



2021 Impact Report



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Highlights





CONTENT

-  **61.3M+** potential media reach (traditional and digital)
-  **99K+** website visitors
-  **72** articles, **73** EDMs and **2.4K+** social media posts published







NEW

-  **Launched** national LIVINWell School Tour
-  Resources Technology Showcase presenting partner reached **400** schools
-  Developed Gold Jobs quiz tool and **22** job profiles
-  **Hosted** inaugural Gold Class Awards to recognise education program facilitators
-  **Produced and launched** Gold Jobs video campaign
-  Heart of Gold Australia app transferred to a **new platform** with enhanced features

EVENTS

-  **35+** community and industry events supported
-  **3** community and **3** industry events hosted

GREW

-  National Gold Education Program reach increased by **126%** reaching **678** schools across Australia (678 Gold Resources Kits and 77 Gold Class Sessions)
-  Gold Jobs initiative reach increased by **148%** attracting **87K+** users and **16.9M+** views
-  Netball partnership research demonstrated success in increasing awareness of, support for and interest in the gold sector, connecting **280K+** participants, fans and their families
-  Shooting Stars program expanded to inspire **1000** Indigenous girls in **15** communities in WA and SA with **7** new sites
-  Media value of GIG branding at WCF games increased by **98%** to **\$4.71M**
-  Australian Earth Science Education partnership grew to support **1.5K+** students, **550+** teachers increasing interest in gold careers, engagement in EES and confidence in teaching

RESOURCING

-  Education Advisor appointment **increased capacity**
-  New funding model, programs and processes **implemented**

Developments



January

Education

- 500 Gold Resources Kits prepared
- Facilitator training

Netball

- Shooting Stars Sundowner

February

Education

- Celebrated a year of the National Gold Education Program
- 8 Gold Class Sessions delivered

Events

- Foodbank WA Mega Meal Challenge with members
- Presenting Partner of Explore the Goldfields

Netball

- Shooting Stars program launched in Fitzroy Crossing and Kimberly
- Launched GIG WANL clubs grants
- West Coast Fever Corporate Netball Day

March

Resources

- Kelly Carter appointed as GIG Chair
- Stuart Jenner appointed at GIG Vice Chair

Education

- Presenting Partner – Resources Technology Showcase announced
- 1 Gold Class Session delivered
- Facilitator training

Employment

- Exhibited at The Big Meet

Events

- Industry Partner – National AusIMM Women's Day Event Series

Netball

- West Coast Fever players toured Northern Star Resources' Super Pit and Gold Fields' St Ives



April

Education

- 3 Gold Class Sessions delivered
- Exhibited at HTAWA Conference

Employment

- Gold Jobs interviews Kalgoorlie

Events

- Exhibited at Heritage Perth Weekend

Netball

- West Coast Fever preseason games and community clinics in Kalgoorlie
- West Coast Fever Season Launch
- GIG WANL Season Launch

May

Education

- 9 Gold Class Sessions delivered
- GIG's inaugural Gold Class Awards presented
- West Education 3-part series
- GIG LIVINWell National School Tour announced (members)
- Heart of Gold Australia app transferred to new platform

Employment

- Celebrated a year of Gold Jobs website
- Exhibited at Careers and VET Expo

Events

- GIG annual Sundowner with the Minister

Netball

- GIG Community Projects initiative introduced at annual Senior Shooting Stars Leadership Camp

June

Education

- Hosted 30 Year 11 students for a day trip to the Super Pit
- Presenting Partner – Resources Technology Showcase
- Exhibited at Get into Resources
- Created Gold Jobs Quiz, for students to unearth careers in gold
- 500 Gold Resources Kits prepared
- Facilitator training
- 2 Gold Class Sessions delivered

Netball

- Netball partnership impact event
- West Coast Fever Gold and Indigenous Round
- West Coast Fever players and Narrogin Shooting Stars participants toured Boddington Gold Mine
- West Coast Fever Centre Circle Lunch
- Shooting Stars program launched in Port Hedland
- Association Championships

Developments



July

Resources

- Education Advisor Morgan Foster appointed

Education

- Celebrated one year of Australian Earth Science Education in NSW

Netball

- Hosted Netball WA staff for LIVINWell session
- Shooting Stars Bunnings Charity Sausage Sizzle with members



August

Education

- 9 Gold Class Session delivered
- GIG LIVINWell National School Tour launched (community)

Employment

- Exhibited at SkillsWest Expo

Events

- GIG Diggers and Dealers Leadership Breakfast

Netball

- West Coast Fever Finals
- Shooting Stars program launched in Collie
- Presented to Netball Associations at Leadership Camp
- Multicultural Netball Carnival
- GIG WANL Grand Final



September

Education

- Exhibited at Perth Gem and Minerals Show
- 12 Gold Class Session delivered
- Facilitator training

Employment

- Mt Magnet Gold Mine Gold Jobs interviews

Netball

- West Coast Fever players toured Mt Magnet Gold Mine and hosted school clinics
- The Net Ball



October

Education

- 7 Gold Class Sessions delivered

Employment

- Gold Jobs interviews Gwalia

Netball

- 125 regional netballers toured The Perth Mint
- Inaugural Aboriginal All Stars Leadership Camp
- Shooting Stars program expanded to three new sites in SA (15 sites nationally)
- The State Cup



November

Education

- 16 Gold Class Sessions delivered

Employment

- Gold Jobs interviews Perth offices

Events

- GIG Great Diversity Debate Perth
- Industry Partner – Mining Emergency Response Competition

Netball

- NAIDOC Netball Carnival



December

Education

- 10 Gold Class Sessions delivered
- Exhibited at STAWA Future Science

Events

- GIG AGM – 5 new Directors appointed

Netball

- Shooting Star Awards Collie
- GIG Corporate Netball Day

GIG Events



GIG Events



Foodbank WA Mega Meal Challenge

Our members cooked up a storm in Foodbank WA’s Community Kitchen in February 2021, putting their cooking prowess to the test to support Western Australians in need.

30

Member volunteers participated from 11 companies over 5 days

1,183

Pizzas made (> 1,000 target)

480

Registered charities across WA received pizzas

“We had such an incredible day today at the Foodbank. It is just astonishing how much food goes to waste more often than not,” Jessica Jones, Gold Road Resources.

“As our first Mega Meal Challengers for 2021, it was an absolute pleasure to have such generous representatives of the gold industry partake in our food relief effort. Their time spent highlighted the importance of various industries coming together within our society to help ensure no West Aussie is left behind,” Andrew Wilkinson, Foodbank WA.

GIG Annual Sundowner

We hosted our fifth annual networking event with Minister Johnston in May at The Perth Mint, connecting members, sharing the impact of our latest activities and launching our Gold Class Awards.

110

Attended

4

New initiatives highlighted

4

Gold Class Award recipients

“Giving back, what’s that really mean? For me, it’s about making a difference, and the sessions are great fun and it’s really rewarding being able to talk to future young leaders about the gold industry and share some of that passion. This opportunity made me realise how impactful and important it really is for our industry to educate the aspiring youth about mining,” Steven Hulme, Gold Road Resources.

GIG Events



Super Pit Excursion

We hosted Woodvale Secondary College students and science teachers on an all-expenses-paid trip to Northern Star Resources' Super Pit after winning our 'Win a trip to the Super Pit' competition in The West Australian ahead of the Resources Technology Showcase in June.

