



Gold Industry  
Group

2024

*Impact Report*  
*Gold Industry Group*





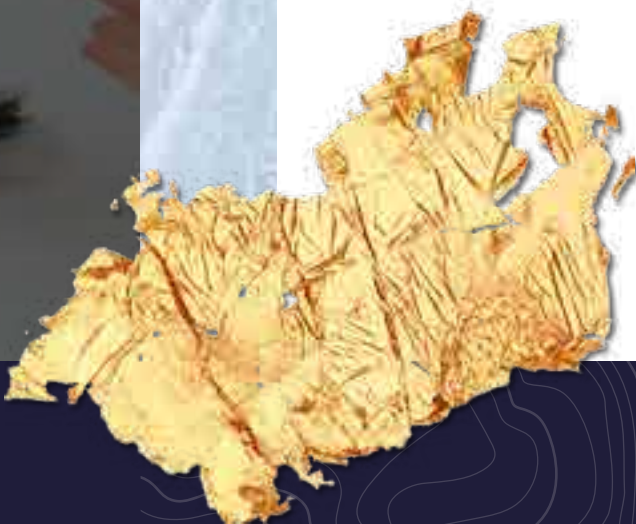




# Elevating Industry

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# Our Mission and Values



## Connecting Australians to our Gold Industry

### Employment

We're growing and strengthening the gold industry's talent pipeline by promoting rewarding, diverse, and future-focused careers. Through our Gold Jobs platform, we aim to connect more Australians to real opportunities in gold – from entry-level roles to leadership.

### Education

Through our National Gold Education Program, we're building understanding of gold's value by engaging students with curriculum-aligned, hands-on learning. Our goal is to spark curiosity, support educators, and inspire the next generation to see gold as part of their lives and their futures.

### Community

We're committed to creating deeper connections between the gold industry and the communities we serve. Through initiatives like the Heart of Gold Australia App and our long-term partnerships with Netball WA, West Coast Fever, and Shooting Stars, we're creating powerful touchpoints between industry and everyday Australians.



### Elevate

AND STRENGTHEN THE  
INDUSTRY'S REPUTATION



### Grow

UNDERSTANDING OF GOLD'S VALUE TO  
THE COMMUNITY AND THE ECONOMY



### Connect

AND UNITE THE  
GOLD INDUSTRY



### Promote

AND BUILD A SUSTAINABLE GOLD  
SECTOR FOR THE FUTURE

# Our Leadership

## Guiding the future of Australia's gold industry

**At the heart of the Gold Industry Group is a passionate and experienced Board of Directors, united by a shared commitment to collaboration and long-term impact.**

Representing a cross-section of leading gold producers, explorers, and service providers, our Board brings diverse expertise and a deep understanding of the challenges and opportunities facing the sector.



Wayne Bramwell

**GIG Chair**

Managing Director & CEO,  
Westgold Resources Limited



Rebecca Ciotti

**GIG Vice Chair**

Executive Manager, Corporate Services,  
Northern Star Resources Limited



Andrea Maxey

**GIG Director**

Vice President, Corporate Affairs,  
Community and Human Resources,  
AngloGold Ashanti Australia



Fiona Murfitt

**GIG Director**

Vice President, Sustainability  
(HSE, Risk & Social Performance),  
Evolution Mining



Cameron Alexander

**GIG Director**

General Manager, Commercial Development,  
Gold Corporation (The Perth Mint)



Darren Stralow

**GIG Director**

Managing Director & CEO,  
Bellevue Gold



Julie Jones

**GIG Director**

General Counsel & Joint Company Secretary,  
Gold Road Resources



Claire Walker

**GIG Director**

Vice President, External Affairs (Australia),  
Gold Fields



# Message from our Chair



The contribution and value of gold to Australia has never been more in focus than today. This is the Gold Industry Group's time to lead, be bold and proactively shape the future of the Australian gold landscape for all its stakeholders.”

