



2023 IMPACT REPORT

GOLD INDUSTRY GROUP



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A MESSAGE FROM OUR CHAIR

Firstly, I would like to thank our members for their unwavering support. The achievements laid out in this report wouldn't be possible without their dedication and efforts.

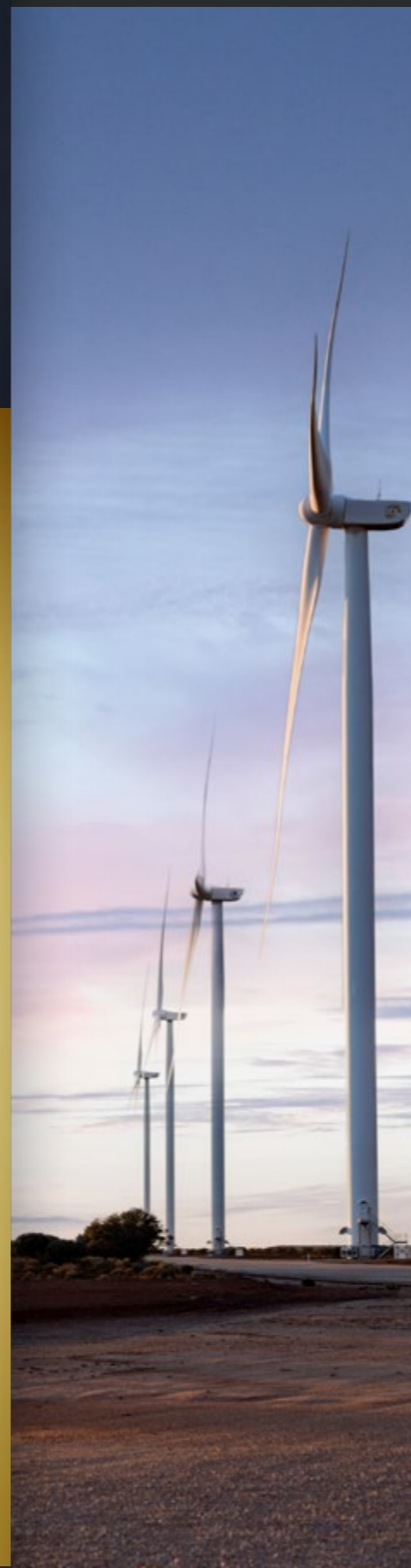
It is through our collaboration and shared vision that we can truly make a difference and create a more sustainable and inclusive future for gold.

Few industries can boast the multifaceted impact of ours. This past year saw our industry continue to play a crucial role in driving economic growth while prioritising environmental stewardship, social responsibility, and ethical governance.

“

I feel great pride in representing an industry that generates lasting, positive change within the communities it touches.

Gold is a major employer in regional areas, providing economic opportunities and supporting local communities.



In 2023, the Gold Industry Group developed and delivered national programs aimed at educating the next generation and attracting talent to our sector:

- We helped to grow the industry's talent pipeline, with 6,496 job seekers applying for over 1,000 career opportunities on our Gold Jobs platform. More than 73,000 Australians used Gold Jobs to learn more about the gold industry.
- Our National Gold Education Program touched the lives of more than 6,000 students, sparking curiosity in our industry among the next generation. With the help of our incredible industry facilitators, we delivered a record 120 Gold Class Sessions in 2023.
- We hosted several successful events across the year, including our biggest Diggers & Dealers Leadership Breakfast to date and our Annual Networking Sundowner.
- Our Heart of Gold Australia App connected over 16,000 Australians to the nation's rich gold story through immersive experiences, games, and walking trails.
- Our landmark partnership with Netball WA, West Coast Fever, and Shooting Stars continued to flourish, supporting over 300,000 netballers, fans, and their families.
- In 2023, our digital and social engagement metrics soared. Our websites attracted over 100,000 users while our social media engagement across all platforms grew more than 20 percent.

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 NATIONAL FOCUS

Elevate and strengthen the industry's reputation

Connect and unite the gold industry

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

Promote and build a sustainable gold sector for the future

Employment

Our Gold Jobs website is an all-encompassing careers-focused 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.

