



# 2022 IMPACT REPORT

GOLD INDUSTRY GROUP







"Our partnership with the Gold Industry Group is so important, it allows us to live our dream every day knowing we have everything we need around us to be our very best."

DAN RYAN - WEST COAST FEVER HEAD COACH

CONNECTING AUSTRALIANS  
TO OUR GOLD INDUSTRY







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## A MESSAGE FROM OUR CHAIR



I want our industry to be one that enriches the experiences of our people and creates a meaningful impact on society.

✦ **Firstly, I would like to thank all our members for their continued support, without which our organisation would not be able to make the positive impact we strive for.**

Our members ensure that gold is produced responsibly and sustainably across our nation, while providing jobs for over 55,000 Australians and hundreds of millions of dollars in revenue to the Government.

Our industry has the potential to drive meaningful change. We profile employment opportunities, contribute to local economies, and support social development programs that benefit the communities we operate in. By doing so, we can build a legacy of positive impact and leave a lasting mark on society.

In 2022, the Gold Industry Group delivered new and expanded national programs aimed at educating the next generation and attracting talent to our sector:

- Our Gold Jobs initiative helped members attract new talent in a competitive market, with the site this year alone delivering more than 7,800 applications for over 1,000 job advertisements, with our content reaching more than 27 million people.
- We delivered 90 Gold Class Sessions across 39 different schools as part of our National Gold Education Program.

As the World's second largest gold producer, the Australian gold industry is a global leader in responsible mining.



- Our National Gold Education Program has now interacted with 10,000 students across 1,800 primary and secondary schools since its inception, inspiring the next generation to learn more about Australia's gold industry.
- We hosted several successful events, including Let's Talk Diversity, which we showcased to hundreds of attendees in Perth, Sydney, and Melbourne - tackling the important subject of attracting Gen Z into the gold industry.
- We launched our ESG Gold Leaders Series with sessions on Native Title and Building safe, inclusive, and respectful workplaces which were both well-attended and highly engaging.
- We again attended Diggers & Dealers, hosting our most successful Leadership Breakfast to date with increased attendance and much positive feedback.
- Our media footprint resulted in more than 83 million views and more than 83,000 website visitors.

This year, we continued to magnify our reach and engagement with the community through our partnerships:

- We announced a 3-year extension of our Netball WA, West Coast Fever and Shooting Stars partnership, and played a key role in all local netball events, further embedding our purpose into the sport.
- We celebrated West Coast Fever winning their first Suncorp Super Netball Premiership in the League's biggest grand final to date, with extensive national coverage for the team and the sport.
- We engaged WORK180 to conduct the first of its kind Gold Industry Equity Audit to assist in positioning the gold industry as a sector of choice for current and future talent.
- We continued our strong partnership with Australian Earth Science Education to deliver valuable earth science experiences for students and teachers across NSW.

The Gold Industry Group is fortunate to have a highly skilled and committed board of directors who share our vision and values. Together we will continue to connect more Australians to our gold industry.

KELLY CARTER  
GOLD INDUSTRY GROUP  
CHAIR



# OUR MEMBERS



Thank you for your continued support.



## OUR MISSION

To connect Australia's gold industry to the community by delivering long-term education, employment, and community initiatives.

+



OUR REPLICA OF THE FAMOUS GOLDERN EAGLE NUGGET





## OUR NATIONAL FOCUS



Elevate and strengthen the industry's reputation

+

Grow understanding of gold's value to the community and the economy

Connect and unite the gold industry

+

Promote and build a sustainable gold sector for the future

## Employment

**Our Gold Jobs website is an all-encompassing careers-related hub for the community that lists hundreds of open vacancies from our members.**

By educating the wider community about the gold industry's diverse opportunities and employment programs, we are driving thousands

of jobseekers to the website and encouraging all Australians to consider a career in gold.

## Education

**Our National Gold Education Program is facilitated by industry professionals and delivered in classrooms across the country.**

Aligned with the Australian Curriculum and Standards Authority, our Gold Glass Sessions feature hands-on STEM activities that explore the geology of gold, mining methods, sustainability, and the economic and social impact of gold mining. Along with a unique Gold Resource Kit featuring specimens from mines across Australia, free online resources are also available for educators, students, and anyone interested in learning about Australia's gold mining industry.

