



Mining and
Automotive
Skills Alliance


Gen Z Perceptions of Mining

Research results &
findings

Acknowledgement of Country

We acknowledge the Traditional Custodians of the lands on which we live and work. We acknowledge Traditional Custodians of Country throughout Australia and their connections to land, sea and community.

We honour and respect their Elders, past and present, and extend that respect to all First Nations people.



This report was created in
partnership with Year13.

year 

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Featured Image: Ptilotus Exaltatus

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Introduction

This report analyses the data collected from the *What Gen Zs Think of Mining Survey*, conducted by Year13, on behalf of the Australian Minerals & Energy Skills Alliance (AUSMESA), now the Mining and Automotive Skills Alliance (AUSMASA).

What?

The 'What Generation Zs Think of Mining Survey' aimed to understand how young Australians see the mining sector and their knowledge of it.

Why?

The Australian mining sector is facing a skills shortage and needs a holistic approach to solving it, including educating and training more young school leavers to work in the sector.

Who?

The 'What Generation Zs Think of Mining Survey' was completed by 1031 young Australians aged 15 to 24 nationwide.

How?

A 10-minute online survey was undertaken by respondents sourced from Year13's email database and social media channels.

Participation and representation

The 'What Generation Zs Think of Mining Survey' was undertaken to better understand young people's attitudes towards mining and their knowledge of the industry. All responses were anonymous and collected using the online survey tool SurveyMonkey. Respondents were invited to participate using Year13's email database and social media channels.

The survey was undertaken in November 2022 and was completed by 1031 young Australians aged 15 to 24 nationwide. Quantitative and qualitative data was sourced in the questionnaire. A total of 1031 survey responses provides a large enough sample size to draw valid conclusions that represent Australia's youth population. With a sample size of at least $n=1031$, we can be 95% confident that the metrics are within $\pm 3\%$ of the result had we surveyed all Australian youth.

In addition to descriptive statistics for each survey question, the analysis includes statistically significant differences across the following variables/groups:

- Gender
- State
- Area (metropolitan, regional, rural)
- Aboriginal & Torres Strait Islander
- Disability
- Culturally & linguistically diverse (CALD) background
- LGBTQIA+
- Low socio-economic status (SES) background

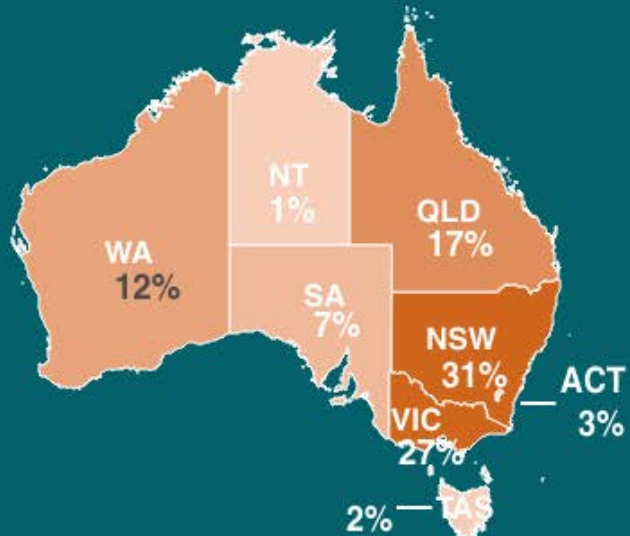
The analysis was conducted with a 95% confidence interval, meaning that there is a 95% probability that the results contain the true average of the population. Any significant differences among the variables and groups listed above compared to the average have been highlighted. The average percentage of a particular response among these variables and groups was compared to a difference of $\pm 10\%$ from the overall average. If it met these criteria, then it was included. If not mentioned, then it can be assumed that the difference was less than 10% and not statistically significant.

To analyse the differences between states, we have only considered NSW, Victoria, Queensland, Western Australia, and South Australia. This is because the sample size of respondents from these states is higher (i.e., 100 or more). The report includes quotes that were obtained from the survey's extended response questions.



Demographic profile

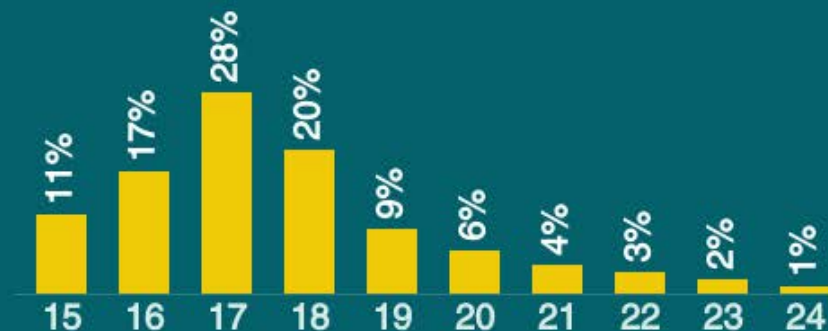
Location Breakdown



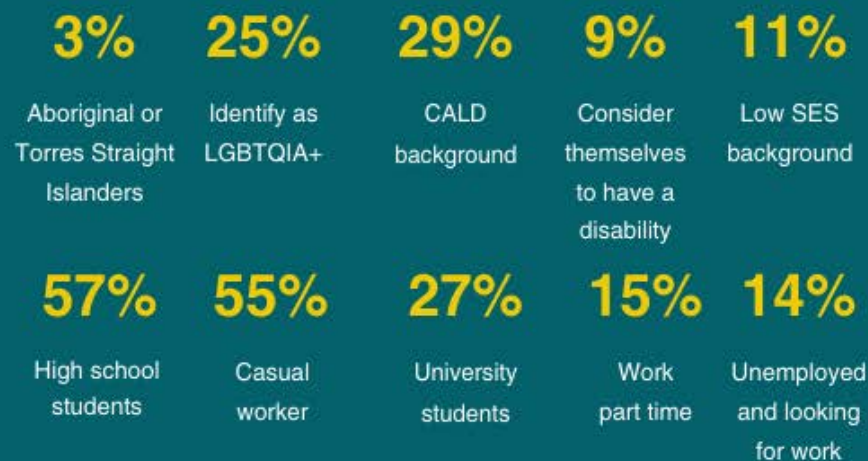
Gender Breakdown



Age Breakdown



Our Respondents



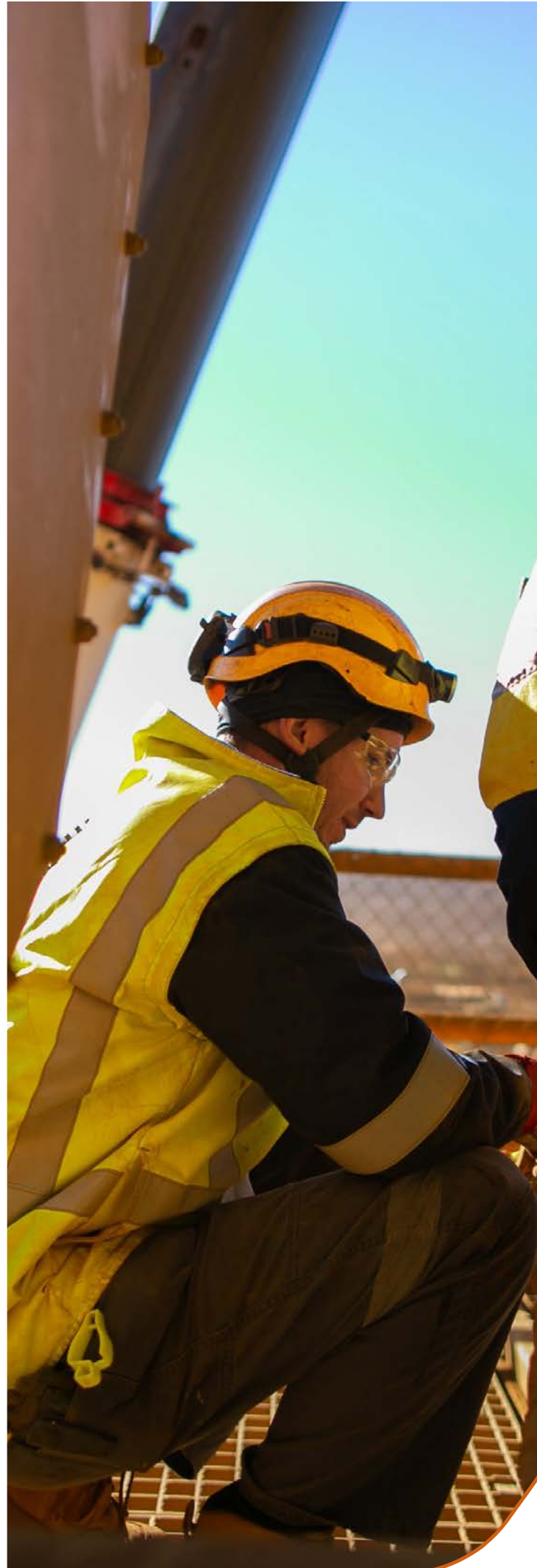


Summary

The Australian mining industry is seeking to attract the next generation of young workers, as the industry's growth shows no signs of stopping. Between the booming demand for traditional fossil fuel and iron ore exports, as well as future-focused minerals essential to the clean energy revolution and net zero aspirations, Australia's mining industry needs to be an industry of choice for school leavers in order to meet future workforce skills needs. In Australia, however, many young people are averse to working in the mining industry due to negative perceptions surrounding it, including its contribution to climate change.

Year13, on behalf of the Mining and Automotive Skills Alliance (AUSMASA), surveyed Australian Gen Z youth aged 15 to 24 about their knowledge and perceptions of the mining industry and mining careers, the findings of which are contained in this report. Just over three quarters (76%) of survey respondents were aged 15 to 18, putting them in the prime career-consideration stage of their life as they choose subjects, finish high school and decide on their post-school plans, making their perspective on the mining industry of special significance.

The purpose of this research has been to take a national pulse check of how young people see mining as a career path, with the intention for the wider mining industry including employers and education and training providers to leverage these findings into a strategy to attract and retain school leavers into the industry, as well as to drive further public awareness about this issue.



A previous survey conducted by Year13 on behalf of AUSMASA found that only 1% of respondents felt they knew a great deal about careers in mining. Meanwhile, 6% felt they knew a lot about careers in mining, 21% had a moderate amount of knowledge, 48% had some understanding of mining careers, and 24% knew nothing about working in the mining industry.

The research also revealed that only 1% of young people were interested in pursuing a career in mining, 8% were likely to, 20% were neutral, 38% were unlikely to work in mining and 33% definitely wouldn't. Additionally, the survey found that 3% of young people held a very positive view of the mining industry, 22% had a positive view, 43% were neutral, 26% had a negative view and 6% had a very negative view. In essence, the survey found more young people perceived the mining industry negatively than those who viewed it positively.



More young people perceive the mining industry *negatively* than those who view it *positively*

These initial findings, which came about during the joint online Resourcefulness Academy program by Year13 and AUSMASA aimed at educating young people about mining careers, indicate a clear need to enhance young people's understanding of mining careers, their interest in joining the industry, and their overall perception of it. This subsequent research aims to delve further into these aspects to uncover the reasons behind these trends and gather insights that can contribute to improving these metrics.

Mining is seen as doing more harm than good

Just under three quarters (**73%**) of young people think mining does more harm than good to the world we live in, compared to the remainder who say it does more good than harm.

