INTRODUCTION

The AusIMM helps to build careers and communities. It does this by providing leadership and creating opportunities for minerals professionals to practice at the highest level of professionalism.

AusIMM members are passionate about the minerals industry and, as such, we all play a crucial role as advocates for the industry and for professionalism. It is therefore incumbent on us to:

• promote the concept of career-long learning and the pursuit of best practice
• raise awareness in our communities about the important role that minerals professionals and the minerals industry play in the community
• encourage an efficient and effective policy and regulatory environment.

The AusIMM has a unique and diverse international membership that crosses disciplines, regions, gender, experience and working environment. To help foster an environment of positive change, we require a simple, relevant and clearly defined advocacy framework.

Becoming an active advocate is as simple as:

• communicating about the important role of the minerals industry and the importance of professional practice to your network of colleagues, family and friends
• engaging with your branch and the many committees, societies and taskforces in your area of interest
• leading by being a role model and mentor to staff and new professionals
• sharing your expertise by presenting at a conference or event or writing an opinion piece or technical article for The AusIMM Bulletin.

Regardless of where you work or whether you are a recent graduate or a seasoned professional, we all have a critical role to play in promoting professional practice and enhancing the prospects for the minerals sector.

The AusIMM has a proud history of professional excellence, and we are celebrating our 125th anniversary in 2018. We are seen as one of the most respected sources of independent and professional advice, and we are able to contribute to facts-based community debate. We therefore encourage you to consider where you can make a difference and take those steps to get involved so that together we can continue to build careers and communities through professional excellence.

Janine Herzig
Chair, Policy and Advocacy Committee

PURPOSE

This document is a guide for all AusIMM members about their important role as minerals professional advocates.

It sets out what advocacy is, explains why we do it and looks at our priority areas of focus.

It is not an exhaustive list of every policy or advocacy issue in which the AusIMM could become involved. Instead, it sets a framework to guide members on how to actively and confidently become an advocate. This document is reviewed annually and updated as necessary.

WHAT ADVOCACY IS AND WHY WE DO IT

Advocacy is about promoting or supporting a particular cause, policy or goal.

In AusIMM terms, this means promoting and supporting the pursuit of professional excellence.

Our three broad aims are:

1. promoting the benefits of career-long learning and the pursuit of professional best practice
2. increasing community support for the minerals sector and minerals professionals
3. encouraging governments to set clear, best-practice regulatory requirements.
THE ROLES WE ALL PLAY

Every AusIMM member has an important role to play in advocacy:

• Individual members – communicate AusIMM-approved advocacy positions and identify new advocacy opportunities
• Communities of Interest – (above, plus) generate AusIMM community debate
• The AusIMM Board – (above, plus) consider new advocacy positions and undertake periodic reviews of the advocacy framework
• The AusIMM CEO and President – (above, plus) lead and coordinate AusIMM engagement with the media and governments on our advocacy priorities.

The Board’s Policy and Advocacy Committee carefully considers areas for advocacy focus on an annual basis. This involves taking into consideration a wide range of references, such as the AusIMM By-Laws, Code of Ethics and Royal Charter, Strategic Plans, previous AusIMM policy statements and Congress outcomes.

The result is the endorsement of the following six priorities:

1. professional best practice
2. professional recognition and mobility
3. diversity, equality and opportunity
4. the future of the sector
5. community and environment sustainability
6. health and safety leadership.

The AusIMM does not advocate on issues outside of the purpose on which it was established. Therefore, it does not:

• represent minerals companies and their interests (unless they align with the collective interests of AusIMM members)
• represent individual members on matters of private interest, such as industrial relations matters.

WHAT TYPES OF ADVOCACY COULD WE SEE?

Individual members

• Adhering to the professional codes and encouraging and supporting your colleagues and reports to do the same.
• Contributing an article on professional best practice, your experience of the challenges and opportunities of working internationally or other advocacy-related topics for The AusIMM Bulletin, an AusIMM conference or publication or a Branch or Society newsletter.
• Nominating one or more of your peers for an AusIMM award for leadership in professional practice (geology, mining, metallurgy, health and safety etc) or for significant contributions to the Institute and/or the industry.
• Demonstrating a proactive commitment to safety in every aspect of your life.
• Applying best-practice approaches to environmental management and building strong community engagement and relationships during all phases of mining activity, from exploration through to mine closure and rehabilitation.
• Providing feedback to the Chartered Professional Program development and identifying opportunities for improvement.

• Encouraging your employer to undertake a gender pay audit (if one has not been conducted) and to publish the results.
• Starting online or in-person discussions with fellow members about emerging areas of opportunity.

