



2020 Impact Report



**GOLD
INDUSTRY
GROUP**



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Highlights



EXPOSURE

- ↑ **55.2M+** social and potential traditional media reach
- ↑ **143K+** website visitors
- ↑ **84** articles, **63** EDMs and **2.7K+** social media posts published

NEW

- ✓ **National Gold Education Program** expanded, reaching 300 schools, educating thousands of students and teachers
- ✓ **National Gold Jobs website** launched, showcasing 433 jobs and attracting 76K+ visitors viewing 200K+ pages
- ✓ **3-year partnership** with the Australian Earth Science Education formed, supporting NSW schools through training, resources and incursions
- ✓ **TV ads** created, airing across the netball community and on Channel 9
- ✓ Suite of gold educational resources **created**
- ✓ 8 new members **welcomed**

GREW

- ▲ **Shooting Stars** program inspired 350+ Indigenous girls in 8 WA communities to increase school attendance
- ▲ **West Coast Fever further supported** (Principal Partner) helped result in 2020 Suncorp Super Netball season grand final, providing significant exposure to 5M+ people
- ▲ **Netball WA** partnership supported more than 237K+ netballers, growing all levels of the sport across WA
- ▲ **Netball partnerships** demonstrated success in increasing awareness of, support for, and interest in the gold sector

DEVELOPED

- ⊕ Digital Marketing Officer appointment **increased capacity**
- ⊕ New funding model, tools, programs, and processes **implemented**

EVENTS

- 35+ community and industry events **supported**
- 4 industry events **hosted**

Developments



January
Projects

Implemented new project evaluation tool

Netball

Announced Pricipal Partnership of West Coast Fever



February
Resource

Appointed Digital Marketing Officer Hinewai Kitchen

Education

Launched expanded GIG National Gold Education Program



March
Netball

1st time West Coast Fever team played preseason games in Kalgoorlie and hosted community clinics



May
Partnership

Created major partnership with Australian Earth Science Education in NSW

Project

Launched Gold Jobs website



July
Netball

Netball events and games commenced

GIG WANL games streamed live for the 1st time



August
Netball

Netball Multicultural Carnival

Education

GIG Teacher Webinar



September
Netball

West Coast Fever finals events

Netball Association Championships

Marketing

Created GIG TV advertisements



October
Events

Diggers & Dealers GIG Decarbonisation breakfast event and webinar

Released contributions document

Netball

West Coast Fever grand final

Shooting Stars leadership camp



November
Netball

Parliamentary Friends of Netball exhibition game

Net Ball

NAIDOC Carnival

GIG activations at 4 major netball Associations

Event

MERC Partner event



December
Netball

GIG Corporate Netball Day

Events

GIG "The Furnace" private screening

AGM

Producer Strategy Session

EDM Campaigns



Gold Careers News

Explore the latest on Gold jobs

The [Gold Industry Group's](#) Gold Careers News brings you the latest [job opportunities](#) in Australia's gold industry, including tips on beginning and advancing your career in gold.



Latest jobs in gold

Discover more than 140 jobs available with 19 employers on the [Gold Jobs website!](#) Roles include engineers, operators, geologists, mechanics and fitters, superintendents, health and safety advisors, surveyors, electricians, technicians and more.

[Explore 140+ jobs](#)



A golden legacy: making the Melbourne Cup

As we celebrate the 168th anniversary of the first Melbourne Cup, Australian gold workers from [Birdland Laine Gold](#) and ABC Bullion (part of the [Pallion Group](#)) stand proud, having produced the People's Cup from Australian gold.

[Learn about the Cup](#)



Secure a role in Operations

Progress your career in Australia's gold industry with an exciting role in operations.

Explore more than 30+ job vacancies in operations with world-class gold companies across Western Australia.

[View operations jobs](#)



A golden industry: transforming a nation

Discover the vital contributions that the gold industry has made to Australia's economic and social fabric since the gold rushes of the 1850s, in the Gold Industry Group's new economic and social impact brochure.

[Learn more](#)

Gold Teacher News

The [Gold Industry Group's](#) Gold Teacher News brings you the latest updates on our [National Gold Education Program](#), including free gold learning resources, educational events and industry highlights.



Gold Sessions rock WA schools in Term 3

Delivery of dynamic Gold Class Sessions and exclusive Gold Resources Kits, as part of the Gold Industry Group's National Gold Education Program, have been a hit, with great feedback from facilitators, teachers and students.

[Learn more](#)



Order your gold Kit

300 of the Gold Industry Group's free Gold Resources Kits were snapped up by schools across Australia last Term. The Kits feature large rock (many of which are ore) samples from gold mines in Australia. 500 additional Kits will be available in Term 1, 2021.

[Place your order](#)



Gold shares community stories on TV

The Gold Industry Group brought the industry's commitment to community to life recently, through a captivating TV advert and connecting video stories featuring Australian Earth Science Education and Mercedes College.

[Watch the clips](#)



New Resource: A Golden Country Brochure

The Gold Industry Group released its new 'A Golden Country' brochure recently, a terrific learning resource highlighting the gold industry's vast economic and social contributions to Australia since the 1850s gold rushes.