This finding shows the challenge the mining industry faces today as it tries to encourage more school leavers to consider working in the industry.

Despite this, the research found youths' views on mining are multifaceted. Many acknowledge its importance to the Australian economy, while at the same time being critical of its impact on climate change due to the mining of fossil fuels.

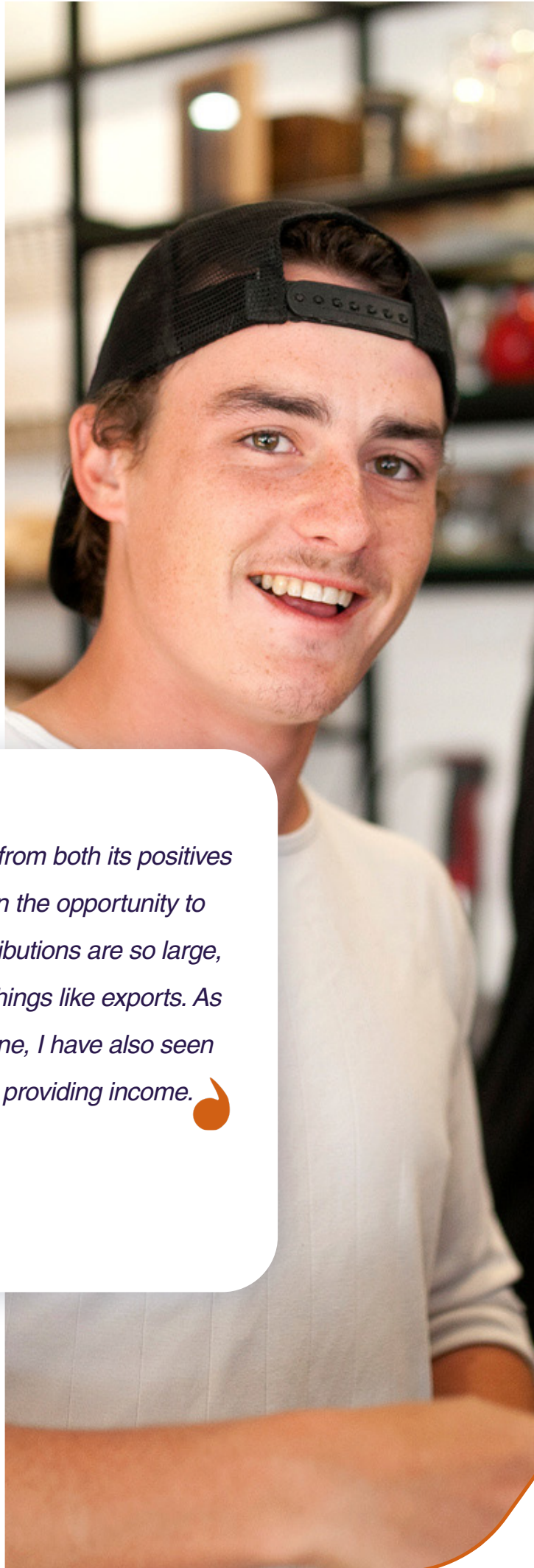
Mining is a massively important industry, both in Australia, and in the world as a whole, and I say this coming from a family surrounded by engineers and others working in mining. Currently, we live under a capitalist system. This system incentivises growth over anything else, including sustainability, responsibility, and morality. With profit being the largest motivator for companies and corporations, mining is currently an industry that contributes massively to climate change, environmental degradation, and the destruction of rural communities, intentional or not. Although this isn't the goal, these outcomes are a result of unsustainable, profit-seeking activity that needs to be looked at and reformed, lest we either run out of land to exploit, or run the whole world into famine due to climate change.

Male, 15, WA, metropolitan

Mining is seen as important to the economy

Two thirds of young people say mining is either extremely important (24%) or very important (42%) to the Australian economy.

However, perceptions vary greatly depending on location, with 85% of young people from Western Australia thinking mining is extremely or very important to the Australian economy, compared to 57% from Victoria.



I think like most things, we have to evaluate mining from both its positives and negatives, and I'm glad that I have been given the opportunity to see it from both angles. Its material and fiscal contributions are so large, especially in Australia and even indirectly through things like exports. As someone living in a rural town operating near a mine, I have also seen how beneficial it is for the community in terms of providing income.

Male, 18, NSW, regional



Mining is seen as important to a net zero emissions future

Just under three quarters of young people say mining is either extremely important (**42%**) or very important (**30%**) to a net zero emissions future.

What this research has shown is that young people believe mining is crucial for achieving net zero emissions, mainly because it needs to decrease its production of fossil fuels. They don't necessarily recognise its significance in the development of renewable and clean energy sources. Therefore, it's essential for the mining industry to effectively communicate its role in transitioning from fossil fuels to renewables to improve its reputation among young people. Currently, many are unaware of this message.

Mining is crucial in our journey moving forward to a cleaner environment. However, I still have a considerable amount of apprehension to fully support this sector. We can't get rid of mining altogether – I understand that – but we need to transition out of coal immediately and only mine for the materials used to produce cleaner energy (solar panels, wind turbines).

Male, 17, QLD, metropolitan

Mining is not seen as important for a modern lifestyle and standard of living

Less than half of young people say mining is either extremely important (**14%**) or very important (**30%**) for a modern lifestyle and standard of living.

This is another significant knowledge gap among young people, as most of them see mining as just extracting fossil fuels for energy.

It's crucial for the mining industry to connect mining with the resources needed for the products and services young people use every day to maintain their quality of life.

By communicating more effectively, the mining sector can potentially decrease negative feelings towards the industry and boost positive perceptions as well.

I've got absolutely nothing against the industry personally, however, I've been brought up with an ingrained belief due to my household that the industry is negative, which is beginning to change to a more neutral standpoint on the topic. I also have a greater appreciation of which materials are mined and that they are used in everything in our day-to-day lives and have major importance to the global economy.

Male, 17, NSW, regional



The media's impact on mining's reputation

Mainstream media and social media both have a negative impact on the way young people see the mining industry.

Just under two thirds (**62%**) of young people say media reports overall negatively impact their view of mining.

Western Australia was an outlier, with less than half (**47%**) of young people from the state saying media reports negatively impact their view of mining.

I feel like the media has shone a negative light that it is super harmful to the environment, and it's not easy to find information on the benefits of mining and what it can actually do for Australia. I never knew that mining could benefit the community and reach zero emissions, which is what I personally consider sustainable. It was interesting to find that out, as I've never seen that through the media.

Female, 18, QLD, regional



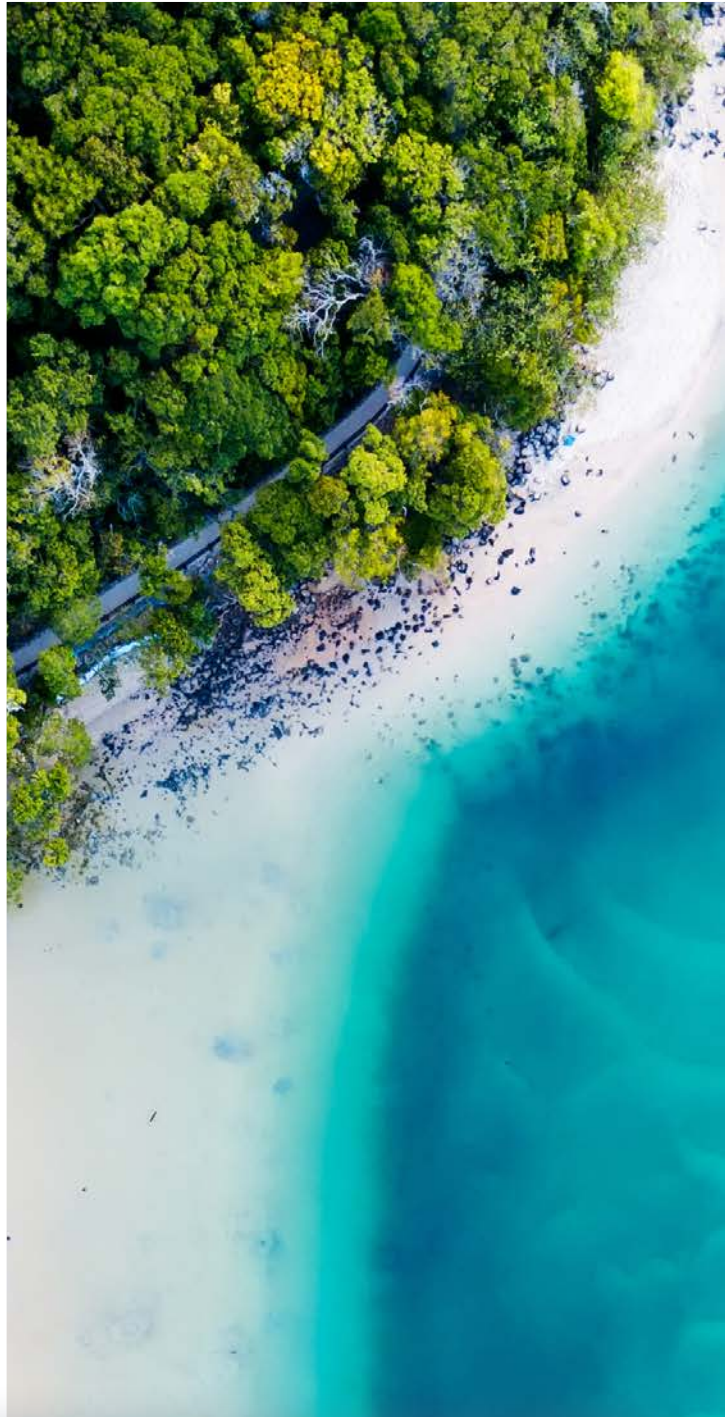
Young people want the Australian mining industry to decrease in size

More than half (**56%**) of young people want the Australian mining industry to decrease in size, a third (**33%**) want it to stay the same size, while just over a tenth (**11%**) want it to increase in size.

This can be explained by how a clear majority (**87%**) of young people know Australia mines coal, compared to **61%** for iron ore and **52%** for gold, with these three the only resources more than **50%** of young people know Australia mines.

This means all the other resources Australia mines are known by less than one in two young people, including critical minerals essential for renewables like copper (**36%**) and lithium (**27%**).

This demonstrates that the majority of young Australians mainly associate the local mining industry with coal and little else, and therefore primarily with climate change.



It is a vital industry to Australia's economy, but the damage it does to the environment is irreparable. Even more sustainable practices will not reverse a massive hole in traditional lands, and there is a resistance to moving to these sustainable methods anyways as they are not as cost effective. It is unrealistic to blanket ban mining, as it supports so many local communities in rural areas and contributes so much money to Australia's GDP. However, efforts need to be made to slowly wean off it and transfer the technical skills of the people and economic dependence of the country to other industries that are less detrimental to our environment.

Male, 17, Victoria, metropolitan

Despite the negatives, mining can be sustainable

Even though most young Australians associate the mining industry with fossil fuels and their impact on climate change, just under two thirds (**61%**) of young people still think mining can be sustainable.

Sustainability is a defining concept for their generation. The fact that more young people are receptive to the notion that an industry with environmental concerns can actually be sustainable indicates that this message can be effectively communicated to them and accepted without most being skeptical about it.