30

Year 11 students

3

Science teachers

150

Schools participated in the competition

"I would like to thank the Gold Industry Group for sponsoring the entire trip. Being able to go out and see new career paths and how some job sites work with being sponsored is a blessing and was a great experience. This was a great trip, and I would never have gone to the Super Pit if it wasn't for this opportunity," Joseph Ong, Year 11 Student.

"Thank you so much for giving us such an amazing experience. I will never forget this trip and I am so grateful I was accepted to take part. It has opened my eyes to new careers and the whole world of mining," Marnie Cloete, Year 11 Student.

Diggers and Dealers Breakfast Event

Our annual leadership breakfast with Deloitte was held during the Diggers and Dealers Mining Forum featuring a member panel discussion on the importance of strong leadership and Environment, Safety, and Governance. The Gold Industry Group LIVINWell School Tour was officially announced publicly.

70

Attended

GIG Events



Great GIG Diversity Debate

After a successful national tour in 2019, the Great GIG Diversity Debate returned to Perth in November 2021, dissecting the topic: Is working from home a golden opportunity or a cage with gold bars? 1/3 audience was influenced by the panel to change their position, with 'working from home is a cage with gold bars' winning the night.

209

Attended (46% non-members)

3.5/4

Event rating

7/10

Insightful content rating

"The idea that working from home could be counterproductive for diversity was an interesting one I will reflect on further."

"All speakers came well prepared, presented in an engaging manner and there was some great banter thrown in."

"The debate topic was one I am very interested in. The result from the crowd surprised me, but I agree that a hybrid work from home model is something all employers need to consider."



GIG Events



Corporate Netball Day

We hosted our third annual Corporate Netball Day, connecting the industry to each other and our netball partnership in its third year.

150

Members participated

3

New teams joined

3.8/4

Event rating

"I really enjoyed the enthusiasm and participation of all the teams. Chatting with Fever ladies, meeting Shooting Stars team members."

"There was great comradery between the teams and the sundowner was fab! We also enjoyed having the Fever reps floating around and engaging with the teams."

"The social aspect and that the day was so well organised and coordinated. It was truly enjoyable."



Media



Education supplement

The Sunday Times

7M media education

STEM – a golden opportunity

Part 1: The future is golden

How has innovation transformed the gold industry – and what does the future hold for gold?

Gold Fields' Agnew Gold Mine in the Eastern Goldfields is the first Australian mine to use wind-generated power at a large scale. Wind turbines change wind energy into electricity through the turning of huge rotor blades which spin a generator, creating electricity.

WA's pot of gold

The gold rush played an immense role in transforming Western Australia from a struggling farming economy tied to Britain, to the wealthy, multicultural State we enjoy today. There are few aspects of WA that haven't been touched by mining – from infrastructure and opportunities to population and identity.

Learn how WA's gold mines have evolved from the days of picks and pans to today's record breaking operations, and discover innovative uses for this precious metal in the first of our three-part *STEM – A golden opportunity* series.

Explore

Gold standard

Gold's unique combination of properties means it has been highly-prized since ancient times. Discover the highlighted properties in the word find.

- Gold is **beautiful**, making it a popular choice for decoration and jewellery.
- Gold is **durable** – it does not easily tarnish or corrode.
- Gold is highly **malleable**, so it can be flattened or beaten into shape.
- Gold is **ductile**, so it can be stretched into thin wires without breaking.
- Gold in nature is usually quite **pure** and does not need a lot of processing.
- Gold is **dense**, which makes it feel heavy.
- Gold is a good **conductor** of heat and electricity.
- Gold is **rare**, adding to its value.
- Gold is highly **reflective** of light and heat, so it can reduce the Sun's glare.
- Gold is **recyclable** – it can be used again and again.

Y	M	R	L	E	E	R	E	S	E	B
B	E	A	U	T	I	F	U	L	V	A
A	R	R	L	T	R	D	D	D	I	O
E	E	E	B	L	T	L	U	U	T	K
V	D	E	N	S	E	O	R	C	C	Y
B	Y	Y	S	U	R	A	A	T	E	O
O	I	D	O	L	U	W	B	I	L	A
H	N	H	O	W	P	E	L	L	F	D
T	Y	W	L	E	I	D	E	E	E	K
E	C	O	N	D	U	C	T	O	R	T
R	E	C	Y	C	L	A	B	L	E	O

After you've had a go at the activities, check out the answers at mediaeducation.com.au/students to see how well you did!

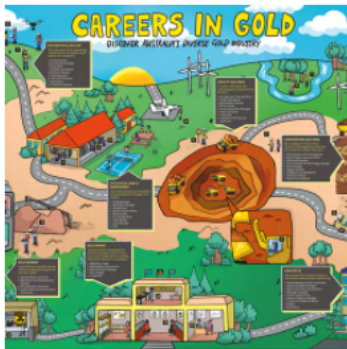
Supported by

EDM Campaigns



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.



Free teacher resources

Order educational resources today such as our Discover Gold in Your Life booklet, Get into Gold flyer, Careers in Gold poster, A Golden Country facts brochure and Discover Gold in Your Life stickers.

[Order Resources](#)



Gold kits rock

Our next round of Gold Resources Kits are now available! Complimentary to schools across the country, the Kits include a Teacher Guide, six rock specimens, a gold leaf vial, a geological hand lens and more. Place your order now to receive a Kit this term.

[Place your order](#)

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 and tips on beginning and advancing your career in gold.



190+ gold jobs live

Explore 190+ job vacancies across Australia's diverse gold industry from operations, exploration and geoscience, to engineering, drill & blast, health and safety, processing, and management. Apply now on our Gold Jobs website.

[Apply now](#)

Good as Gold News

Your dose of all things good in gold, the [Gold Industry Group's](#) [Good as Gold News](#) brings you the latest news in Australia's gold industry.



New directors join Gold Industry Group

We welcomed new Directors Saturn Metals' Ian Bamborough, St Barbara's Justine Fisher, Northern Star's Dr Guy Singleton, Gold Road's John Mullumby and The Perth Mint's Cameron Alexander at our 2021 AGM.

[Learn more](#)



Diversity and inclusion: Q&A with Stuart Jenner

We recently spoke to former GIG Vice-Chair and Gold Road Resources General Manager of Capability and Culture Stuart Jenner about his role in championing diversity and inclusion in his workplace and the wider industry.

[Hear from Stuart](#)



Explore Graduate Programs

Graduate Programs provide insight across operations and prepare graduates to transition into permanent positions. Explore our graduate programs to kickstart your career in Australia's diverse gold industry.

[Explore programs](#)

Media



Total potential reach in 2021 was **28.4M+** across online, print and broadcast media.

28.9M

Media reach

257

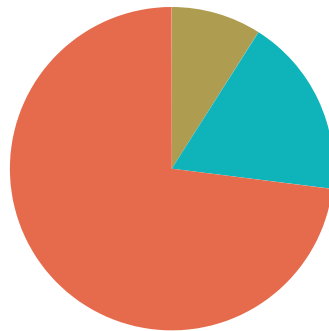
Mentions

67%

Positive sentiment
(33% neutral)

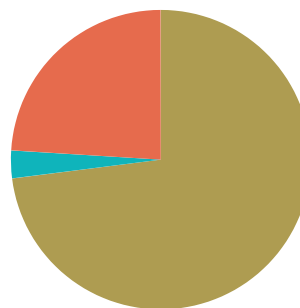
Print Media Coverage

WA (9%) VIC (18%) National (73%)



Online Media Coverage

WA (73%) NSW (3%) National (24%)



EDM Campaigns



2021 saw a continued focus on building our database which consists of a total of **30,233** subscribers.