[Download brochure](#)

Good as Gold News

Your dose of all things good in gold, the [Gold Industry Group's](#) (GIG) [Good as Gold News](#) brings you the latest on how Australia's gold industry is supporting its workers, their families and the wider public.



Indigenous role models sought for industry

GIG Director and AngloGold Ashanti Australia VP Corporate Affairs, Community and HR Andrea Maxey joined other female industry leaders to share their insights on Indigenous relations last month at the WA Mining Club.

[Read our wrap](#)



100+ gold jobs live

Further your career and find your dream job in Australia's gold industry, with over 100 vacancies now listed on the new Gold Jobs website, across engineering, geology, operations, health & safety, environment, quality control, and much more.

[Search Gold Jobs](#)



Gold in mental health: Q&A with Peta Slocombe

We recently spoke to Northern Star Resources Limited Capability and Culture Manager Peta Slocombe, on the importance of mental health education and developing a vibrant workplace culture.

[Hear from Peta](#)



Renewable Energy: Q&A with James Koerting

We recently spoke to Gold Fields Energy Manager James Koerting, about his visionary mission to create Australia's first Hybrid Renewable Energy Microgrid Project at the Agnew Gold Mine in Western Australia.

[Hear from James](#)

Media



Media reach increased significantly this year due to the partnership with netball, new initiatives and digital campaigns.

45.4M*

Potential Reach (article views)

56

Editorial Mentions

74%

Positive Sentiment

Trends

- Netball & GIG WANL (approx. 75%)
- Gold Jobs launch
- National Gold Education Program
- Women in Gold Diversity Debate
- Diggers & Dealers

***NOTE:** Reach does not include West Coast Fever media coverage of GIG brand through games and news.

EDM Campaigns



2020 saw a focus on building our database, expanding our newsletter offering and keeping our community updated.

84,016

Emails Sent

63

E-Campaigns

5,800

New Subscribers

NEW Teacher Newsletter | Community Newsletter | **NEW** Jobs Newsletter
Parliamentary Newsletter | Member Updates | Event Invites

***NOTE:** Email open rate of 26.2% (23% above industry standard)

Social Media



Gold Industry Group
@ausgoldindustry

GOLD JOBS | Australia's #gold industry is seeking workers to fulfil roles across #exploration, #mining, #refining and #trades, from #administrative to #technical & everything in between.

View gold #jobs: bit.ly/2Rqi8EV

#goldmining #COVID19 #heartofgold #goldjobs

Macmahon and 8 others

5:39 pm · 20 Apr 2020 · Twitter Web App

View Tweet activity

9 Retweets 19 Likes



heartofgoldaus ABSOLUTE GOLD

We're excited to share our commitment to community in a new TV advert, starring some familiar faces and airing on Channel 9 this month!

Showcasing long-term partnerships with Netball WA, West Coast Fever, Shooting Stars, LIVIN and Australian Earth Science Education, hear about how the gold industry's investment is

368 views

SEPTEMBER 14, 2020

Gold Industry Group
13,496 followers
5mo ·

SUPER PIT | A celebration of two Australian miners coming together kicked off this year's **Diggers & Dealers Mining Forum** in Kalgoorlie, with the announcement of a mine expansion that will create 700 jobs.

Fantastic to have Premier Mark McGowan with us.

We look forward to what's ahead for **Northern Star Resources Limited, Saracen Mineral Holdings Limited** and **KCGM**.

#diggersndealers #gold #heartofgold #dnd2020 #goldmining

with Rebecca Johnston and 7 others

282 · 2 comments

Heart of Gold Australia
Published by Emily Wintle · 5 August 2020

APPRENTICESHIPS | **Newmont Australia's** Boddington gold operation is currently seeking motivated and reliable individuals, eager to start a rewarding gold mining career.

Positions are available across five different roles from February 2021:

- Apprentice Heavy Duty Plant Mechanics (2 positions)
- Apprentice Auto Electrician (1 position)
- Apprentice Boilermaker (1 position)
- Apprentice Mechanical Fitters (2 positions)
- Apprentice Electrical Instrumentation Fitters (2 positions)

Apply now <https://bit.ly/33u8wjm>

To be successful, applicants must submit a resume and complete all pre-screening questions. Hurry, applications close Wednesday 19 August 2020!

#heartofgold #apprenticeship #gold #goldmining #goldjobs

Image taken pre-COVID19.

131,394 People reached

12,787 Engagements

Boost Post

70


291 comments 670 shares

Social Media





Our social media reach expanded considerably this year, with the introduction of paid campaigns, more organic content and the appointment of a Digital Marketing Officer.