The mining industry is like a hot summer's day. You either love them or hate them, but you can't stop it or change it. Mining is essential to the economy and how people live/earn livings on almost every continent. Without mining, we would be living in a very simple, caveman-like world, so it is essential that we learn ways to improve the industry's sustainability rather than complain about negative environmental effects. We don't need to stop mining, we just need to work to improve it for everyone, because when it does improve we will be able to get the most out of it, while being environmentally conscious.

Female, 16, NSW, regional





Mining's contribution to society can improve its image

From computers to cancer treatments, mined resources contribute to the creation of all manner of modern-day conveniences.

To check whether young people understand this, they were given a list of products and asked which ones require mined resources. In actual fact, all of the products needed mined resources to create them.

Most young people say they know mined resources are needed to create steel construction materials **(87%)**, mobile phones **(86%)**, computers **(84%)** and batteries **(84%)**. Fewer realise mined resources contribute to the creation of clean energy **(49%)**, paint **(52%)** and 3D printing **(56%)**.

I used to only view it negatively due to its role in global warming and environmental destruction. However, after taking a unit in environmental engineering for uni, I now view it neutrally and understand its vital role in communities/economy and as a resource for technology and creating the parts for renewable energy. I think coal and gas mines should be phased out, but I also think other mineral mines such as silicon and lithium are still important.

Female, 20, VIC, metropolitan

Who impacts young people's views on mining

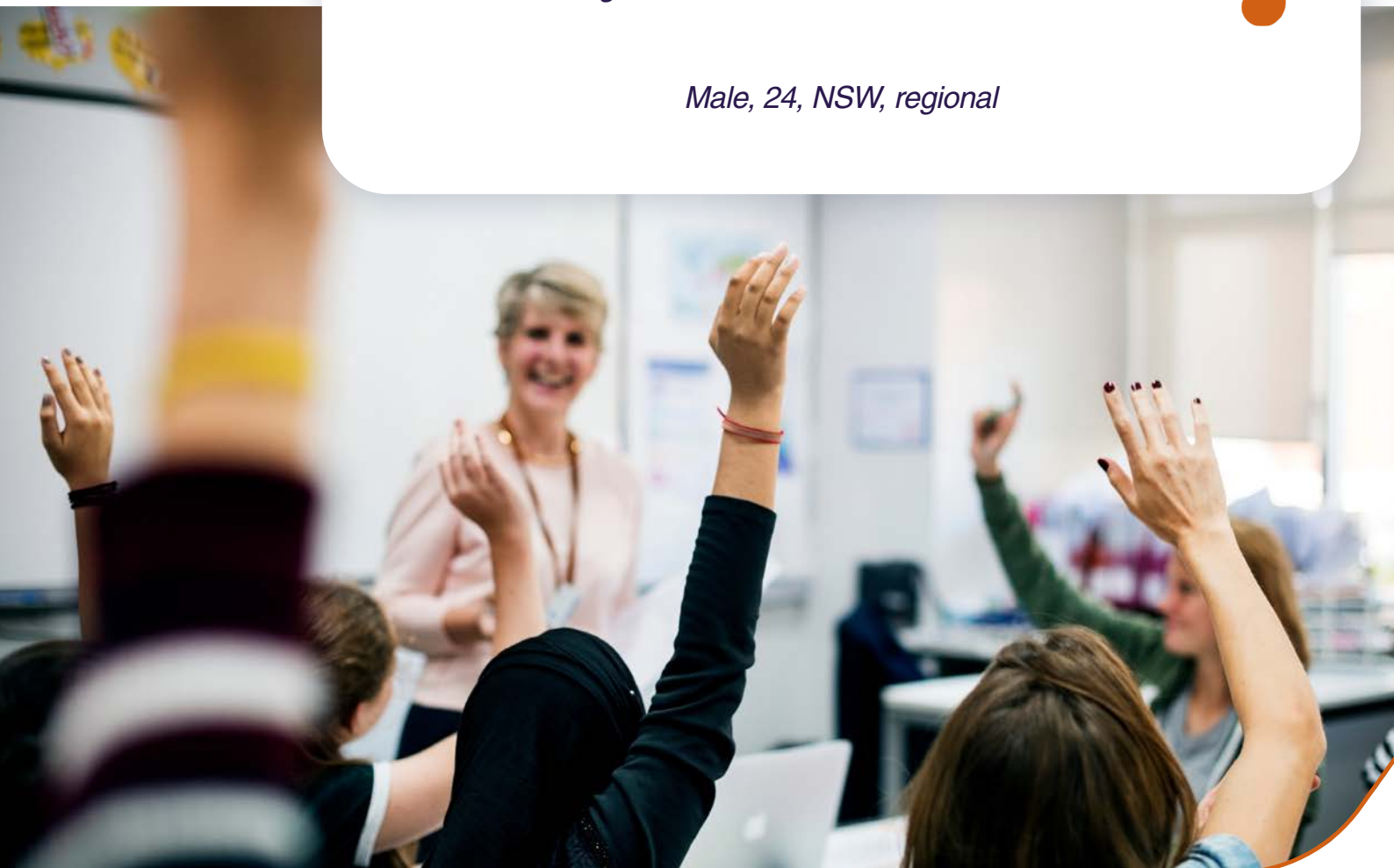
Mining is not a career path many young people speak about with key influencers like teachers, parents, friends, career advisors and other family members.

Less than a fifth (**17%**) of young people speak with their parents about working in mining and **16%** with their teachers.

A state-by-state breakdown shows a significant difference between how many young people from different parts of Australia speak with key influencers about mining careers, with **70%** of young people from Western Australia having discussions with others about mining careers, compared to just **24%** from Victoria.

As a high school science teacher, I actually teach both sides of mining, with a strong focus on the importance of mining to our standard of living. I have run projects with the local mining industry to teach students more about the jobs and future of the mining industry. While it can do some harm, mining isn't the terror that the media makes it out to be.

Male, 24, NSW, regional



Which mining industry jobs are most appealing

Just under half (**47%**) of young people say they do not know there are career paths in the mining industry outside of doing the actual mining.

This means close to half of young people do not know there are other ways to forge a career in the mining industry outside of traditional mining jobs.

However, the mining industry careers with the most widespread appeal to young people are non-traditional mining jobs like a data scientist (**24%**), lawyer (**23%**) and business analyst (**21%**), compared to traditional mining jobs like a truck driver (**10%**), miner (**7%**) and shot firer (**4%**).

The findings show non-traditional mining jobs are a way to boost the appeal of the mining industry as a viable career path for school leavers.



I always saw it negatively due to media and people telling me it's just a quick cash grab for some depressing work, as if the only possible job was slaving away with a pickaxe in the dark all day. I didn't realise there were so many technological aspects to it. Obviously it's a trade like any other, but I didn't think about how a computer scientist or even someone with a social studies background would be able to help in the sector. Those are both areas I am interested in and seeing them as a vital part of this industry makes me realise how much more complexity is involved in making it run and also shows how it could be improved from a social and technological standpoint.

Female, 18, Queensland, regional

Incentivising mining career paths

Just under a quarter (**24%**) of young people say they would be interested in undertaking subsidised education and training, with a job in the mining industry at the end of it, in the traditional or non-traditional mining industry jobs listed in the survey.

Over a quarter (**28%**) of males say they are interested in doing this compared to **21%** of females.

It's encouraging to see many females taking an interest in the mining industry. This underscores the importance of communicating to young people that being involved in mining doesn't always require physical labor. There are plenty of other roles within the industry, like data science and business analysis, that are equally vital.

Besides the climate change factors, mining jobs seem tough and in remote areas. If you maybe advertised that the pay was really good and maybe a short-term plan for school leavers to earn a bit of extra cash for a couple of years to help start off their investments and buying cars and houses, maybe you may see more interest.

Female, 20, SA, metropolitan



Mining workplace concerns

Over three quarters of young people say they have either serious concerns (**28%**) or moderate concerns (**49%**) about workplace culture, diversity, safety and respect when it comes to working in the mining industry.

Females are more likely than males to say they have serious concerns (**31% vs 25%**) and moderate concerns (**54% vs 45%**), however overall concerns are still relatively high amongst both females (**85%**) and males (**70%**).

Overall, there are more young people who are very confident (**13%**) or somewhat confident (**40%**) that these issues can be addressed compared to those who are not so confident (**10%**) or not at all confident (**4%**), while **34%** are neutral on the issue.

Don't get me started on the way women are treated on these mining sites, no matter what their profession. The media is trying to convince us that there are more programs to provide more opportunities for female workers, but there is still a very dominant gender ratio. In any work environment, the dominant group will assert their dominance, especially if there are not people in authority enforcing the new legislation from the government to protect the women in these mining communities.

Female, 21, WA, metropolitan

Spreading the word on the positive aspects of mining

Just under two thirds (**62%**) of young people say they would speak with their friends and family about the positive aspects of mining, like its role in reaching net zero emissions, sustainable mining practices and the need for it to create the products we use as part of a modern-day lifestyle.

Of the **38%** of young people who say they wouldn't speak with their friends and family about the positive aspects of mining, the top reason is because they cannot be bothered (**46%**) or they do not see any positives to the industry (**30%**).

After learning about the positive aspects of mining during the survey, the fact that nearly two-thirds of young people are willing to share this information demonstrates the significant benefits of increasing awareness.

I think the main stigma and backlash that the mining industry faces is because of the lack of information about the positive things mining does. Many young people my age see it as a dirty, outdated process, where large corporations take the lion's share of all profits, when it is truly an integral part of our economy. In order to change this view, I think it is important to raise awareness about the necessity of the materials mined in Australia, and about the positive community projects that mining companies often enact. As mining becomes more technical with the rise in 'sustainable' mining, the mining industry is in need of top talent in order to continue to modernise this sector of the economy.

Female, 18, NSW, metropolitan



Where to for the future of mining

Off-Earth mining is the next frontier for the mining industry and young people's support for it varies depending on the location.

The majority of Gen Zs **(62%)** say they support off-Earth mining on asteroids, while less than half say they support it on other planets **(45%)** and on the moon **(30%)**.

Just over a quarter **(28%)** of young people say they do not support off-Earth mining at all. Three quarters **(75%)** of young people think in future, mining will require workers with higher levels of intelligence and skill requirements.

I see the mining industry as positive because there is so much we need it for. Of course there are concerns about environmental damage, but I think that if we move to off-planet mining ASAP, we can upskill our workforce and help reduce the pressure on Earth. I see it positively because of the effort miners put in. They work long, hard hours and so it's only right we allow them the chance to explore the stars.

Male, 17, Queensland, regional





**Mining and
Automotive**
Skills Alliance

Perceptions of Mining

Key learnings



Do you have any friends or family who work in mining?



27%



73%

Over a quarter (27%) of young people have friends or family who work in mining.

- Around a third (30%) of females have friends or family working in mining compared to around a quarter (24%) of males.
- Nearly two thirds (64%) of young people from Western Australia have friends or family working in mining compared to less than half of young people from all other states, including 35% from Queensland, 33% from South Australia, 19% from NSW and 11% from Victoria.
- Over a third (39%) of Aboriginal & Torres Strait Islander youth have friends or family who work in mining compared to a quarter (25%) of non-Aboriginal & Torres Strait Islander youth.

How important do you think mining is to the Australian Economy?



Two thirds (66%) of young people say mining is either extremely important (24%) or very important (42%) to the Australian economy.

