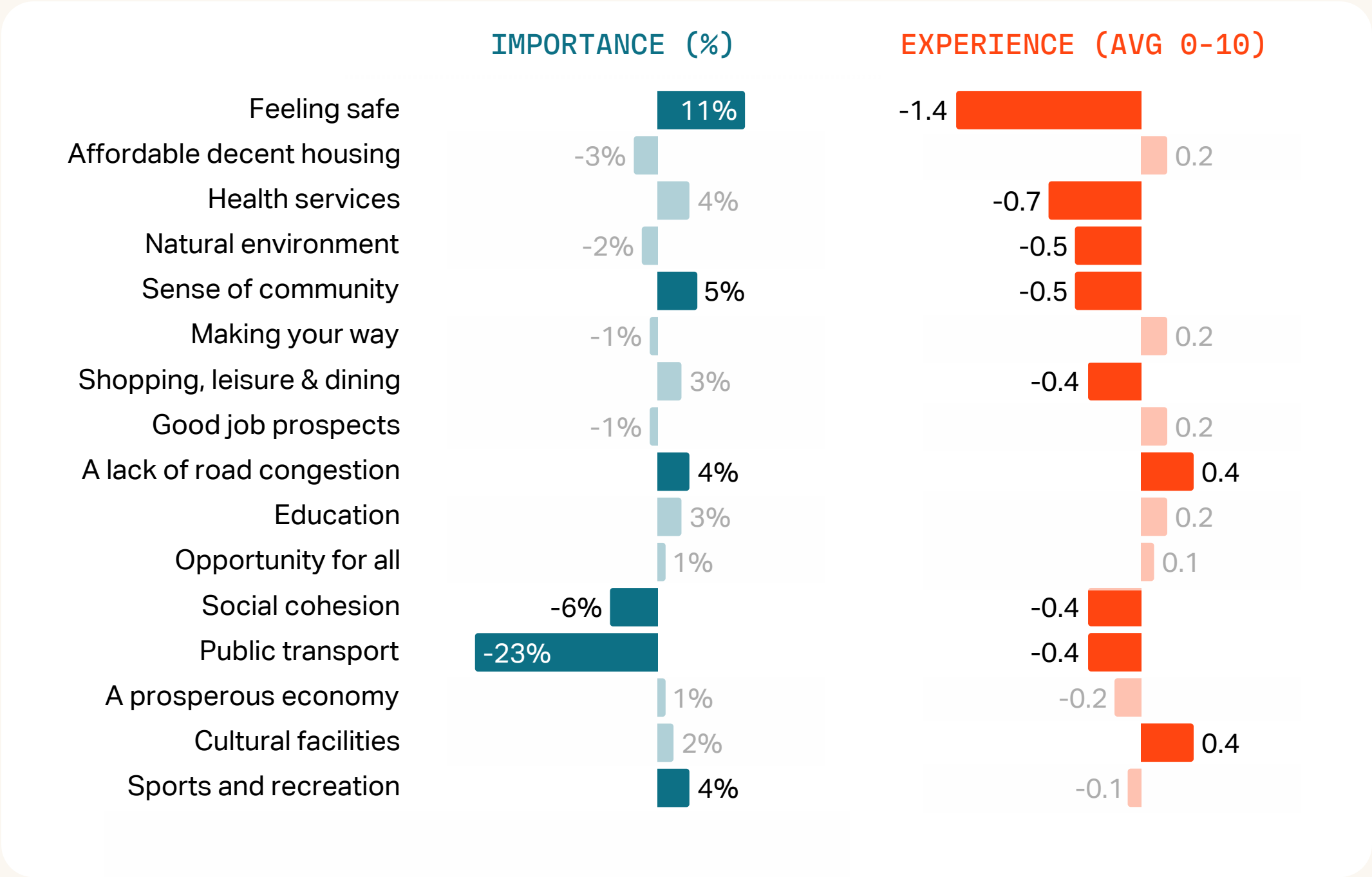
Public transport was rated relatively low in Rockhampton (4.8), however importance was also low given most residents rely on private vehicles.

Experiences of health services were moderate, but comments suggested the need for more medical professionals and specialists, bulk-billed services and mental health support.



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

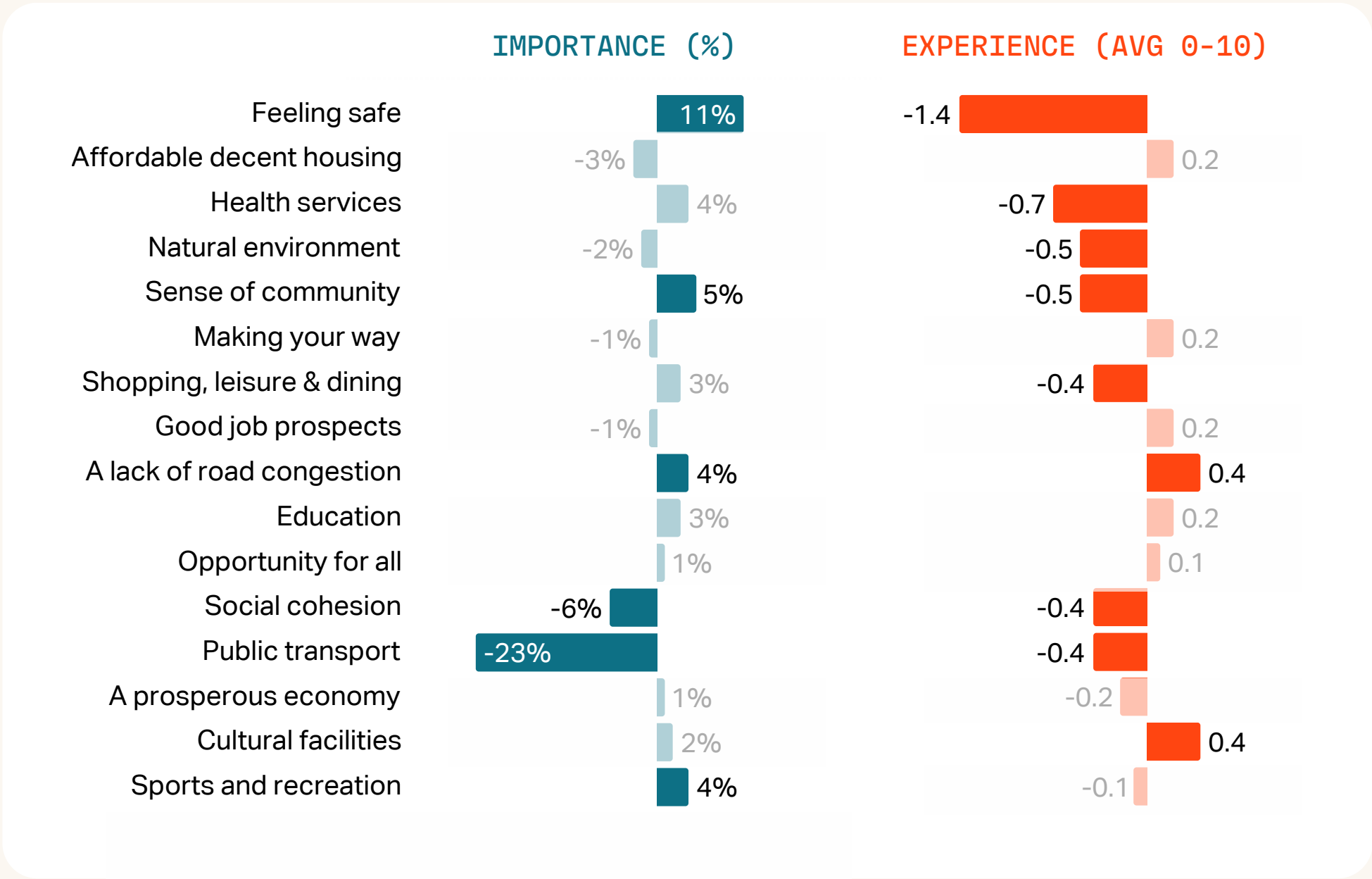
The chart to the right shows the values (importance) and experiences of residents compared to the average across Australia.