8,104,877
Total Reach

▲ 185%
 Highest Reach Channel


466,458
Total Engagements

▲ 168%
 Most Engaging Channels


12,978
Total Growth (Followers)

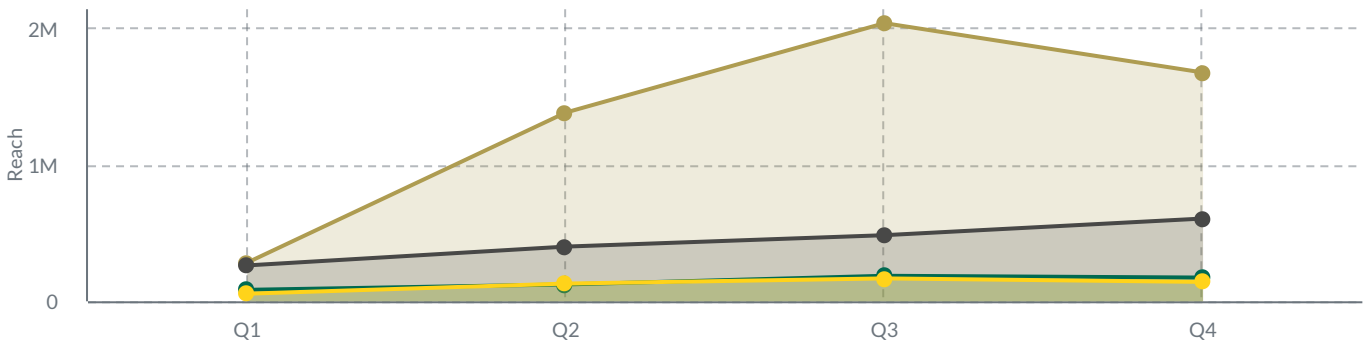
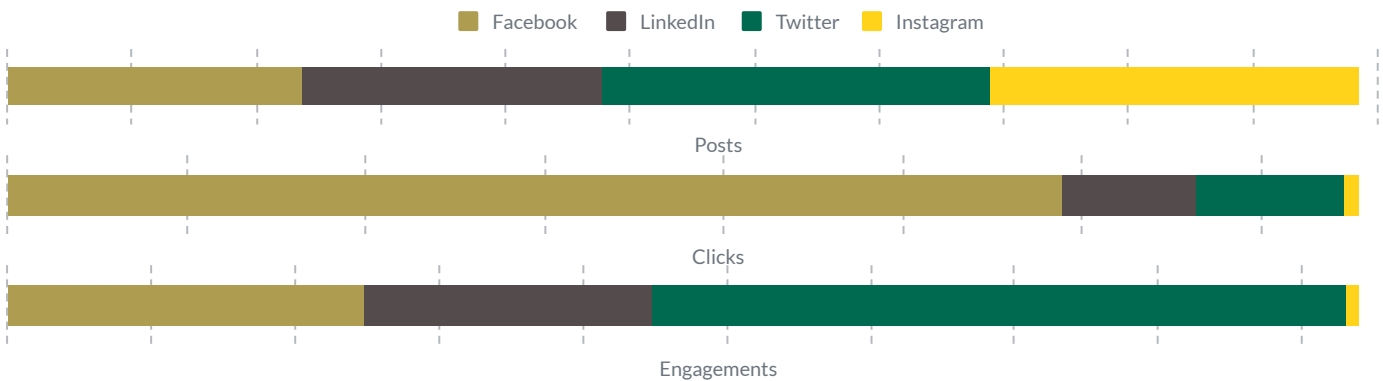
▲ 213%
 Highest Growth Channel

2,715
Total Posts

▲ 97.9%
 Most Used Channel

67,663
Total Post Link Clicks

▲ 405%
 Highest Click Through Channel



NOTE: YouTube is utilised as a video hosting platform as opposed to a channel that we are actively promoting to our followers to engage with. 20 videos were uploaded in 2020.

Websites



2020 saw 2 new websites launch (Gold Jobs and Education Program Booking), resulting in 3x website traffic and higher page retention.

143,984

Users

180,023

Sessions

324,962

Page Views

Corporate Website



2020 saw the expansion of GIG's content landscape with improvements to its structure and new content areas, and our articles yielding +50% views.

65,588

Users

▲ 19%

79,413

Sessions

▲ 12%

114,894

Page Views

▲ 4%

84 articles published receiving 58,858 views

Gold Jobs Website



Launched in May, this ground-breaking resource showcases the industry's wealth of information and diverse array of prospects in addition to employment opportunities available to the wider community.

76,911

Users

98,267

Sessions

204,531

Page Views

19

Member Companies Participating

433

Jobs Advertised Australia-wide

4,000

Gold Jobs Newsletter Subscribers

Potential traditional & social media reach 8.M+

Education Program Booking Website



This platform's main purpose is to book Gold Class Sessions and order Gold Resources Kits, with limited promotion due to its popularity and resourcing.

1,485

Users

2,343

Sessions

5,537

Page Views

NOTE: Kits sold out within a few weeks and sessions couldn't be promoted due to resourcing.

Heart of Gold Australia app



Due to COVID-19 hindering live experiences, our promotional efforts focused on the in-app experiences.

878

Users

2,634

People Reached*

717

Downloads in 2020

4,666

Total Downloads

29,867

Screen Views

2,310

Sessions

* based on survey results where 3 people were using the app at once.

NOTE: The app has diverse offerings and will also be transferred to a new platform in 2021 with planning for the transition a major focus.