- 30% of males think mining is extremely important to the Australian economy compared to 20% of females.
- 40% of young people from Western Australia think mining is extremely important to the Australian economy compared to the average of 24%.
- 85% of young people from Western Australia think mining is either extremely or very important to the Australian economy, compared to 75% from Queensland, 70% from South Australia, 65% from NSW and 57% from Victoria.

How important do you think mining is to a net zero emissions future?

(Preventing climate change by reaching net zero emissions by 2050)

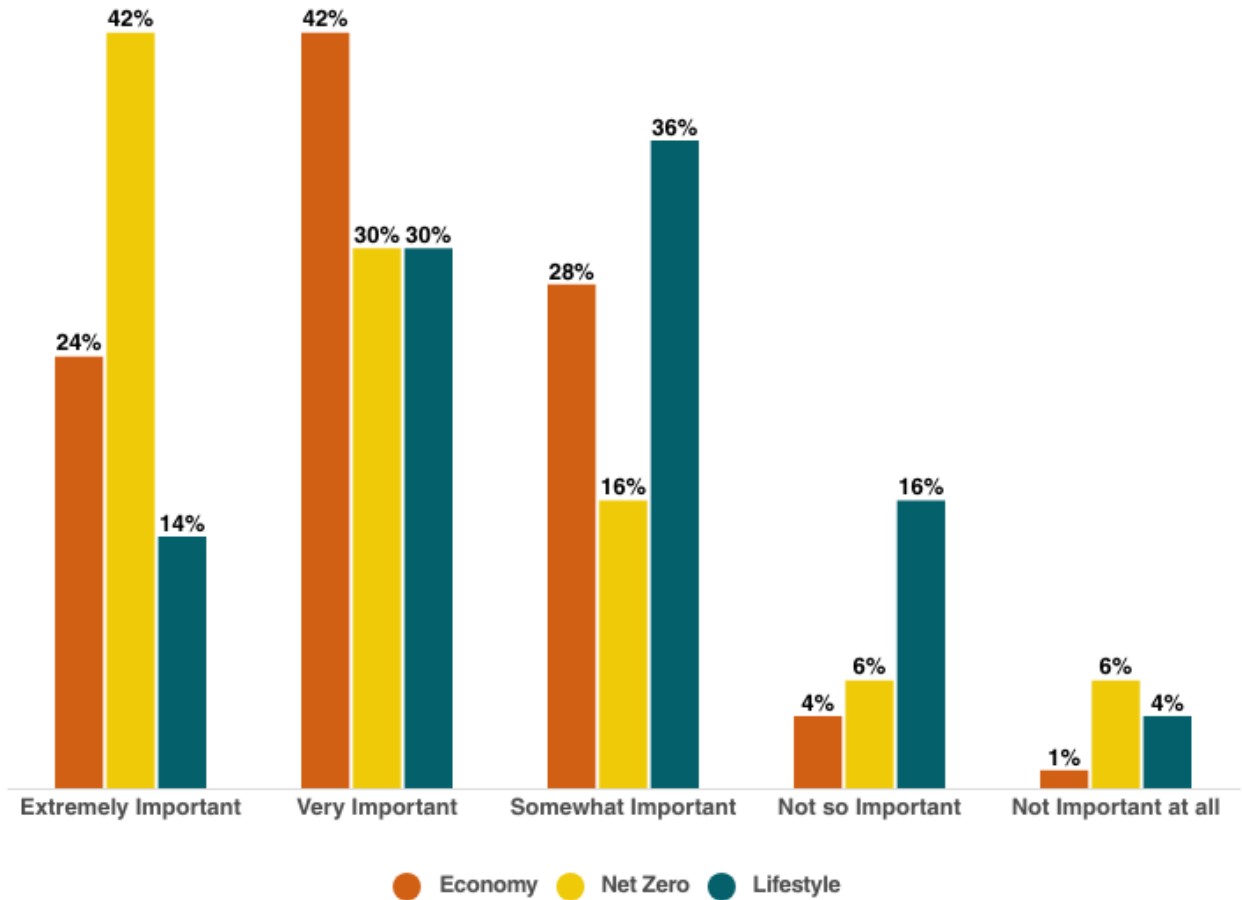


- Just under three quarters (72%) of young people say mining is either extremely important (42%) or very important (30%) to a net zero emissions future.
- 47% of females think mining is extremely important to a net zero emissions future compared to 38% of males.



How important do you think mining is to the following:

Economy | Net Zero | Lifestyle



- 24% of young people say mining is extremely important to the economy vs 14% that say lifestyle is extremely important
- 30% said that economy is very important with 30% saying lifestyle was also very important

How important do you think mining is for a modern lifestyle and standard of living?



14%

Extremely
Important



30%

Very
Important



36%

Somewhat
Important



16%

Not so
Important



4%

Not Important
at all

Less than half (44%) of young people say mining is either extremely important (14%) or very important (30%) for a modern lifestyle and standard of living.

- A fifth (20%) of males think mining is extremely important for a modern lifestyle and standard of living compared to less than a tenth (8%) of females.
- 55% of young people from Western Australia think mining is either extremely or very important for a modern lifestyle and standard of living compared to 54% from Queensland, 48% from South Australia, 42% from NSW and 40% from Victoria.

Do you think mining does more harm than good or more good than harm for the world we live in?

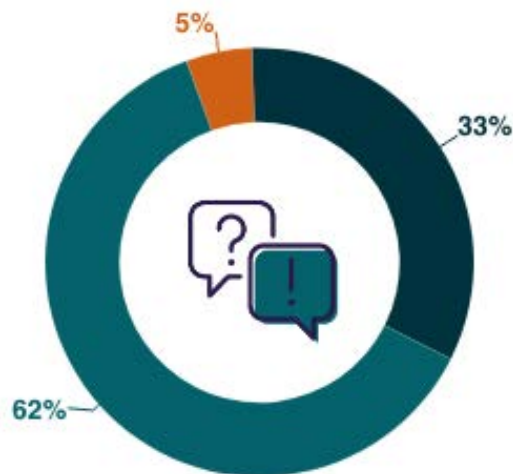


● More Good Than Harm ● More Harm Than Good

Just under three quarters (73%) of young people think mining does more harm than good for the world we live in.

- 81% of females think mining does more harm than good for the world we live in compared to 64% of males
- 86% of LGBTQIA+ youth think mining does more harm than good for the world we live in compared to 68% of non-LGBTQIA+ youth.

Overall, how have media reports impacted your view on mining?

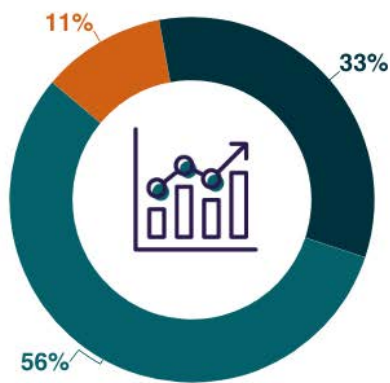


● Positively ● No Impact ● Negatively

Just under two thirds (62%) of young people say media reports overall negatively impact their view of mining.

- Two thirds (66%) of females say media reports negatively impact their view of mining compared to 58% of males.
- Less than half (47%) of young people from Western Australia say media reports negatively impact their view of mining compared to the average of 62%.
- 11% of young people from Western Australia say media reports positively impact their view of mining compared to the average of 5%.

How would you like to see the Australian mining industry grow in the future?



● Increase ● Stay the Same ● Decrease

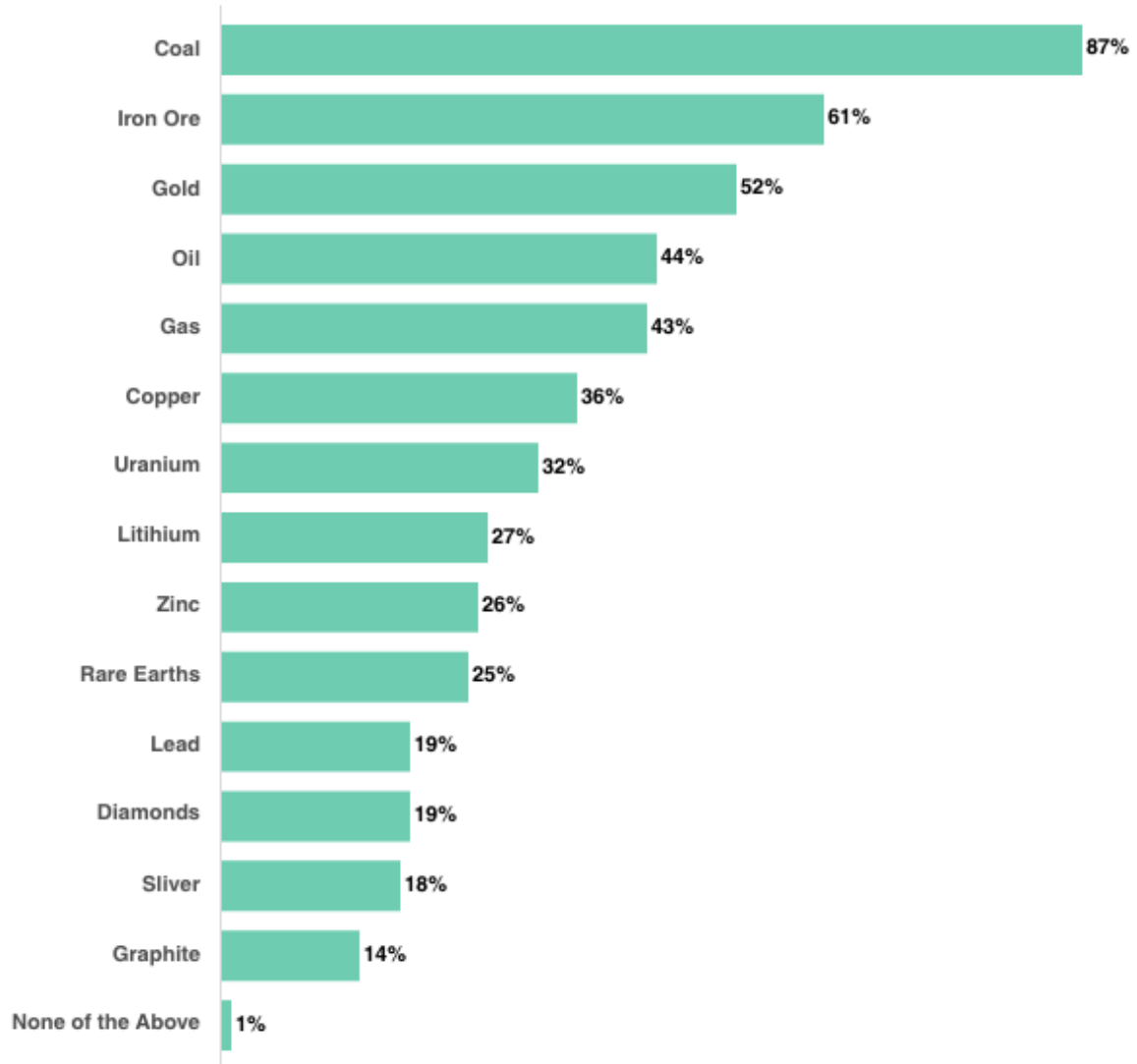


More than half (56%) of young people want the Australian mining industry to decrease in size, a third (33%) want it to stay the same size, while just over a tenth (11%) want it to increase in size.