Our partnership with Australian Earth Science Education, established in 2020, also continues to bring Earth and Environmental Science education resources to support NSW schools and educators.

## Community

**Our six-year partnership with Netball WA, West Coast Fever, and Shooting Stars, established in 2019, is growing all levels of netball across Western Australia and generating real benefit in local regions.**

Together, we are creating new talent pathways, empowering players at all levels of the sport, and changing the lives of Aboriginal and Torres Strait Islander girls.

Offering a dynamic showcase of gold tourism experiences from across the country along with engaging in-app games, our Heart of Gold Australia App has led more than 10,000 people to find out more about our industry. The App also features our popular Kalgoorlie and Perth Heart of Gold Discovery Trails.





## ACHIEVEMENTS AT A GLANCE

150 job applications submitted every week on Gold Jobs

+ Face-to face with more than 4,000 students in classrooms across Australia

+ Connected with over 500 members at GIG events



Extended our netball partnership for a further three years, supporting the sport and its 280,000 participants.





# TIMELINE OF EVENTS

## 2022 in summary

### JANUARY

Delivered our second Gold Industry Group Impact Report

### FEBRUARY

Prepared 500 Gold Resource Kits

Renewed our netball partnership for a further three years

### MARCH

Announced Gold Fields' Kelly Carter as Chair for a second term, and welcomed Saturn Metals Managing Director Ian Bamborough as Vice Chair

The National Gold Education Program celebrates 2-year anniversary

GIG WANL's broadcast expanded into Kayo Sport, a national video-streaming service

Launched first quarterly ESG Gold Leaders forum

### APRIL

Our most popular article of the year released: '8 popular roles in Australia's gold industry'

Delivered Gold Class facilitator training

'A Golden Day Out' Competition released through Seven West Media

### MAY

Gold Jobs campaign launched with Seven West Media

Gold Jobs celebrates 2-year anniversary

Gold Rush student booklet created and 100 kits delivered to 325 WA schools in collaboration with Seven West Media

Featured in the Ed! lift-out in The West Australian

### JUNE

First Gold Class Session delivered in Bendigo

Attended CBC Fremantle Careers in School Day

GIG Annual Sundowner with Minister of Mines and WCF players

Exhibited at Get Into Resources

PLC Sydney students attended the Gold Conference, Sydney as part of our AusEarthEd partnership

Gold Industry Group LIVINWell School Tour came to Perth

### JULY

Gold Jobs activity peaked with 655 users online on Tuesday 28th July

Celebrated West Coast Fever's premiership win, 25 years in the making

Took West Coast Fever on a championship trophy tour in Kalgoorlie

Hosted our second ESG Gold Leaders forum

### AUGUST

Bellevue Gold onboarded to Gold Jobs

Led a robust conversation on 'creating a psychologically safe workplace' at our Diggers & Dealers Leadership Breakfast

Delivered a Gold Class Session for Shooting Stars participants in Narrogin

### SEPTEMBER

Exhibited at WA's largest careers and employment event, SkillsWest

Prepared 500 Gold Resource Kits

Awarded the 'Heart of Gold' WANL Club Person of the Year to individuals at the Jill McIntosh Awards

Delivered Gold Class facilitator training

### OCTOBER

Launched our Work180 Gold Industry DEI Audit

Attended Perth Gem & Mineral Show

Hosted our third ESG Gold Leaders forum

### NOVEMBER

New Gold Jobs videos are released as part of our Roles in Gold campaign.

Exhibited at the Mining and Emergency Response Competition

'Let's Talk Diversity' event series toured Perth, Sydney, and Melbourne

Delivered a Careers Gold Class Session to 17 Shooting Stars participants.