*Wayne Bramwell*

**Chair, Gold Industry Group**

**The gold industry has entered an exciting new era. As demand for gold continues to grow, so too does the opportunity for the gold industry to drive positive change across innovation, education, sustainability and social impact. The Gold Industry Group is uniquely positioned to drive these initiatives forward, educating, advocating and working as an Australia-wide network to promote the contribution and value of the precious metal to all Australians.**

As Chair, my focus is on expanding the Gold Industry's reach, amplifying the positive impacts the industry has on our society and economy, and strengthening the industry's voice in a national conversation.

Gold has been a cornerstone in developing our country with the precious metal being a driving force for development, employment, technology and economic prosperity. The challenge — and the opportunity now — lies in how we better communicate its value and relevance to all Australians, from students and job seekers to stakeholders, communities, politicians and consumers.

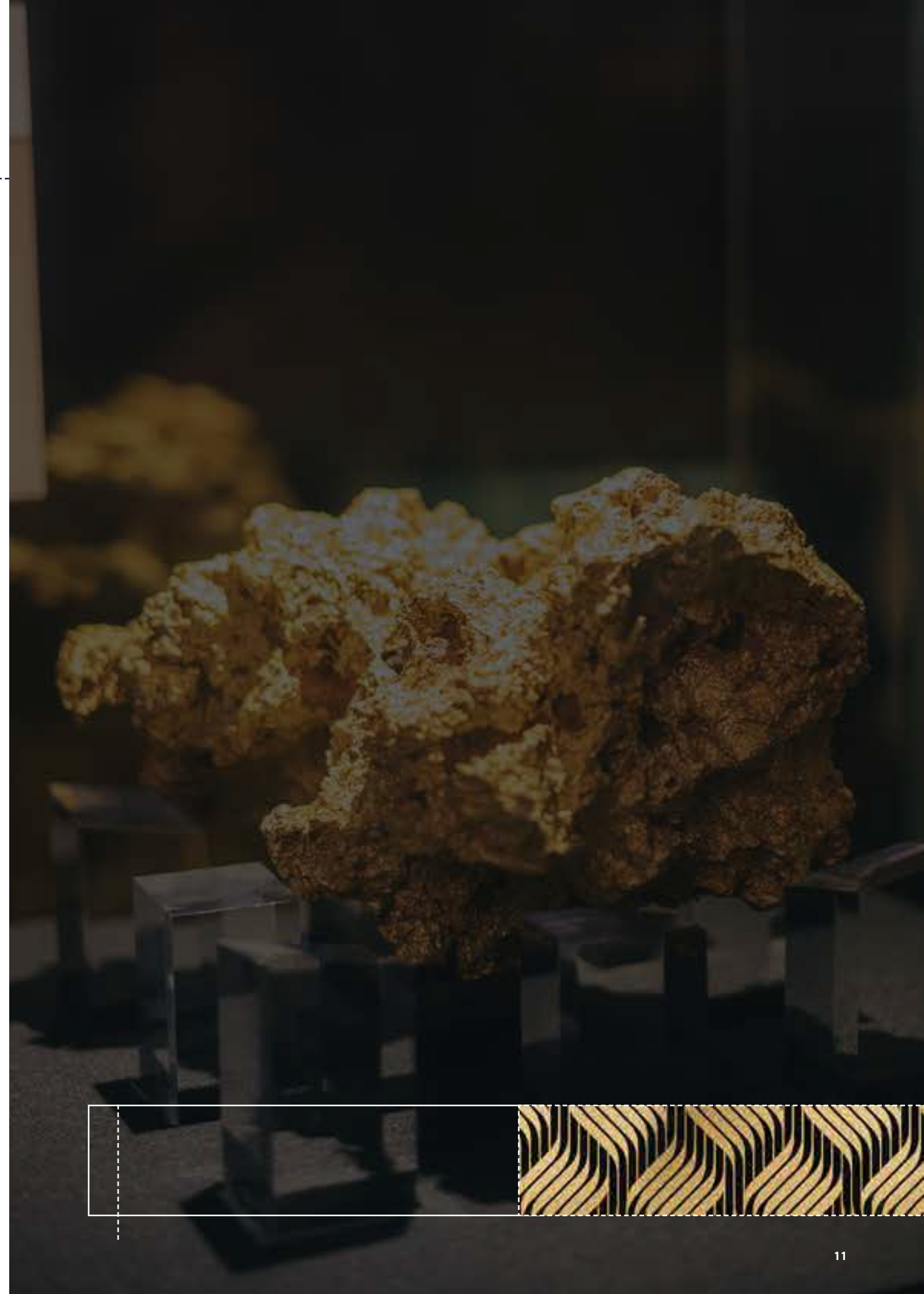
The Gold Industry Group has a clear and important role at the forefront of industry collaboration and community engagement. We must be vocal and bold in how we tell our story, united in how we champion the gold industry, and ambitious in how we shape its future.