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

Feeling safe was a significantly higher priority for Rockhampton residents than for Australians overall. This also ties in with the importance residents placed on having a sense of community as part of everyday wellbeing. In contrast, public transport was less important to Rockhampton residents, which is typical for regional centres where most people rely on private vehicles but those who do rely on public transport — including young people, shift workers, and those without cars — may face greater barriers to participation.

Residents reported stronger experiences with road access and cultural facilities than the national average. This suggests Rockhampton’s lack of road congestion and active cultural infrastructure are valued aspects of daily life — key strengths for both lifestyle and identity. By comparison, health services and personal safety were experienced less positively, even though they ranked among the most important liveability factors. This points to clear opportunities for Council to strengthen perceptions of safety and wellbeing through local design, activation and community-building initiatives.



Critical focus areas to improve local area liveability

MAINTAIN
Lower importance, better experiences

- Sports & recreation
- Education
- Opportunity for all
- Social cohesion
- Cultural facilities

- A lack of road congestion
- A prosperous economy
- Public transport

MONITOR
Lower importance, poorer experiences

SUSTAIN AND CELEBRATE
Greater importance, better experiences

- Access to the natural environment
- A sense of community
- Shopping leisure and dining experiences
- The ability to make your way around

- Feeling safe
- Good job prospects
- Health services
- Affordable decent housing

FOCUS FOR IMPROVEMENT
Greater importance, poorer experiences

How is liveability experienced across Rockhampton?

