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Why is Production Such a Dirty Word?

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One of the acknowledged challenges for modern mining is advertising - how do we tell the public about our industry and why it benefits them. More specifically, how do we communicate the career opportunities within the industry to early career geologists, especially informing the career building potential in the production space? With first hand experience as early career geologists who started in production, Irene and Kayleigh will describe what drew them to the mining industry from non-mining programs, what encouraged them to stay in the industry, and provide their thoughts on ways to continue to attract and retain geologists.

At a time when geology degree enrollments are down and universities are closing geoscience programs, the mining industry needs to expand the pool of informed students and early career professionals by recruiting from non-mining schools, encouraging miners to speak to academia and the public, and teaching skills of use within the production environment. Having production experience early in a geologist's career provides unique perspectives and skills that are transferable and necessary for most jobs in industry, and gives geologists an opportunity to see how all branches of economic geology work together to extract the resource.

Additionally, expanding communication on which job opportunities exist in all corners of the 'economic geology' industry is critical, and requires work from academia and industry. Outdated stereotypes, vague job descriptions, and negative social media comments are the ready perceptions of mining. Let's prepare students for the realities of work in industry by candidly discussing career-long issues - relocation for employment, commodity cycles, job stability, safety, spousal employment, unemployment, salary expectations, and job satisfaction. Not having these discussions early and widely does both potential employees and companies a disservice.