

Mining



Celebrating Our 20th Anniversary

As I write my President's message for the **Mining Matters** Industry Newsletter, I am proud to reflect upon **Mining Matters** success story and the journey our organization has taken these past two decades.

In 2014, we mark the 20th anniversary of **Mining Matters** and our commitment to broaden students' understanding of Earth science and the vital role rocks, minerals and metals play in everyday life, and increase awareness of the many career opportunities in the minerals industry.

Looking back, the original **Mining Matters** classroom resource was developed under the guidance of the Education Committee of the PDAC in response to the lack of school curriculum or age appropriate resources for Earth science education.

Information on the mining sector was over 20 years out of date, and the general public was unaware of the enormous wealth creation and employment benefits of the mineral sector. Change was definitely needed!

In 1994, the chair of the PDAC Education Committee, Barry Simmons, determined the major priority was to "provide children with balanced information on mining

to enable them to make informed decisions in the future regarding the minerals industry." He recognized the success achieved by the Mining Association of British Columbia's education initiative, which had resources and teaching material written not by academia, the mining sector or government, but instead by active classroom teachers with technical input from the industry.

With that vision, **Mining Matters** was born. Three teachers designed a unit for grades 6 and 7, creating an interesting, informative, activity-based resource for Ontario teachers about minerals, metals, rocks and the mining sector. The unit, which included rock and mineral samples, was available in both

English and French. In order to ensure the resource was effectively implemented in the classroom, a training workshop was designed. The teaching resource contained no industry-produced public relations "type" material. That base model continues to this day.



Matters

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Enjoying the rock experience

Celebrating Our 20th Anniversary

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By August 1995, 600 **Mining Matters** kits had been assembled and given to teachers who attended our workshops. Distributed in the Toronto and Ottawa areas, teacher response to the kits was overwhelming, and in 1999, more than 2,000 kits were distributed.

How proud we were when our education initiative was recognized outside the mining community. For promoting science literacy at the elementary and secondary school level, we received the Conference Board of Canada's 1996–1997 Partnership Focus Award.

In April 2002, we delivered our first program specifically designed for Aboriginal youth in Cambridge Bay, Nunavut. Eighteen students from six communities gathered for a week-long, classroom-based experience at the Kullik Ilihakvik School. In 2008, we delivered our first *Mining Rocks* Earth Science Camp in partnership with the First Nations Natural Resources Youth Employment Program. The Firesteel Camp in Upsala, Ontario, marked the beginning of our highly successful Aboriginal Education and Outreach Programs.

How we have grown since those early days! Today, **Mining Matters** is known for its exceptional educational resources that meet provincial curriculum expectations, and we continue to grow, innovate and evolve, achieving new milestones.

In 2012–2013, some highlights included:

- Nineteen *Mining Rocks* Earth Science Programs were delivered to more than 1,300 Aboriginal youth and community adults
- 25,557 students participated in educational workshops
- 1,456 teachers were trained to implement **Mining Matters** curriculum kits in their classrooms
- Outreach programs were delivered to more than 32,000 members of the public, nationally
- Two new publications were developed in English and French: **What is a Mine?** colouring book and **Power to the People** poster
- **From Northern Lights to Urban Trails** and **Cutting Edge** posters were translated into Ojibway, Cree and Oji-Cree

Mining Matters has reached over 550,000 teachers, students and members of the general public since inception in 1994. In 2013, more than 60,000 students, teachers and members of the public benefited from **Mining Matters** programming.

Thank you to our many supporters and partners who made **Mining Matters** the outstanding educational organization it is today! We could not have made this journey without your support.

Mining Matters far and wide!



Patricia Dillon
President
Mining Matters



Welcome to the Board

We are pleased to welcome Lee Hodgkinson to our Board of Directors, effective December

2013. Lee is a partner with the firm KPMG and has over 20 years of experience in public accounting, specializing in the mining industry. He serves as the National Industry Leader of KPMG's Canadian Mining Practice and served as the Global Director of Mining Group for eight years.

Lee has led a variety of projects in the mining industry and has a deep understanding of the Industry's issues, including reserve estimation processes, mine valuation techniques and methodologies as well as associated securities rules. These have ranged from financial due diligences, participating in equity and debt offerings, initial public offerings and valuations. His work with his clients has also given him experience working in many different countries, including several key mining geographies, and has taken him to over 30 mines and metal sites on six continents.