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

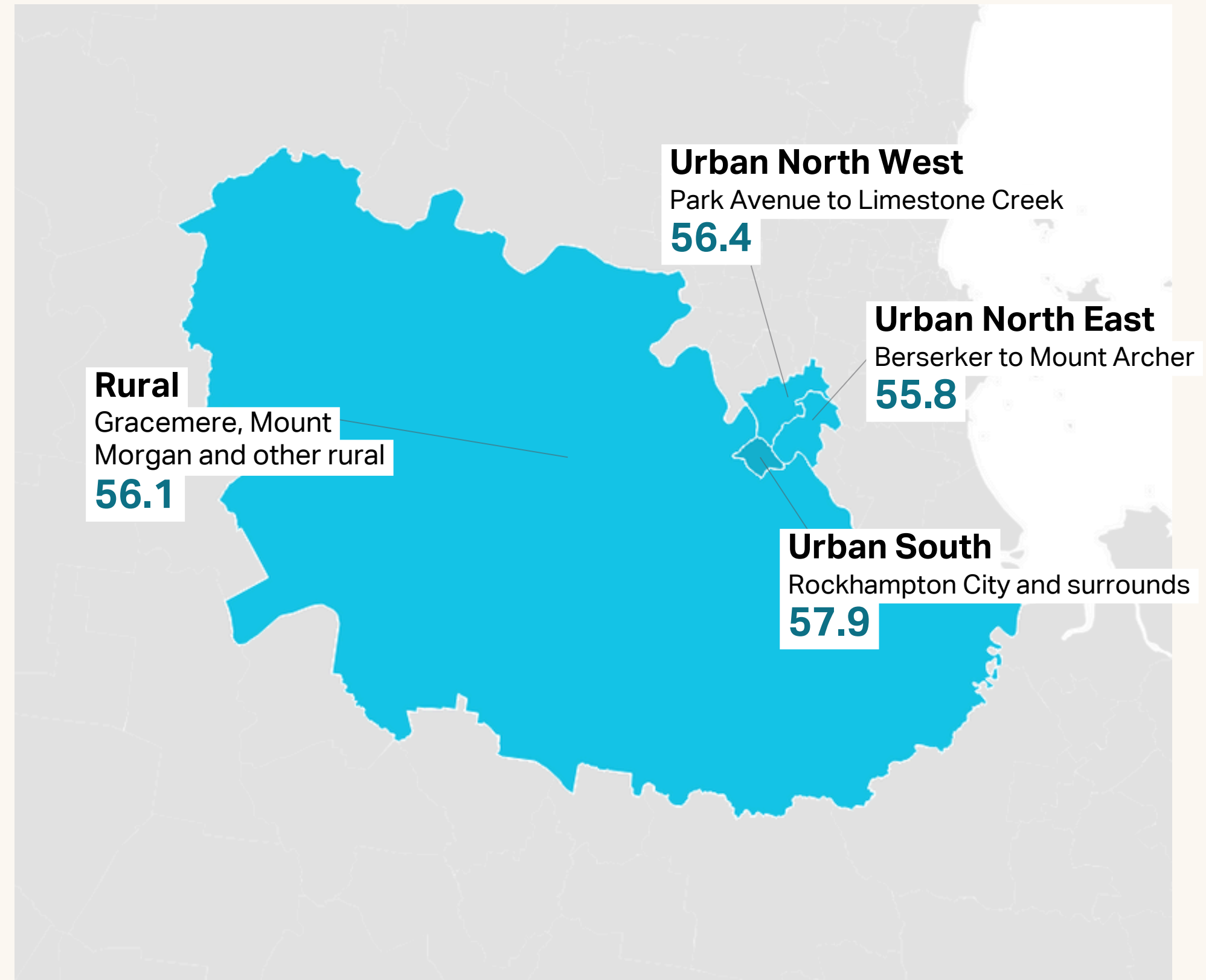
Local area definitions

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

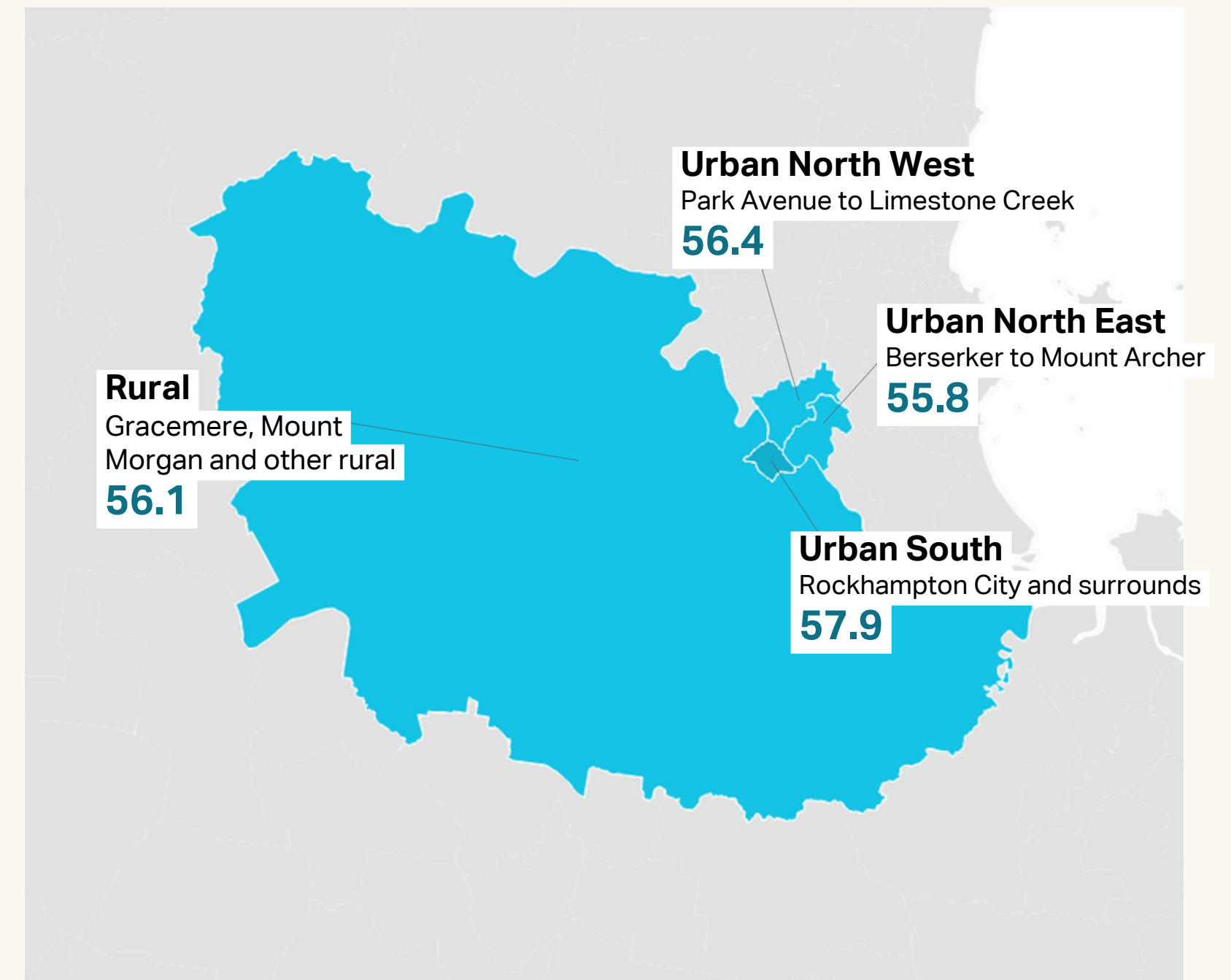


How is liveability experienced across Rockhampton?

The Urban South area (including Rockhampton City and surrounds) recorded the highest overall liveability score (57.9), slightly above the LGA average. This area benefits from closer proximity to services, health and education infrastructure, and active recreational and cultural assets, which aligns with the high satisfaction residents expressed in these areas.

