

GOVE FUTURES CHOICE MODEL SURVEY



ABOUT THE SURVEY

The Gove Futures Choice Model Survey was delivered in Nhulunbuy, NT, from September to November 2023.

The survey asked about the level and type of services that are important to residents, business owners and service providers in Nhulunbuy. It showed different service options to identify how these would influence peoples' decision to stay, go, or grow their investment in Nhulunbuy following the closure of the Rio Tinto Gove Mine towards the end of the decade.

The survey was delivered online. Staff from Charles Darwin University were on the ground in Nhulunbuy to help people complete the survey in October and interpreter support was available from the Aboriginal Interpreter Service.

This project was commissioned by the Northern Territory Government on behalf of the Gove Peninsula Futures Reference Group. The project was delivered by the Regional Australia Institute (RAI), Charles Darwin University and Instinct and Reason. Charles Darwin University Human Research Ethics Committee approval H23062.

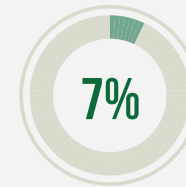


“IT'S AN AMAZING PLACE TO LIVE WITH MY FAMILY. THE COMMUNITY AND REGION ARE STUNNING. THE YOLNGU CULTURE IS AMAZING. THE WORK IS FULFILLING AND CHALLENGING. MY KIDS LOVE IT HERE!”



SURVEY RESPONSES

A total of **267** surveys were completed. This comprised:



247 RESIDENTS

Two hundred and forty-seven residents, or approximately 7% of the estimated Nhulunbuy population.*



55 BUSINESS OWNERS

Fifty-five business owners, or approximately 40% of businesses.



26 SERVICE PROVIDERS

Twenty-six service providers, or approximately 55% of service providers.

* The recent Gove Mine Closure Socio-Economic Impact Assessment conducted by WSP estimated that the town population was between 3,600 – 3,800 in 2023.

“WE HAVE BEEN OPERATING A LARGE BUSINESS HERE FOR OVER 20 YEARS AND WOULD LOVE TO CONTINUE TO SUPPORT THE TOWNSHIP AND REGION. IT HAS A LOT OF OPPORTUNITY AS A REGIONAL HUB!”

SURVEY RESULTS



FUTURE INTENTIONS

The survey asked respondents how long they intend to stay in Nhulunbuy and the key factors that would influence their decision.

THE TOP REASON FOR RESIDENTS TO STAY IS LIFESTYLE



42%

Almost half of Nhulunbuy residents intend to stay over the next ten years.

39%

Many who plan to leave sooner were always intending a short-term stay.



BUSINESS OWNERS INTEND TO STAY

59% of business owners intend to stay over the next ten years.



THE TOP REASONS FOR SERVICE PROVIDERS ARE SENSE OF PURPOSE & LIFESTYLE

58% of service providers intend to stay over the next ten years.



CONNECTION TO COMMUNITY

The survey asked people about their sense of connection to Nhulunbuy and their hope for the future.

RESIDENTS FEEL HOPEFUL



60%

of residents feel hopeful about what lies ahead for Nhulunbuy.

EXCITING FUTURE BUSINESS OPPORTUNITIES

50% of business owners are excited about future business opportunities.

50%

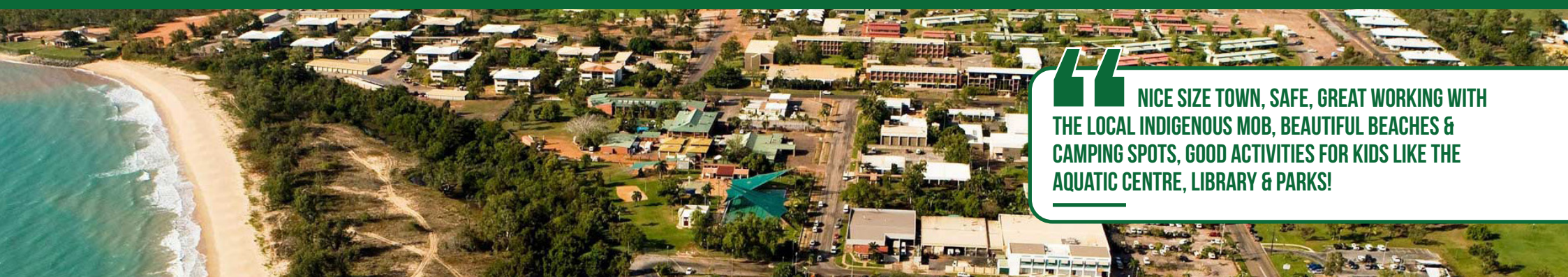


SERVICE PROVIDERS FEEL INVESTED



77%

of service providers feel invested in Nhulunbuy and reported that it would take a lot for them to walk away.



“ NICE SIZE TOWN, SAFE, GREAT WORKING WITH THE LOCAL INDIGENOUS MOB, BEAUTIFUL BEACHES & CAMPING SPOTS, GOOD ACTIVITIES FOR KIDS LIKE THE AQUATIC CENTRE, LIBRARY & PARKS!



THE CHOICE MODEL SURVEY SHOWED DIFFERENT COMBINATIONS OF SERVICES AND INFRASTRUCTURE AND ASKED HOW THESE WOULD INFLUENCE PEOPLE'S DECISION TO STAY, GO, OR GROW THEIR INVESTMENT IN NHULUNBUY.

WHAT MATTERS TO RESIDENTS?

The **TOP 3** factors influencing residents' decision to stay in Nhulunbuy are:

1

Housing construction and affordability
(27%)

2

Physical infrastructure
(21%)

3

Health and quality of life amenities
(15%)

The survey also showed the **ideal combination** of services and infrastructure to support **residents** to stay:

1. **Construction of high quality, affordable homes**
2. **Upgrades to Central Arnhem Road**
3. **Increased variety of cafes, restaurants and shops**
4. Increased higher education options
5. Improved local access to mental health, allied health and dental services
6. National marketing campaign to encourage people to move to Nhulunbuy

WHAT SERVICES ARE MOST IMPORTANT?

ACCESS TO HOUSING AND BUSINESS PREMISES ARE THE MOST IMPORTANT FACTORS INFLUENCING PEOPLE'S DECISION TO STAY, GROW OR GO.

WHAT MATTERS TO BUSINESS OWNERS & SERVICE PROVIDERS?

The **TOP 3** factors influencing business owners' and service providers' decision to stay in Nhulunbuy are:

1

Commercial and residential property availability
(31% / 34%)

2

Economic stability and future growth
(28% / 31%)

3

Physical infrastructure
(18% / 20%)

The survey also showed the **ideal combination** of services and infrastructure to support **businesses and service providers** to stay:

1. **Future planning for a Nhulunbuy that provides the same opportunities as metropolitan centres**
2. **Building education/training and conference facilities (business owners)**
3. **Construction of high quality, affordable homes and offices**
4. Increased calendar of local professional development and networking opportunities
5. Access to free or subsidised childcare
6. Upgrades to the Central Arnhem Road (service providers)

WHAT WE LEARNED

The survey showed us that many community members intend to stay in Nhulunbuy after the mine closure if suitable accommodation, services and business opportunities are available. Health, education and support services, as well as digital connectivity are important to quality of life and liveability of the town.

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