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.

Additionally, our Heart of Gold Australia App continues to offer the community a dynamic showcase of gold tourism experiences from across the country, leading more than 20,000 people to find out more about gold. The App also features our popular Kalgoorlie and Perth Heart of Gold Discovery Trails.



ACHIEVEMENTS AT A GLANCE

300,000

Our netball partnership proudly supports over 300,000 netballers, fans, and their families.

130

130 job applications submitted every week on Gold Jobs.



6,000

Our National Gold Education Program touched the lives of more than 6,000 students across Australia.

500

Connected with over 500 members at Gold Industry Group events.

TIMELINE of Events



JANUARY

Delivered our third Gold Industry Group Impact Report

FEBRUARY

Prepared 500 Gold Resource Kits

Upgraded Gold Class STEM Session resources

Released new-look Gold Class Session presentations

Gold Road Resources integrated into Gold Jobs via live API integration

MARCH

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

The National Gold Education Program celebrates 3-year anniversary

Launched Gold Jobs campaign with Netball WA and West Coast Fever

APRIL

Our most popular article of the year released: 'Eureka! The best places to go gold prospecting in Australia'

Hosted our first ESG Gold Leaders Forum for 2023

MAY

Gold Jobs celebrates 3-year anniversary

Released two new 'Roles in Gold' videos with Bellevue Gold

Hosted our 7th Annual Networking Sundowner at QT Perth

JUNE

Exhibited at Get Into Resources

Added 5 new educational resources for teachers to our website

Attended 5 career expos across the month

Gold industry mentors met with Indigenous student leaders as a part of the annual Shooting Stars Senior Leadership Camp

JULY

Hosted our second ESG Gold Leaders forum

GIG WANL Grand Final caps off a hugely successful season

Launched 'Nuggets & News', a fortnightly facilitator update EDM

2023 in Summary

AUGUST

Northern Star Resources integrated into Gold Jobs via live API integration

Attended Diggers & Dealers and hosted our annual Leadership Breakfast on the topic 'The Workplace of Tomorrow: Gold's Pathway Forward'

Facilitated at Science After Dark: Museum of the Goldfields STEM evening

Joined industry leaders to celebrate West Coast Fever winners at the Stacey Marinkovich Medal awards night

SEPTEMBER

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

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

West Coast Fever visit Laverton, with Jhaniele Fowler and Sunday Aryang connecting with students and touring Gold Field's Granny Smith site

The 9th annual Netball WA Multicultural Carnival took place at the Gold Netball Centre

OCTOBER

Launched new Gold Jobs homepage with new-look design and functionality

Gold Jobs activity peaks on October 10 with 723 users



NOVEMBER

Our End of Year Celebration event is attended by more than 100 members and guests

Exhibited at the Mining Emergency Response Competition (MERC)

Hosted our third ESG Gold Leaders Forum

DECEMBER

Celebrated outstanding participants across the state at Shooting Stars' Annual Awards Night

Attended STAWA Conference at ECU Joondalup

Hosted annual Gold Industry Group AGM

Hosted the 5th annual GIG Corporate Netball Day with record attendance

Added 3 new educational resources for teachers to our website

Gold Jobs



GOLD JOBS

Promoting careers in gold

Gold Jobs has become a vital resource for the Australian gold industry, acting as a bridge to connect talented individuals with exciting career opportunities.

2023 marked a significant year of growth for the gold mining industry, with new mines coming online and existing operations ramping up production through major expansion projects.

With gold well and truly in the national spotlight, more Australians than ever explored Gold Jobs, and we posted a record number of jobs to the platform.

Reflecting the ever-changing nature of the industry, we saw a surge in job postings for roles focused on sustainability and the environment, technology, and data analytics.

In 2023, we also gave the website a brand new look. Along with expanding our informative content for those looking to find out more about the industry.

Our most popular pages of the year were based around career pathways and our member's profile pages.