National Gold Education Program



National Gold Education Program



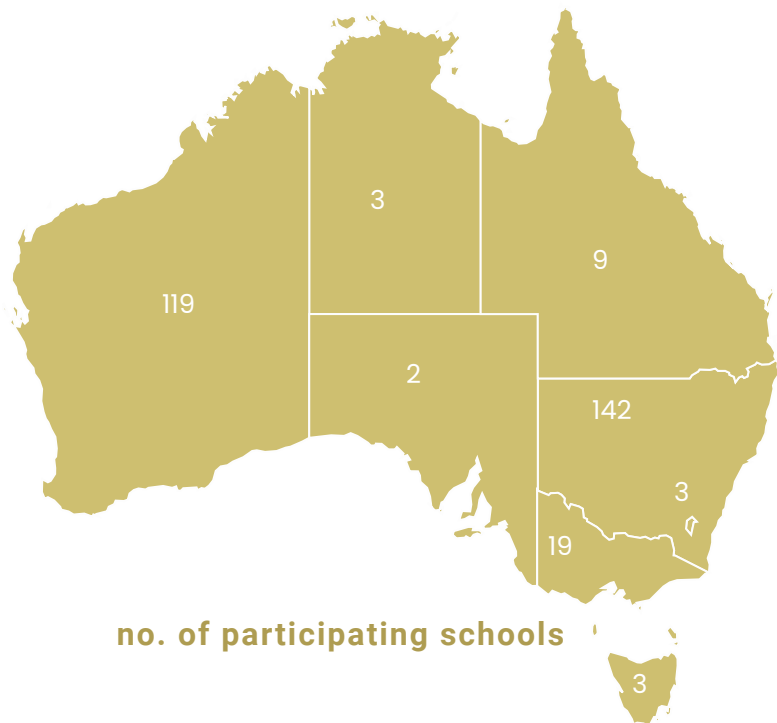
The expansion of our National Gold Education Program across Australia connected the industry with the next generation, cultivating a supportive and educated community while inspiring a new talent pipeline.

300

Gold Resources Kits Delivered

21

Gold Class Sessions Delivered



Survey Feedback

- 45 teachers completed the survey.
- 98% of respondents were satisfied with the Kit and its teaching materials, receiving an overall rating of 9/10.
- 91% of respondents indicated students were interested in finding out more about careers in gold.
- 9/10 overall commendation rating on the Kit.
- 450 teachers subscribed to news.

"A very big thank you for the Gold Resources Kit. It is already in a classroom being utilised. Great rock samples, information and learning resources. Thank you for making this available for schools," Jill Bennett, Science Teacher and VET Coordinator, Campbell Town District High School.

NOTE: The Program launched on 11 February 2020, and was postponed after one session due to COVID-19 until Term 3. Gold Class Sessions could only be delivered in WA.

National Gold Education Program

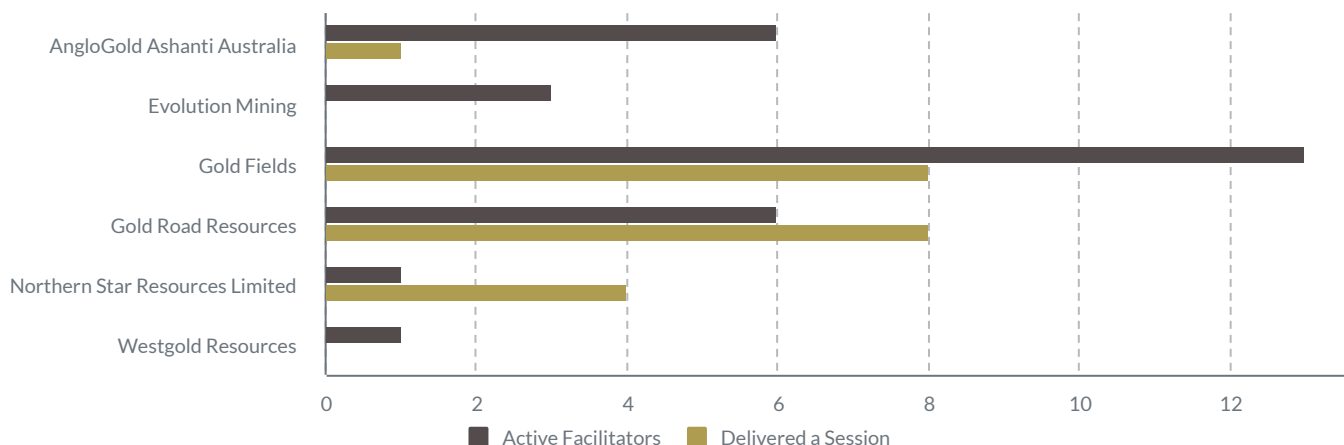


Gold Class Sessions

- 70% of teachers completed the survey.
- 12 schools participated in Perth, Kalgoorlie, Norseman and Kambalda.
- 42% Primary and 58% Secondary.
- 100% of respondents rated their facilitators highly.
- 80% said the activity highly engaged their students.
- 100% said they gained knowledge about the gold industry.

Facilitators

- 7 training sessions delivered.
- 45 member employees trained with 31 active.
- 14 facilitators delivered a session (46.6%).

