

## Image, serious success Women in mining event report

by Kate Sommerville, FAusIMM(CP), AusIMM Board member and WIMnet Committee member



Key speakers for the evening, L-R: Kate Sommerville (BHP Billiton); Erin Baker (Rio Tinto); Natasha Di Ciano (Egami); Linda O'Farrell (BHP Billiton); Andjelka Matic (Egami). Photo taken by Jason Gotte.

Who are you?

Who do you look up to as style icons?

What three words would you like to describe how people remember you?

On Friday 11th June over 200 people gathered for the BHP Billiton sponsored Perth women in mining event. The theme for this event: image, serious success, was all about sharing the science and style of confidence.

Many senior executives get shipped off to image and media training to ensure they represent their companies well. This event provided an insight into this process, with some real life examples from mining. The topic was chosen as a response to the Women in Mining network (WIMnet) research on women's progression. Confidence is one of the main things that hold women back from being noticed and going for more senior roles, and it is also one of the things women can fix themselves.

A survey was circulated to delegates prior to the event, asking delegates about confidence and the importance of image in

mining. The results from this survey were used to tailor the content of the evening. Common themes included the transition from site to corporate; finding time; expense, and how to create an image to be competent and approachable. Many women have spent years on mine sites trying to fit in, and it can be a daunting task to re-examine personal style and create an image that stands out.

The best answer out of the competition was given a free style and image makeover. The winner was Erin Baker, MAusIMM, a Mining Engineer from Rio Tinto. She spoke on the evening about her experiences with Egami (image consultants), and the audience saw the finished product of a confident, stylish and professional engineer.

The evening consisted of talks about the science of style, featuring examples and role models, modelling of some alternatives by volunteers and a make-up demonstration.

At the conclusion, delegates had an overview of how important image was in making an impact and contributing to confidence. Finding your own style is a growth journey that results in you presenting a consistent image, and also results in efficiency and cost savings in purchases. Whether professionals are on site, in an office, on weekends or at a function there is no reason why your personality cannot come through.

A raffle with donated prizes raised over \$600 for the Global Good Foundation charity. This donation will be equalled by BHP Billiton as part of the matched giving program.

Thanks to Egami who contributed prizes, time and preparation into making this event memorable, and also to the WIMnet committee for sponsoring part of the video podcast. Keep an eye out on The AusIMM website for the podcast of the event, so you can also learn about this topic. ■



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