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



73,475

AUSTRALIANS
EXPLORED A
CAREER IN GOLD



6,757

JOBSEKERS
SUBMITTED AN
APPLICATION



1,014

CAREER
OPPORTUNITIES
POSTED BY 16
PARTICIPATING
MEMBERS



45.7%

OF VISITORS WHO
ACCESSED THE
WEBSITE WERE
FEMALE



Gender diversity is a cornerstone value of the Australian gold mining industry, and we're proud to report a significant increase in female participation within Gold Jobs in 2023.

A reflection of the growing interest in pursuing gold mining careers among women, 45.7% of users to the site were female, a substantial rise from 39.6% in 2022.

Our success is largely thanks to our targeted "Land Your Dream Job" campaign with Netball WA and West Coast Fever.

This initiative effectively reached a predominantly female audience who value empowerment and achievement, naturally aligning with the diverse and rewarding opportunities available within the gold sector.

Survey data from our netball campaign further validates this approach. The percentage of respondents expressing interest in a career in gold rose from 12% to 18% in 2023, highlighting the campaign's effectiveness in sparking curiosity and exploration.

A diverse workforce, rich in varied perspectives and experiences, fuels innovation and propels success.

GOLD JOBS

With campaigns running across both print and digital media, Australians were exposed to our Gold Jobs marketing on 7.5 million occasions.




8
 EDITORIAL MENTIONS ACROSS THE WEST AUSTRALIAN, AUSTRALIAN MINING, AND THE KALGOORLIE MINER

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

40,000
 STRONG SOCIAL MEDIA AUDIENCE TUNED IN TO GOLD JOBS CAMPAIGN WITH WEST COAST FEVER PLAYERS


11
 IN-HOUSE ARTICLES DEDICATED TO PROMOTING CAREERS IN GOLD

500,000
 AUSTRALIANS EXPOSED TO GOLD JOBS CONTENT THROUGH THE SUPER NETBALL TELEVISION BROADCAST



With a thriving social media presence on Facebook, Instagram, LinkedIn, X, and YouTube, we consistently deliver engaging content showcasing employment-related content.

In 2023, our highly sought-after Gold Jobs Newsletter also continued to grow, surpassing 10,000 subscribers. The newsletter remains a valuable resource for job seekers, providing them with the latest opportunities, insightful industry tips, and inspiring stories from gold industry professionals.

 1,851
 NEW SUBSCRIBERS JOINED OUR GOLD JOBS COMMUNITY

 37,526
 EMAILS HIT JOBSEEKERS' INBOXES



309,000 VIDEO VIEWS FOR OUR ROLES IN GOLD CAMPAIGN, SPOTLIGHTING WORKERS IN THE INDUSTRY

Education Program



NATIONAL GOLD EDUCATION PROGRAM

Our National Gold Education Program sees passionate industry professionals teach students about the exciting world of gold mining through interactive STEM activities and meaningful conversations about the diverse opportunities available in the industry.

By introducing young people to the STEM concepts that underpin gold mining, we are helping to foster a new generation of talent.

For many young people, the classroom is where they first start to think about what they want to do in their careers. We provide an invaluable opportunity for workers to share their passion for the industry and act as role models for these students.

With continued exemplary feedback from teachers, students, and industry champions, 2023 was a huge year for the Program. We trained more facilitators and delivered more sessions than ever before.

Educating students about Australia's diverse gold industry



“

It's so important to encourage more high-school graduates to consider STEM, especially young women. Mining is an exciting industry that is always improving and innovating, and STEM is crucial for that process.

When I was in school, I thought the only pathway forward was to go to University, I think students now get a lot more education on the variety of avenues available and what life could look like after high school. I wish there had been classes like this when I was in school!”

Maddy Booth
Project Geologist
Gold Fields

“Our students were captivated by the session. In fact, in one of our classrooms, the Facilitator had only been speaking for a matter of minutes when a student whispered to her teacher ‘I want to do what she does when I grow up.’”