To this end, I look forward to working with our members, partners, and the broader community to amplify the collective voice of the gold industry, and ensure it continues to be recognised as one of Australia's most valued and influential industries — not just today, but for generations to come.

*Wayne Bramwell*

**Wayne Bramwell**

**Chair, Gold Industry Group**





# Message from our CEO

## **In 2024, we saw what's possible when an industry leans into purpose, partnership and people.**

At the Gold Industry Group, we're proud to be part of something bigger than business — a united force driving opportunity, inspiring future careers, and strengthening the communities that shape us.

This year, our programs reached more Australians than ever before. Through Gold Jobs, tens of thousands explored the gold sector not just as an industry, but as a pathway to possibility. In classrooms across the country, our National Gold Education Program helped young people reimagine what gold really means: innovation, sustainability and connection to Country and community.

Our expanded partnership with Netball WA, West Coast Fever and Shooting Stars took our impact beyond the mine site. As one of the largest investments in women's sport in Australia, we backed women and girls, built leadership pathways, and celebrated what's possible when sport and industry move forward together.

Our collective voice grew stronger too. We had a presence on stage at IMARC, at the heart of Diggers & Dealers, and in growing national media coverage. None of this could happen without our members, whose belief in collaboration continues to drive lasting, meaningful change.



Looking ahead, the opportunity is greater than ever. With a new strategic plan on the horizon and a refreshed brand about to launch, we remain committed to championing gold as a vital part of Australia's future — economically, culturally and socially.

To our members, partners and supporter - thank you. Your energy and commitment shape everything we do. Together, we are building something powerful and lasting. Together, we are defining gold's future.

**Kristy Reilly**

**CEO, Gold Industry Group**





# 2024 Achievements at a glance



106,000+

STUDENTS ENGAGED THROUGH  
OUR NATIONAL GOLD  
EDUCATION PROGRAM



75,000+

AUSTRALIANS EXPLORED CAREERS IN  
GOLD VIA THE GOLD JOBS PLATFORM



Partnership

RENEWED OUR LANDMARK NETBALL  
PARTNERSHIP – THE GOLD INDUSTRY'S  
LARGEST-EVER INVESTMENT IN  
WOMEN'S SPORT



5m+

VIEWS ACROSS DIGITAL  
AND SOCIAL MEDIA CAMPAIGNS





# Timeline

## January:

Announced the appointment of three new board members Darren Stralow, Julie Jones, and Wayne Bramwell.

Sent out 57 Gold Resource Kits in preparation for the commencement of the school year.

## February:

Released our most popular article of the year “How is gold mined?”.

## March:

Hosted our first Cheers with Peers Event of the year.

## April:

Hosted our first ESG Gold Leaders Session at Ramelius Resources.

Netball WA Away Game Trip to Melbourne to watch the West Coast Fever vs Vixens.

Released our 2023 Impact Report.

## May:

Hosted our 8th Annual Gold Industry Group Sundowner at QT Perth.

Netball WA Partnership Celebration at RAC Arena.

Participated in 6 Career events including Shooting Stars Partner Expo, attendance at SouthWest Career Expo in Bunbury and Perth Career Expo with attendance of over 13,000 students and jobseekers.

## June:

Hosted our second ESG Gold Leaders Session of the year, at Bellevue Gold.

Launched a successful display advertising campaign across metropolitan Perth, promoting career opportunities in the gold industry.

Participated in 4 Career events including Get Into Resources with excellent participation from our members.

Filmed a Gold Class Session and released a video to promote the National Gold Education program to teachers, facilitators and the public.

## July:

Hosted our second Cheers with Peers Event for 2024.

Participated in SkillsWest with thousands of students supported by several members.

