



DRIVING **Positive**
Change TOGETHER

International Women's Day Event Series 2024

Post Event Report



International Women's Day Event Series 2024

AusIMM's International Women's Day (IWD) Event Series 2024 was a resounding success and underscored our collective commitment to celebrating, and empowering women, in the resources industry. This report presents a detailed overview of the event's impact, achievements, attendee engagement, and its broader influence on the mining sector.

“ It was inspiring to look around and see a supportive and strong network of current and future leaders. Many thanks to the AusIMM and sponsors.

– S Harris | 2024 Attendee

Event Highlights

ATTENDANCE GROWTH

The 2024 event welcomed 2,800 attendees across Adelaide, Sydney, Brisbane, Melbourne, Perth, and online—an impressive **12% increase** from the previous year.

Attendees came from diverse backgrounds and industry organisations, including individuals from non-industry sectors who were keen to learn more about our sector. This diverse participation highlighted the growing interest and engagement in the resources industry and our efforts in promoting an equitable future for women in mining.

EVENT BY CITIES

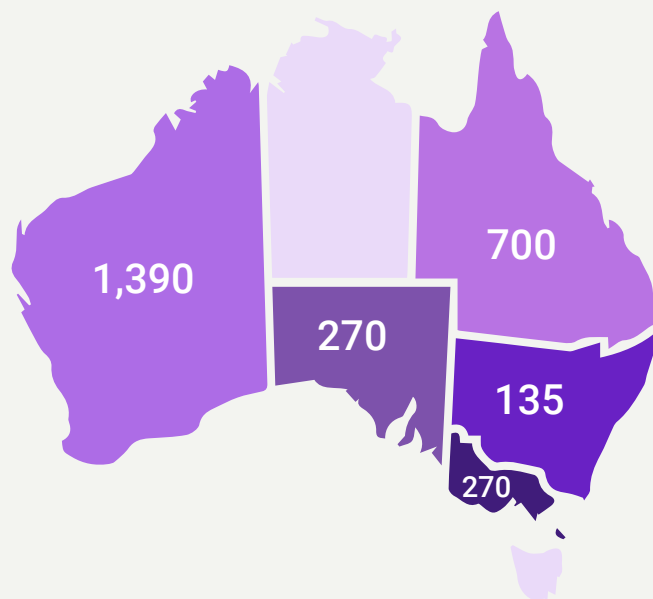
Perth – 1,390

Melbourne – 270

Brisbane – 700

Sydney – 135

Adelaide – 270



90%

would recommend an AusIMM event to a friend or colleague

81%

would attend IWD 2025



TOP 10 ORGANISATIONS

530 total organisations attended the 2024 Event Series

Rio Tinto	204
BHP	112
Perenti	73
Fortescue	61
Liebherr	52
Weir	46
Sedgman	43
Agnico Eagle Australia	41
CR Powered by Epiroc	40
Lynas Rare Earths	38
Komatsu	31



ENGAGEMENT OPPORTUNITIES

Event attendees had diverse engagement and networking opportunities.

LAUNCH EVENTS:

Two impactful launch events kicked off the Series, setting the tone for discussions on diversity and inclusion in the resources sector.

SUNDOWNER EVENTS:

Two intimate sundowner events provided networking opportunities for industry professionals to connect and exchange insights.

LUNCH EVENTS:

Five lunch events offered a platform for deeper conversations and celebration, featuring inspiring speakers and discussions on women's roles in mining.

EXTENDED NETWORKING HOUR:

In Perth and Brisbane, extended networking hours provided attendees with additional opportunities to connect and discuss the topics covered during the event. Our Brisbane Networking Hour was sponsored by **Peabody**.



When asked what motivates people to attend, these were most important:

- Celebrating with colleagues 62%
- Keynote speakers 53%
- Learning from others 44%
- Networking 43%

KEYNOTE SPEAKERS

The 2024 events featured five iconic Australian women who shared their powerful and inspiring personal journeys. Their presentations provided valuable perspectives on the challenges and triumphs that women often encounter, inspiring all attendees—regardless of gender—to reflect on their own experiences and consider future actions.



Rachael Robertson

Perth | Friday,
8 March 2024



Claire Parkinson

Adelaide | Thursday,
29 February 2024



Marlee Silva

Sydney | Friday,
1 March 2024



Dr Kylie Moore-Gilbert

Melbourne | Wednesday
6 March 2024



Jelena Dokic

Brisbane | Tuesday,
5 March 2024

Marketing Initiatives

DIGITAL ENGAGEMENT

A comprehensive 4-month digital campaign garnered substantial traction, with a **68% increase** in website visits compared to the previous year's campaign and with our reach extended over email marketing, social media, and other digital platforms.

