

Mining: what story are we telling? Let's change the conversation

This year at the Diggers and Dealers mining forum in Kalgoorlie, Deloitte looked at how we can all tell the story of the mining industry because "we need to change the barbecue conversation" – J.S Jacques, Chief Executive, Rio Tinto.

Mining and brand identity are increasingly part of the same conversation. This is the age of disruption, shareholder activism and a breakdown of corporate trust. Brand is a valuable vehicle to change perceptions, communicate positive messages and generate strong advocacy.

It's time for the mining sector to write its own narrative and change the conversation.

With this in mind, Deloitte posed two questions to over 250 attendees at our conference booth and breakfast event with the Gold Industry Group, asking:

1. **What story can you tell about mining?**
2. **What topic of conversation does your story fit into?**

1

What story can you tell about mining?

The responses varied from personal experiences and stories to passionate statements made about the mining industry. Here's a snapshot of just a few of the stories shared on the @DeloitteER Twitter page:

We employ in-country workforce in Tanzania; we look after our local community and the environment. Tanzania recognises the value we add.

When I worked for a mining exploration company, we invested money into saving an endangered marsupial called the Worly and set up a rescue centre at the Perth Zoo.

There's a lot more women in mining nowadays compared to 5 years ago.

It's a great way to meet interesting people and see places no one else gets to visit.

I've seen a really good example of integrating with the community at New Hope Gold; running mining and agriculture programs side by side.

The mining industry has nurtured my business to be able to take it to a global scale.

There's so many different opportunities for students. Mining is more than what everyone thinks it is.

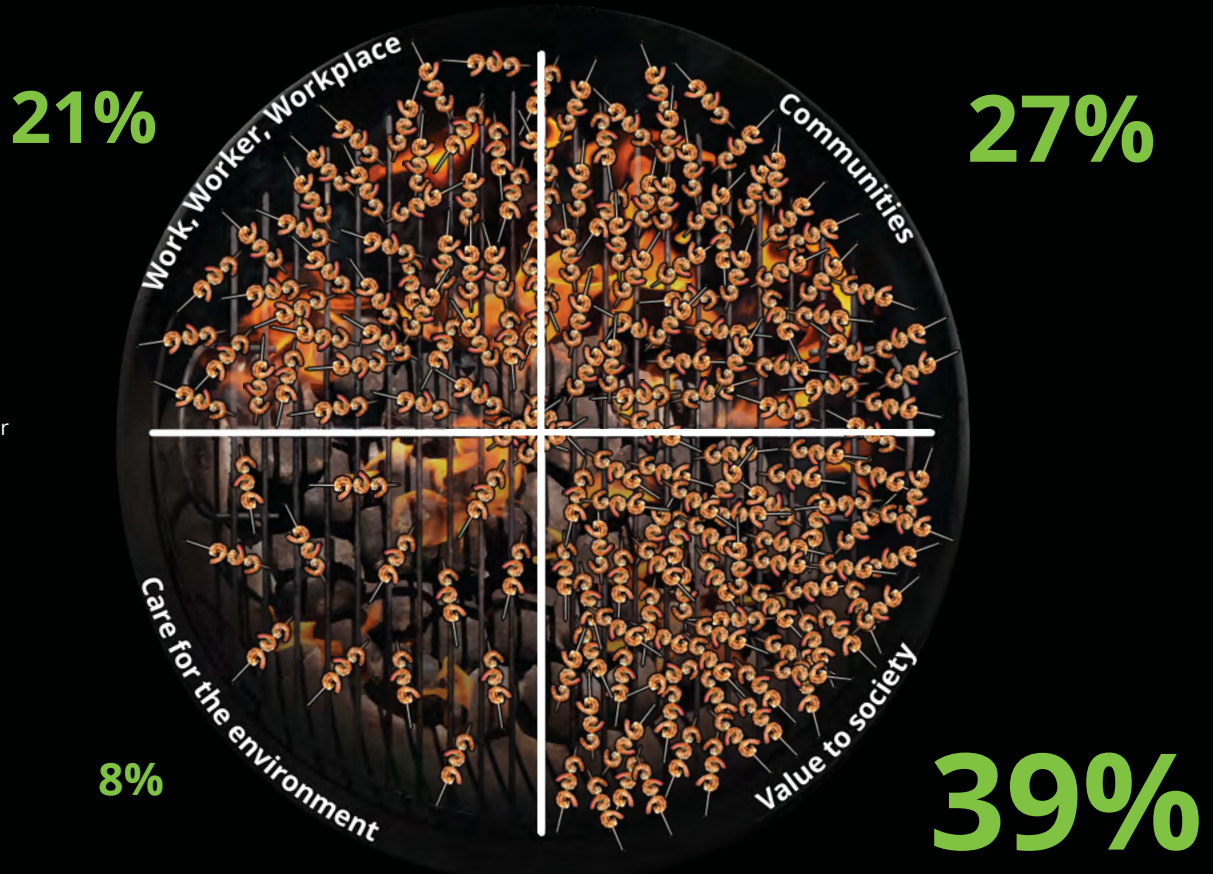
What I'm seeing recently in the mining industry is companies are thinking about what sustainable closure actually means and planning for it; for society and the community.

Caring for the environment has become a normal part of doing business, no matter the size of the company.

2

What topic of conversation does your story fit into?

Delegates were asked to place a shrimp on the barbie to indicate where their story fits into one of 4 key topics of conversation, or key pillars of social licence. A summary of the total responses gathered over the three days of the mining forum is illustrated below, indicating that almost 40% of stories relate to Value to Society.



Distribution of stories across four key topic areas:

**remaining 5% of responses related to joint topic areas - Work, worker, workplace & Communities; Communities & Value to Society; all four topic areas*

We refer to these four topic areas as the four key pillars of social licence, presented in our thought leadership 'Mining: what story are we telling?'. In this report we look at:

- Moving the dial across four key pillars of social licence to operate
- Key takeaways from the army's ground breaking initiative; insights from former Chief of Army David Morrison AO
- 5 key questions we collectively need to ask and answer
- Practical things we can do and say next.

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