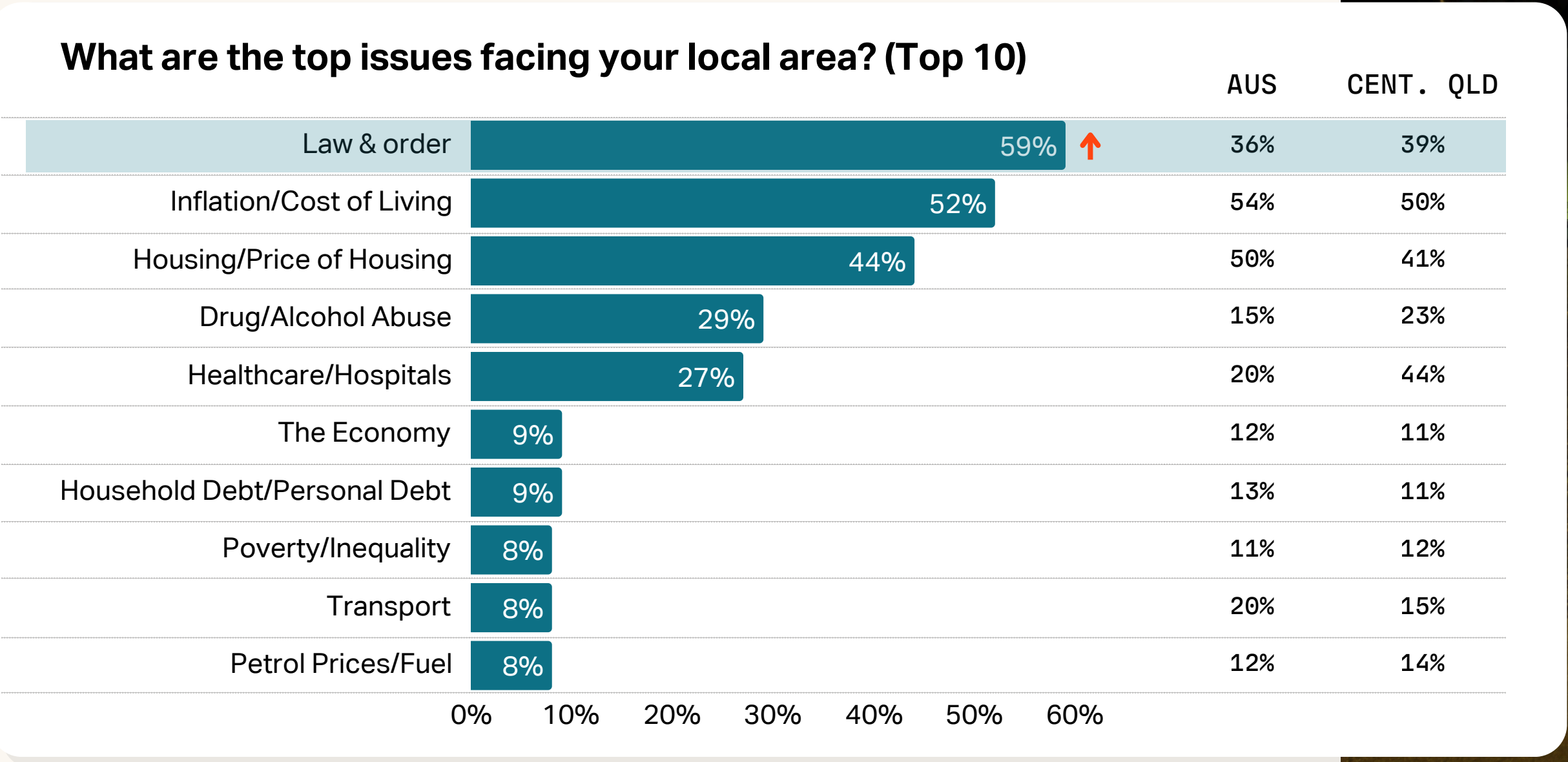
Urban North West (56.4), Rural (56.1) hovered around the regional average of 56.4, whilst Urban North East (from Berserker to Mount Archer) recorded an Overall Liveability Index of 55.8 - below the regional average.

Overall, this pattern suggests a stable liveability baseline across the LGA, with opportunities to extend the advantages of the Urban South experience — particularly around service access and community amenity — more evenly across urban and rural areas over time.



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 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.

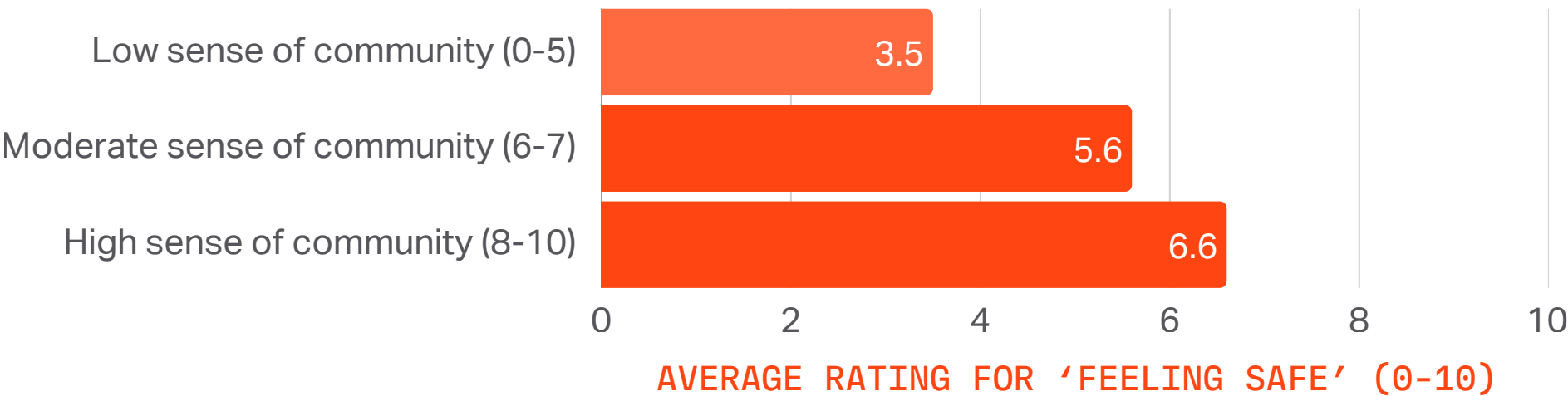


Community and recreational facilities: more activities for children, teenagers, and seniors, leisure spaces, community gardens, and free community events to foster social cohesion.

What 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: economy.id Health Care & Social Assistance

	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

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 are the perceived impacts of climate change on residents themselves?

Of those who believed in climate change, 80% felt climate change is or will be affecting them personally.

- 37% said they are feeling the effects personally now
- 43% expected to feel it personally within their lifetime
- Only 20% said they did not expect to feel any effects personally

Base: Believe the climate is changing, n=656

Residents saw climate change as a rising cost-of-living and quality-of-life challenge.

