



Media release

Support for Australia's world-class minerals industry continues to rise

Statement from Tania Constable, Chief Executive Officer

Support from Australians for the nation's world-leading minerals industry continues to increase, with the MCA's 'There's more to Australian mining' campaign contributing to an improvement in support and net favourability while opposition to mining is at its lowest level in years.

Research conducted for the MCA by JWS Research in late July shows that net favourability for mining is now at +35, up from +29 in March, and has improved with both men and women, across all age groups and amongst both Coalition and Labor voters.

Net favourability increased from +35 to +49 after viewing the campaign.

Support for mining is now at 55 per cent of Australians – rising to 70 per cent amongst those who have seen the campaign – with opposition to mining at its lowest level in recent years, down from 13 per cent to 10 per cent.

The MCA's approach also supported an increase in the favourability of key commodities including gold and coal. After natural gas, iron ore, coal, battery minerals and gold were seen as Australia's most important resource sectors.

The first phase of the campaign is focused on effective mine rehabilitation and how mining and farming work together.

The campaign outlines the great work being done by Australian mining companies to restore land after mining so it can be used for other purposes including agriculture.

Almost three in 10 Australians recalled the campaign, with 44 per cent believing that the ads were not shown enough. The strongest message recall from the campaign was 'Once mining has finished, land can be used for farming'.

The ads were shown to Australians through print, radio, digital and out of home outlets and on free to air and subscription television from February this year.

The MCA will continue to highlight the good work the industry is doing and push for policy setting which support investment, jobs and the responsible and sustainable development of Australia's mineral resources.

A stronger minerals industry creates a stronger Australia.

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