Nicole O'Reilly
Year 5 Teacher
Piara Waters Primary School



6,000
STUDENTS REACHED



547
SCHOOLS REACHED



500
GOLD RESOURCES KITS DELIVERED NATIONWIDE



73
GOLD INDUSTRY MEMBER EMPLOYEES COMPLETED FACILITATOR TRAINING



120
GOLD CLASS SESSIONS PRESENTED AT 39 DIFFERENT SCHOOLS



45
FACILITATORS DELIVERED A GOLD CLASS SESSIONS



1,370
TEACHERS SIGNED UP TO OUR NEWS AND EVENTS DATABASE

EDUCATION



2,661
WEBSITE USERS



2.7 million
DIGITAL CAMPAIGN VIEWS



6
EDITORIAL MENTIONS ACROSS
THE WEST AUSTRALIAN,
KALGOORLIE MINER,
AUSTRALIAN MINING, AND
SAFE TO WORK



792,000
AUSTRALIANS REACHED
THROUGH DIGITAL
CAMPAIGNS

Our active participation at events in 2023 significantly raised awareness of our National Gold Education Program and allowed students to hear first-hand about the gold industry from workers who live and breathe it.



By actively participating in 14 school career days and community job expos in 2023, our members reached thousands of curious students, igniting their interest in the diverse career paths available within the gold industry.



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 2023



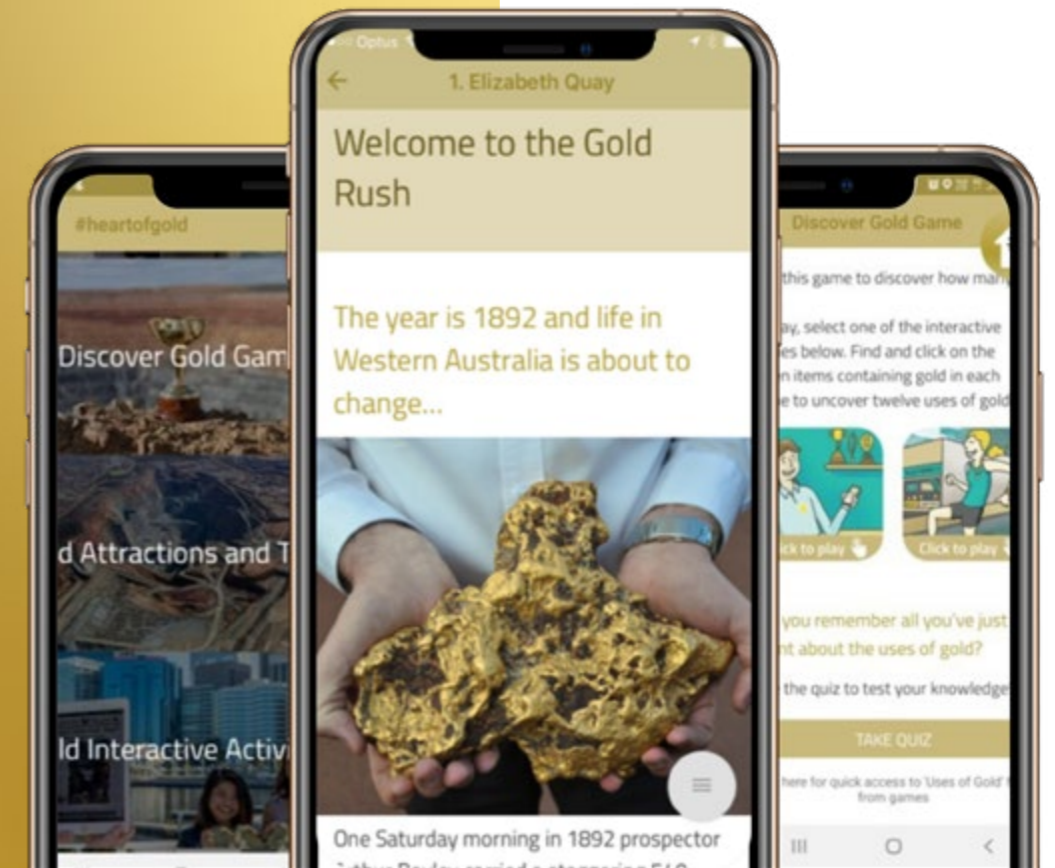
5,895

EMAILS REACHED EDUCATORS NATIONALLY

HEART OF GOLD AUSTRALIA APP



Bringing golden experiences to people all across Australia



6,879
DOWNLOADS



16,428
ACTIVE USERS



30:34
AVERAGE ENGAGEMENT
TIME PER SESSION



45,033
SCREEN VIEWS

Our highly acclaimed Heart of Gold Australia App brought Australia's rich gold story to life for the community in 2023. With over 30 interactive activities - including games, self-guided tours, and educational resources - the App is a must-have for gold enthusiasts nationwide.