127,022

Emails sent

▲ 51%

73

E-Campaigns

▲ 16%

8,036

New subscribers

▲ 39%

29.1%

Open rate

▲ 2.7%

(2.5% above industry average)

7.1%

Click rate

▲ 0.2%

(4.4% above industry average)

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

External Advertising



Explore jobs in Australia's gold industry

jobs.goldindustrygroup.com.au

Explore jobs in Australia's gold industry

jobs.goldindustrygroup.com.au

What to look for when considering a career change

Gold Industry Group | SPONSORED
October 12, 2021 9:05AM

TOPICS **Energy** Lifestyle Technology

Many of us might consider a career change within our current aspects we should be putting at the forefront something new. Whether you're a millennial chasing or generally embrace change in your life - it's exciting multiple possibilities on the horizon.

We spoke to some workers in Australia's gold industry about what makes them get out of bed in the morning.

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FEVER IN KALGOORLIE

PRE-SEASON GAMES • SAVE THE DATE

VS

OPEN TRAINING SESSION • FRIDAY 9 APRIL
MATCH 1 • SATURDAY 10 APRIL
MATCH 2 • SUNDAY 11 APRIL
VENUE • GOLDFIELDS OASIS

Ticket information coming soon

External Advertising

10.57M+

Total ad reach

West Coast Fever/GIG WANL

1.4M

Reach of 4 WCF print ads in
The West Australian

700K

"That's Gold" TVC reach on Channel 9

261,000+

GIG WANL broadcast viewership
connected with GIG TVCs

1.91M

2021 SSN broadcast viewers

3.56M+

People reached across 20 WCF bus ads

\$1.13M

WCF games GIG media value/
most valuable partner

2.53M+

WCF PerthNow campaigns

Seven West Media Gold Jobs Campaign

210,005

Media reach

Digital Media



heartofgoldaus ...

heartofgoldaus STUDENT Q&A 🎓 Meet Regis Resources' Vacation Student and Curtin University Graduate, Chol Manyang Angok, who spoke to us about his journey to Australia and pursuing a career in gold.

Chol shared what sparked his interest in

[View Insights](#)

👍👎🔍🔖

🌐👤 Liked by bmsphotography_aust and 88 others

APRIL 22, 2021

😊 Add a comment... [Post](#)



Gold Jobs - People in Gold: Meet Maritza
5,034 views • Dec 7, 2021

👍 0 🗑️ DISLIKE ➦ SHARE ➕ SAVE ...

Digital Media



Gold Industry Group
@ausgoldindustry

THANK YOU @WestCoastFever!

2 gold mine visits, 2 preseason matches, 3 community clinics & an open training session over 4 days on tour in #Kalgoorlie!

The #community loved having you in town!

#heartofgold #gotgrit #goldfever
#goldfields #gold 🍷 #kalgoorlie @CityofKalBould



Sue Gaudion and 9 others

5:43 pm · 11 Apr 2021 · Twitter for iPhone

View Tweet activity

5 Retweets 1 Quote Tweet 13 Likes

Gold Industry Group
17,366 followers
9mo · Edited ·

AFFORDABLE FARES | Northern Star Resources Limited are shaking up commercial airfares between Kalgoorlie and Perth by teaming up with Alliance Airlines to offer weekly one-way flights to the community for \$199.

From Thursday Northern Star is offering community seats from Perth and Kalgoorlie on their charter flights.

Northern Star Chief Executive Officer and GIG Director Stuart Tonkin told the Kalgoorlie Miner that capping the price at \$199 provided affordable travel options to families and small businesses in the Goldfields.

"They're typically an 80 or 100 seater aircraft and we believe there's at least 20 seats available, there could be more," said Mr. Tonkin.

Read the full article in the Kalgoorlie Miner 🔒: <https://bit.ly/3eVeKOV>

#heartofgold #gold #goldmining #community #perth #kalgoorlie City of Perth City of Kalgoorlie-Boulder

Heart of Gold Australia
Published by Sprout Social · 16 December 2021

NEW JOBS | AngloGold Ashanti Australia, Gold Fields Australia and Ramelius Resources have just added 20+ new vacancies across exploration, processing, operations, health and safety and more to our Gold Jobs website!

Explore 300+ gold jobs today: <https://bit.ly/GoldJobsAu>

#heartofgold #gold #goldmining #miningjobs #goldjobs #hiring #applynow #recruitment



19,655
People reached

2,859
Engagements

Boost again



Goldminer's cheap airfares take flight

kalminer.com.au · 1 min read

Jessica Tedja and 259 others

14 comments

Digital Media



Our digital media reach nearly including Facebook, LinkedIn, Twitter, Instagram, Youtube and Google doubled this year, with the expansion of paid campaigns for our Gold Jobs and Education program reaching more than **19.6M views**.

19,602,133

Impressions

▲ 125%

Facebook Highest Impressions Channel

603,479

Engagements

▲ 22%

Facebook Most Engaging Channels

546,001

Post link clicks

▲ 70%

Facebook Highest Click Through Channel

264,823

Video views

Facebook Most Video Views Channel

7,225

Growth (followers)