We asked Lee what interested him in becoming a member of the Board. "The mining industry has been very good to me and given me many opportunities, both professionally and personally. I see **Mining Matters** as a great chance to give back to the industry and at the same time create an awareness of its importance in future generations."

Welcome Lee, we look forward to working with you. Your experience and background will be a valuable addition to our Board!

An Interview with Mining Matters Chair John Heslop



You have been on the Board of Mining Matters since inception. What excites you most?

During my 20 years, we have come a long way from a small staff and Board of three (John Carrington, Patricia Dillon and myself) to an expanded staff and Board of eight.

It is great to be part of a team over the years and see programs grow.

When staff give presentations, it

is obvious they enjoy their jobs and feel great about sharing the benefits of mining with teachers and students. The Board is dedicated; members are experienced in all phases of the mining industry and their guidance makes my job as Chairman easy and enjoyable.

As you reflect on the past 20 years, what do you see as the greatest accomplishments? What are you proudest of?

We have many accomplishments to be proud of:

Our Teacher Training School Programs are amazing. We reached out to 25,000 students and 1,100 teachers last year. Now is the time to help students understand that many of the things they take for granted everyday actually come from mining.

The expansion of our Aboriginal Education and Outreach Programs has been outstanding, due in no little way to very dedicated and able staff. This area of programming is really important as mining in the North is one of the only hopes for good paying jobs in many areas. The numbers speak for themselves, approximately 900 youth and 300 teachers in 2013.

Our Public Outreach Program staff attended many conventions and conferences and met with the public to deliver our message to over 32,000 individuals...truly amazing! We are proud of the support we have garnered from mining companies, government agencies and the PDAC membership. Without this support, our programs could not be delivered.

If you had a crystal ball, what would you see in the future for Mining Matters?

Going forward is hard to predict. I would never have dreamed 20 years ago that we would be where we are today. I trust we will continue to expand programs into as many provinces as possible, particularly Quebec, Manitoba and Saskatchewan, where there is a mining endowment. We will also maintain our strong Ontario presence. Hopefully, there will be more Aboriginal Education and Outreach Programs in other provinces, but this desire must mesh with the ability to raise sufficient funds. These programs in remote locations are more expensive but deliver good "bang for the buck." Expansion of our Public Outreach is also important. We need to continue educating Canadians about the benefits of mining. The job will never be done.

What legacy do you want to leave by virtue of serving on this Board?

Legacy, not sure I will leave any legacy. I am just proud to have had the opportunity to serve on the Board and to work with so many dedicated people that really enjoy their jobs and believe in the message we are trying to convey to Canadians.

John is President of Thundermin Resources Inc., a TSX-listed junior exploration company that explores for base metal and gold deposits in Canada. A graduate from the University of Western Ontario with a B.Sc. (Honours Geology) and Carleton University with an M.Sc. in Economic Geology, John has been actively involved in base metal, gold and uranium exploration throughout Canada for 40 years. John has served on the Board since 1994.

Thank you John!

Board Spotlight



Maureen Jensen is the Executive Director and Chief Administrative Officer at Ontario Securities Commission (OSC), where she manages the business of the commission and is actively involved in the policy agenda. Prior to joining the OSC in 2011, she served as Senior Vice President of Surveillance and Compliance with the Investment Industry Regulatory Organization of

Canada (IIROC) from 2008 and also served in senior positions in regulatory and business portfolios with the TSX and Market Regulation Services from 1998 to 2008.

Prior to 1998, Maureen enjoyed a 20-year career in the mining business, holding both executive and technical management positions with several resource companies. She began her career as a field geologist in mineral exploration and holds a Bachelor of Science from the University of Toronto. Maureen says, "I am proud to be part of **Mining Matters** because our programs contribute substantially to the education and understanding of Canadian children about this important industry and also peaks their interest in geoscience and engineering. This understanding is important for the future of our country since the Canadian mining business is a critical contributor to the economic health of Canada."

Maureen joined the **Mining Matters** Board in 2008 and currently holds the position of Treasurer of the Board. Thank you Maureen for all your hard work in keeping our finances straight!

