

Resource Industry Branding –e-Book

Xavier Hill – Bachelor Engineering (Mining), MBA

The modern employer, independent of their business, needs to be active in developing its brand. Our interconnected world means that every potential employee and stakeholder will quickly discover all they need to know about your organisation, without the marketing spin. For Generation Y, brand is everything. This is an extremely sceptical generation and if resources companies want to attract the best young talent, they need to consciously develop their brand. In addition to this, the resources industry needs to develop its brand in the wider community to ensure a future supply of professionals. The industry has traditionally relied on a small recruitment pool when attracting students to resources careers. Whilst this has sufficed in the past, Australia's demographics are changing and appropriate branding is best method to widen the recruitment pool.

The resources industry is a mono-cultural environment, made up predominately of Anglo-Saxon males. An analysis of 2006 Census data shows that Australians of Asian heritage are 6 times less likely to work in the industry than Australians of an Anglo-Saxon background. It is a similar picture for other major ethnic groups with Australians of Arab heritage 7 times less likely, Mediterranean heritage 4 times and central Asia 3 times less likely to work in the resources industry. ***Of even greater concern is that the younger the resources professional the larger the ethnic imbalance.***

From our research, we also know that resources professionals are 2.5 times more likely to have been raised outside a capital city. Additionally, we know that immigrants to Australia prefer to settle in the major cities. If the resources industry is to address these demographic imbalances, it needs to reach out to students from metropolitan areas. The only way to do this is for the industry to team up with aligned industries and market the benefits of living in regional Australia to metropolitan students.

Such an effort to promote the industry would have numerous benefits beyond simply providing a greater number of professionals. A diverse group ultimately devise better solutions and this is why leading

organisations such as Google [insist](#) upon workplace diversity. Greater diversity would also make the industry more representative of the wider community and ultimately if the resources industry wants community support, it needs to be representative of the community.

At a company level the need for branding is even more immediate. A majority of Professionals find their jobs through contacts (39% for Gen-Y and 70% for non-Gen-Y), and yet we spend a majority of our recruitment resources on outdated mediums such as newspaper and internet advertising. Professionals are attracted to operations through contacts because word of mouth advertising has far more integrity than a marketing spiel. When you are dealing with Generation Y you are dealing with the most sceptical generation ever, who form their opinions on brand (i.e. reputation and recommendations from peers) not on a pitch by a future employer.

It may be argued in light of the global financial crisis that such measures to attract professionals are no longer justified, that the war for talent is over. It is our firm belief that this is simply a fallacy. Australian Bureau of Statistics (ABS) data shows – over the past 20 years – that the resources industry has the highest rate of turnover of any sector within the Australian economy. Boom or bust our industry has a problem. The cost of such turnover is huge, with a small to medium sized operation conservatively spending \$2.8 million a year on [excessive turnover](#). Now is a time of opportunity, and as professionals come onto the market, a strong brand will ensure the best professionals will work for your organisation.

In our full report and our courses we cover all these issues, plus many more in detail. You will gain a complete understanding of the factors involved in recruiting the next generation of resources professionals. You will learn how best to interact with Generation Y, and how to retain them. You will learn how to brand your operation(s) via the branding loop so that your operation(s) thrives in the new recruitment paradigm. Most importantly, you will learn this from a [resources professional](#) so you know the solutions are real, free from ambiguity and will add value to your operations.