1.13M+ Impressions

56K+ Event Website visits

31.1K+ Organic clicks on social media



Website traffic

61.4% female
38.6% male



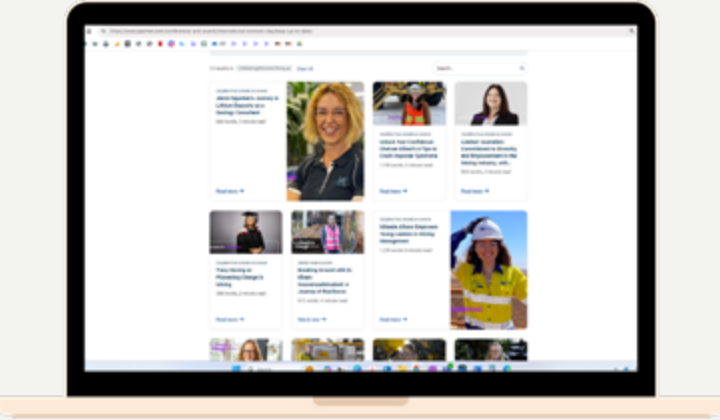
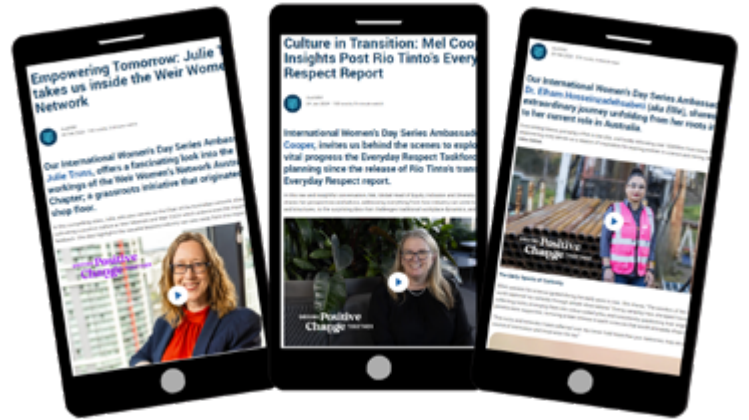
ENHANCED BRANDING

The 2024 series campaign introduced a powerful new theme, **'Driving Positive Change Together,'** underscoring the significance of unity in cultivating an inclusive and empowering environment within the resources sector.

The theme complemented a refreshed brand identity that prominently featured real women in mining, accompanied by a new colour palette and a fresh and modern look and feel. The new branding elements enhanced the overall campaign's engagement and impact, aligning perfectly with our commitment to promoting inclusivity and innovation within the resources sector together.

AMBASSADORS

Building on the theme we introduced three new Ambassadors—**Mel Cooper**, **Dr. Elham Hosseinzadehsabeti**, and **Julie Truss**— who championed Diversity, Equity, and Inclusion (DEI) in mining, sharing their personal insights, achievements, and motivations for creating a brighter future. They became the face and voice of our initiative, driving positive change together within the resources sector.



CELEBRATING WOMEN IN MINING

We shared the stories of real women in the mining industry surrounding the challenges, successes, and experiences from women in various roles within mining. These stories provided valuable insights and inspiration, emphasising the importance of diversity and inclusion in the sector.



Impact and achievements

The IWD Event Series 2024 made significant strides in:

- Elevating DEI conversations and initiatives within the resources industry.
- Showcasing real stories and achievements of women in mining.
- Strengthening industry networking and collaboration.
- Inspiring positive change and inclusivity.
- Creating a safe and inclusive space for open engagement.



Our 2024 partners

SIGNATURE PARTNERS



GOVERNMENT PARTNER



MAJOR PARTNERS



NETWORKING PARTNER



SUPPORTING PARTNER



SERIES PARTNERS



ASSOCIATE PARTNERS



Thank you to our partners

The International Women's Day Event Series continues to grow year-on-year, thanks to the invaluable support and dedication of our industry partners. The impact of our collective efforts in advancing diversity, equity, and inclusion in the mining sector, sets a solid foundation for future progress to drive for positive change.

We look forward to building upon these achievements in 2025 and further driving positive change together in the resources industry.



Contact us



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