Exhibited at NAIDOC Carnival Netball WA (attended by more than 1000 young people).

Supported the launch of ‘Golden: The Rise of Industrial Gold’ a publication by Minerals Council Australia, in Kalgoorlie alongside members and industry partners.

## August:

Hosted the Gold Industry Group Diggers and Dealers Leadership Breakfast at Kalgoorlie Town Hall with a record-breaking attendance.

Integrated Evolution Mining successfully into the Gold Jobs platform.

Attended the Curtin University Career Expo in Kalgoorlie.

Attended Netball WA Multicultural Carnival (attended by 1500 young people).

Attended the Stacey Marinkovich Awards Night alongside industry leaders to celebrate West Coast Fever.

## September:

Welcomed Pantoro and Ora Banda Mining on Gold Jobs.

Launched a refreshed National Gold Education Program website.

Attended the 10th Annual Netball WA Multicultural Carnival at the Gold Netball Centre.

Awarded the ‘Heart of Gold WANL Club Person of the Year to individuals at the Jill McIntosh.

## October:

Hosted our third ESG Gold Leader Sessions 3 at Regis Resources.

Inaugural Gold Industry Group IMARC Leadership Breakfast in Sydney.

Prepared 500 Gold Resources Kits.

Trained 17 new facilitators from Northern Star Resources in Kalgoorlie to increase our presence in the area.

## November:

Announced the renewal of our landmark partnership Gold Industry Group x Netball WA.

Launched a National Gold Education Program ‘Resources Hub’ to centralise downloadable resources for teachers and students.

Created a new National Gold Education Program Brochure.

Exhibited at the Mining Emergency Response Competition (MERC).

## December:

Hosted the Gold Industry Group Annual General Meeting.

Hosted the 6th annual Gold Industry Group Corporate Netball Day.

Participated in the annual STAWA (Science Teacher Association WA) conference with 300 teachers.



# Our Members



*Thank you for your continued support*



# Education Inspiring the Next Generation

## BY THE NUMBERS

 **16,000+**  
STUDENTS ENGAGED  
FACE-TO-FACE IN 2024

 **123**  
CLASSROOM INCURSIONS  
DELIVERED NATIONWIDE

 **50+**  
INDUSTRY AMBASSADORS  
SHARED THEIR EXPERTISE

 **92%**  
OF TEACHERS RATED THE  
EXPERIENCE "HIGHLY EFFECTIVE"

## What is the National Gold Education Program?

**The National Gold Education Program is Australia's only gold-specific school engagement initiative, developed by the Gold Industry Group in partnership with passionate educators and gold industry professionals. Aligned with the national curriculum, the program delivers engaging incursions, rock specimen kits, and digital resources to primary and secondary students across the country – all at no cost to schools.**

## Why is it important?

Gold is deeply embedded in Australia's past, present, and future, from its role in shaping our economy and regional communities, to its use in cutting-edge technology and renewable energy. Yet, for many young Australians, the gold industry remains out of sight and out of mind.

The National Gold Education Program helps to change that by making gold real, relevant, and exciting. It fosters curiosity in science, sparks interest in sustainability, and builds awareness of how gold touches every part of modern life – from smartphones and satellites to hospitals and hydrogen batteries. By delivering these experiences early in the learning journey, we're helping students make stronger connections between what they learn in the classroom and the world around them.



Beyond the science, the program helps to shift perceptions of the mining industry – showing students and teachers that gold is a force for innovation, inclusion, and opportunity. It helps open doors to careers students might not have considered and supports a more informed and future-ready generation.

## Program Impact

For our members, the program creates a direct and meaningful way to connect with the next generation. It raises awareness of the industry's contribution to society, promotes career pathways, and builds trust with the broader community.