- 16% of males would like to see the Australian mining industry increase in size compared to 7% of females.
- 20% of young people from Western Australia would like to see the mining industry increase in size compared to the average of 11%.
- 48% of young people from Western Australia would like to see the mining industry stay the same size compared to the average of 33%.
- 32% of young people from Western Australia and 47% from Queensland would like to see the mining industry decrease in size compared to the average of 56%.
- 64% of young people from Victoria would like to see the mining industry decrease in size compared to the average of 56%.



From your understanding, which of the following resources does Australia mine?

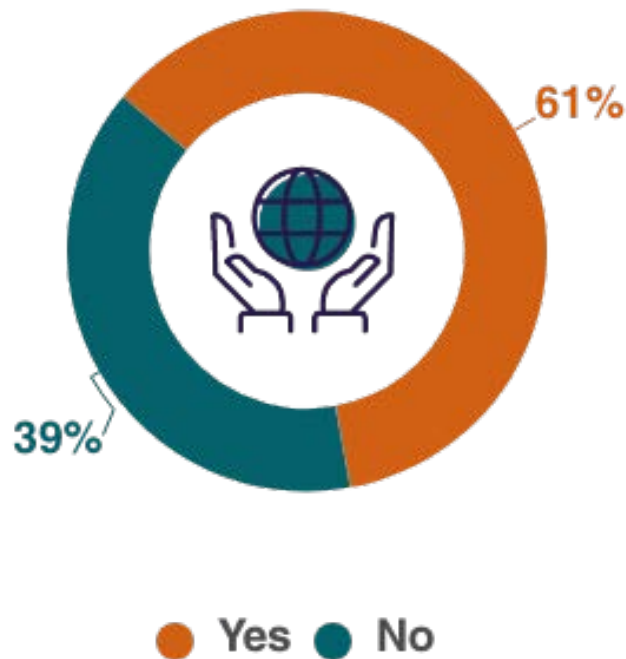


The resource most young Australians know Australia mines is coal (87%), followed by iron ore (61%) and gold (52%).

- Australia mines all of these resources, but only coal, iron ore and gold are known by more than half of young people.
- Australia's mining of coal (87%), a fossil fuel, dominates young people's perceptions of the Australian mining industry, and to a lesser extent oil (44%) and gas (43%).
- That Australia mines resources essential for reaching net zero emissions like copper (36%), lithium (27%) and graphite (14%) is not well known by young people.
- Males are more likely than females to know Australia mines all these resources.



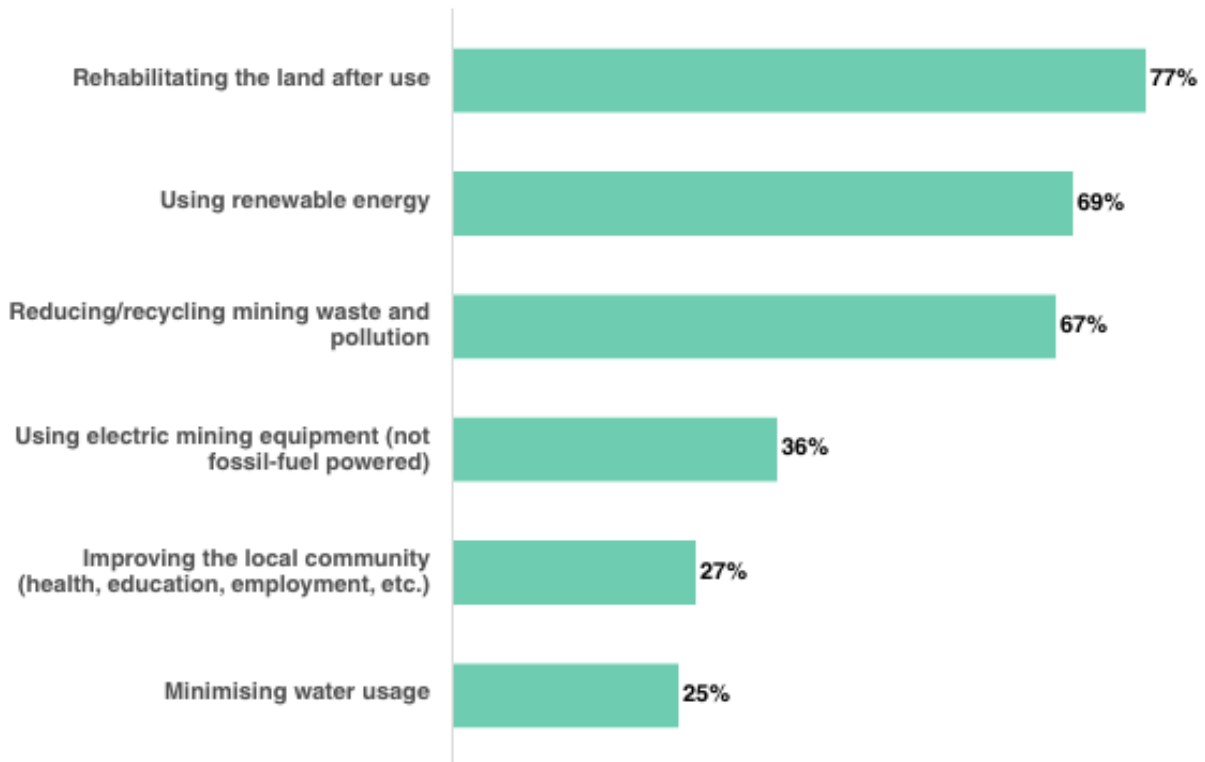
Do you think mining can be sustainable?



Just under two thirds (61%) of young people think mining can be sustainable.

- Nearly three quarters (74%) of young people from Western Australia think mining can be sustainable compared to the average of 61%.
- Over three quarters (78%) of young people from rural areas say mining can be sustainable compared to 60% from metropolitan areas and 63% from regional areas.

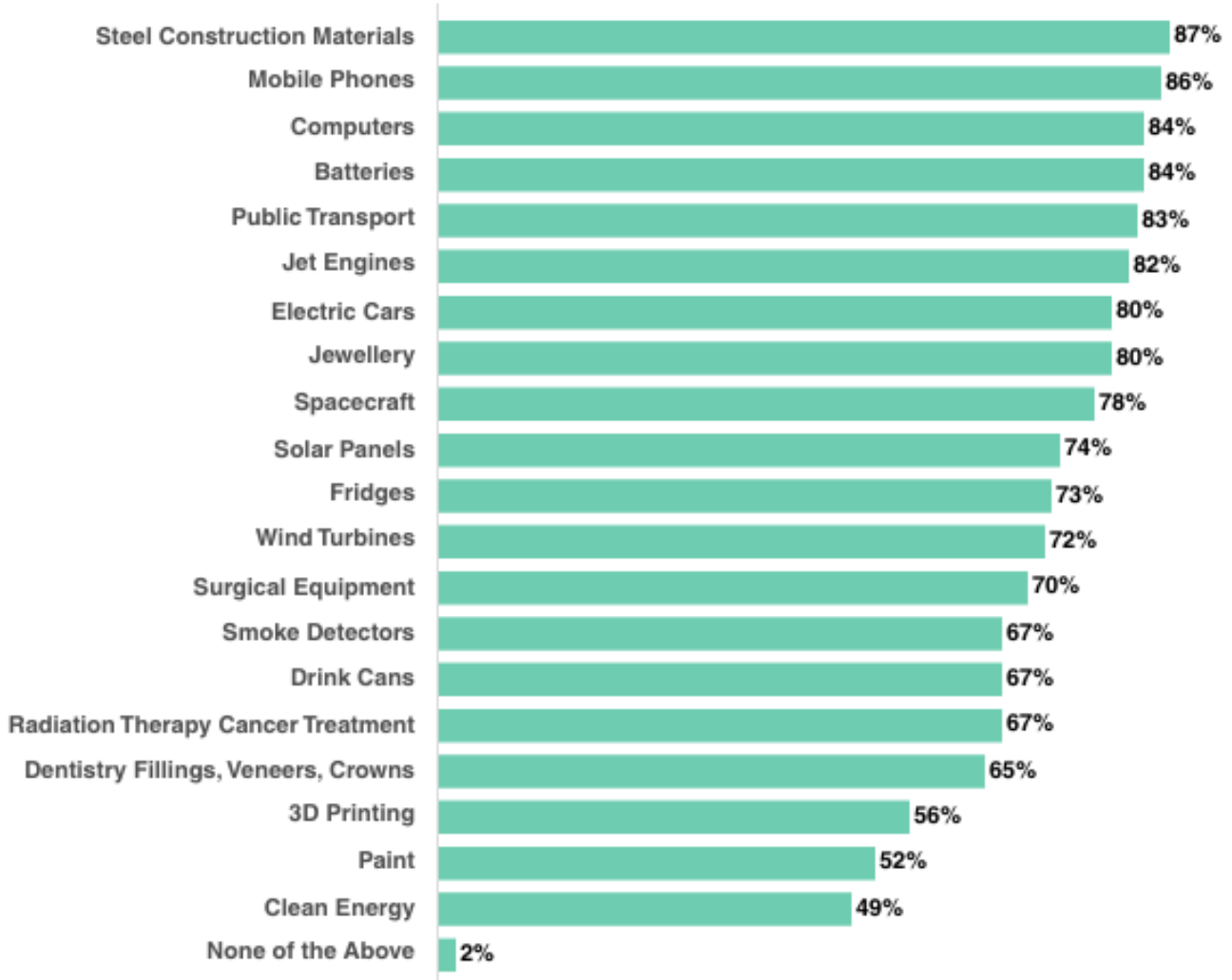
Which three sustainable mining practices do you think are most important?



The three sustainable mining practices young people think are most important are rehabilitating the land after use (77%), using renewable energy (69%), reducing/recycling mining waste and pollution (67%).



Which of the following need mined resources to help create them?

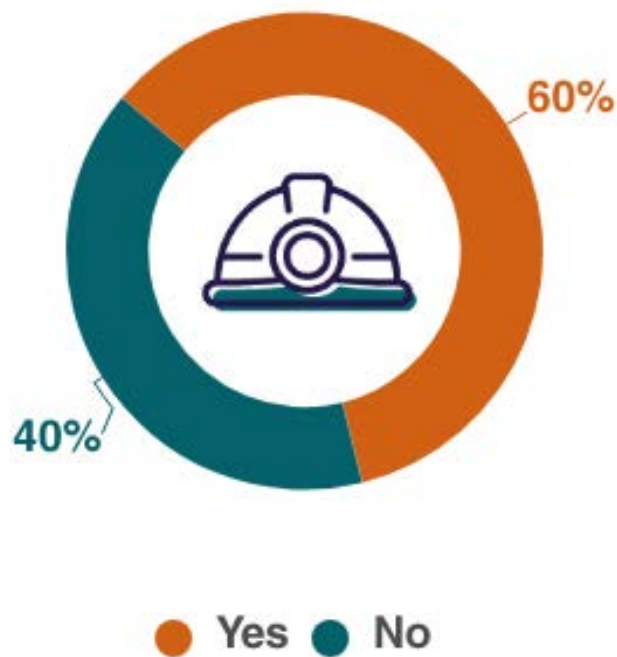


The items least young people know need mined resources to help create them are clean energy (49%), paint (52%) and 3D printing (56%).