### DECEMBER

Attended STAWA Conference at ECU Joondalup

Hosted the 4th annual GIG Corporate Netball Day

Toured Kalgoorlie with West Coast Fever players and Shooting Stars participants

Added 6 new gold tourism experiences to the Heart of Gold Australia App





# GOLD JOBS





## GOLD JOBS

# Promoting careers in gold

Our Gold Jobs website is a popular online job search and career development platform that connects jobseekers with employers across Australia's gold industry.

### PROGRAM HIGHLIGHTS

**In 2022, as industrial sectors across Australia battled with nationwide labour and skills shortages, our Gold Jobs website played an important role in driving a new talent pipeline into the industry.**

We reached more people, posted more jobs, and received more job applications than ever before.

Reflecting the diverse nature of the gold sector, more than 1,000 vacancies were posted to the platform in 2022, with roles suited for everyone from entry-level beginners to highly-skilled specialists.

These opportunities covered fields such as communications, geology, technology development, data science, engineering, environment, human resources, mechanics, trades, community relations, and much more.

Jobseekers visiting the website showed their eagerness to learn more about the industry and the companies within it. Our most popular pages of 2022 were based around career pathways, the many job roles on offer, and our member's profile pages.



67,865  
AUSTRALIANS  
EXPLORED A CAREER  
IN GOLD



7,800  
JOBSEEKERS  
SUBMITTED AN  
APPLICATION



1,038  
CAREER OPPORTUNITIES  
POSTED BY 16  
PARTICIPATING MEMBERS



40%  
OF VISITORS WHO  
ACCESSED THE  
WEBSITE WERE  
FEMALE



2:45  
TIME USERS SPENT ON  
AVERAGE EXPLORING  
VACANCIES



47%  
OF USERS WERE  
AGED BETWEEN  
18-34 YEARS

“

Novo Resources joined as a Gold Industry Group member in late 2021. In early 2022, we were really pleased to see applications from experienced mining candidates coming through via Gold Jobs and we successfully employed an exploration geologist who came via this source.

Exploration geologists had been extremely difficult to find due to the WA border closures, so it was great that we could complement our own recruiting efforts with traffic via Gold Jobs.

**Nicole Reweti**  
Recruitment Advisor  
Novo Resources

AngloGold Ashanti Australia has a long-standing relationship with the Gold Industry Group and view it as a key partner in promoting our employer brand and assisting with our talent acquisition strategy.

In this current skills shortage climate and tight job market, Gold Jobs has helped showcase the various roles and opportunities on offer in the gold industry and assisted us in reaching a wider, and more targeted audience by providing an additional employment platform.

**Steven Neal**  
Recruitment Lead  
AngloGold Ashanti Australia

”




GOLD JOBS

Our Gold Jobs marketing reach soared in 2022 by an impressive 80.5%, totaling 35.5 million impressions. Through multiple campaigns running across both print and digital media, we drove over 67,000 new users to explore the platform for the first time.

**14**  
 EDITORIAL MENTIONS ACROSS THE WEST AUSTRALIAN, AUSTRALIAN MINING, AND THE KALGOORLIE MINER

**5**  
 IN-HOUSE ARTICLES DEDICATED TO PROMOTING CAREERS IN GOLD

**7**  
 WEST COAST FEVER HOME GAMES SHOWCASED OUR GOLD JOBS VIDEO CAMPAIGN

**487,000**  
 AUSTRALIANS EXPOSED TO GOLD JOBS CONTENT THROUGH THE SUPER NETBALL TELEVISION BROADCAST

**35,000**  
 STRONG SOCIAL MEDIA AUDIENCE TUNED IN TO GOLD JOBS CAMPAIGN WITH WEST COAST FEVER PLAYERS

**667,000**  
 READERS REACHED ACROSS 6 EDITIONS OF THE WEST AUSTRALIAN NEWSPAPER CAMPAIGN

Our presence at careers-related events across the year made a significant impact on our brand awareness and provided opportunities for members to directly engage with potential candidates.



We showcased career pathways, employment programs, and opportunities in Australia's gold industry to more than 500 secondary students at Get Into Resources.

We directly engaged with thousands of students, parents, teachers, graduates, and jobseekers at Western Australia's largest careers and employment event, SkillsWest.