LinkedIn Highest Growth Channel

2,493

Posts

Instagram Most Posts Shared

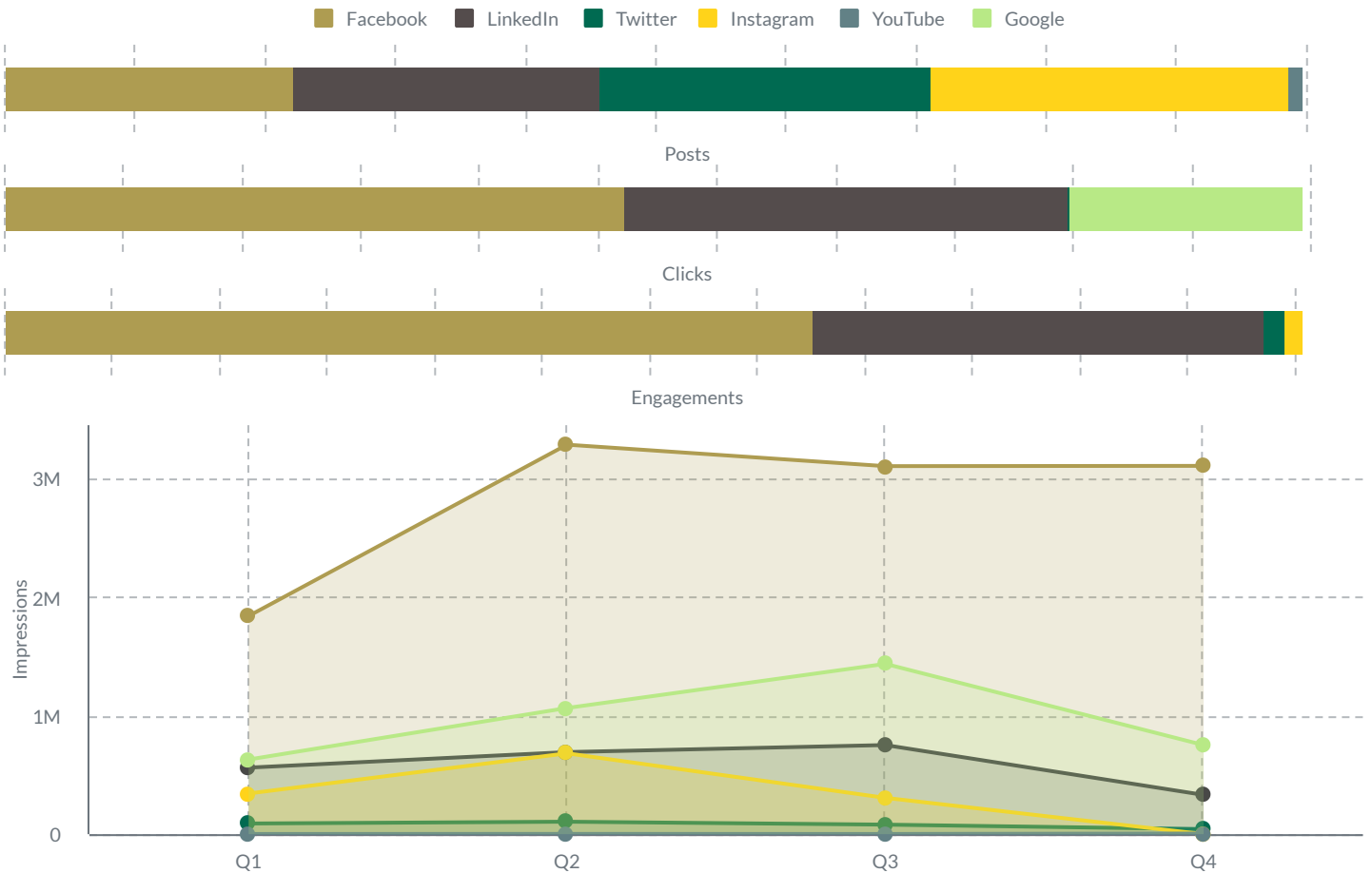
44,394

Total followers

Facebook Most followers

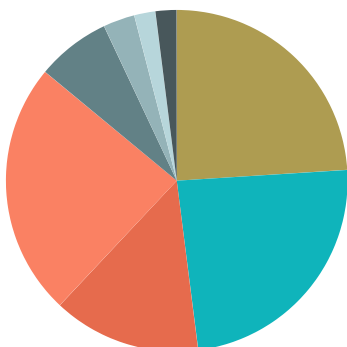
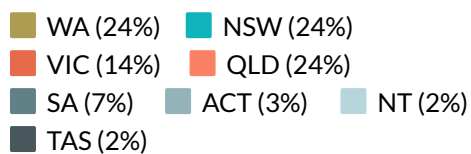
NOTE: Social Media statistics are now inclusive of YouTube, as the channel is now being utilised for digital ad campaigns as of December 2021.

Digital Media

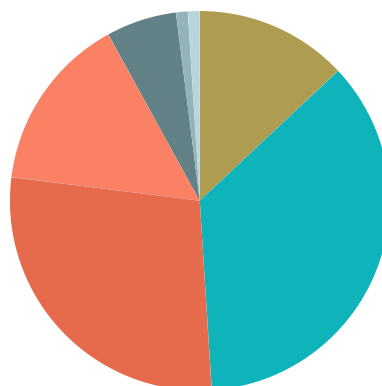
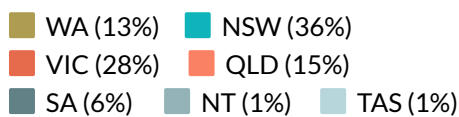


Data by State is only available for paid campaigns (articles and job ads). Organic data is not included.

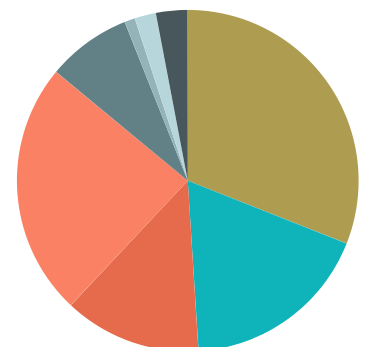
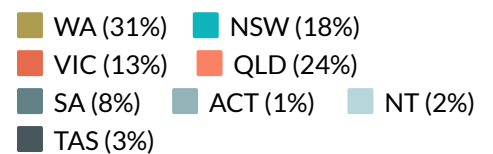
Facebook Impressions



LinkedIn Impressions



Google Impressions



Websites



In 2021 users, sessions and page views across all three websites grew.

99,946

Users

▲ 108%

113,291

Sessions

▲ 100%

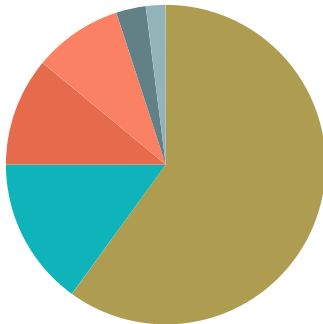
403,293

Page views

▲ 100%

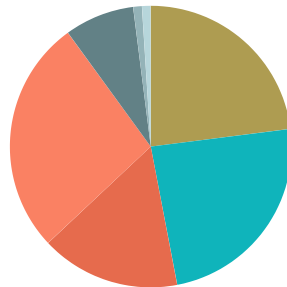
Corporate Website Users

- WA (60%) NSW (15%)
- VIC (11%) QLD (9%)
- SA (3%) ACT (2%)



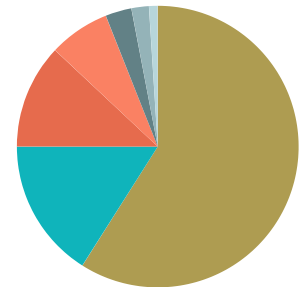
Gold Jobs Website Users

- WA (23%) NSW (24%)
- VIC (16%) QLD (27%)
- SA (8%) ACT (1%)
- TAS (1%)



Education Website Users

- WA (59%) NSW (16%)
- VIC (12%) QLD (7%)
- SA (3%) ACT (2%)
- TAS (1%)



Corporate Website



In 2021, there were **73 articles** published including member news, community stories, employee Q&As and more, with articles receiving **16,817 views**.

11,243

Users

▲ 8%

15,113

Sessions

▲ 8%

52,145

Page views

▲ 5%

NOTE: Website statistics now exclude bounced users (users who visit the website and don't interact/leave without going to another page).

Gold Jobs Website



Gold Jobs Website



Our Gold Jobs initiative has now reached more than **24.9 million views**, attracting new talent and supporting the sector’s efforts to fill vacancies in a tough and competitive market, showcasing the diverse range of careers and roles offered in Australia’s gold industry. The Gold Jobs website was enhanced with new features and content in 2021, including our popular Gold Jobs Quiz and Job Profiles to provide job seekers with more guidance on how to get into the industry.

87,416

Users

▲ 148%

96,571

Sessions

▲ 131%

346,157

Page views

▲ 134%

18

Member companies participating

589

Jobs advertised Australia-wide

70,206

Job views

▲ 110%

17

New videos created

26

New pages added

7,736

Gold Jobs newsletter subscribers

16.9M

Marketing reach

Heart of Gold Australia app



Our Heart of Gold Australia app was successfully transferred to a new platform in 2021. Since its launch, the app has been downloaded **9,112** times, reaching an estimated **27,336** people.