- Considering less than half of young people understand that clean energy requires mined resources, this presents an opportunity to enhance young people's perception of the mining industry by communicating the role of mining in the creation of clean energy.
- However, with more than 70% of respondents recognising that solar panels and wind turbines need mined resources to help create them, it appears young people may not fully understand what clean energy means and that solar and wind power are in fact forms of clean energy.
- This could also potentially be influenced by how the majority of young people correlate coal, a form of dirty energy, with Australian mining.

In fact, all of the previous items listed need mined resources to help create them.

Knowing this, does this improve how you see mining?

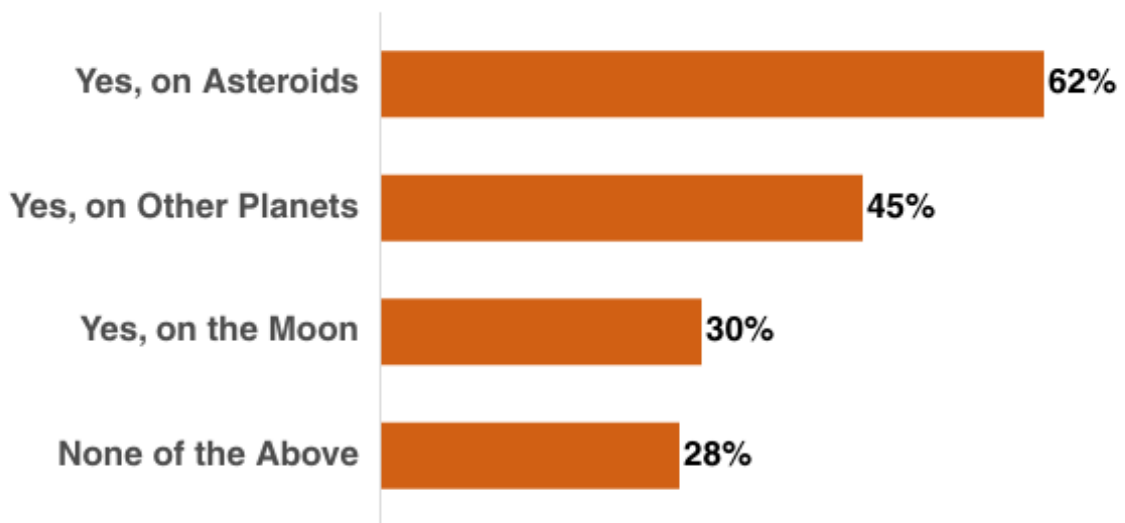


When the follow up question explained that all these items need mined resources to help create them, 60% of young people say knowing this improves their perception of the mining industry.

- 68% of females say knowing all these items need mined resources improves their perception of mining compared to 54% of males.



Would you support off-Earth mining, including the mining of planets, moons and asteroids?



The majority of young people (62%) say they support off-Earth mining on asteroids, while less than half say they support it on other planets (45%) and the moon (30%).

Over a quarter (28%) of young people say they do not support off-Earth mining at all.

- Males are more likely than females to say they support off-Earth mining on asteroids (76% vs 48%), other planets (59% vs 32%), and the moon (41% vs 20%).
- Females are more likely than males to say they don't support off-Earth mining at all (40% vs 16%).



**Mining and
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Education and Employment

Key learnings



What kind of information would most encourage you to work in the mining sector?

45% Mining jobs are directly connected to the operation of renewable energy sources and contribute to lowering CO₂/methane emissions.

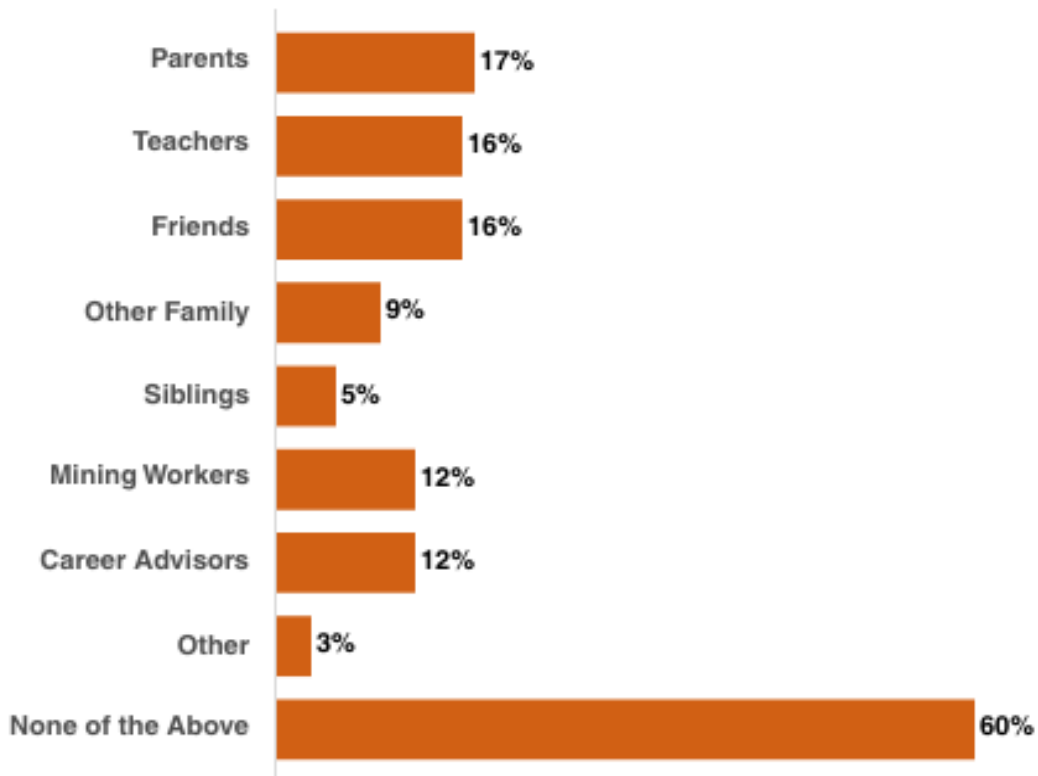
21% Mining jobs are at the forefront of the manufacture of some of the most innovative products and projects of the future e.g. advances in telecommunications, transport and space travel.

19% Mining jobs mean working with the latest technology and being at the forefront of technological advances in the workplace.

15% Mining jobs mean you can make a difference in communities, including indigenous communities.

The information most young people (45%) say would encourage them to consider working in the mining industry is how mining jobs are directly connected to the operation of renewable energy sources and contribute to lowering CO₂/methane emissions.

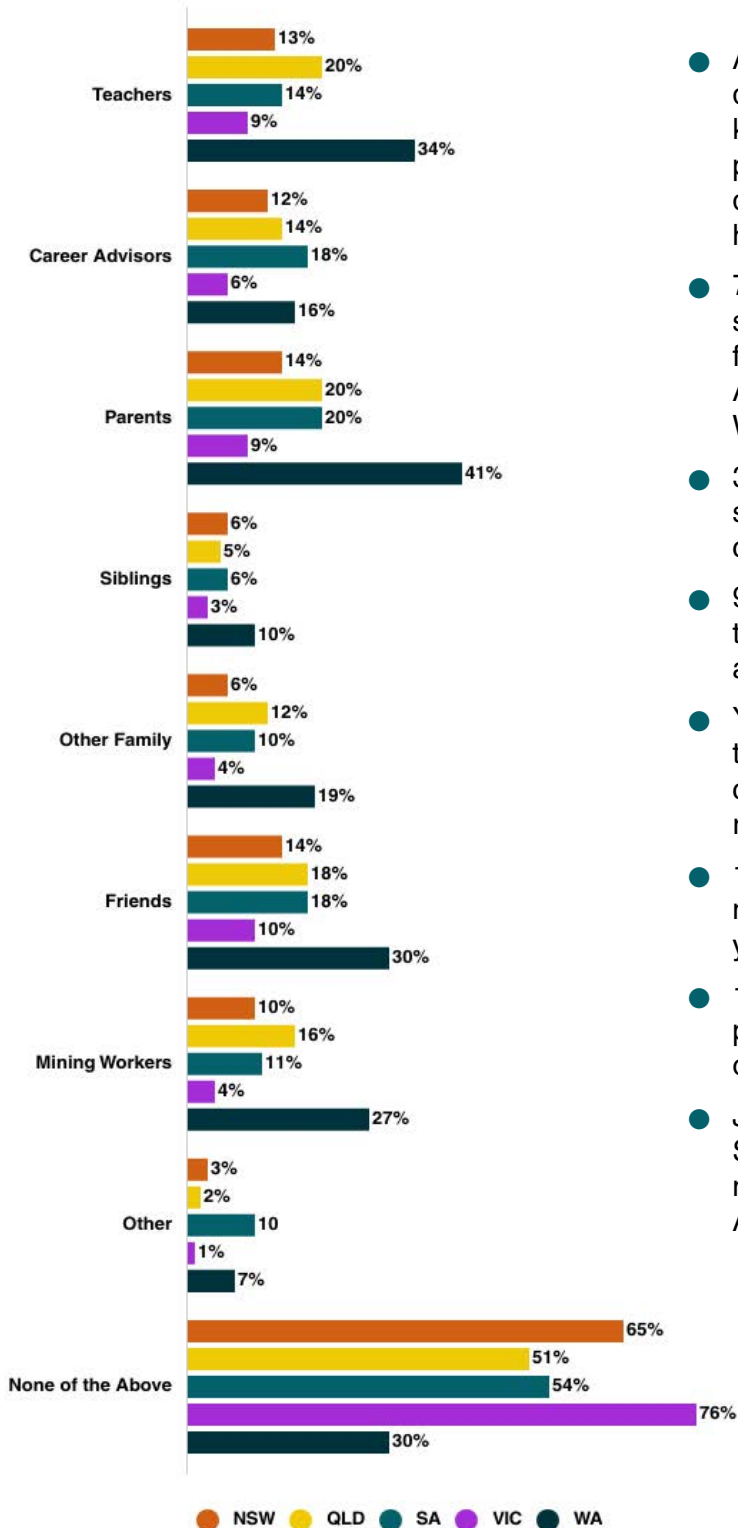
Have any of the following spoken with you about mining as a career path?



Parents (17%), teachers (16%) and friends (16%) are who young people speak with most about mining careers.