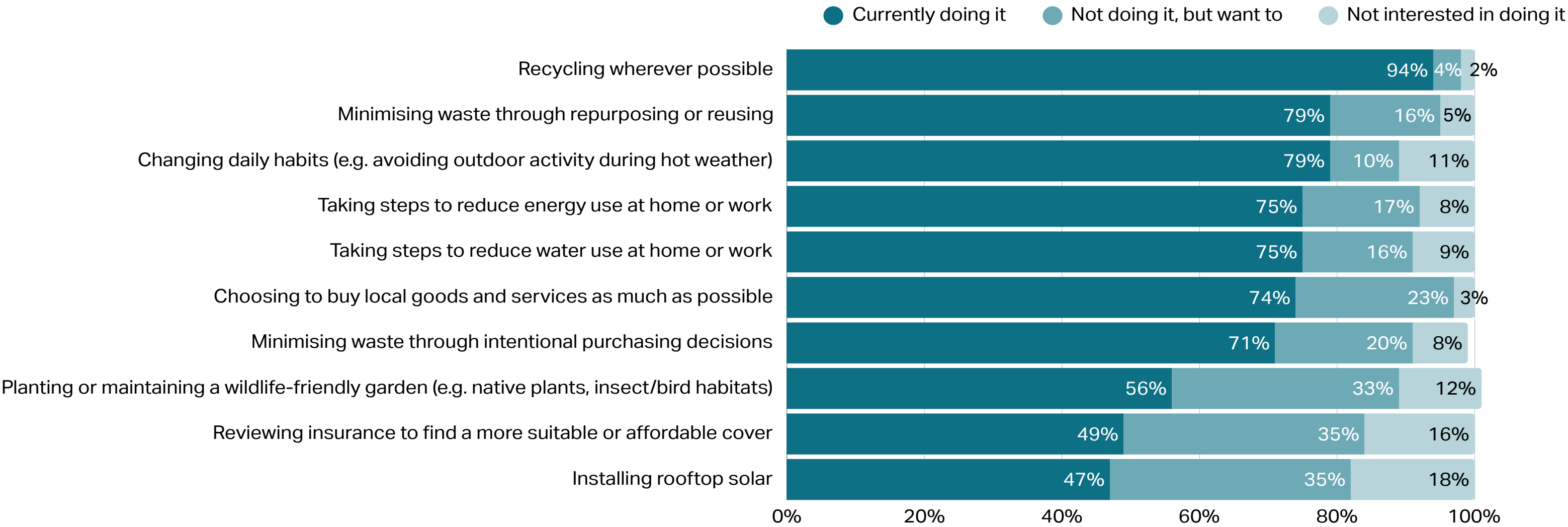
- 💰 Increased household running costs - energy, water, insurance (85%)
- 🍅 Food production, harder and more expensive to get food items (61%)
- ⚡ Essential infrastructure vulnerability, e.g. power, water, sanitation (38%)
- 🏠 Ability to leave my home due to weather (38%)

65% believed climate change would reduce their quality of life
45% "somewhat", 20% "a lot"

Base: Believe the climate is changing and affecting them personally, n=511

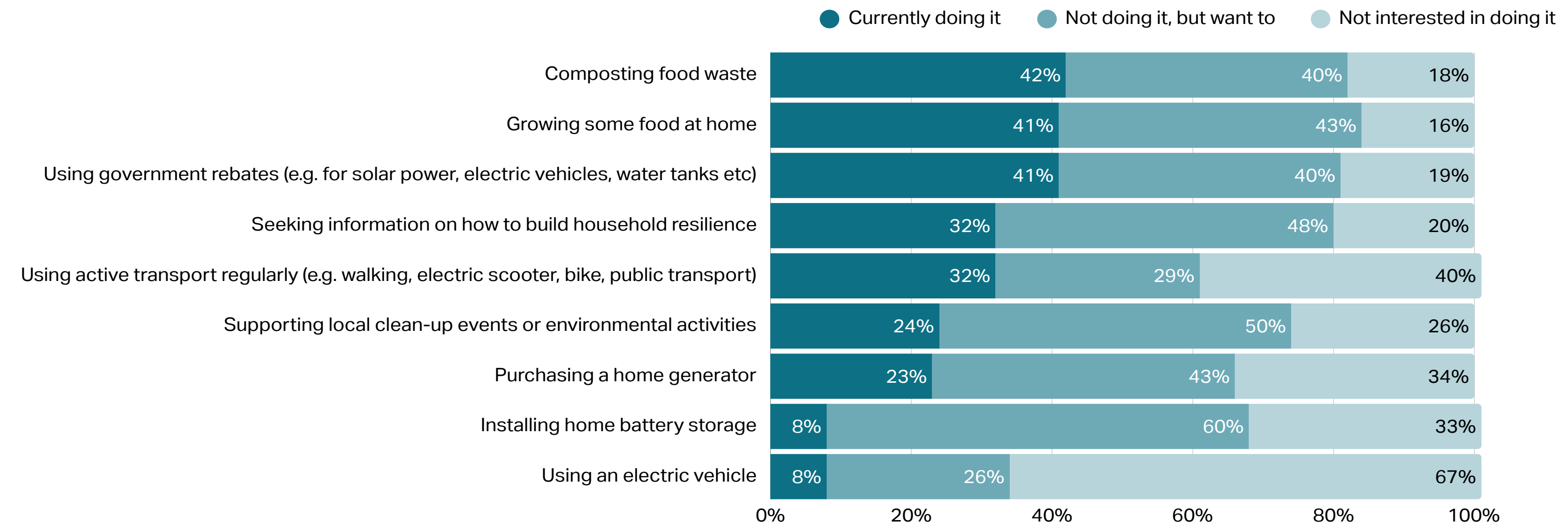
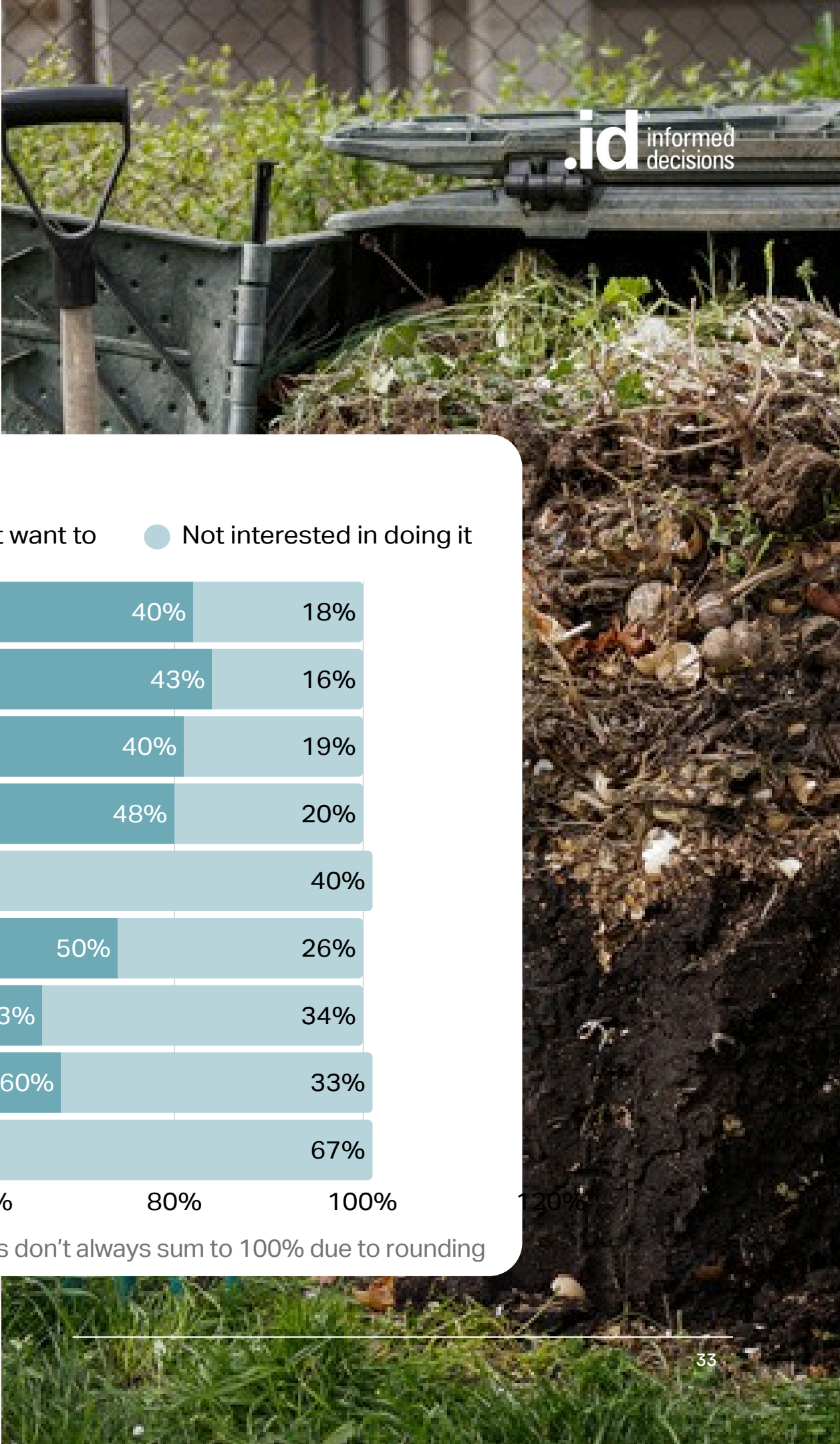