We regularly post Gold Jobs content across social media, with a strong and ever-growing presence on Facebook, Instagram, Google, and YouTube. In 2022, our popular Gold Jobs Newsletter brought 9,419 subscribers the latest job opportunities in gold along with tips and insights from workers within the industry.

**1,682**  
 NEW SUBSCRIBERS JOINED OUR GOLD JOBS COMMUNITY IN 2022

**34,681**  
 EMAILS HIT JOBSEEKERS' INBOXES

**2.5 million**  
 VIDEO VIEWS FOR OUR ROLES IN GOLD CAMPAIGN, SPOTLIGHTING WORKERS IN THE INDUSTRY





# EDUCATION





## EDUCATION

# Educating students about Australia's diverse gold industry

Our National Gold Education Program continues to teach students all about gold mining, its value, and its diverse opportunities though industry delivered STEM sessions in the classroom.

### PROGRAM HIGHLIGHTS

**In 2022, we delivered 90 Gold Class Sessions across 39 different schools. We successfully launched our Gold Class Career Sessions and expanded our delivery area to include Bendigo.**

We also collaborated with Seven West Media Education to produce a special curated "Gold Rush" 24-page student booklet which was then released to 325 schools in Western Australia.

The Program was positively profiled in:

- ED! Australian Mining: Engaging the gold mining sector's next generation
- The West Australian, "Gold Rush" 24-page student booklet
- Safe To Work, Australian Mining, and the Kalgoorlie Miner



999

GOLD RESOURCES  
KITS DELIVERED  
NATIONWIDE



90

GOLD CLASS SESSIONS  
PRESENTED AT 39  
DIFFERENT SCHOOLS



73

GOLD INDUSTRY MEMBER  
EMPLOYEES COMPLETED  
FACILITATOR TRAINING



41

FACILITATORS DELIVERED  
ONE OR MORE GOLD CLASS  
SESSIONS



25%

OF SESSIONS WERE  
DELIVERED BY RECENTLY  
TRAINED FACILITATORS



1,370

EDUCATORS AND TEACHERS  
SIGNED UP TO OUR NEWS AND  
EVENTS DATABASE

“

As a school student, I distinctly remember not knowing anything about the mining industry and only stumbled into a career in mining by luck. I think the National Gold Education Program is an excellent opportunity for us to inform young people about our industry and hopefully encourage future generations to pursue a rewarding career in mining.

What has kept me involved is the interaction with the students and their amazement at what I (a mining engineer) gets to do for a job. Their curiosity and eagerness to hear about the industry is genuine and I've always left a session thinking it was time well spent.

**Jeff Dang**  
Mining & Corporate Development Manager  
Gold Road Resources

I selected Gold Industry Group for my class as the program was hands-on with a knowledgeable presenter. It came with free resources and was a free program. The most enjoyable moment for our class was the interactive pulley activity. My students were enthralled, and the presenters were helpful, positive, and knowledgeable. The sessions added to my classes learning as they reminded students science is everywhere, anyone can be a "scientist", and science is fun. And the students loved the funny jokes and facts along the way.

**Mandy Hamill**  
Endeavour Primary School

”



EDUCATION



Our presence at events in 2022 had a considerable impact on educators awareness of our National Gold Education Program and provided opportunities for members to engage with students and future workers.

 **4,079**  
WEBSITE USERS VS  
1,287 IN 2021

 **27**  
EDITORIAL MENTIONS ACROSS  
THE WEST AUSTRALIAN,  
KALGOORLIE MINER, AUSTRALIAN  
MINING, AND SAFE TO WORK

 **1.8 million**  
IMPRESSIONS ACROSS  
DIGITAL CAMPAIGNS

 **1,063**  
TEACHERS SUBSCRIBED TO OUR  
EMAILS - 447 NEW

 **4,903**  
EMAILS DELIVERED

 **PGMS** SHOWCASED OUR PROGRAM AND RAN TWO COMPETITIONS TO ENGAGE HUNDREDS OF COMMUNITY MEMBERS AT THE PERTH GEM AND MINERAL SHOW