## ACHIEVEMENTS



**WE ATTENDED 20 CAREER EVENTS IN PARTNERSHIP WITH SCHOOLS, AND COMMUNITY ORGANISATIONS, A 35% INCREASE FROM 2023.**



**56 NEW FACILITATORS WERE TRAINED OR EXPRESSED INTEREST IN JOINING THE PROGRAM.**



**WE REFRESHED OUR NATIONAL GOLD EDUCATION PROGRAM WEBSITE.**



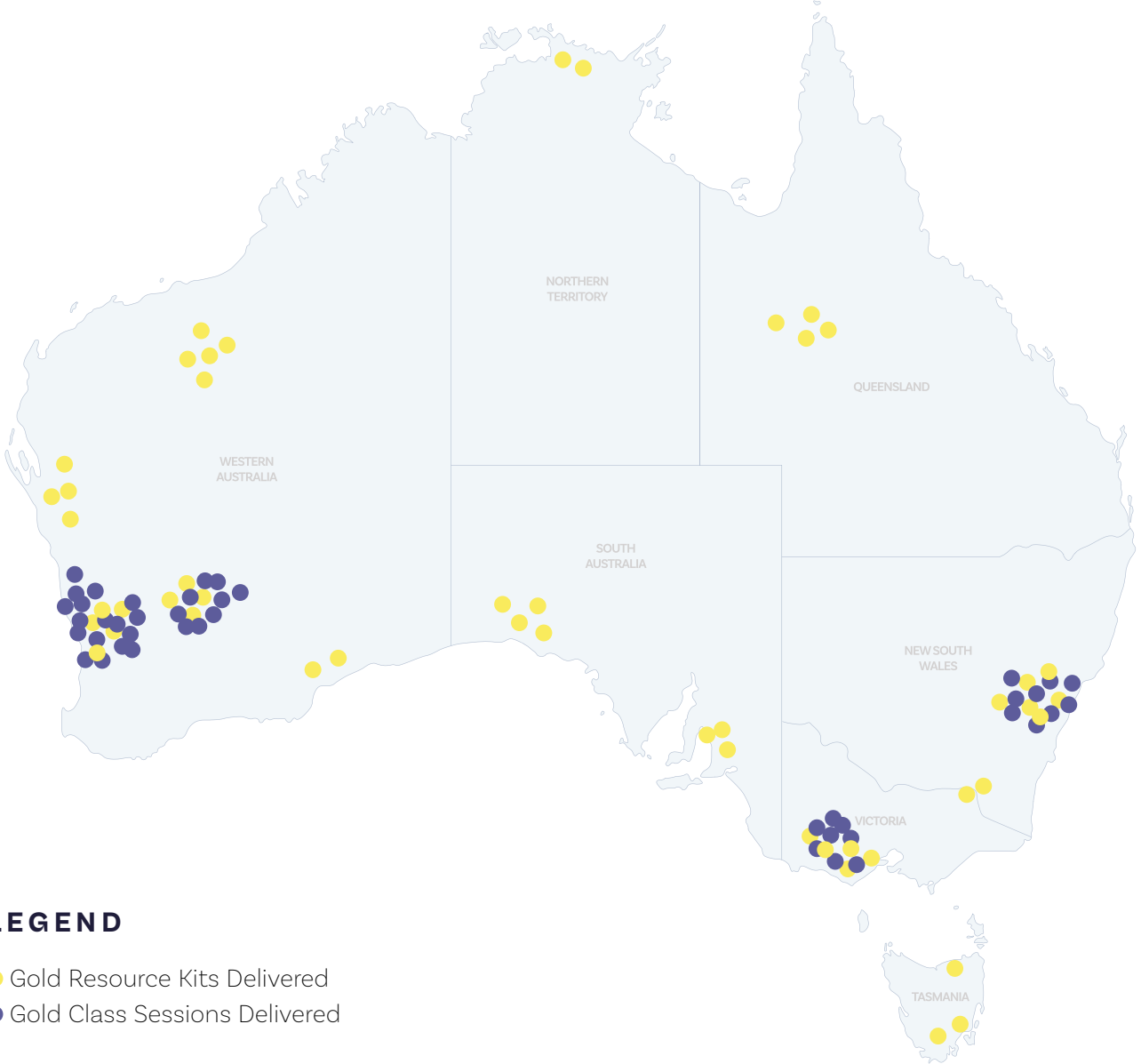
**WE LAUNCHED OUR RESOURCES HUB, A CENTRALISED AREA FOR DIGITAL AND DOWNLOADABLE GOLD TEACHING RESOURCES.**



**WE ACHIEVED AN OVERALL PROGRAM SATISFACTION SCORE OF 89%.**



# Our Impact Across Australia



- LEGEND**
- Gold Resource Kits Delivered
  - Gold Class Sessions Delivered

## INSPIRING CLASSROOMS NATIONWIDE SINCE 2020



151 FACILITATORS HAVE DELIVERED A GOLD CLASS SESSION SINCE THE PROGRAM'S CREATION.



SINCE THE PROGRAM BEGAN, 12,930 STUDENTS HAVE ATTENDED A GOLD CLASS SESSION.