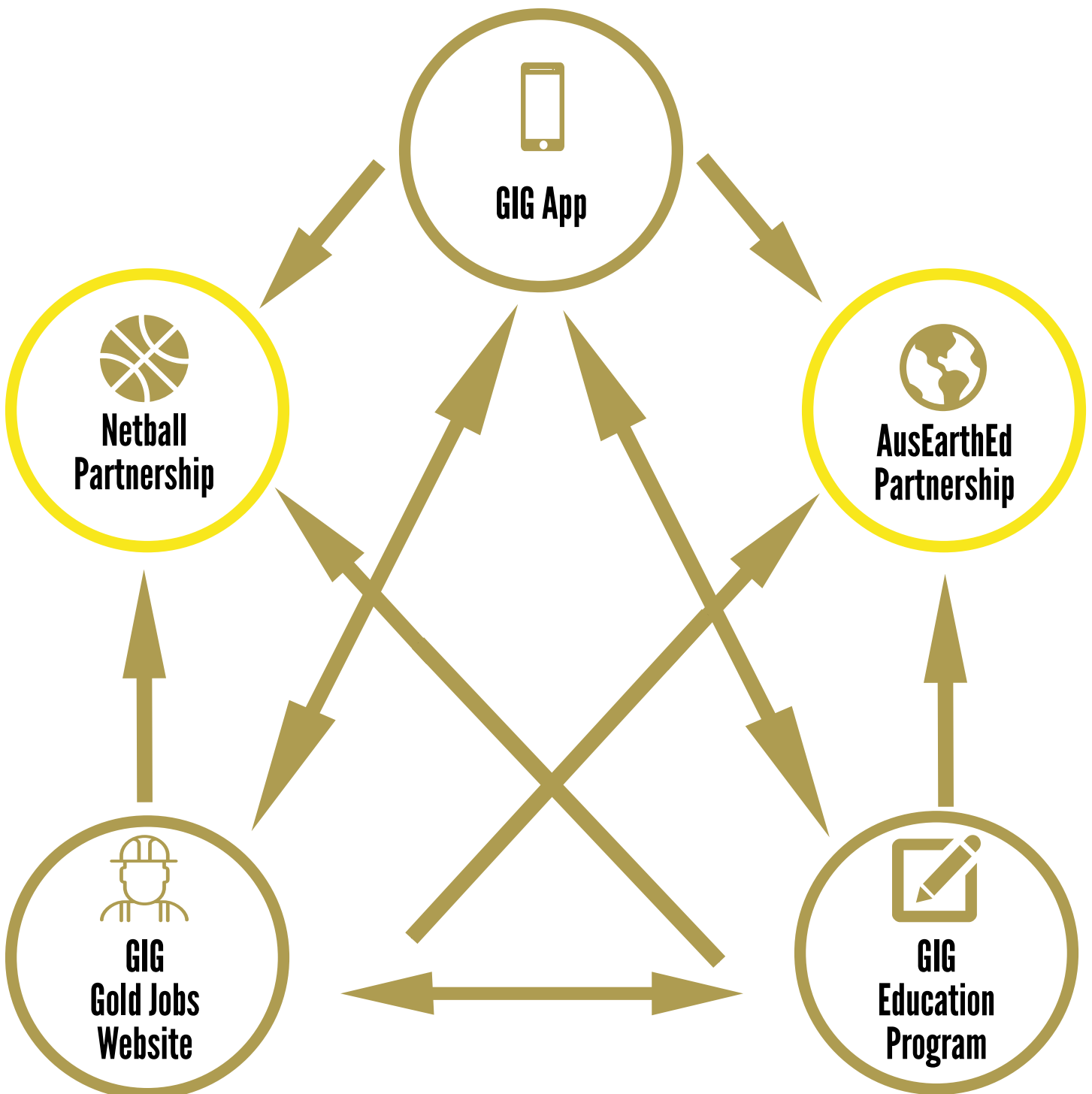


“As the first to present the Gold Class Session to secondary school students, I was interested to gauge how it was received. I was delighted with the way the students engaged in a healthy discussion and presentation. The course materials were ideal for the age group and it was a rewarding experience all round,” Duncan Hughes, Manager: Corporate Development and Investor Relations, Gold Road Resources.

Integration of Projects



Gold Industry Group programs connect into each other and are promoted through our long-term partnerships.



Australian Earth Science Education Partnership



Australian Earth Science Education Partnership



923

Students Educated

445

Teachers Trained

194

Resources

Earth & Environment Science (EES) Resources

- **194** teacher and student resources developed (83 new, 111 adapted).
- **6** resources developed based on member case studies.

Teacher Training & Mentoring

- **445** teachers attended 15 online educator training and mentoring sessions.
- **126** teachers participated in a series of 4 free professional development seminars across remote, regional and metro areas.
- **48 out of 126** teachers are teaching EES for the first time in 2021.

Student Incursions

- **923** students across 52 classrooms attended incursions.
- **416** students participated in a series of 9 free online revision seminars for EES students in New South Wales across remote, regional and metro areas.

GIG Programs

- The GIG's **National Gold Education Program** and **Gold Jobs website** was shared through teacher and student engagement and communications.
- The **Gold Resources Kits** were promoted through the program in WA and NSW which contributed to a majority of Kit orders from NSW followed by WA schools.

NOTE: All activities from this partnership are have been based in NSW.