 **MERC** PROMOTED OUR PROGRAM AND SUPPORTED MEMBERS AT THE MINING AND EMERGENCY RESPONSE COMPETITION

 **STAWA** DIRECTLY ENGAGED AND PROMOTED OUR PROGRAM WITH 120 SCIENCE TEACHERS FROM AROUND WESTERN AUSTRALIA

 **4**  
GIG EDUCATION EDMs WERE  
RELEASED IN 2022

 **4,594**  
EDUCATORS REACHED NATIONALLY  
THROUGH GIG EDUCATION EDMs



## HEART OF GOLD AUSTRALIA APP

# Bringing golden experiences to people all across Australia

Our popular Heart of Gold Australia App features more than 30 fun and interactive in-app, self-guided, or guided gold activities from around the country.

**In 2022, our App reached more users than ever before and kept them engaged for longer. Downloaded 9,879 times, users spent, on average, more than 30 minutes in the App during each session.**

Hundreds of families, students, and tourists alike hit the pavement in Perth and Kalgoorlie to explore our Heart of Gold Discovery Trails. Users were able to uncover awe-inspiring content by playing augmented reality games, immersing themselves in fascinating audio stories, trying out fun widgets, and viewing timeless photos to unlock the nation's golden secrets.



9,879  
DOWNLOADS



4,428  
ACTIVE USERS



30:34  
AVERAGE ENGAGEMENT  
TIME PER SESSION



45,033  
SCREEN VIEWS







# PARTNERSHIPS



PRINCIPAL PARTNER



**netball**  
WESTERN AUSTRALIA



**GOLD INDUSTRY GROUP**





# PARTNERSHIPS

## NETBALL

# Strengthening the netball community

Connecting more than 280,000 netballers, fans, and their families to Australia's gold industry.

### PROGRAM HIGHLIGHTS

**In 2022, we extended our golden partnership with Netball WA, West Coast Fever, and Shooting Stars for a further three years. Taking us to the end of 2024, this extension follows the \$5 million three-year partnership agreement signed in 2019.**

The partnership remains the first of its kind in Australia to channel investment into women's sport at all levels, recognising the Gold Industry Group as Principal Partner of Netball WA (including naming rights of GIG WANL), Major Partner of Glass Jar Australia's Shooting Stars program, and Elite Partner of West Coast Fever.

This partnership has been instrumental in connecting the WA community to each other, the sport of netball, and to Australia's gold industry.

Over the past four years, our partnership has boosted netball participation, resources, and engagement; championed diversity and inclusion in the gold industry; and built the industry's profile within the netball community, all while leveraging our signature programs.

Our members supporting the landmark partnership include Northern Star Resources, Gold Fields, AngloGold Ashanti Australia, The Perth Mint, Gold Road Resources, Ramelius Resources, and St Barbara.



1,000+

ABORIGINAL AND TORRES STRAIT ISLANDER GIRLS EMPOWERED THROUGH SHOOTING STARS PROGRAM - A 65% INCREASE.



20 sites

SHOOTING STARS PROGRAM EXPANDED TO 20 SITES ACROSS WA AND SA - A 35% INCREASE.



33

HEART OF GOLD MEDALS WERE PRESENTED TO SHOOTING STARS PARTICIPANTS

### SHOOT FOR GOLD

- Built the leadership capacity of 30 of WA's netball association leaders through the GIG's Annual Leadership Camp
- Backed West Coast Fever's first premiership in 25 years and strengthened our connection with its 3,407-strong membership base
- Delivered 9 Gold Class Sessions to 4 schools across Perth through the Netball WA School Program, where Gold Jobs and our Heart of Gold Australia App were promoted to more than 250 students
- Backed Netball WA's major carnivals engaging with netball participants through gold activations and awarding 122 #heartofgold medals.
- Our branding reached more than 280,000 people across WA and 1.2 million people across Australia

“

The continued growth of netball, both at the elite level and grassroots, wouldn't be possible without the ongoing and valued support of the Gold Industry Group. Netball WA is now better placed than ever to connect our regional and remote communities with the sport of netball and invest in genuine pathways for young women into education, employment, and leadership roles in the community.