3,515

Users

▲ 300%

4,845

People reached*

▲ 73%

1,615

Downloads in 2021

▲ 20%

9,112

Total downloads

14,450

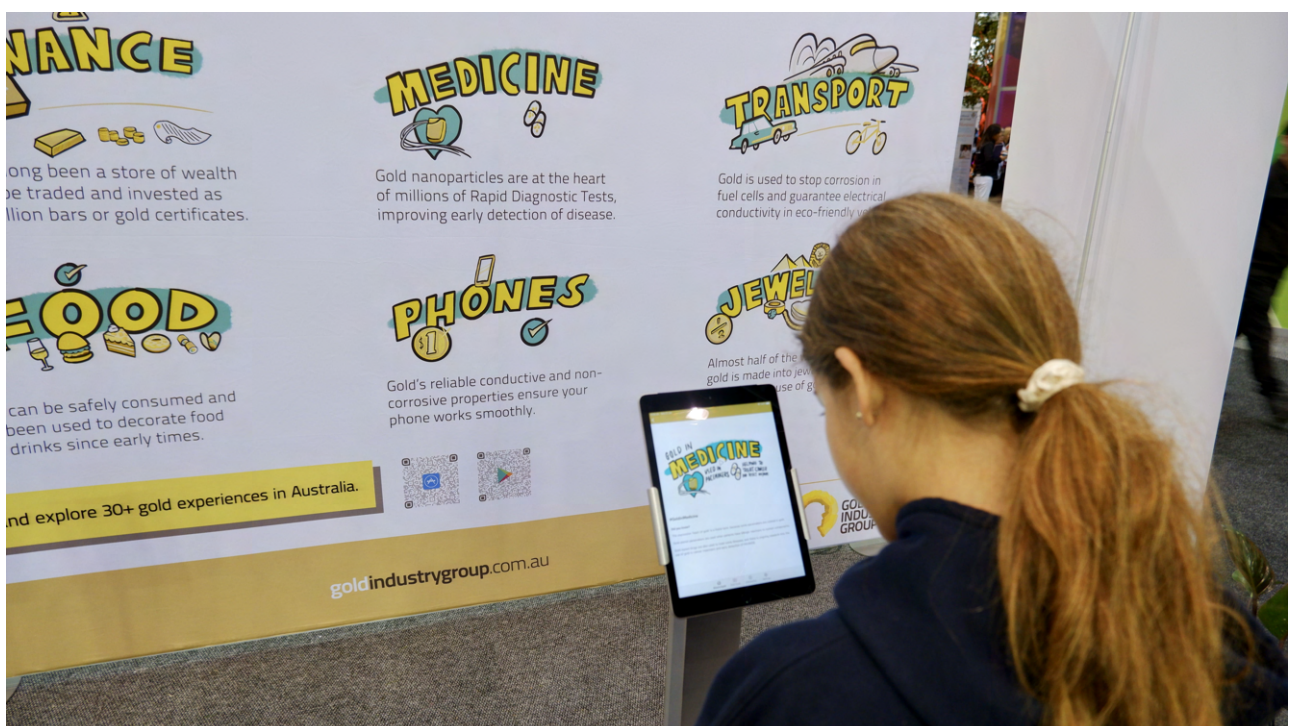
Screen views

4,268

Sessions

▲ 85%

* based on survey results where an average of 3 people use the app at once.



National Gold Education Program



National Gold Education Program



Our National Gold Education Program has now reached **978 schools** across Australia, inspiring tens of thousands of students and teachers to learn more about Australia's gold industry and its career prospects.

678

Gold Resources Kits delivered

▲ 126%

9/10

Kit rating

77

Gold Class Sessions delivered at 31 schools

▲ 250%

95%

Students interested in finding out more about careers in gold

161

Schools received gold materials

100%

Teachers gained knowledge of the gold mining industry

100%

Teachers said facilitators and activity were engaging

62

Facilitators trained

50%

Newly trained facilitators delivered at least one session in 2021

6

Facilitator training sessions delivered

616

Teachers subscribers to our newsletter

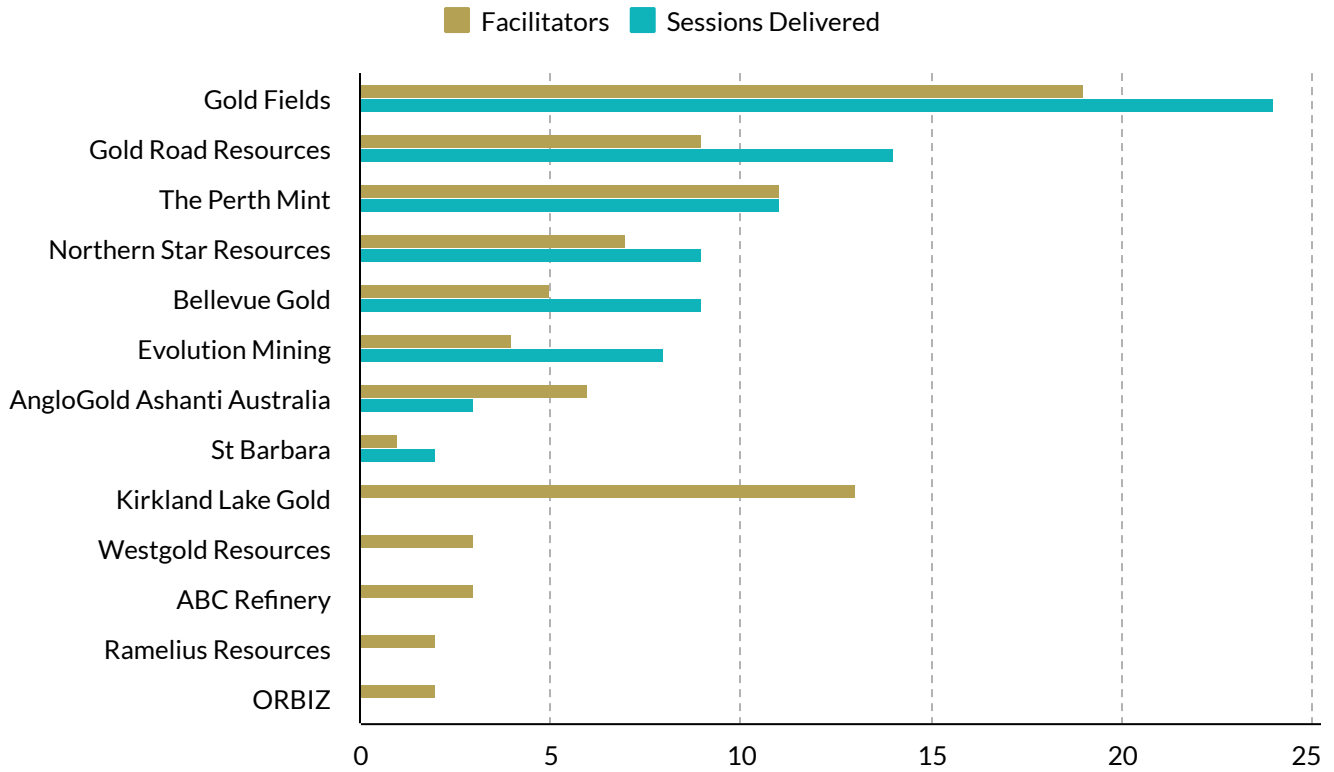
"Being a facilitator in the Gold Industry Group's national education program has been incredibly rewarding. The GIG national education program gives a fun, interactive way to show students just how interesting gold and mining can be through engaging, hands-on activities and presentations. Seeing a room full of hands in the air when asking the students at the end of the session, "Who thinks they'd like to have a career within the gold industry?" shows just how powerful these sessions can be!" Craig Talbot, Gold Fields.