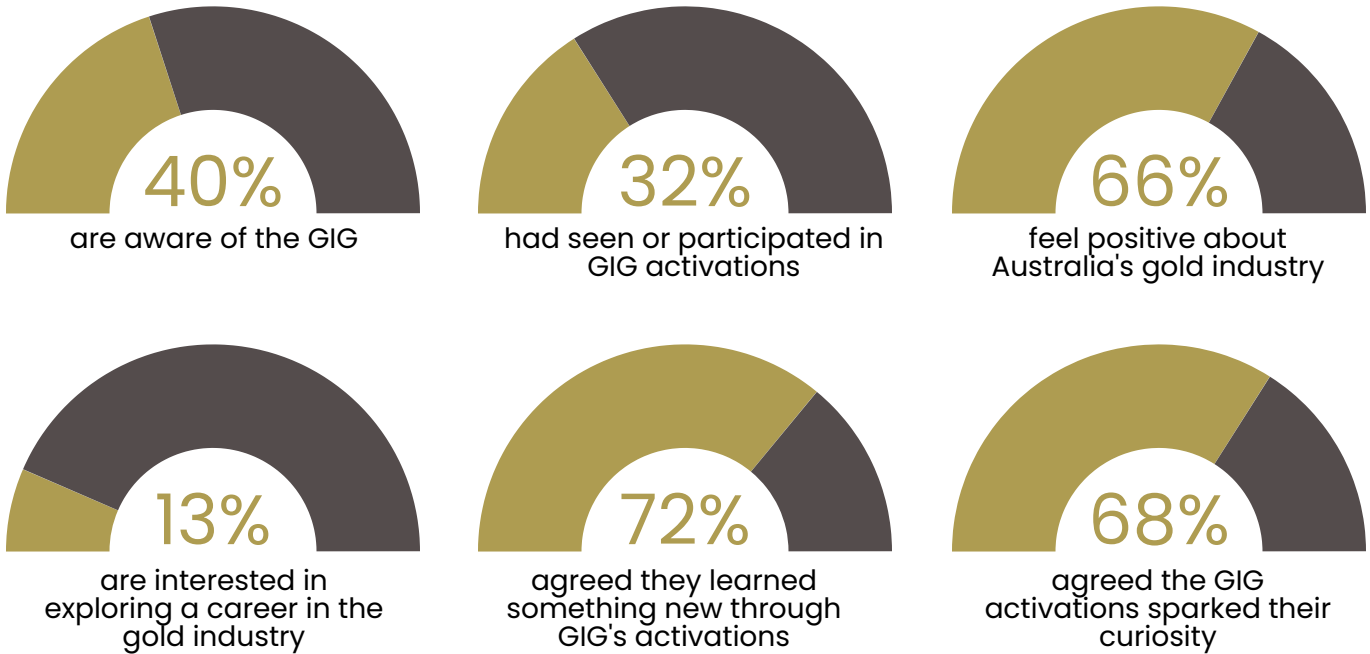
Netball Partnerships



Netball Partnerships



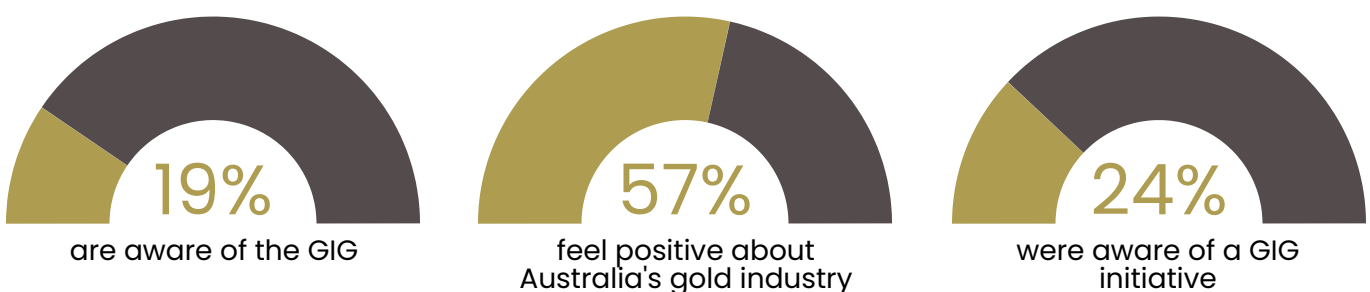
4 dedicated surveys were conducted by Culture Counts to identify awareness of the partnership and GIG initiatives within the netball community, reaching 3,617 respondents.



Baseline Findings

- Demonstrated success in partnership increasing awareness of the GIG and educating on industry.
- Much positive feedback on GIG's partnership, enthusiasm for netball, netball's diverse and inclusive environment and response to COVID.
- Through the partnership, netball have achieved unique social and economic outcomes rating highly across all dimensions with enthusiasm, local impact, diversity, presentation, connection and wellbeing between 83-92%.

2 population polls identified awareness of the partnership and GIG initiatives in Perth and regional WA, reaching 1,655 respondents.



Ads



heart of gold Australia app

EXPERIENCE OUR NATION'S HEART OF GOLD

- UNCOVER A CITY BUILT ON GOLD**
Walk the interactive Perth and Kalgoorlie Heart of Gold Discovery Trails!
- FIND A GOLD EXPERIENCE NEAR YOU**
Explore over 25 historic gold landmarks, interactive attractions and self-guided tours!
- DISCOVER GOLD IN YOUR LIFE PLAYING IN-APP GAMES**
Unearth fun activities featuring augmented reality, games, widgets and more!

Download the free **Heart of Gold Australia** app to embark on your next golden adventure!

