

**Drillin** for young engineers  
and scientists in Queensland



Emma Wimberley – Manager, Careers Marketing and Strategy

Working together for a shared future

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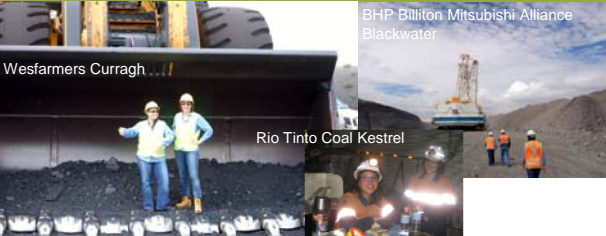
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The last industry I expected to work in...



Wesfarmers Curragh ...

BHP Billiton Mitsubishi Alliance Blackwater

Rio Tinto Coal Kestrel

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Significance of the resources sector to Queensland



Percentage Economic Contribution of Mining to Queensland Region

- North Queensland
- South Queensland
- Central Queensland
- South West Queensland
- West Queensland

Directly and indirectly, the Queensland resources sector represents:

- 20% of the Queensland economy.
- 12% of total employment.

Source: QRC 2008-09 Economic and Statistical Research 2009

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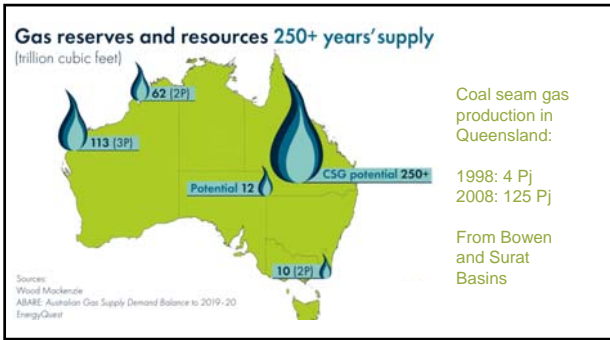
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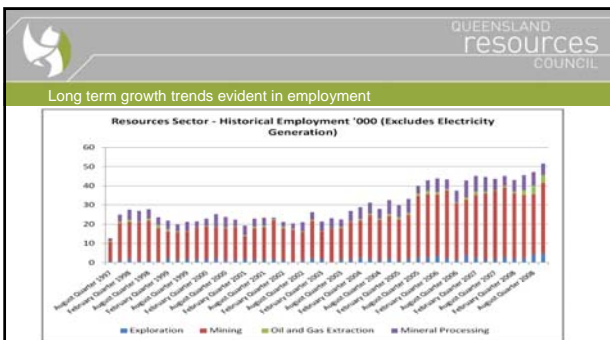
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Attracting Gen Y to the resources sector

MEAN STARTUP

- 41% have scholarships.
- Paid vacation work.
- The social experience and tight-knit community.
- Highest starting salaries.
- Quick career advancement.
- Truly global career opportunities.

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### Insights into Gen Y

- Distinctly unresponsive to uninvited business to consumer (B2C) communication.
- More open to peer-to-peer trafficking of common interests and ideas.
- More heavily influenced by actual peers than potential employers.
- Vacation work, very important.

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drillin.com.au

G'day and welcome

view our blogs ++

Scholarships = industry ambassadors

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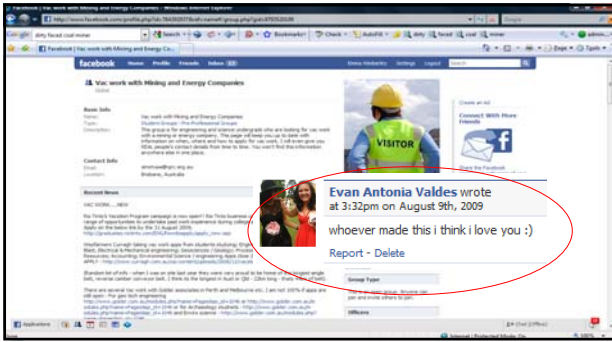
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**The results**

- A 49% increase in new enrolments in mining related courses Australia-wide.
- A 65% reduction in QRC's careers marketing budget from 2005-06 to 2007-08.
- Direct marketing results of up to 14% for vacation work applications.
- Generated an estimated equivalent of \$0.25 million in free editorial in regional, state and national newspapers in the 2008 calendar year alone.
- More than 1,500 active Gen Y members of the Facebook *drillin* community.
- Eleven You Tube videos viewed more than 45,000 times; featured on front page of You Tube Australia; and have international appeal.
- Finalist in Australian Marketing Institute's Queensland Awards for Marketing Excellence.
- An increased participation of women in mining engineering at the University of Queensland.

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**Why women choose a resources sector career**

*'I found out about mining engineering in first year engineering and loved it.'*

*'After I went underground in Yr10, I knew I was going into mining.'*

*'I come from a mining family so a mining career was an easy choice.'*

*'I just love rocks.'*

*'A mining career was the most rebellious career I could think of.'*

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