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## Mining and community relations – marketing the brand

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RAYMOND J. GOLDIE<sup>1</sup>, DENISE CONROY<sup>2</sup>, AND  
J. MALCOLM MACPHERSON<sup>3</sup>

*1. Salman Partners Incorporated, 1800-100 Yonge Street,  
Toronto, Ontario M5C 2W1, Canada ¶ 2. University of  
Auckland Business School, 12 Grafton Road, Grafton 1010,  
New Zealand ¶ 3. Mayor, Central Otago District,  
Alexandra, New Zealand*

Fifteen years ago, many people in the mining industry viewed community relations as an activity to occupy the time of fuzzy-minded liberals while clear-headed engineers did all the important work. But today, mine explorers have reached a consensus that “if you don’t have community support, you don’t have a mine”.

We propose that companies approach the process of obtaining community support as a campaign of “marketing the brand”, where the “brand” is the company’s project. This presentation considers examples from locations as diverse as Guatemala, Papua New Guinea, Congo, Madagascar and New Zealand.