What sustainable behaviours are residents *more* likely to engage in?



Note: Totals don't always sum to 100% due to rounding

What sustainable behaviours are residents less likely to engage in?



Note: Totals don't always sum to 100% due to rounding

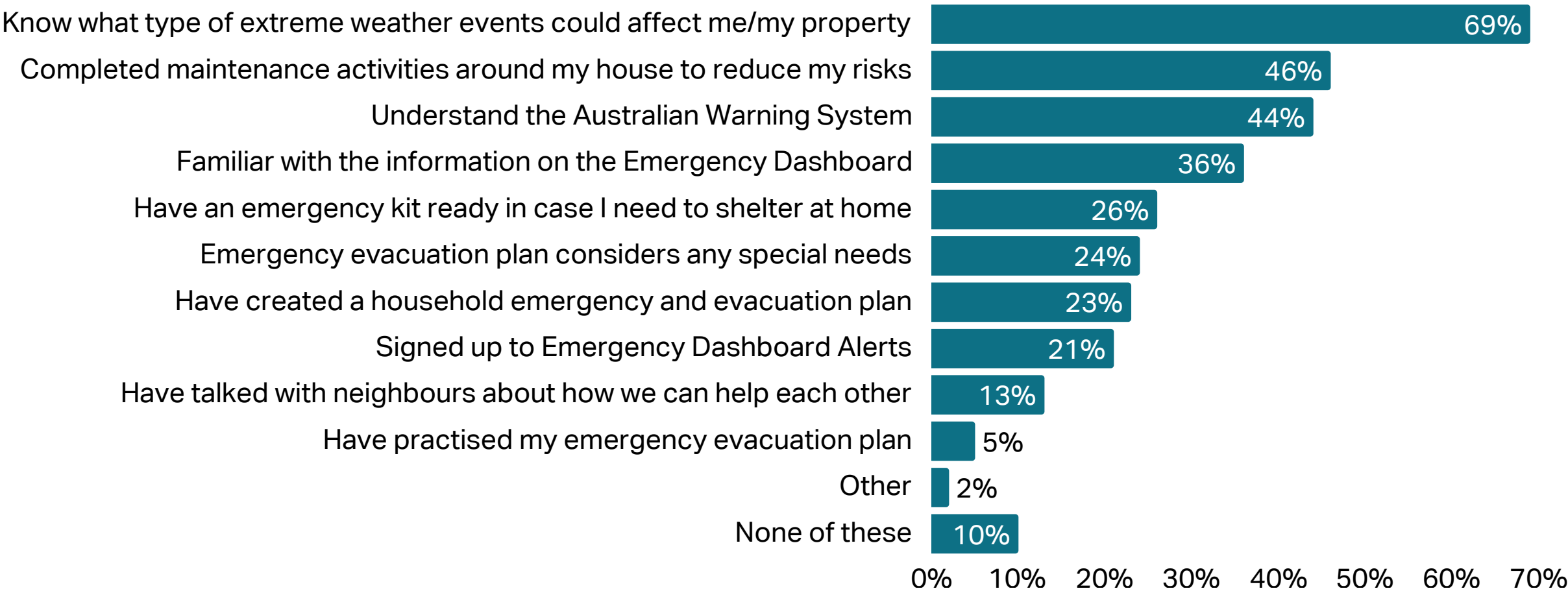
What extreme weather preparation tasks have residents undertaken?

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?