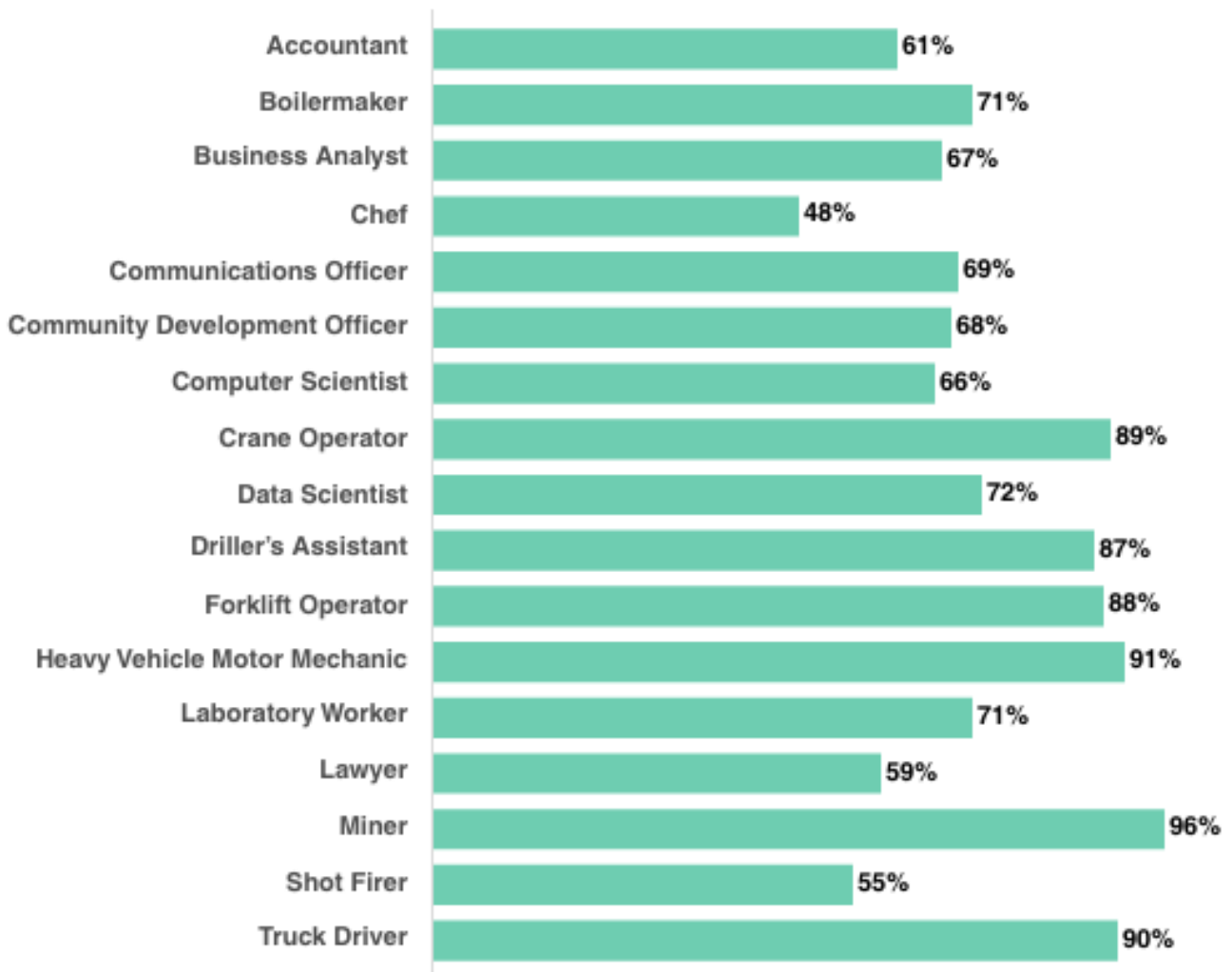
Have any of the following spoken with you about mining as a career path?



- A state-by-state breakdown shows a significant difference between how young people speak with key influencers about mining careers. Young people from Western Australia have the most discussions about mining careers, Victorians have the least.
- 76% of young people from Victoria say they speak with nobody about mining careers, followed by 65% from NSW, 54% from South Australia, 51% from Queensland and 30% from Western Australia.
- 34% of young people from Western Australia speak with teachers about mining careers compared to the average of 16%.
- 9% of young people from Victoria speak with teachers about mining careers compared to the average of 16%.
- Young people from rural areas are more likely to speak with all sources about mining careers compared to those from metropolitan and regional areas.
- 11% of CALD youth speak with teachers about mining careers compared to 17% of non-CALD youth.
- 12% of LGBTQIA+ youth speak with their parents about mining careers compared to 19% of non-LGBTQIA+ youth.
- Just under a third (32%) of Aboriginal & Torres Strait Islander youth speak with teachers about mining careers compared to 15% of non-Aboriginal & Torres Strait Islander youth.



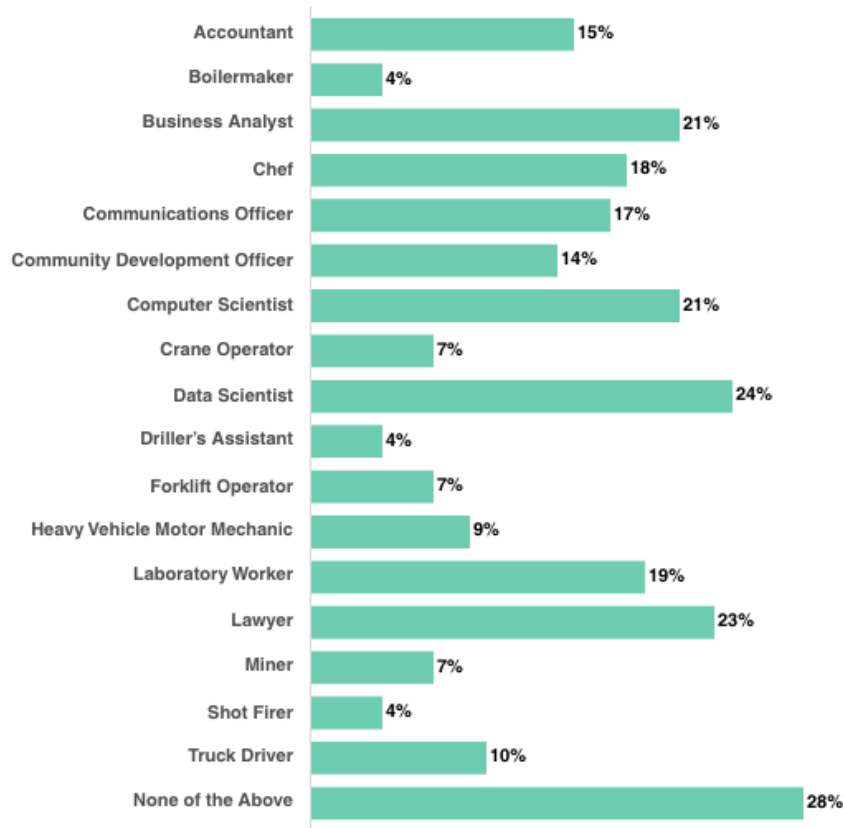
Which of the following career paths does the mining industry involve?





The mining industry actually involves all of those listed career paths.

Which of them would you genuinely be interested in doing in the mining industry?

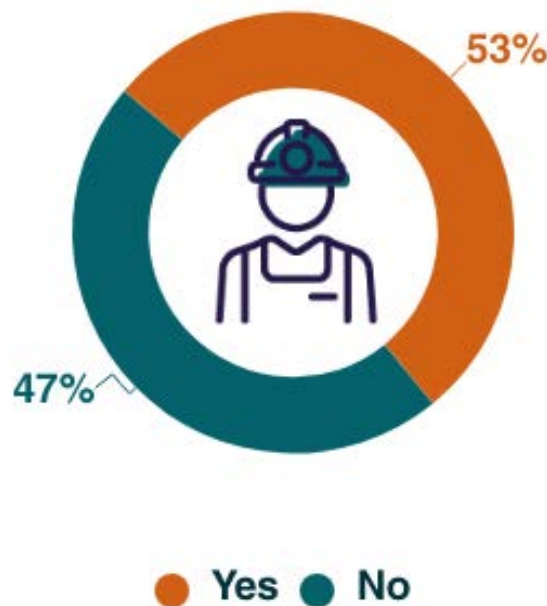


The mining industry careers **most** young people say they would like to work in are non-traditional mining jobs, including data scientist (24%), lawyer (23%), business analyst (21%), computer scientist (21%), laboratory worker (19%), chef (18%), communications officer (17%), accountant (15%) and community development officer (14%).

The mining industry careers **least** young people say they would like to work in are traditional mining jobs, including truck driver (10%), heavy vehicle motor mechanic (9%), miner (7%), crane operator (7%), forklift operator (7%), driller's assistant (4%), shot firer (4%) and boilermaker (4%).

- Males are more likely than females to want to work in the mining industry as a boilermaker (6% vs 3%), computer scientist (27% vs 15%), crane operator (9% vs 5%), data scientist (28% vs 22%), forklift operator (8% vs 5%), heavy vehicle motor mechanic (13% vs 6%) and a truck driver (12% vs 8%).
- Females are more likely than males to want to work in the mining industry as a chef (24% vs 13%), communications officer (21% vs 14%), community development officer (16% vs 11%) and a lawyer (29% vs 19%).
- Low-SES youth are more likely than non-low-SES youth to want to work in the mining industry as a chef (25% vs 17%), community development officer (23% vs 12%), driller's assistant (9% vs 4%), miner (13% vs 6%) and a truck driver (18% vs 8%).

Prior to this survey, did you know there were career paths in the mining industry like the ones listed above outside of doing the actual mining?

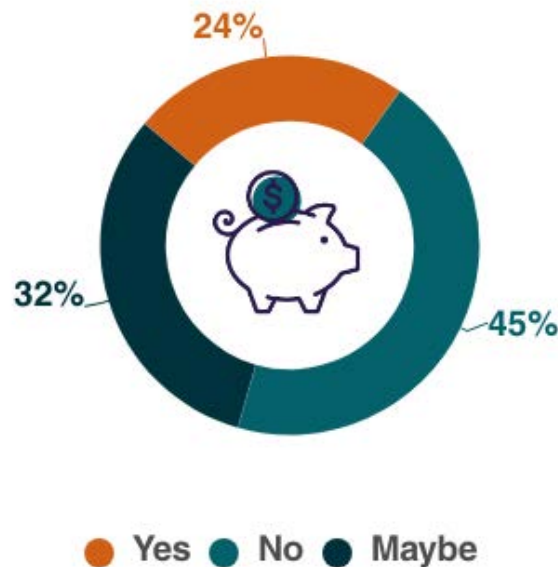


While there is still overall strong interest in traditional mining jobs, the findings show non-traditional mining jobs are a way to boost the appeal of the mining industry.

However, just under half (47%) of young people say they do not know there are career paths in the mining industry which don't involve doing the actual mining.

- 63% of males know there are jobs in mining outside of doing the actual mining compared to 43% of females.
- 75% of young people from Western Australia know the mining industry involves career paths outside of doing the actual mining compared to the average of 53%.

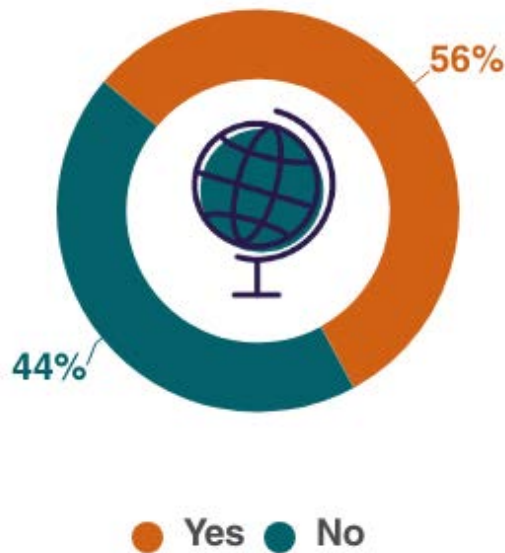
If, after finishing school, you were offered subsidised education and training with a job in the mining industry at the end of it in any of the career paths listed above, would you be interested in doing this?



Just under a quarter (24%) of young people say they are interested in doing subsidised education and training with a job in the mining industry at the end of it in any of the listed traditional and non-traditional mining industry jobs.