This year, more than 16,000 users explored the App for an average of 31 minutes, and our promotions attracted 6,765 new downloads.

Thousands of families, students, and visitors used the App to embark on golden adventures in Perth and Kalgoorlie. They followed the Heart of Gold Discovery Trails, playing AR games, listening to narrated stories, interacting with fun features, and viewing historical photos - all while learning about Australia's fascinating gold history.

Partnerships



NETBALL PARTNERSHIPS

Strengthening the netball community

Australia's gold industry proudly supports over 300,000 netballers, fans, and their families.

2023 marked the 5th year of our landmark partnership with Netball WA, West Coast Fever, and Shooting Stars.

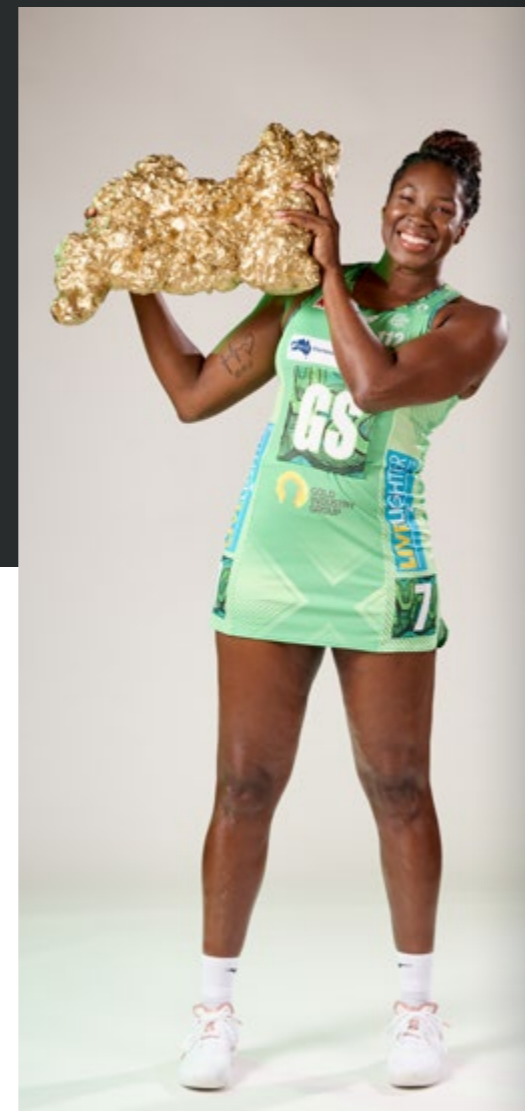
This partnership is forging a new path for women's sport, with investment and support spanning all levels of netball in Western Australia, from grassroots (GIG WANL) to elite (West Coast Fever), with a focus on empowering young Indigenous girls through the Shooting Stars program.

Together, we're not only propelling the sport forward and elevating the gold industry to new heights; we're also fostering connections between regional and remote communities, providing valuable pathways for young women in education, employment, and leadership.

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

SHOOT FOR GOLD

- Helped build the leadership capacity of 30 netball association leaders at Netball WA's Annual Leadership Camp
- Gold Fields hosted Fever athletes Jhaniele Fowler and Sunday Aryang at Granny Smith in Laverton, providing an opportunity for the regional community to interact with the superstar athletes.
- Engaged the wider netball community through the distribution of GIG-branded goalpost pads
- Several members participated in the filming of the 'Land Your Dream Job' campaign, which drove 1,000+ members of the netball community to explore a role in gold
- Gold industry mentors met with Indigenous student leaders as a part of the annual Shooting Stars Senior Leadership Camp



“

The gold sector makes such a significant contribution to the social fabric of WA and is the lifeblood of many regional communities. Our partnership has certainly driven exciting results and with the Gold Industry Group's ongoing support, we can focus on positioning ourselves to continue to grow and improve the delivery of our game.”