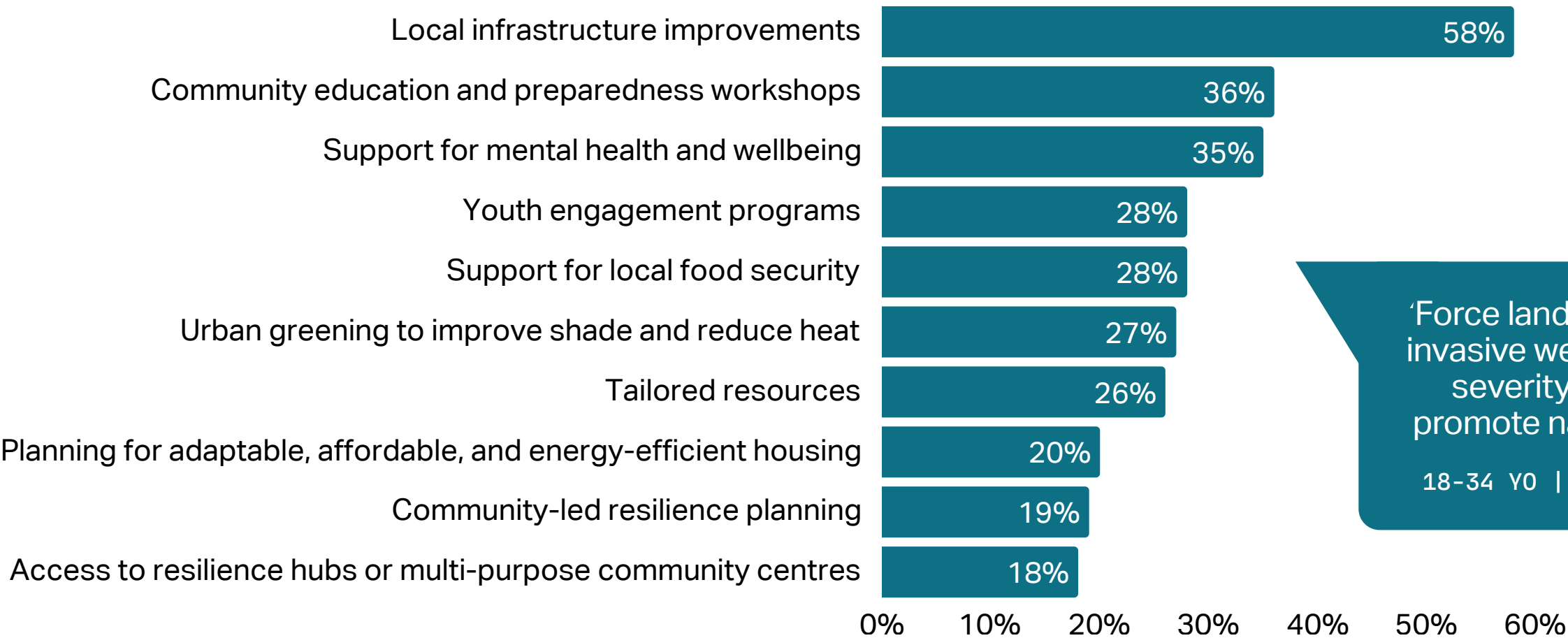


What do residents think would be useful in building community resilience?

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

How can Rockhampton support it's future population?

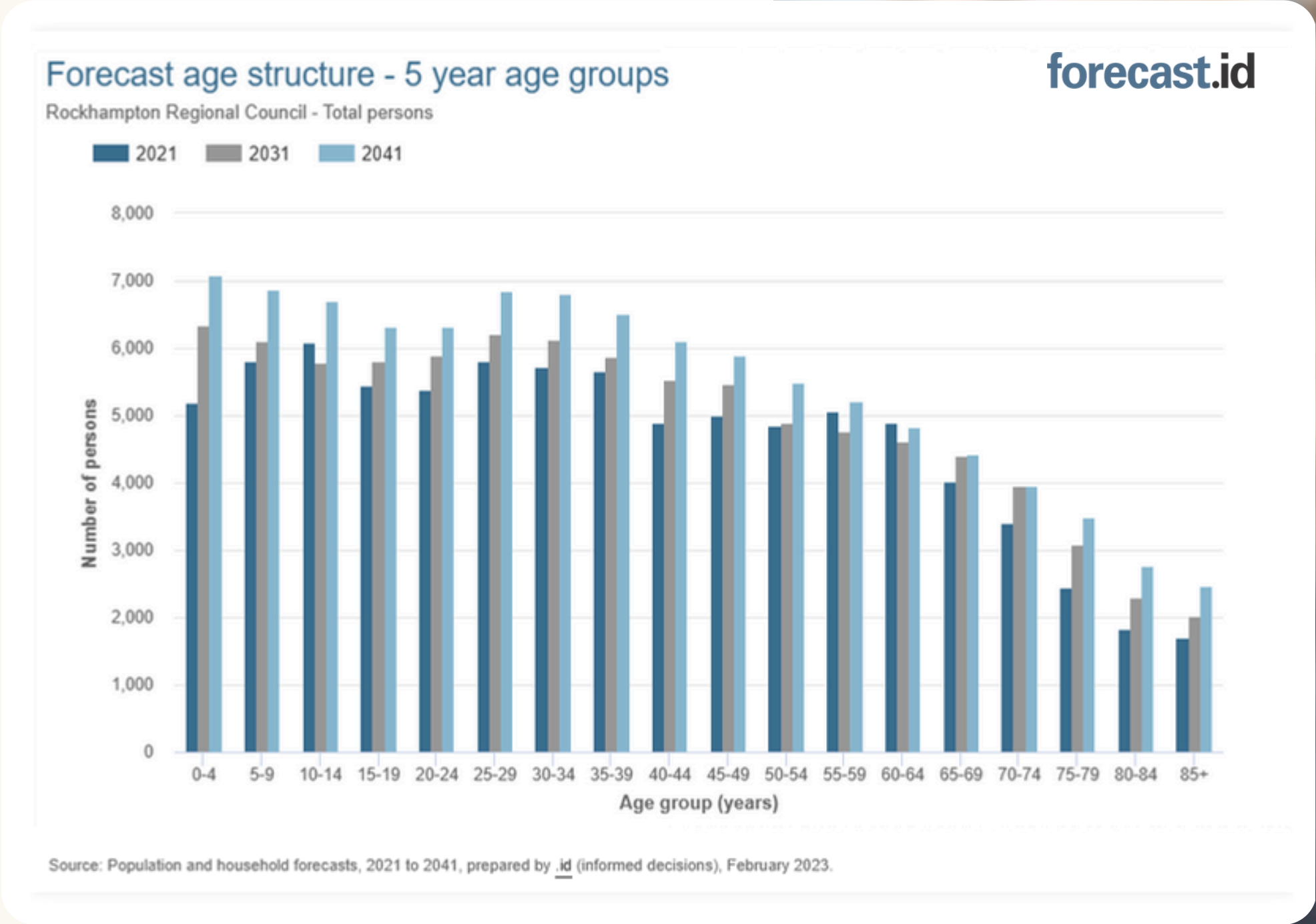
The population forecast for Rockhampton shows steady population growth across all age groups, with the largest increases occurring among:

- Children aged 0–9 years,
- Adults aged 20-29 and 40–49 years (prime working and family-building years), and
- Older adults aged 70 and over,.