"Thank you for making gold real for my students - they were very surprised to learn how gold plays a big part in their day but they had no idea how/why. I have passed the kit on to our school Science teacher and she is delighted to have real specimens to use in her classes," Michelle Davies, Bletchley Park Primary

National Gold Education Program

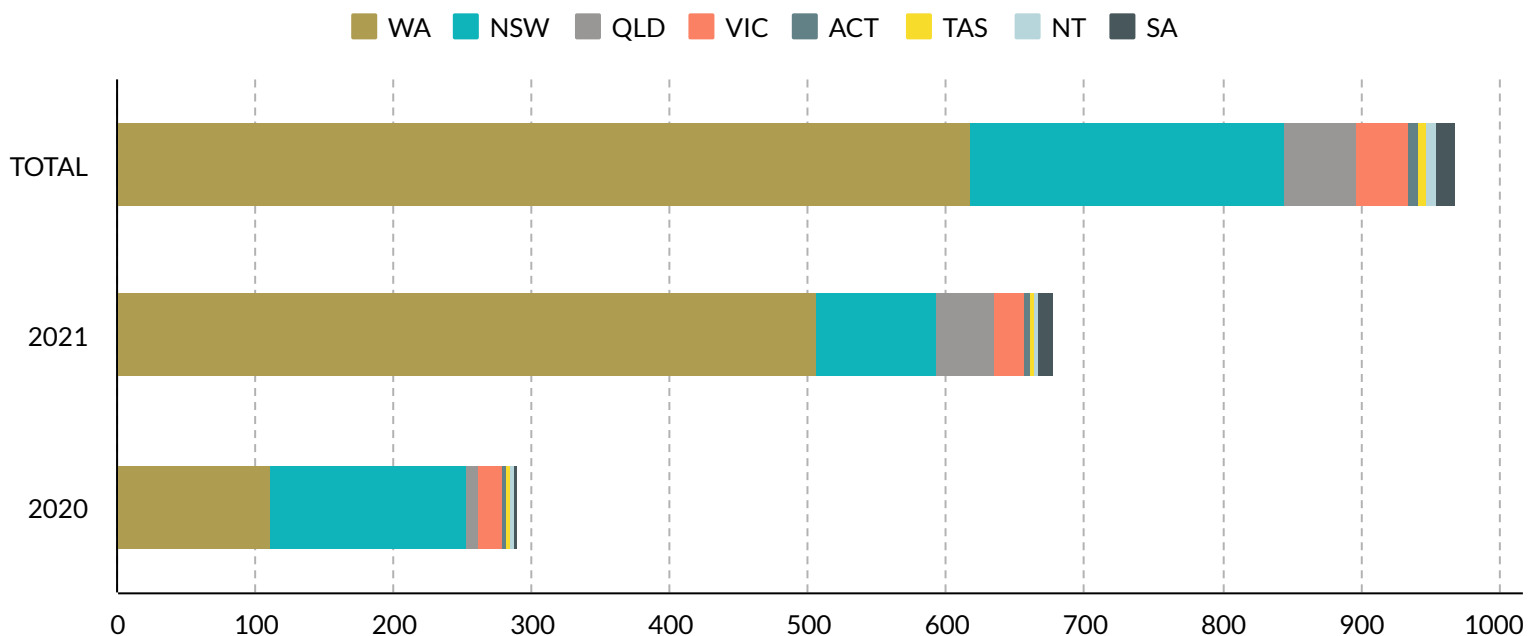


Facilitators and Sessions Delivered



"The Gold Session was fantastic! Our presenter, Kirsty, was fantastic and engaging! Thank you for the wonderful opportunity!" Rachel Skellett, Hannans Primary School

Gold Resources Kits Delivered



National Gold Education Program



Education Program Booking Website

This platform's main purpose is to book Gold Class Sessions, order Gold Resources Kits, and download resources. Promotion is limited due to its popularity and resourcing. The expansion of the platform and program saw a significant increase in traffic.

1,287

Users

▲ 214%

1,607

Sessions

▲ 125%

4,991

Page views

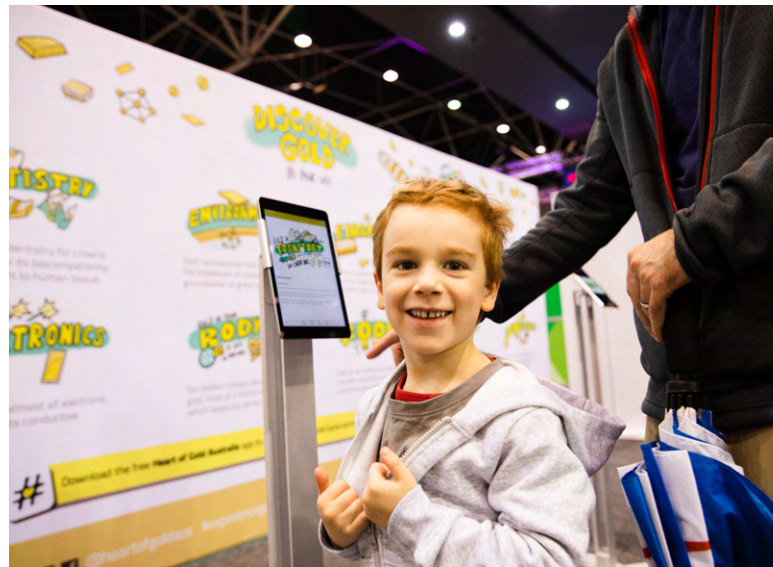
▲ 28%

Resources Technology Showcase (Seven West Media)

As presenting partner of the Resources Technology Showcase, we hosted a large, interactive exhibit reaching **8K+ attendees** and a Media Education campaign reaching **400 schools**.

- Our exhibit showcased the latest technology and innovation driving the resources sector with students, teachers and members of the community taking on our four gold challenges based on renewable energy, gold jobs, uses of gold and geology.
- Gold mining and our education program was profiled in a three-part, *STEM – A Golden Opportunity* feature in May for The Sunday Times education supplement, with 65K copies distributed to 400+ schools.
- Our “Win a trip to the Super Pit” competition saw one class win an all-expenses-paid trip to Kalgoorlie.
- Media Education promotions and website promoted the Gold Resources Kit prize for the first 150 schools.