OUR OVERALL SATISFACTION SCORE SINCE INCEPTION IS 89% TAKING INTO ACCOUNT FEEDBACK FROM FACILITATORS, STUDENTS AND TEACHERS.



ALMOST HALF A MILLION STUDENTS HAVE ENGAGED WITH OUR GOLD RESOURCES KITS SINCE 2020.

	2020	2021	2022	2023	2024	TOTAL STUDENTS REACHED
Gold Class Sessions – Students Attended	630	2310	2700	3600	3690	12,930
Gold Resources Kit – Students Reached	27,000	88,000	151,000	135,000	90,000	491,000



# Education Message from Facilitator Eric

**I became a Gold Class Facilitator because, simply put, I enjoy teaching. I suppose it runs in the family, as my mum was a primary school teacher in the Philippines. Watching her inspire students to become the best versions of themselves had a profound effect on me, and I've always wanted to carry on that legacy. Just like her, I love motivating younger generations to chase after their goals, no matter how big they seem. When it comes to delivering the sessions, what I enjoy most is the reactions of the students, especially when I talk about the fascinating facts related to gold. One moment that always stands out to me is when I share the slide that says, "There's 0.2mg of gold in everyone." I can't help but glance over at the class teacher, and I can practically read their mind: "I wonder how much I'd get from these kids..."**

But it's not just about the facts and figures—there are moments that truly highlight the value of the program. I'll never forget one particular interaction. During one of the class activities, students are asked to break into groups of four or five to tackle different exercises. One of the students, let's call her Laura (not her real name), was wheelchair-bound and the last to join a group. She was shy and reserved, and initially, her teammates didn't seem to want her in their group. The teacher insisted she stay, and she did. I noticed that, in the first

two exercises, Laura wasn't really included by her peers. But then came the final challenge, where I introduced a fun twist—a prize for the first group to complete the task with no assistance from me or the teacher. The enthusiasm in the room was electric as each group scrambled to solve the problem, but every answer was wrong. That's when I saw it — Laura, intently studying the projector screen while her team worked frantically. After a few seconds, she blurted out, "I got it!" The whole class stopped, and all eyes turned to her. Calmly, she asked her teammates for the necessary items, and one by one, she methodically pieced everything together — correctly! Her team was the first to finish, and Laura received applause and praise from both her teammates and the class. It was a powerful reminder that no matter the perceived hindrances in life, you can achieve anything you set your mind to.

This program, in my opinion, makes a significant impact on students' understanding of STEM, careers, and the gold industry. The Gold Industry Group's education program does an incredible job of engaging students, showing them how subjects like Science, Technology, Engineering, and Mathematics can be applied to real-world careers, particularly in the gold industry. Whether a student is interested in becoming a pilot, engineer, chef, accountant, solicitor, or surveyor, the program plants the seed that there are countless opportunities in the gold sector that can align with their passions and studies.

Being a facilitator has also been a rewarding and eye-opening experience for me. When I step into the classroom, the students don't know me from anyone, but as the session progresses, they begin to see that learning doesn't have to be dull. They start having fun, and without realizing it, they're absorbing knowledge. The best part? By the

end of the session, some students are so engaged that they don't want to leave and end up lingering around, much to the amusement (and mild annoyance) of their teachers, who have to send them off to make room for the next class. That sense of pride and satisfaction I feel as a facilitator is hard to put into words—it's knowing that I'm making a positive impact on their learning journey.

Programs like these are crucial for the future of both education and the gold industry. By sparking an early interest in the gold sector, we not only raise awareness of the potential career paths available to students but also encourage them to pursue their passions. In doing so, we help shape the next generation of professionals who could one day play an integral role in the industry.