**Simone Hansen,**  
CEO, West Coast Fever

It was a great opportunity to meet women from the Gold Industry Group, Gold Road, and Gold Fields. I had the opportunity to talk to Kelly Carter about how I want to be a lawyer one day.

**Ena**  
Fitzroy Crossing Shooting Stars participant

Everything the Gold Industry Group do for netball in WA is amazing it keeps community netball going. Thank you!

**Anonymous**  
Avid netball fan

”







PARTNERSHIPS

Our partnership is a wonderful representation of how Australia's gold industry and netball inspires girls and boys from across the State to achieve great things. At the core of both our industries sit shared values that strengthen and support diversity, inclusion, health, and wellbeing.



COMMS STATISTICS

Netball WA

42,000 Australians tuned in to watch the leagues live broadcast on Kayo

GIG WANL Grand Final article in the West Australian reached 472,000 readers

West Coast Fever

Gold Industry Group saw \$1,005,173 of brand exposure value through live sports broadcast

Our branded front of dress panel achieved \$63,068 of media value and ranked 2nd place in the Top 10 of WCF branded assets

Our decal was the top performing on-court decal valued at \$63,068

487,000 viewers watched the West Coast Fever Suncorp Super Netball broadcast across the season

Our digital commercials reached more than 50,000 fans at 7 West Coast Fever home games

Shooting Stars

2 editorial mentions of our support for Shooting Stars across the Kalgoorlie Miner and Australian Mining

3 editorial mentions of Shooting Stars participants joining our pre-season trip with West Coast Fever

3 articles on the Gold Industry Group featured on Shooting Stars' website



EVENT STATISTICS

Netball WA

For the first time, we awarded the 'Heart of Gold' WANL Club Person of the Year to netballers at the Jill McIntosh Award

A record 170 member employees (16 teams) participated in the 4th Gold Industry Group Corporate Netball Day

West Coast Fever

Head Coach Dan Ryan spoke at our Diggers & Dealers Leadership Breakfast in August

220 member employees attended 5 West Coast Fever events

190 member employees attended 8 West Coast Fever home games

2 regional visits with West Coast Fever players

Shooting Stars

Shooting Stars Executive Officer Fran Haintz spoke at Gold Fields' IWD function to help #BreakTheBias

3 Gold Class Sessions delivered at Narrogin, Leonora, and Laverton sites by 4 member employees

3 member employees participated in the Laverton and Leonora Shooting Stars' Seven Sisters community event

6 member employees attended the launch of Shooting Stars' new book Kaya Kwopetok Koorlang Yok

12 female leaders from Gold Fields and Gold Road Resources delivered mentoring sessions to 17 Shooting Stars participants at a Leadership Camp in November

SOCIAL STATISTICS

Netball WA

Gold Industry Group related posts on Netball WA social channels reached 263,971

1,125,978 reached via direct emails

West Coast Fever

Gold Industry Group related social posts on West Coast Fever social channels reached 275,091

Gold Jobs campaign with West Coast Fever reached 51,357

1,011,538 reached via direct emails

Shooting Stars

24 Gold Industry Group related posts on Shooting Stars social channels reached 42,505



PARTNERSHIPS

## AUSEARTHED

# Building teacher and student knowledge of gold mining in NSW

We are proud to support and promote Year 11 and 12 Earth and Environmental Science education in NSW, through free resources, educator training and mentoring, and engagements with students and industry.

PROGRAM HIGHLIGHTS

**In 2022, we supported AusEarthEd to host 7 Earth & Environmental Science educators on their professional development days to attend facilitated tours of Tomingley Gold Operations and the Peak Hill Gold Mine (alongside Alkane Resources staff) to explore mining and rehabilitation, as well as taking away a resources pack full of our materials.**

We were successfully promoted through a variety of education conferences in 2022 that AusEarthEd attended, including the Conference of the Australia Science Teachers' Association which was held in Canberra.



