

BALANCED INDUSTRY STRATEGY 2004 - 2006

INDUSTRY STRATEGIC OBJECTIVE:

To sustainably grow the industry's socio-economic contribution, utilising Australia's comparative advantages, to be a world class industry that is safe, profitable, innovative, environmentally and socially responsible.

INDUSTRY VALUES:

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|--------------|------------------------|
| Respect | Accountability |
| Integrity | Inclusiveness |
| Transparency | Continuous improvement |

INDUSTRY GOALS:

GLOBALLY COMPETITIVE & PROFITABLE

SOCIALLY RESPONSIBLE

ENVIRONMENTALLY RESPONSIBLE



TRIPLE-BOTTOM LINE



GLOBALLY COMPETITIVE & PROFITABLE

ECONOMIC AND COMMERCIAL ENVIRONMENT FOR INVESTMENT AND GROWTH


1. Access & retain highly skilled, diverse, competent human resources
2. Sound macro-economic policies for growth
3. Increasingly open markets
4. Secure access to energy
5. Surety in entitlements to water
6. Nationally consistent, flexible workplace relations system
7. Advocate policy for sustainability (exploration access and asset protection)
8. Build a more comprehensive & efficient transport system
9. Implement universally applied climate change policies
10. Undertake and access global research & development in new technologies (needs to address coordination)



ENVIRONMENTALLY RESPONSIBLE

ENHANCE ENVIRONMENTAL BENEFITS & AVOID, MINIMISE & REMEDIATE ENVIRONMENTAL IMPACT

15. Continuous improvement in awareness and implementation of leading environmental practices
16. Effective engagement on key environmental issues regionally, nationally and internationally
17. Industry engagement on emerging biodiversity agenda at all levels ie international, national and at state levels
18. Improved understanding and application of multiple and sequential land use policies
19. Increased awareness and implementation of product stewardship principles and practices



SOCIALLY RESPONSIBLE

MUTUALLY BENEFICIAL SOCIAL OUTCOMES

11. Improved safety and health for the workforce and local communities
12. Effective relationships with stakeholders – including building reputation as safe, profitable, globally competitive, hi-tech, innovative and environmentally and socially responsible
13. Communities better off as a result of our operations
14. Build an effective social issues management capability



TRIPLE-BOTTOM LINE

BALANCE ECONOMIC DEVELOPMENT, SOCIAL RESPONSIBILITY & ENVIRONMENTAL STEWARDSHIP

1. Achieve an industry free of fatalities, injuries and disease
2. Access to resources
3. Access to markets
4. Increased labour and capital productivity
5. Achieve innovative & technological advancements
6. Skilled and competitive workforce
7. Improved environmental performance
8. Socially responsible minerals development