*Eric Bien,*  
**Gold Class Facilitator of the Year**

“



It's incredibly rewarding to see our team stepping into classrooms and sharing their passion for gold. It helps build understanding, inspire curiosity, and connects our industry to the communities we're a part of. ”

*Darren Stralow*

**Director,**  
Managing Director & CEO,  
Bellevue Gold



# Gold Jobs Promoting Careers in Gold



## BY THE NUMBERS



75,618

AUSTRALIANS VISITED THE GOLD JOBS PLATFORM IN 2024 (UP 3%)



1,118

JOBS LISTED BY MEMBERS



4,831

APPLICATIONS SUBMITTED THROUGH THE PLATFORM



15,000+

STUDENTS AND JOB SEEKERS ENGAGED AT CAREER EVENTS



## What is Gold Jobs?

Gold Jobs is the gold industry's national careers platform — connecting Australians with real jobs and showcasing the vast and diverse career opportunities within the sector. It features everything from trades and operations to science, technology, and corporate roles, all submitted directly by Gold Industry Group members.

## Why is it important?

As the gold industry continues to evolve, attracting skilled people is critical to its future. Gold Jobs helps challenge outdated perceptions and presents gold as a dynamic, innovative, and inclusive industry with career paths for all backgrounds. In 2024, we enhanced our reach among students, graduates, and career changers through targeted campaigns, industry events, and new platform features that speak directly to the next generation of workers.

## What is it doing to help members and the community?

Gold Jobs is a valuable resource for members, helping them amplify recruitment efforts and attract quality candidates from a broader talent pool. This year, we welcomed new members Pantoro and Ora Banda Mining, and re-established a strong national presence with the addition of Evolution Mining's job listings across NSW and QLD.

Through a combination of physical career expos and digital outreach — including a Perth-wide display campaign reaching over **528,000** people and digital ads reaching **4 million** views — we significantly boosted visibility. Our "Land Your Dream Job" campaign with Netball WA and West Coast Fever resulted in a **15% increase** in young women expressing interest in gold careers — up from 18% in 2023 to **33% in 2024**.



# Community Connecting Australians to Gold



## Why it matters

**Community is at the heart of the gold industry. Through sport and storytelling, we're building lasting relationships, inspiring pride in our sector, and helping young people realise their potential.**

**Whether it's backing the dreams of young athletes or sharing the story of gold through immersive digital experiences, our programs help foster stronger, more meaningful connections between the industry and the people it supports.**

Featuring audio storytelling, educational insights, and historical content, the app is used by students, locals, and tourists alike — bringing gold's legacy to life in a way that's interactive, accessible, and memorable.

## Heart of Gold Australia App

Our award-winning Heart of Gold Australia App continues to connect Australians with the story of gold through immersive, self-guided walking trails. With locations across regional towns and city centres, the app offers users of all ages a unique opportunity to explore gold's history, its role in everyday life, and the people who shaped it.



## BY THE NUMBERS



6,378

USERS ENGAGED WITH THE HEART OF GOLD AUSTRALIA APP



0:21:12

MINUTES AVERAGE TRAIL TIME PER USER



# Community Connecting Australians to Gold

## Netball Partnership

The Gold Industry Group has proudly supported netball in Western Australia since 2018. Over the past six years, our partnership with Netball WA, West Coast Fever, and Shooting Stars has grown into one of the most impactful cross-sector collaborations in Australian sport – engaging more than 82,000 participants in 2024 alone.

In 2024, we renewed this landmark partnership for a further three years, committing more than \$6 million – the largest-ever investment by Australia’s gold industry in women’s sport. It reflects the gold industry’s long-term commitment to inclusion, opportunity, and meaningful community impact.

The partnership also plays a vital role in shifting perceptions of the gold industry and encouraging more women to explore careers in gold. In 2024, our Land Your Dream Job campaign with West Coast Fever helped lift career interest among fans from 18% to 33%.

The partnership has also been instrumental in elevating the visibility of our members. Whether through signage, live broadcasts, corporate hospitality, or participation in activations, our members are increasingly seen - and recognised - as supporters of women, sport, and community.