A GOLD INDUSTRY GROUP COMMUNITY INITIATIVE CHAMPIONED BY MEMBERS:
THE PERTH MINT | GOLD FIELDS | NORTHERN STAR RESOURCES LIMITED | SARACEN MINERAL HOLDINGS
GOLD ROAD RESOURCES | ST BARBARA LIMITED | ANGLGOLD ASHANTI AUSTRALIA | RAMELIUS RESOURCES
CITY OF KALGOORLIE-BOLDER | AUSDRILL

Gold is hiring!

EXPLORE 100+ JOBS ACROSS AUSTRALIA ON THE GOLD JOBS WEBSITE

- Advance your career in engineering, maintenance, operations, geoscience, health and safety, and much more!
- Get into gold with career advice and tips for students, graduates and teachers.
- Unearth your next golden opportunity with scholarships, apprentice and trainee programs.
- Set up job alerts and be the first to apply for new vacancies.
- Hear from workers in gold via the latest news, videos and interviews.

A GOLD INDUSTRY GROUP RECRUITMENT INITIATIVE FEATURING JOBS AT:
ANGLGOLD ASHANTI AUSTRALIA | EVOLUTION MINING | GOLD FIELDS | GOLD ROAD RESOURCES | ICGM | KIRKLAND LAKE GOLD
NEWCREST MINING | NEWMONT | NORTHERN STAR RESOURCES LIMITED | NORTON GOLD FIELDS | RAMELIUS RESOURCES
ST BARBARA LIMITED | REGGS RESOURCES | SARACEN MINERAL HOLDINGS | SATURN METALS LIMITED | SMS MINING SERVICES
SWICK MINING SERVICES | PALLION | MACMORAHON

Find your dream job on jobs.goldindustrygroup.com.au

heart of gold Australia app

Unearth Australia's gold experiences

Embark on a virtual adventure to uncover the secrets of a nation built on gold

- Discover 30+ fun and interactive gold experiences
- Explore in-app, self-guided or guided tours and attractions
- Play the Discover Gold Game to uncover many essential uses of gold in your life

Download the free **Heart of Gold Australia** app from the App Store or Google Play

SUPPORTED BY GOLD INDUSTRY GROUP MEMBERS:
GOLD FIELDS | NORTHERN STAR RESOURCES | NEWCREST MINING | SARACEN MINERAL HOLDINGS | GOLD ROAD RESOURCES | GOLDEN HILLS RESOURCES
RESOURCES | ANGLGOLD ASHANTI AUSTRALIA | RAMELIUS RESOURCES | THE PERTH MINT

Golden partnership grows netball and communities

The Gold Industry Group was proud to become the first major partner of netball across Western Australia in 2019, joining forces with Netball WA, West Coast Fever and Shooting Stars to grow the sport and its communities.

In 2020, we elevated our support to become Fever's Principal Partner, providing the opportunity to deliver a wider range of diverse benefits to the community and the team. Together, we're achieving great things and looking towards 2021 with even bigger plans to advance netball and our communities.

- Championing diversity and inclusion**
 - Supporting netball players at all levels from all backgrounds
 - Creating leadership camps and development programs
- Changing the lives of Aboriginal and Torres Strait Islanders**
 - Expanding and sustaining the Shooting Stars program
 - Empowering participants and creating generational change
- Raising the profile of elite women's sport**
 - Growing awareness across the nation
 - Delivering a better experience for players and fans
- Establishing connections across WA**
 - Bringing Fever players and events to regional communities
 - Helping netball players shape their journey
- Growing participation in netball**
 - Promoting the sport and delivering engaging activations
 - Creating unique fan opportunities during COVID-19
- Creating new talent and education pathways**
 - Collaborating on a joint scholarship with Netball WA at the UWA
 - Backing the GIG WAFU and SunCorp NetSetGo as major partners

SUPPORTED BY GOLD INDUSTRY GROUP MEMBERS:
GOLD FIELDS | NORTHERN STAR RESOURCES | NEWCREST MINING | SARACEN MINERAL HOLDINGS | GOLD ROAD RESOURCES | GOLDEN HILLS RESOURCES
RESOURCES | ANGLGOLD ASHANTI AUSTRALIA | RAMELIUS RESOURCES | THE PERTH MINT

goldindustrygroup.com.au/netball

Netball Partnerships



90%

West Coast Fever
Member Brand Recall

▲ 48%

55%

Netball WA
Participants Brand Recall

70%

Prompted Awareness of
Netball WA Partners

▲ 10%

Media

- **West Coast Fever** (WCF) media exposure during game days provided the GIG brand with a total media value of **\$2.3M**.
- **2020 Suncorp Super Netball** League and Grand Final reached **3.3M** viewers and **1M** viewers respectively.
- **"That's Gold" TV campaign** aired on Channel 9 reaching **248K** viewers (valued at \$41K).
- **Shooting Stars and WCF TV campaign** aired on Channel 9 reaching **85K** viewers (valued at \$30K).
- **West Australian** 16-page lift-out featuring GIG branding and advertising, reached **417K** people.
- **Sunday Times** 2-full page GIG spread reached **388K** people.
- **PerthNow** WCF homepage takeover and GIG advert reached **1M+** viewers.