This means Council will need to:

- Continue investing in the community infrastructure people value most (education, recreation, and connection),
- Expand health and aged care planning to meet demographic change, and
- Design adaptable, inclusive and resilient environments that support people at all life stages.

The results from Community Views already show residents care deeply about safety, health, affordability and community belonging — this demographic future will make those priorities even more important to deliver on.



How can Rockhampton support its future population?

Family and community infrastructure will remain essential.

Population growth among younger age groups and families underscores the ongoing need for:

- High-quality education and childcare facilities,
- Sport, recreation and open space (which residents already rate highly),
- Safe, accessible transport for school and community travel, and
- Affordable family housing (identified as a key community concern).

Health and ageing services will need expansion and coordination.

The forecasted increase in residents aged 70+ means demand will rise for:

- Accessible health and aged care facilities,
- Mobility-friendly infrastructure (paths, crossings, shaded seating, transport), and
- Community programs that reduce social isolation — reinforcing the importance of the ‘sense of community’ residents value so highly.

Given that health services were both highly important to residents and less positively experienced, this shift in age structure highlights an urgent need to strengthen local health capacity and aged support networks.

An ageing population also heightens resilience and safety needs.

Older adults are typically more vulnerable to extreme weather, heat and isolation. It underscores the value of:

- Community preparedness programs tailored for older residents, and
- Accessible information systems (Emergency Dashboard, neighbourhood planning, etc.).

The growth of working-age adults suggests continued need for economic opportunity and job diversity.

However, if older-age participation declines, Council will need to plan for:

- Skilled worker attraction,
- Upskilling local youth, and
- Support for care-sector employment, which will grow alongside ageing demographics.

‘A prosperous economy’ and ‘Good job prospects’ were rated moderately but with room for improvement — confirming the importance of linking economic planning with social need.

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.



04

Resources



Further resources



views.id allows you to interact with the data, apply filters and run your own analysis. Unlimited users, public or private.



Appendix

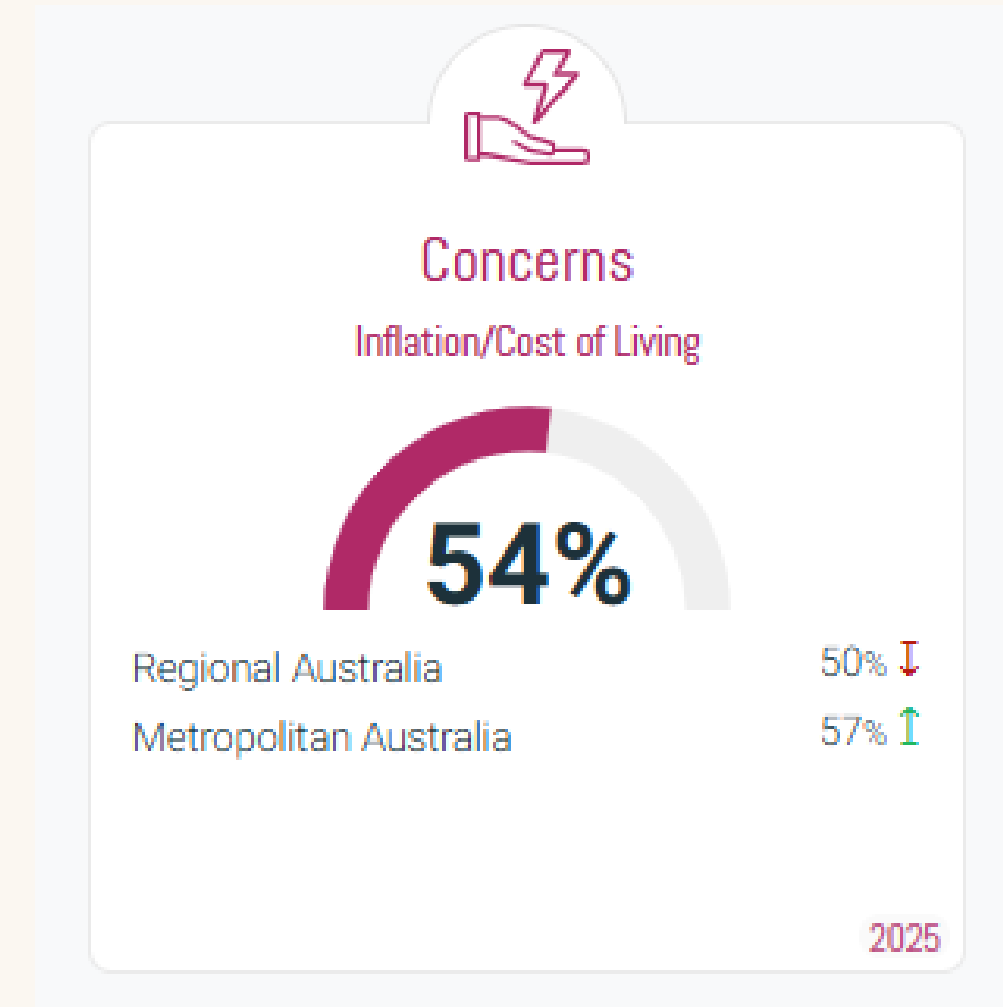


Significance Testing

To understand whether differences in survey results between two cohorts (e.g. 18-34 year olds versus others) or compared to benchmarks are meaningful, statistical tests have been conducted to determine 'significance'. This is illustrated on the Views platform using up (green) and down (red) arrows.

This allows us to judge whether two observed results are statistically different, that is, these differences are likely to be observed for the population as a whole, not just within our sample. If they are not deemed 'significant', they fall within the margin of error and represent a difference that could be attributed to chance alone. Significance testing is conducted at the $p < 0.05$ level.

It is important to remember that statistical significance doesn't necessarily mean that the difference is important or meaningful in real life. It just means that there's a very good chance that the difference isn't just due to random chance. Please use your judgment and knowledge of the subject matter and place to decide if the difference is really that important, or not.



Overall Liveability Index Calculation

The Overall Liveability Index (OLI) is a product of two measures:

- The values residents place on each of the 16 attributes of liveability (% of respondents that nominated each in their top five)
- The local area experiences of residents for each of the 16 attributes (mean score based on ratings from 0-10)

For each attribute, the values % is multiplied by the average experience score, and the total sum is multiplied by two to get a score out of 100 for each local area.