1,115

STUDENTS ENGAGED  
(THROUGH INCURSIONS & EXCURSIONS)



86

EDUCATORS ENGAGED  
(THROUGH INCURSIONS & EXCURSIONS)



382

SCHOOLS SUPPORTED



329

EDUCATORS IN PROFESSIONAL DEVELOPMENT



16 BLOG POSTS



8 VIDEOS CREATED



27 RESOURCES RELEASED

As part of our AusEarthEd partnership, we sent four lucky PLC Sydney students to Sydney's Gold Conference in June, where they connected directly with industry workers and were captivated by a career in gold.

The students gained first-hand experience in how mines operate collaboratively to prioritise safety, sustainability, and social impact.





PARTNERSHIPS

LIVIN

# Encouraging others to speak up

Together with LIVIN, we're changing the way the industry and society understands, perceives, and interprets mental illness.



PROGRAM HIGHLIGHTS

**Throughout our five-year partnership with LIVIN, we've been encouraging gold industry workers, their families, friends, and members of the community to speak up, seek support, and help others.**

In 2022, we embarked on the Gold Industry Group LIVINWell School Tour with the amazing Mike Hase, empowering hundreds of students across Australia to speak up about their mental health.

Mike shared his own incredible mental health story with students at Armadale Senior High School, Mindarie Senior High School, and Cedar College during interactive workshops, encouraging the kids to be open and vulnerable, and to engage in honest conversations.

Many of the students approached Mike afterward to touch on their own journey and to share how the session had helped them immediately. Remember, it ain't weak to speak.



15  
SESSIONS  
DELIVERED



7  
SCHOOLS PARTICIPATED  
ACROSS WA, QLD AND NSW



600  
HIGH-SCHOOL  
STUDENTS REACHED



4 out of 7  
SCHOOLS HAVE ORDERED OUR  
GOLD RESOURCES KITS AND  
BOOKED A GOLD CLASS SESSION



Just wanted to say thank you! Mike Hase (*LIVIN facilitator*) was awesome! He connected so well with our kids, and I have had nothing but good feedback. Mike mentioned that there would be another visit to WA at some point, it would be great if I could be kept in the loop if there are presentation slots available.

**Natalie Grincer**  
Teacher, Armadale Senior High School WA



Diversity

PERTH SYDNEY MELBOURNE  
#letstalkdiversity

# GIG EVENTS



 @HEARTOFGOLDAUS

 @GOLD-INDUST

 @AUSGOL



## GIG EVENTS

# Gold industry connection in focus

We bring the gold industry together at our events to collaborate, network, and explore ideas.



### PROGRAM HIGHLIGHTS

We consistently deliver a variety of events that support Australia's gold industry. Overall, 2022 was a productive year for Gold Industry Group events, and we received resounding positive feedback from attendees and our members.

### WHAT PEOPLE SAID

#### Annual Sundowner Attendee

"What a fantastic event! I had the opportunity to meet so many great people from different corners of the gold industry and learn about new developments in our sector."

#### Let's Talk Diversity Perth Attendees

"The energy in the room was electric. It's clear that there's a strong desire for progress when it comes to diversity in the gold industry."

"I loved the interactive format. It was great to hear from a diverse range of voices and engage in meaningful conversations with others."

### 2022 HIGHLIGHTS INCLUDE:

- Our 6th Annual Sundowner with the Minister for Mines and Petroleum was attended by 11 CEOs/MDs from member companies (highest leaders attendance rate to date)
- We successfully hosted a full house at the Gold Industry Group's Diggers & Dealers Leadership Breakfast, with record attendance
- We delivered a refreshed diversity concept at Let's Talk Diversity, which toured Perth, Sydney, and Melbourne
- We launched new quarterly ESG Gold Leaders forum events
- A record 150 member employees participated in our annual Corporate Netball Day Cup with Netball WA and West Coast Fever



GIG EVENTS

GIG ANNUAL SUNDOWNER

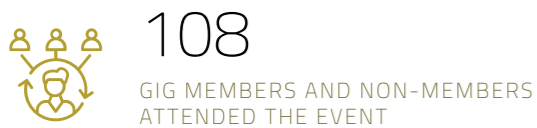


Our 6th Annual Sundowner with Minister of Mines and Petroleum, the Hon Bill Johnston, and special guests from West Coast Fever was a huge success.