Digital

- **Total social media reach** across WCF, Netball WA and Shooting Stars **12.5M+**.
- **GIG TVCs** during 2020 GIG WANL broadcast games reached **630K+** people.
- **Gold Facts campaign** WCF social media channels reached **63K+** people.
- **Netball WA** posted **254** gold-related content through their social media channels reaching **1.2M+**.
- **WCF** posted **100** gold-related posts through their social media channels reaching **523K+** people.
- **Netball WA and WCF newsletters** with GIG articles and ads reached **435K+**.
- **Netball WA and WCF website** views reached **302K+** and **336K+** respectively.

Netball Partnerships



Netball Partnerships



Government

- **Parliamentary Friends of Netball initiative:**
 - **Launched** at Parliament House and attended by **40 Members of Parliament** including the **Premier**, GIG's contribution was strongly acknowledged by the **Hon. Mick Murray MLA**.
 - **Exhibition match** attended by **8 Members of Parliament**, at which GIG's contribution was strongly acknowledged by the **Hon. Mia Davies MLA**.
- **Leadership lunch** hosted by Netball WA including GIG representatives discussed the role of sport in creating female leaders and role models in WA's communities at Government House; co-hosted by Netball WA's Patron, the **Hon. Kim Beazley AC**, Governor of WA and Patron of Shooting Stars, the **Hon. Julie Bishop**.

Shooting Stars

- **The success of the participation in the program** was illustrated by an **80% increase** in school attendance of **350 Indigenous girls** in **8 WA communities**.
- **Supported employment** of **23 program staff**, of which **87%** identify as Aboriginal.
- **Indigenous girls** from Years 3-10 at Laverton District High School were engaged at the new site.
- **Integration of Gold Resource Kit**, as part of the **GIG's National Gold Education Program**, into Shooting Stars activities across **8 sites**.
- **10 Indigenous girls** attended Shooting Stars **Senior Leadership Rewards Camp** at a GIG member's office for a session on gold careers and team-building opportunities.
- **Participants from the Narrogin site** were hosted at the Mining Emergency Response Competition for the first time, **building their life-skills while connecting them to career opportunities in the gold industry**.
- **Gold materials** and **promotional items** for their reward programs were provided across **8 sites**.

Netball Partnerships



Netball WA

- **Our partnership** ensured the **sustainability** of netball in WA's regions through the **23** new staff employed as a result.
- The **Gold Netball Centre** welcomed **100K+** visitors through its doors in 2020.
- **2020 GIG WANL competition** was the only State netball competition to **run a full season** in Australia, also expanding into the Peel region taking the total number of teams to **8**.
- **Netball WA Athlete Pathway** delivered two new **West Coast Fever players**, both of whom had an immediate impact at the 2020 SSN League and earned 2021 contracts.
- **Hosted** the **2nd GIG Corporate Netball Day**, an annual team-building event, growing to **14** teams across GIG member companies.
- GIG activated at **4 major netball events/carnivals** engaged:
 - **222 teams** and **3K+ participants** and their families from 29 Associations across the State at the **Fuel to Go & Play Association Championships**.
 - **100 teams** and **2.5K+ participants** and their families at one of the largest Indigenous sporting events in Australia, the **NAIDOC Netball Carnival**.
 - **97 teams** and **1K+ participants** and their families, celebrating cultural diversity at the **Netball Multicultural Carnival**.
 - **18K+ NetSetGo** participants around Western Australia, supporting the start of their netball journey.
- **New GIG initiatives** supported Associations and increased visibility:
 - Distributed **1.2K** GIG-branded hand sanitisers to **70+ WA Netball Associations**.
 - Provided **28** GIG-branded gold **post pads** to **Eastern Goldfields Netball Association**.
 - Displayed GIG signage at the **5 major metro associations**.
 - Created 'Shoot Gold 4 Netball' activation, which ran at multiple events and **4 major Associations** during **Spring Netball Competition**.
 - Created **Gold Jobs display** at the **Gold Netball Centre**.
 - Distributed **new GIG program materials** and promotional items at weekly **engagements, games, events and member packs**.
 - Provided **Gold Netballs** at special **giveaways**.

Netball Partnerships



West Coast Fever

- **GIG** became the **Principal Partner** of West Coast Fever in January.
- **Our partnership** connected **2K+** West Coast Fever's fans and students in **WA's Goldfields** for the first time, bringing 2 pre-season games, five local schools' visits, a community clinic and an open training session to Kalgoorlie.
- **Launched Gold Fever merchandise** range including a special edition Gold Fever cap and Gold Fever stickers.
- **Provided extra media value** through **additional signage at games**, with 6 games as match day partner including the Indigenous Round where our support of Shooting Stars was profiled.
- **GIG-backed member and community game day events** in Perth, including the biggest live watch party in netball history, that engaged more than **2.5K** fans at RAC Arena during COVID-19.
- **Fever's reach** expanded beyond its **3.5K** members (95% retention rate), to the **44K** strong supporter base and **237K** participants in Netball WA's programs and competitions across WA.
- West Coast Fever endured a **three-month hub** in Queensland to take home **the minor premiership**.
- **3 players** selected in the Australian Diamonds squad (16% of the total squad).
- **2 players** selected in the Australia Development squad.
- Coach Stacey Marinkovich was appointed the **Head Coach** of the Australian Diamonds.