Simone Hansen,
CEO, Netball WA

“The community project session was fun. It made us think about ways we can work with our own community to do something good. Mentors from the gold industry helped to teach us about planning and execution.”

Keely,
Carnarvon Shooting Stars participant

“Everything the Gold Industry Group does for community netball is amazing. Thank you!”

Anonymous,
Avid Netball Fan



1,000+

ABORIGINAL AND TORRES STRAIT ISLANDER GIRLS EMPOWERED THROUGH SHOOTING STARS PROGRAM



33

HEART OF GOLD MEDALS WERE PRESENTED TO SHOOTING STARS PARTICIPANTS



20 sites

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

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

PARTNERSHIPS

Over the past 6 years, our netball partnership has been a shining example of how shared values can empower communities. Together, we're fostering a culture of inclusion, health, and well-being, inspiring the next generation of netball stars and future leaders across Western Australia.



COMMS STATISTICS

Netball WA

64,000 Australians tuned in to watch the leagues live broadcast on Kayo

1,125,978 reached via direct emails

West Coast Fever

Gold Industry Group saw \$1,096,750 of brand exposure value through live sports broadcast

Our branded front of dress panel achieved \$710,000 of media value

Our decal was the top performing on-court decal valued at \$87,000, a 39% increase YOY

660,000 viewers watched the West Coast Fever Suncorp Super Netball broadcast across the season, a 36% increase YOY

Our digital commercials reached more than 56,000 fans at 7 West Coast Fever home games

1,011,538 reached via direct emails

Shooting Stars

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

2 editorial mentions of Shooting Stars participants joining Laverton trip with West Coast Fever

4 articles featuring the Gold Industry Group on Shooting Stars' website

EVENT STATISTICS

Netball WA

Awarded the annual 'Heart of Gold' WANL Club Person of the Year to netballers at the Jill McIntosh Award

A record 180 member employees (18 teams) participated in the 5th Gold Industry Group Corporate Netball Day

Engaged with more than 79,000 members of the West Australian netball community

West Coast Fever

190 member employees attended 5 West Coast Fever events

227 member employees attended 7 West Coast Fever home games

Joined industry leaders to celebrate West Coast Fever winners at the Stacey Marinkovich Medal awards night

1 regional visit with West Coast Fever players Jhaniele Fowler and Sunday Aryang

Engaged with more than 50,000 fans at West Coast Fever games across the year

Shooting Stars

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

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

SOCIAL STATISTICS

Netball WA

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

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

Shooting Stars

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



Gold Industry Group Events



GOLD INDUSTRY GROUP EVENTS

Connection in focus



500
CONNECTED WITH 500
MEMBERS AT GOLD
INDUSTRY GROUP
EVENTS



8
EVENTS IN 2023



85/100
AVERAGE EVENT
SATISFACTION RATING

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



“Top-notch speakers, insightful discussions, and valuable conversations with colleagues”

Overall, 2023 was a productive year for Gold Industry Group events, and we received resounding positive feedback from attendees and our members.

2023 HIGHLIGHTS INCLUDE:

- Our 7th 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 launched a new quarterly networking event 'Cheers with Peers' for members actively engaged with our programs and initiatives.
- A record 180 member employees participated in our annual Corporate Netball Day Cup with Netball WA and West Coast Fever
- Delivered three ESG Gold Leaders Forums, fostering industry collaboration

GOLD INDUSTRY GROUP EVENTS

Diggers & Dealers leadership breakfast

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

In front of 160 attendees at the Kalgoorlie Town Hall, our star panel of six experts in workplace culture, including industry specialists and research leaders, convened to address the challenge of gold's competitiveness amidst the current mining skills shortage.

Their focus was on creating a safe and diverse work environment for employees, underscoring key industry principles of sustainability, collaboration, and progress, while directly confronting the gold industry's role.

Feedback received from the event was overwhelmingly positive, with 80% of survey respondents saying they would recommend the event to a colleague.