Together, we celebrated the gold industry's community impact, shared our latest activities, and acknowledged the vital contribution of our Gold Class Facilitators. Minister Johnston spoke to the immense strength of Western Australia's

resources sector and said the gold industry was in a unique position to sell itself as a premier employment destination and encouraged the sector to showcase its impact on local communities.

STATS



DIGGERS & DEALERS LEADERSHIP BREAKFAST



We hosted our annual Leadership Breakfast at Diggers & Dealers with a record attendance.

The thought-provoking discussion about building safe, respectful, and inclusive workplaces featured an esteemed line-up of industry leaders, including Evolution Mining Executive Chairman Jake Klein, Northern Star Resources Non-Executive Director Sharon Warburton, Gold Fields Vice President People and Engagement (Australasia) Karen Bradshaw,

and West Coast Fever Head Coach Dan Ryan. The panelists agreed embracing vulnerability as a virtue at all levels and enabling people to live their values as their authentic selves in the workplace was critical. The consensus was people must be empowered to speak up for themselves and call out unacceptable behaviour when they see it.

STATS







EXPLORING THE TOPIC

“Above and beyond:  
What will it take for the  
gold industry to capture  
the hearts of Gen Z?”

+

LET'S TALK DIVERSITY IN PERTH, SYDNEY AND MELBOURNE





GIG EVENTS

LET'S TALK DIVERSITY



Our diversity events returned in a new dynamic format in 2022, with 'Let's Talk Diversity' touring Perth, Sydney and Melbourne

Under the new format, speakers from a range of interesting backgrounds pitched their ideas on the topic "Above and beyond: What will it take for the gold industry to capture the hearts of Gen Z?"

The lively discussion in Perth covered everything from decarbonisation and technology to a 5-part Netflix-style

documentary titled 'That's Gold!', while Sydney's event focused on how gold mining companies could find the right message to connect with Gen Z. In Melbourne, the key takeaway was that the industry should be marketing itself as a gateway to cutting-edge technology, science, and innovation.

STATS



ESG GOLD LEADERS FORUM



In 2022, we launched a new event series designed to provide gold industry leaders the opportunity to collaborate and share ideas on challenges facing the sector.

Across three forums in 2022, we facilitated lively and important discussion on important issues in gold, including Native Title considerations, diversity and inclusion initiatives, and the path forward to building safe and respectful

workplaces. These sessions were an invaluable opportunity for industry leaders to bring together different perspectives and skillsets, and share their knowledge and expertise.

STATS



Respectful Workplaces Initiative

DEI Industry Audit

THE FIRST OF ITS KIND, LED BY WORK180

SHARED GOLD FIELDS RESPECTFUL WORKPLACES INITIATIVE



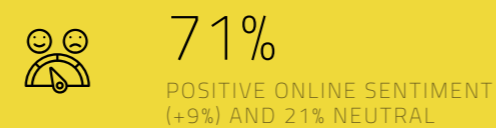
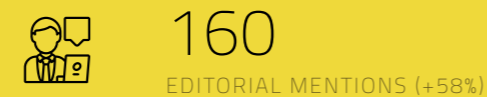
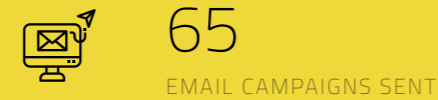
# Our growing media impact

Reaching more Australians than ever before through diverse media and a growing digital presence.

**Sharing meaningful experiences through panel events, storytelling, and videos, we were able to have a strong media impact in 2022 as we continue to connect Australians to our industry.**

To do this, we delivered marketing campaigns across traditional and digital media to successfully drive engagement with our programs and promote our members' and partners' initiatives and activities.

Through our messaging we are growing the understanding of gold's value to the economy and community.







**GOLD  
INDUSTRY  
GROUP**

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GOLD INDUSTRY GROUP

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