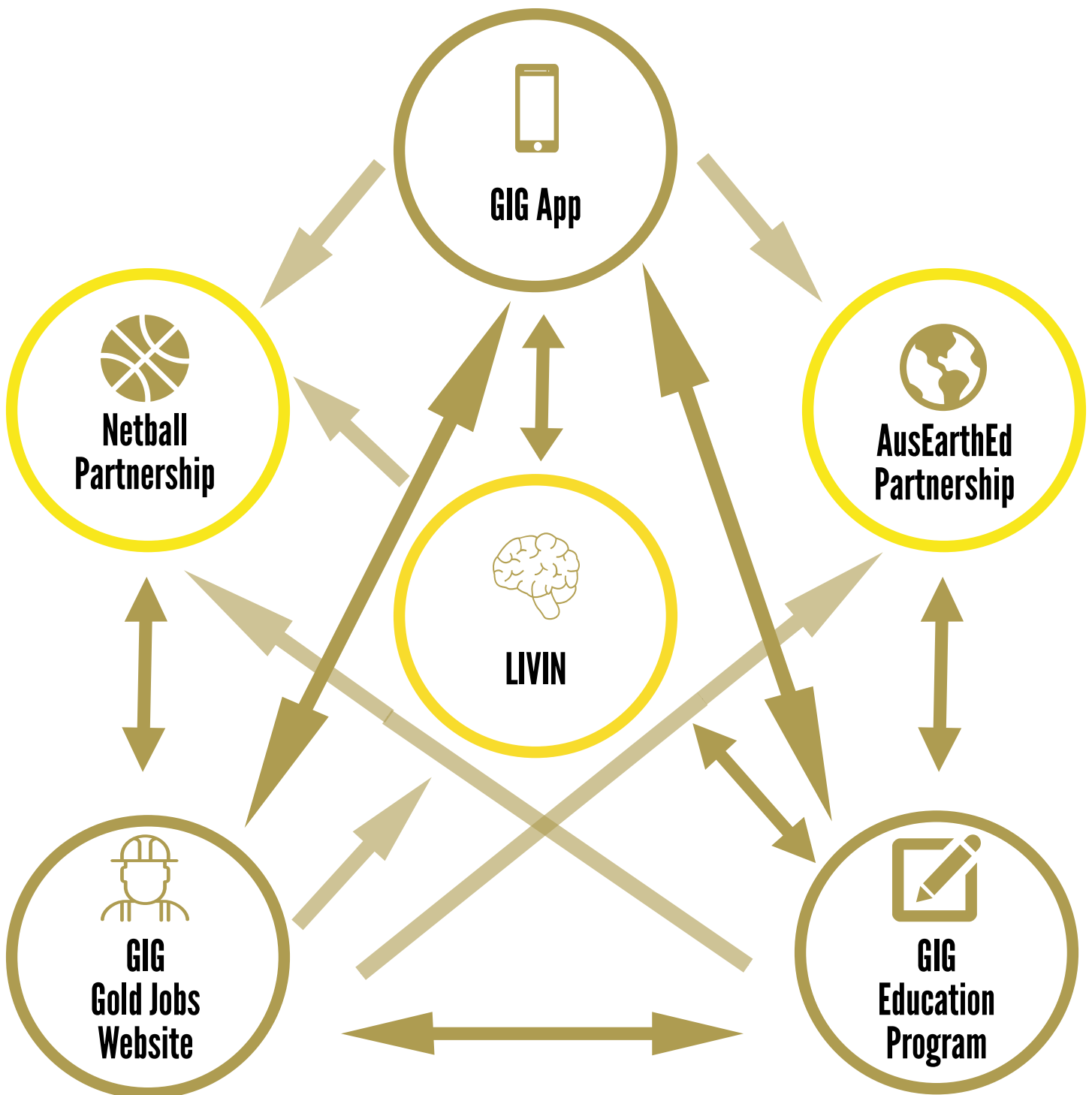
Resources Technology Showcase



Projects Matrix



Our programs connect to each other and are promoted through our long-term partnerships.



Australian Earth Science Education Partnership



Australian Earth Science Education Partnership

Our partnership with Australian Earth Science Education promotes Year 11 and 12 EES education, through free local, contextual resources, educator training and mentoring, and engagements with both students and industry. Our partnership has made the program possible in NSW and our National Gold Education Program and Gold Jobs initiative are promoted.

1,538

Students educated

31

Teacher training sessions

559

Teachers trained

67

Incursions held

22

Mining-focused incursions

279

Students in mining-focused incursions

81%

Educators increased confidence in teaching EES

100%

Educators agreed the activities engaged their students

60%+

Students increased interest in careers in the gold industry

94

New resources developed

4

New resources with gold mining content

17

Gold Resources Kits provided

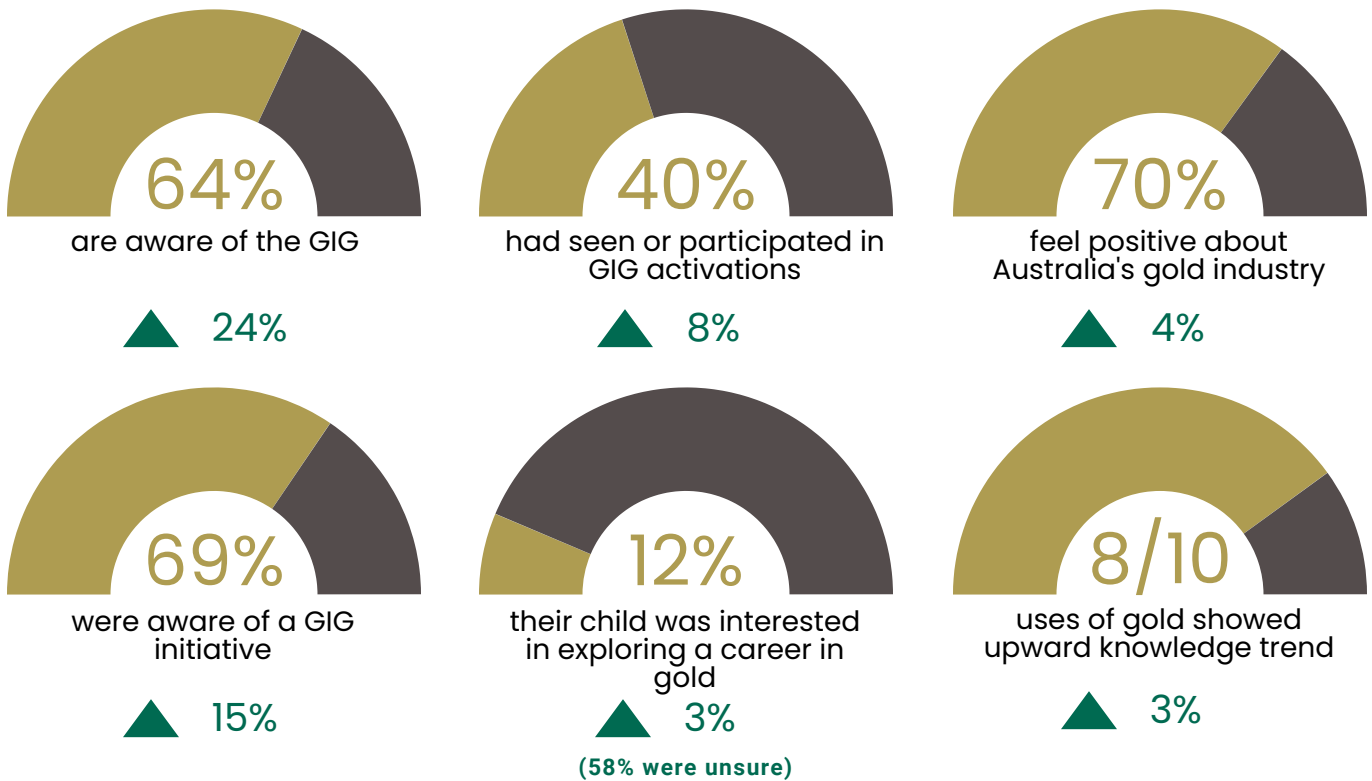
Susan was fantastic! She presented the material in a manner that was accessible to students and spoke in language that encouraged involvement and participation. Susan is very knowledgeable and experienced, which shows during the incursion. She gave some very insightful tips and HSC exam prep suggestions and skills. I found it enlightening and valuable and will definitely be using the knowledge and understanding I gained in every senior class I teach in the future! Thank you for your time Susan. I appreciate your contribution to my class at this stressful time for them,"
Teacher 2021.

NOTE: All statistics reflect the program in NSW in its second year.