## NETBALL HIGHLIGHTS FROM 2024

67,000+

FANS ATTENDED WEST COAST  
FEVER HOME GAMES – A 19%  
YEAR-ON-YEAR INCREASE

892,000+

BROADCAST VIEWERS WATCHED  
FEVER GAMES, INCLUDING FINALS

3,436

ABORIGINAL AND TORRES STRAIT  
ISLANDER YOUTH SUPPORTED  
THROUGH SHOOTING STARS

82,370

PARTICIPANTS ENGAGED IN  
COMMUNITY NETBALL ACROSS WA

56,000+

PEOPLE REACHED THROUGH THE  
NETBALL GOLD ROUND (STADIUM +  
BROADCAST)

Media value

OF GIG BRANDING ACROSS FEVER  
ASSETS TOTALLED \$987,472

33%

OF SURVEYED FANS EXPRESSED AN  
INTEREST IN THE GOLD INDUSTRY  
(UP FROM 18% IN 2023).



Since 2019, the Gold Industry Group and its funding members have helped netball in this State thrive from the grassroots right up to the elite level. We cannot wait to continue building on our partnership so the dreams and objectives of both gold mining and netball are achieved.”

Simone Hansen

CEO,  
Netball WA

PRINCIPAL PARTNER



PRINCIPAL PARTNER



MAJOR PARTNER



ShootingStars



# Events & Highlights

## BY THE NUMBERS

220

ATTENDEES AT THE GIG DIGGERS & DEALERS LEADERSHIP BREAKFAST — A SELL OUT EVENT

80

ATTENDEES AT THE INAUGURAL GIG IMARC LEADERSHIP BREAKFAST IN SYDNEY

125

ATTENDEES AT THE ANNUAL GIG SUNDOWNER

3

ESG GOLD LEADERS SESSIONS HOSTED ACROSS MEMBER SITES

16 teams

PLAYED IN OUR GIG CORPORATE NETBALL DAY. A RECORD NUMBER OF GOLD INDUSTRY PROFESSIONALS PARTICIPATED IN THE FRIENDLY COMPETITION.



## A United Gold Industry

In 2024, the Gold Industry Group hosted a dynamic calendar of events that brought together leaders, professionals, and community members from across the sector. These events not only celebrated the strength and diversity of Australia's gold industry but also reinforced GIG's role in fostering collaboration, leadership, and connection.

Across four marquee events, we welcomed over 600 attendees, delivering memorable experiences that combined thought leadership with meaningful networking and sector-wide engagement. From boardroom conversations to breakfast panels, our events showcased the full spectrum of what it means to be part of the gold community.



## HIGHLIGHTS FROM 2024

### GIG Diggers & Dealers Leadership Breakfast

Held at the Kalgoorlie Town Hall, this flagship event attracted a record 220 attendees, cementing its place as a must-attend during the annual mining forum. With the theme Beyond 2050: The Future of Mining, guests engaged in high-level conversations on industry trends, innovation, and the challenges shaping the decades ahead.

### GIG IMARC Leadership Breakfast

Launched in Sydney and held alongside Australia's largest mining conference, this sold-out inaugural event brought together 80 industry leaders. It marked a significant milestone in GIG's national expansion, offering a new platform for dialogue around responsible mining and the future of gold.

### ESG Gold Leaders Sessions

Three exclusive sessions were hosted at Ramelius Resources, Bellevue Gold, and Regis Resources. These intimate forums allowed members to share best practices, explore ESG innovation, and deepen collaboration on sustainable mining approaches.

### Annual GIG Sundowner

Held at QT Perth, this relaxed evening brought together 125 professionals from across the gold value chain to celebrate achievements and strengthen industry ties through informal networking and conversation.





# Industry Snapshot



**30,000 people** directly employed in Australia's gold industry



Australia is the world's **3rd** largest gold producer



Australia holds **22%** of the world's known gold reserves – the largest share globally



Approximately **250+ tonnes of gold** exported in 2023-24, valued at **\$33 billion**



Approximately **\$20 billion** contributed to Australia's GDP by gold mining each year.



Over **70** operating gold mines across Australia





Gold Industry  
Group

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