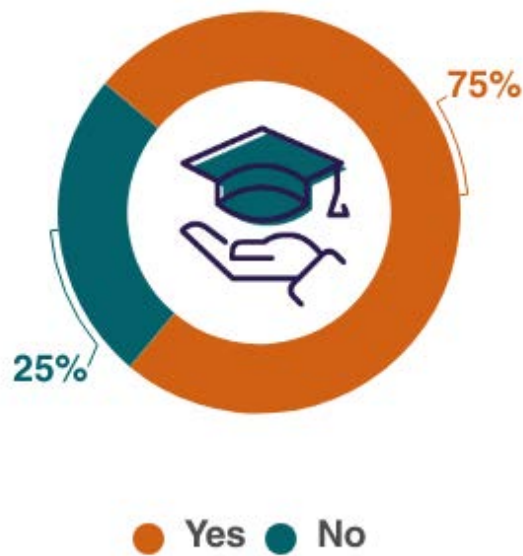
- 28% of males say they are interested in doing subsidised education and training with a job in the mining industry at the end of it compared to 21% of females.
- 37% of young people from Western Australia say they are interested in doing subsidised education and training with a job in the mining industry at the end of it compared to the average of 24%.
- 40% of young people from rural areas say they are interested in doing subsidised education and training with a job in the mining industry at the end of it compared to 23% from metropolitan areas and 24% from regional areas.
- 14% of LGBTQIA+ youth say they are interested in doing subsidised education and training with a job in the mining industry at the end of it compared to 28% of non-LGBTQIA+ youth.
- 36% of Aboriginal & Torres Strait Islander youth say they are interested in doing subsidised education and training with a job in the mining industry at the end of it compared to 24% of non-Aboriginal & Torres Strait Islander youth.
- 34% of low-SES youth say they are interested in doing subsidised education and training with a job in the mining industry at the end of it compared to 22% of non-low-SES youth.

Mining is a career which allows you to work around the world as its skills are highly transferable between different countries. Does this make you more likely to consider working in mining?



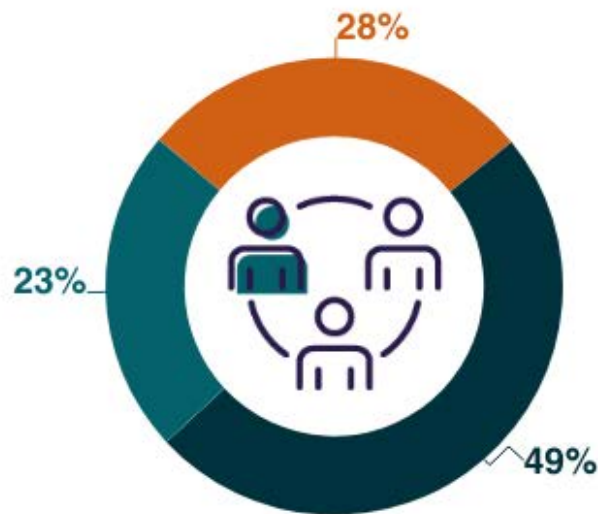
Over half (56%) of young people say the mining industry's skills being highly transferrable between different countries makes them more likely to consider working in mining.

In future, do you think mining will require workers with higher levels of intelligence and skill requirements than it does currently?



Three quarters (75%) of young people think in future, mining will require workers with higher levels of intelligence and skill requirements than it does currently.

Do you have concerns about workplace culture, diversity, safety and respect when it comes to working in the mining industry?



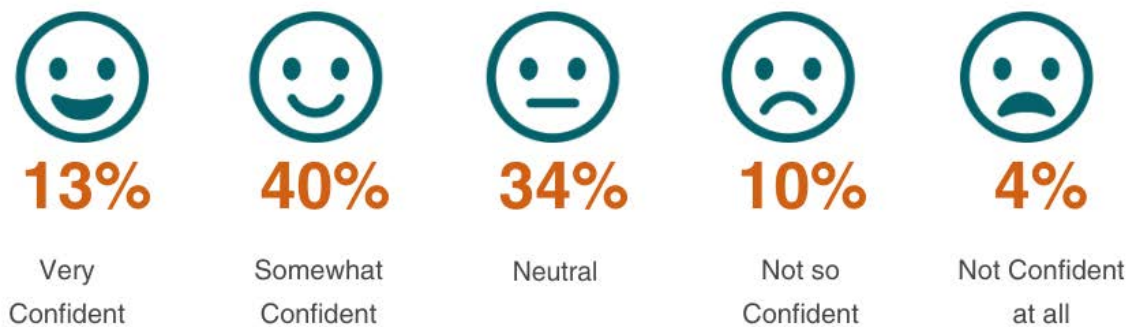
- Yes, Serious Concerns
- Yes, Moderate Concerns
- No

Over three quarters (77%) of young people in total say they have either serious concerns (28%) or moderate concerns (49%) about about workplace culture, diversity, safety and respect when it comes to working in the mining industry.

- Females are more likely than males to say they have serious concerns (31% vs 25%) and moderate concerns (54% vs 45%) about workplace culture, diversity, safety and respect when it comes to working in the mining industry.
- 42% of LGBTQIA+ youth say they have serious concerns about workplace culture, diversity, safety and respect when it comes to working in the mining industry compared to 23% of non-LGBTQIA+ youth.

There has been a shift in mining culture since inquiries into behaviour have been undertaken, with mining companies now focused on making improvements in these areas.

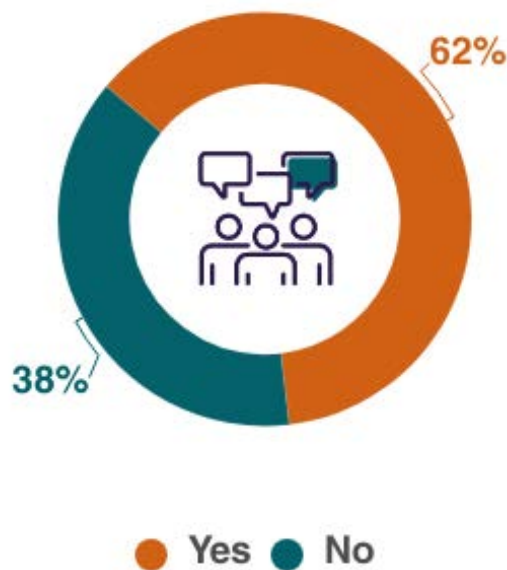
Knowing this, how confident are you that workplace culture, diversity, safety and respect can improve in the mining industry?



Overall there are more young people who are very confident (13%) or somewhat confident (40%) that these issues can be addressed compared to those who are not so confident (10%) or not at all confident (4%), while 34% are neutral on the issue.

- 16% of males say they are very confident that workplace culture, diversity, safety and respect can improve in the mining industry compared to 10% of females.
- 44% of females say they are somewhat confident that workplace culture, diversity, safety and respect can improve in the mining industry compared to 36% of males.
- 29% of young people from rural areas say they are very confident that workplace culture, diversity, safety and respect can improve in the mining industry compared to 9% from metropolitan and 16% from regional areas.
- Just under a quarter (24%) of LGBTQIA+ youth say they are either not so confident or not at all confident that workplace culture, diversity, safety and respect can improve in the mining industry compared to 9% of non-LGBTQIA+ youth.
- Over a quarter (29%) of Aboriginal & Torres Strait Islander youth are very confident workplace culture, diversity, safety and respect can improve in the mining industry compared to 12% of non-Aboriginal & Torres Strait Islander youth.
- 19% of low-SES youth are very confident workplace culture, diversity, safety and respect can improve in the mining industry compared to 11% of non-low-SES youth.

Would you talk with your friends and family about the positive aspects of mining?

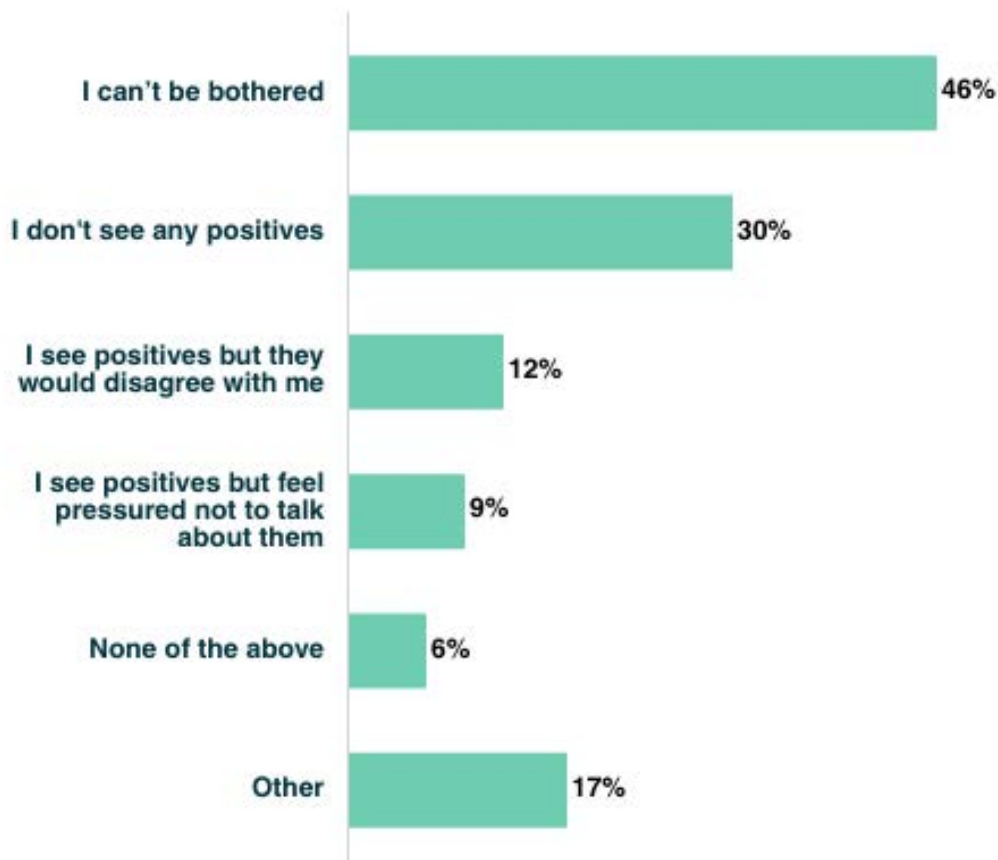


Just under two thirds (62%) of young people say they would speak with their friends and family about the positive aspects of the mining industry.

- 75% of young people from Western Australia say they would speak with their friends and family about the positive aspects of mining compared to 68% from Queensland, 64% from South Australia, and 57% from both NSW and Victoria.

Answered only by those who answered 'no' above.

Why wouldn't you talk with your friends and family about the positive aspects of mining?



Of the 38% of young people who say they wouldn't speak with their friends and family about the positive aspects of mining, the top reason is because they cannot be bothered (46%) or do not see any positives to the industry (30%).

- Of those who wouldn't speak with their friends and family about the positive aspects of mining, 41% of those from Victoria say it's because they don't see any positives to mining compared to 16% from Western Australia.
- Of those who wouldn't speak with their friends and family about the positive aspects of mining, 19% of those from both Western Australia and South Australia say it's because they see positives but feel pressured not to talk about them, compared to the average of 9%.



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