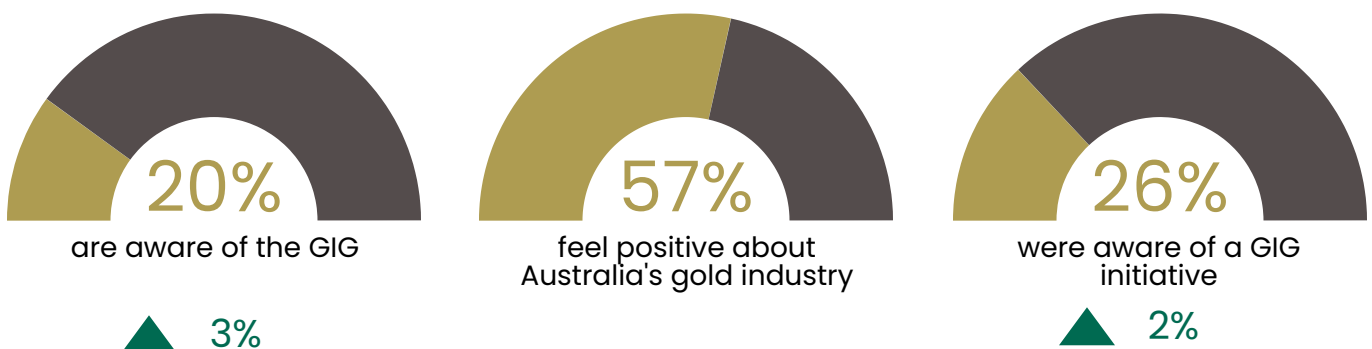
Netball Partnership Research



8 dedicated surveys reaching **5,107 respondents** were conducted in 2020 and 2021 by Culture Counts, showing the partnership has been successful in increasing awareness of, support for and interest in the gold sector.



4 population polls reaching **2,003 respondents** were conducted in 2020 and 2021, indicating little change/trending similarly on awareness of the partnership and GIG initiatives in the broader West Australian community, showing the opportunity to change perceptions and build awareness of the sector.



Netball Partnership Research



Survey Comments and Feedback

"The gold industry support of netball both in this State and nationally is extraordinary. Our regional communities benefit significantly from this investment and in particular, Indigenous communities benefit through Shooting Stars programmes."

"My children are only 9 and 11, they absolutely love netball and they that it is sponsored by the gold industry, their dad is a geologist working in gold. They see this as dad's company is sponsoring something they love. Additionally, I am a chartered accountant. It's great to see traditional male dominated employers sponsoring female sport. Well done!"

"The gold industry support of the Shooting Stars program has significantly improved my view of the gold mining industries willingness to engage with community to go some way to address their corporate responsibilities."

"My daughter is so keen for an opportunity to work for the group given her strong ties to netball and her strong interest in business, accounting and cyber security. She has applied to study commerce in 2022 at UWA."

"The Fuel to Go and Play Association Championships had a gold nugget as a player award. I think more awards/incentives like this in the Winter competition would be an encouragement to perform well and create better brand recognition amongst younger players."

Netball WA Partnership



As the Principal Partner of Netball WA, we are connecting with **280k+** participants, fans and their families in every region throughout the State. The partnership has supported the growth of and increased participation in netball, while building the profile of the gold sector across the netball community.

Building Capacity



Development and sustainability in regions, employing 23 new NWA staff



Grew NetSetGo grassroots netball including new site in Kambalda



Built Associations and Aboriginal leadership capacity through GIG Leadership Camps



GIG CEO, Chair and Directors participated in 8 event presentations



Expanded GIG WANL competition through a broadcast platform

Gold Connection

71K+

Participated in GIG activations at 5 major NWA competitions

125

Regional netballers experienced a gold tour at The Perth Mint

44

NWA staff participated in LIVINWell session

20,419

GIG medals distributed to NetSetGo participants and MVP players at carnivals

1,260

WCF tickets sold via 2 for 1 GIG ticket initiative

708+

GIG-branded goal post pads distributed to associations across metro and regional WA

\$3,500

In grants provided to 7 GIG WANL clubs for Indigenous-themed jerseys

4

Major associations participated in GIG activation during Spring Netball Competition

261,000+

GIG WANL broadcast viewership connected with GIG TVCs

8

GIG WANL players participated in "Gold in Your Life" campaigns on social media

1.37M

GIG social reach

994K+

GIG EDM reach

Netball WA Partnership



GIG Member Engagement



150 employees (14 teams) participated in the 3rd GIG Corporate Netball Day

84 members attended 6 netball events

2nd Parliamentary Friends of Netball Match hosted at GIG Corporate Netball Day



West Coast Fever Partnership



West Coast Fever Partnership



As the Principal Partner of West Coast Fever, we are generating unique benefits and connections in the regions, boosting player facilities and enhancing fan experience, while elevating women’s sport at the elite level. As ambassadors for the gold industry, players helped to cultivate greater understanding of the gold sector, and its opportunities across the netball community and beyond. Our support allows West Coast Fever to strengthen its connection with **3,238 members**, and its **44,000 strong supporter base** and beyond to the **237k+ participants** in Netball WA’s programs and competitions across WA.

Fan Experience



Ensured WCF home games at the RAC Arena were commercially viable



Continued leading the league in Game Day experience



Maintained clubs ability to retain high-level of member retention and fan satisfaction

Home Games

20,687

WCF fans attended 4 home games

14

Gold activations and TVCs presented at home games and pre-season in Kalgoorlie

480

Fans connected with gold education via Komo Live Digital Quiz

\$1.13M

WCF games GIG media value/ most valuable partner

1.91M

2021 SSN broadcast viewers

700K

"That's Gold" TVC on Channel 9 viewers

- 2 WCF players selected in the Australian Diamond squad, taking the 2022 Quad Series Championship title for Australia.
- WCF climbed to top 4 in the 2021 season with 7 straight wins.

West Coast Fever Partnership



Gold Connection

44K

Fans connected through gold campaigns

10

Players participated in "Gold in Your Life" TVC interviews on social media

2K+

WCF fans and students connected in WA's Goldfields

2

Pre-season games in Kalgoorlie

150+

Regional netballers connected through WCF netball clinics

5

Community clinics in Kalgoorlie, Kambalda, Mt Magnet and Boddington

7

Event presentations from GIG CEO, Chair and Director

1.72M+

GIG social reach

1.61M+

GIG EDM reach

GIG Member Engagement

262

Member employees hosted at WCF events

150

Employees attended WCF home games

4

Site visits with WCF players involving 50 employees



March

- Northern Star Resources' Super Pit tour
- Gold Fields' St Ives Gold Mine tour
- Netball clinic in Kambalda
- 2 netball clinics in Kalgoorlie



April

- Boddington Gold Mine tour
- Netball clinic in Boddington



September

- Ramelius Resources' Mt Magnet Gold Mine tour
- Netball clinic in Mt Magnet

Shooting Stars Partnership



Shooting Stars Partnership



Since establishing our partnership with Shooting Stars as the first Premier Partner, we have enabled increased engagement with Aboriginal girls and women in schools, expanding to **15** sites across WA and SA.

15

Total sites

1,000+

Participants

36

Staff

80%

School attendance rate

85%

Staff members identify as Aboriginal

- 3 high school students from the Narrogin along with Fever duo Jhaniele Fowler and Stacey Francis, ventured to Boddington in April 2021, gaining insight into a career opportunity in the mining industry.
- 22 Laverton, Laverton and Narrogin participants attended WCF pre-season and community clinic in Kalgoorlie.
- Shooting Stars' Annual Senior Leadership Camp introduced the Gold Industry Group Community Projects initiative to develop participants' skills and community connections.
- Awarded #heartofgold medallion to Shooting Stars participants across eight sites in WA at their awards night as a recognition of their achievements at school and in the community.
- 7 representatives attended awards nights in Collie, Laverton and Narrogin.
- Provided a gold scholarship to a Shooting Stars participant.