



Press Release, International Women in Mining, May 29, 2017

Winners of the International Women in Mining Impact and Influence Photo Competition 2017

International Women in Mining (IWIM) is excited to announce the winners of its photo competition sponsored by De Beers.

Over [200 inspirational photos](#) were received that illustrate the significant positive contributions that women are making in achieving an inclusive, thriving, safe and responsible mining industry.



"They thought I couldn't do it"
Elsa Nielsen
Goldcorp - Hoyle Pond Mine, Canada

"We were so excited and proud to see how many women embraced the challenge in all four corners of the world and submitted their entries," says Barbara Dischinger, Founder & Director of IWIM.

Muza Gondwe confirms, "It is a truly global collection showcasing the diversity within gender: ethnicity, race, age, geographical location, professional and artisanal, underground and above ground, job seniority and responsibility to name a few. All of them show passion and determination and are an inspiration to us all."

A short list of photos under the themes Impact and Influence, Mentoring, Leadership and Initiative were judged by:

- Bruce Cleaver, CEO, De Beers Group
- Dr Sharman Stone, Ambassador for Women and Girls, Australia
- Tom Butler, CEO, International Council on Mining and Metals (ICMM)
- Franz Gonzalez, Analyst, Ministry of Development Planning, Bolivia
- Nelia Halcon, Executive Vice President, Chamber of Mines, The Philippines
- Veronica Nyhan Jones, Global Head Advisory Services for Infrastructure & Natural Resources, IFC



Bruce Cleaver, CEO, De Beers Group, said: "It was an honour to be asked to judge this year's International Women in Mining 'Impact and Influence' photography competition, which has helped shine a light on the varied and important role of women in the mining sector."

"At De Beers Group, we believe that by valuing diversity of thought, skills and experience we will be a higher performing business. We are committed to the advancement and empowerment of women and girls, and recognise that creating opportunities and striving for gender equality across all levels of our business will make us that much stronger."

Tom Butler, CEO, International Council on Mining and Metals commented that: "We still have a long way to go to achieve gender balance in the mining industry – part of the solution is to help the industry better relate itself to women who may not know much about the sector. I think this competition has helped to do that, by profiling in an engaging way the diversity of roles and working environments enjoyed by women who are already working in the industry."

Dr Sharman Stone remarked: "Through showcasing the role of women in fields like mining, science and technology we can take steps in improving perceptions about what work women can and should do."

Winners

Impact and Influence - Congratulations to Impact and Influence grand prize winner [Elsa Nielsen](#), a jackleg miner at Goldcorp - Hoyle Pond Mine, Canada whose image "They thought I couldn't do it" demonstrates a woman's strength, tenacity and determination to achieve against all odds.

Impact and Influence winner



"They thought I couldn't do it"

".. by myself - I cycled a jackleg slash. I mucked out the round before, I bolted up using a jackleg and a stoper installing 8' rebar in the back, 4' rebar in the walls and screened everything, I plotted my slash, marked off my face, and drilled and blasted a slash with the jackleg drill - all by myself. "

Elsa Nielsen
Goldcorp - Hoyle Pond Mine,
Canada

Congratulations also to 1st runner up [Candy McKenzie](#), Nickel West, Australia the first female Furnace Superintendent in 44 years of the operation, who leads a 50-strong team and 2nd runner up [Aleksandra Cholewa](#), Director of Investment & Development and Exploration & Mining for Pluto Investment AG, Poland who says “listen to the lady....feel the mine.”

1st Runner up



“Candy McKenzie first female Furnace Superintendent in 44 years of Operation leading a 50-strong team.”

Candy McKenzie
Nickel West,
Australia

2nd Runner up



“Listen to the lady.... feel the mine first.”

Aleksandra Cholewa
Pluto Investment AG, Poland

The Leadership prize is awarded to New Gold Inc. - New Afton Mine, Canada, whose photo embodies the company motto “Proud Past, Bright Future, Together We Succeed.”

Leadership



“Our site motto is Proud Past, Bright Future, Together We Succeed. This picture embodies our motto and features one of our female geologists looking out at our live pile.”

New Gold Inc, Canada

Candy McKenzie, Furnace Superintendent at Nickel West, Australia wins the **Mentoring** prize for the image that shows mentoring in tapping 1,150-degree molten material in a nickel smelter. The **Initiative** prize is awarded to Rosey Perkins, a field gemologist and gemological photo journalist for a photo that illustrates the resilience of a mother to provide for her family in Madagascar.

The **People’s Choice** winner is Karly Winfield, Technical Sales Consultant at Provix, Canada. In her photo, she demonstrates remote operation and monitoring capabilities at Cortez mine, a “safer operation = enhanced production and efficiency.”

The winning photos can be viewed on [Flickr](#).

The first prize winner receives a camera kit valued at US\$1,000 and runners up US\$600 and US\$400 Amazon gift cards, with category winners receiving US\$250 Amazon gift cards each.

IWiM will be working with partner organisations to showcase and celebrate this collection of women’s achievement in the mining industry. If you are interested in hosting an exhibition of the photos please contact muzag@internationalwim.org

Mentoring



“Vastly different backgrounds supporting each other a, working as a partnership tapping 1150 degree molten material in a nickel smelter.”

Candy McKenzie, Nickel West, Australia

Initiative



“Resilience. A Woman with a toddler on her back and a small child are at the start of a 10-hour journey to a new sapphire rush.” [Artisanal and small scale mining in Madagascar]

Rosey Perkins, UK



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People's Choice



Karly Winfield demonstrating remote operation and monitoring capabilities at Cortez mine to keep personnel safer by keeping them out of unsafe areas underground.

Karly Winfield, Canada

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Background Information for Journalists

About IWIM

International Women in Mining is the fastest growing network for women in the mining industry, with 9,700 members in over 100 countries, liaising with and supporting 45+ WiM groups around the world. Our aim is to be the leading global platform for all women in mining via initiatives that improve worldwide diversity and foster women's professional development in the mining industry.

For more information about IWIM visit <http://internationalwim.org>.
IWIM on [Facebook](#) and [Twitter](#)



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The **IWiM Photo Campaign** aims to create a photo library on our site which increases awareness of just how many women work in what is perceived to be a male-dominated sector. The campaign calls on all women in the industry to submit their photos and asks mining companies to support it. Please visit our [gallery](#) to view what our members have sent so far.

This campaign has several objectives:

- Accurate depiction of women working in the sector
- Visual role models for younger generation, and even for families and friends of the women portrayed who don't get to see them at work
- Showcase the amazing variety of roles in which women are employed in the industry
- Reflect the growing number of female employees in the industry
- Help towards culture change in a male-dominated industry

We are currently seeking media partners who would like to create a photoset of stock images for personal or business use, in corporate, non-profit or media promotions.

In the meantime, we have a diverse collection of photos submitted by IWiM members. Visit our [IWiM photo gallery](#).