160

INDUSTRY PROFESSIONALS ATTENDED THE EVENT



80/100

EVENT SATISFACTION RATING



82 of 160

ATTENDEES HELD SENIOR POSITIONS IN THEIR ORGANISATION



5 publications

EDITORIAL COVERAGE ACROSS MINING NEWS, BUSINESS NEWS, THE WEST AUSTRALIAN, AUSTRALIAN MINING, AND THE KALGOORLIE MINER



GIG Annual Sundowner

Our 7th 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.



75

GIG MEMBERS AND NON-MEMBERS ATTENDED THE EVENT



32 of 75

ATTENDEES HELD SENIOR POSITIONS IN THEIR ORGANISATION, THE HIGHEST LEADER'S REPRESENTATION EVER



90/100

EVENT SATISFACTION RATING

CORPORATE

Our growing media impact

Sharing meaningful experiences through panel events, storytelling, and videos, we were able to have a strong media impact in 2023 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.



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

 54
EMAIL CAMPAIGNS SENT

 96,334
EMAILS DELIVERED

 3,346
NEW EMAIL SUBSCRIBERS

 187%
INCREASE IN MEDIA REACH TO 83.2 MILLION

 160
EDITORIAL MENTIONS (+58%)

 71%
POSITIVE ONLINE SENTIMENT (+9%) AND 21% NEUTRAL

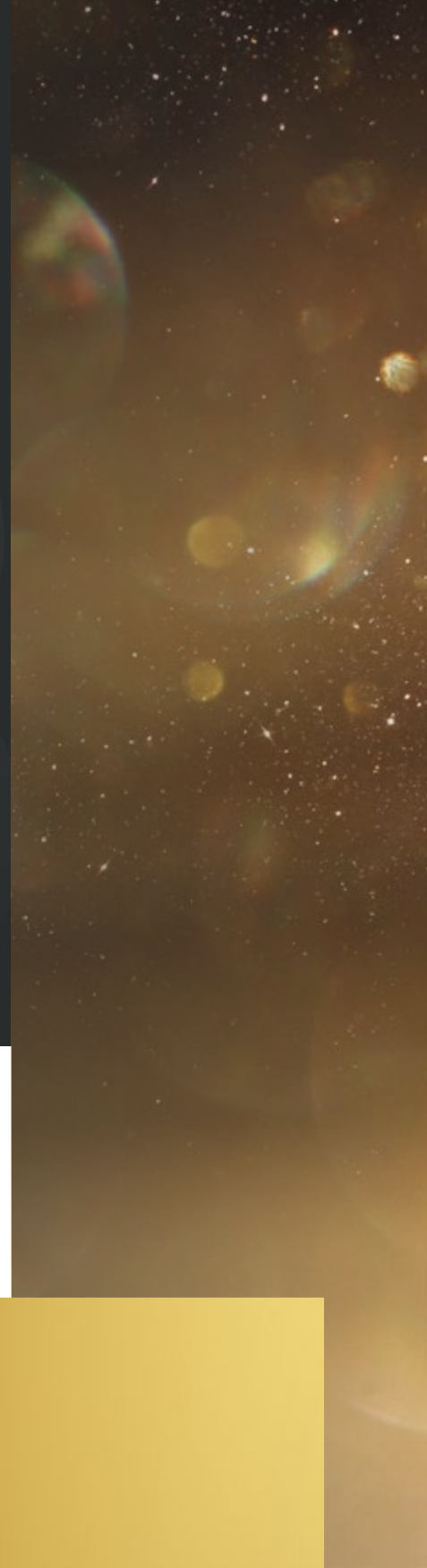
 22,362
VISITORS TO THE GOLD INDUSTRY GROUP WEBSITE

 524
POSTS ACROSS SOCIAL MEDIA

 600,224
SOCIAL MEDIA IMPRESSIONS

 3,756
NEW SOCIAL MEDIA FOLLOWERS JOINED OUR COMMUNITY BRINGING US TO 55,177

2023



GOLD INDUSTRY GROUP

SUITE 4, 317 CHURCHILL AVE, SUBIACO 6008

WWW.GOLDINDUSTRYGROUP.COM.AU

 @gold-industry-group

 @ausgoldindustry

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