AusIMM Communities

• Branch or Society events including a presentation on ‘managing ethical dilemmas’ or an area of professional best practice or innovation.
• Engagement with the new Chartered Professional Program to improve governance, transparency, rigour and the demonstration of competency and currency.
• A Society identifying barriers to professionals working overseas and proposing solutions.
• A continuing focus on the attraction and retention of a diverse range of professionals in the minerals industry.
• The AusIMM Awards Committee overseeing a prestigious and successful Awards Program recognising and promoting professional best practice and achieving high status and industry profile.
• VALMIN and JORC Committees revising, improving and promoting the relevant Codes.
• The Community and Environment Society developing a Spectrum series publication on best-practice community engagement or raising awareness of best-practice site closure principles and contributing to the Life-of-Mine conference.
• The Heritage Committee leading work to promote mine and metal production site heritage activity such as geotourism or Indigenous engagement.
• Health and Safety Society leading submissions on governments’ health and safety policy and regulation proposals.

AusIMM Services

• Support members by providing relevant and accessible professional development opportunities.
• Provide factual information to members on topical matters such as skilled migration and the use of renewables, coal and gas, and identify the areas in which the AusIMM may actually have influence on policy.
• Work with members to identify and address potential AusIMM Community gaps.
• Continue to research and publicly release results on the gender pay gap between minerals professionals.
• Advise governments to ensure appropriate recognition of the skills of minerals professionals and report on unemployment figures.
• Encourage governments to stimulate exploration through incentive programs, investing in ‘precompetitive’ geoscience data and effectively administering exploration licensing regimes.
• Encourage governments to adopt consistent, risk-based environmental protection and health and safety policies that deliver consistently safer workplaces and provide greater certainty and efficiency to stakeholders.
1. PROFESSIONAL BEST PRACTICE

Why?
The pursuit of professional best practice underpins your AusIMM membership. The reputation of professionals, and therefore the entire sector, rests upon this continued commitment by all current and future members. The AusIMM expects and promotes the highest professional and ethical standards of its members with regard to the well-being of the community, the natural environment and the reputation of the international minerals industry.

The AusIMM supports and encourages industry and governments to pursue best practice, encourage a culture of innovation and embrace the skills of minerals professionals. The Institute plays a leading role through the development and promotion of professional codes such as JORC and VALMIN, and through the AusIMM's Code of Ethics.

What does success look like?
• High awareness, understanding, support and compliance with professional codes.
• Employers and communities equating AusIMM membership with professionalism.
• Members being empowered and supported to identify and develop best practice and apply it in their workplaces.

2. PROFESSIONAL RECOGNITION AND MOBILITY

Why?
Minerals professionals make the best contribution to their communities and careers when they are recognised for their expertise and capabilities and when this enables them to pursue the best career opportunities available.

What does success look like?
• National and international recognition for minerals professionals’ qualifications and accreditations.
• AusIMM members having ‘preferred employee or consultant’ status among the international mining community.
3. DIVERSITY, EQUALITY AND OPPORTUNITY

Why?
Fair, equitable and diverse participation by minerals professionals is a vital ingredient for a healthy, thriving and sustainable sector. Subject to the appropriate qualifications and merit, there should be no impediment to a person achieving success as a minerals professional. As the Code of Ethics sets out, the AusIMM expects all of its members to deal with clients, employers, colleagues and the community in a manner that upholds the principles of anti-discrimination and equity.

What does success look like?
- Remuneration is on an equal basis, according to experience and qualifications.
- Increased levels of Indigenous and multicultural representation within AusIMM membership.
- Increased female participation in the professional workforce and within AusIMM membership.

4. THE FUTURE OF THE SECTOR

Why?
The minerals sector is a major contributor to communities and economic well-being in many countries around the world. AusIMM members work across a broad spectrum of resources and related industries, from exploration through to product extraction, value-add industries including upgrading and refining, mining and business services, rehabilitation and innovation. Governments, industry and minerals professionals have a joint obligation to plan for the mines, mineral processing plants and metal production facilities that will meet future generations’ needs. The AusIMM therefore encourages an ongoing focus on investment in exploration, development and upgrades.

What does success look like?
- State and Federal governments taking action to stimulate exploration activity and reduce administrative burden wherever possible.
- Increased acceptance by the community of the need for, and the benefits of, minerals exploration, extraction, refining and value-adding.

5. COMMUNITY AND ENVIRONMENTAL SUSTAINABILITY

Why?
The sustainability of the minerals professional marketplace and sector relies on high standards of community and environmental protection. The AusIMM Code of Ethics states as its first principle “The safety, health and welfare of the community shall be the prime responsibility of members of the AusIMM in the conduct of their professional activities.”

What does success look like?
- Increased community acceptance and regard of the need for, and benefits of, minerals activity. The minerals industry perceived as a valued contributor to sustainable development.
- Responsible mining practices embedded into the mining industry by recognised professional disciplines.

6. HEALTH AND SAFETY LEADERSHIP

Why?
The sustainability of the minerals professional marketplace and sector relies on high standards of safety, health and welfare. The AusIMM Code of Ethics states as its first principle ‘The safety, health and welfare of the community shall be the prime responsibility of members of the AusIMM in the conduct of their professional activities.’

In early 2016, the Health and Safety Committee was elevated to Society status.

What does success look like?
- Continued improvement in health and safety leadership and health and safety outcomes.