PDAC-Caracle Cup 2013

Hockey and Mining...a Winning Combination

Hockey and the mining industry have a lot in common. They both involve passion, risk, excitement, dedication, strategy, diverse skills, vision and teamwork. Certainly, all those qualities were on display at Canlan Ice Sports in Toronto, March 2, 2013, at the 6th Annual PDAC-Caracle Cup Hockey Tournament, along with a big dose of FUN.



The tournament was a day filled with intense competition, camaraderie, shared stories, coveted silent auction items and grab bags full of goodies. A total of 256 players from 16 teams came together in support of **Mining Matters**, and we are greatly appreciative. With generous contributions from individuals and corporations in the form of donations, sponsorships and in-kind services, as well as assistance from fantastic volunteers, the event raised over \$13,000. We thank all participants and sponsors for their enthusiasm and help.

The day's positive tone was set early by Andy Frost, Voice of the Leafs and host of the Psychedelic Psunday radio show on

Toronto's Q107 FM. After his welcoming remarks and ceremonial puck drop, players showed off some impressive skills and competitive drive. We had many winners throughout the day, with our 2013 champions "the best of the best."

Congratulations to the **Golden Bear Prospects team from Northern Gold Mining** whose names will now join previous years' winners on the prestigious Caracle Cup!



Golden Bear Prospects

Special recognition goes to many others as well:

- 2nd Place: IAMGOLD Côté Gold Project
- Consolation Winners: Cassels Brock & Blackwell LLP
- Top Scorer: Paul Highgate (Northern Gold Mining)
- MVP: Brett Galbraith (Northern Gold Mining)
- Best Goalie: Pat DiPronio (Irwin Lowy)
- Best Female: Catherine Farrow (Cassels Brock & Blackwell LLP)
- Best Sportsmanship: Chris Irwin (Irwin Lowy)
- Best Defenseman: Derick Courchesne (IAMGOLD)
- Most Creative Logo: Noront Resources
- HDI \$10,000 Shoot for Loot: David D'Onofrio (Cassels Brock & Blackwell LLP)—great shot but no score

The PDAC-Caracle Cup Hockey Tournament is an important **Mining Matters** annual fundraising event. We're pleased to say that, each year, the limited number of team sponsorships sell out quickly. If your company would like to put together a team for the 7th annual event, to be held on March 1, 2014, please contact our tournament coordinator at hockey@miningmatters.ca.



No Whiffs or Yips

No whiffs, yips or bogeys about it...it was a great day! The weather threatened, but in the end the **Mining Matters** Diamond in the Rough Golf Classic overruled and raised a sunny \$24,000! The 7th annual tournament in support of **Mining Matters** was another successful day as golfers enjoyed the Woodington Lake course and sampled at the classic Shrimp and Caesar and Jamaican Jerk Chicken theme holes. The addition of a Happy Gilmore hole provided many laughs as players donned a Boston Bruins jersey, ran up to the ball and hit it on the run! A networking reception, dinner and the awarding of prizes rounded out a fantastic day.

Congratulations to the foursome from Thundermin Resources who won this year's event with an impressive 11 under par score. A special thank you to our Diamond Sponsor, IBK Capital Corp., PDAC and our dinner sponsor, Goldcorp, for their support.

Remember to mark June 5, 2014 in your calendar and join us for the 2014 **Mining Matters** Diamond in the Rough Golf Classic. For more information or to register, contact tournamentofdreams@rogers.com.



Tetra Tech 4th Annual Mineral Specimen Auction

Sold to the highest bidder!

Perhaps The Hockey Hall of Fame and the spirit of champions inspired our guests as they bid on 23 extraordinary mineral specimens in support of **Mining Matters** educational initiatives. The Annual Mineral Specimen Auction, held during the PDAC International Convention, Trade Show and Investors Exchange, is a popular event each year, providing guests with the opportunity to bid on exotic mineral specimens from unique deposits and remote locations. Specimens came from as far away as the Slovak Republic and Morocco.

Our sincere thanks go to the 19 companies that donated the mineral specimens, to all our guests and to those successful bidders who went home with one of a kind "works of art" created by nature. The evening was a great success and raised more than \$12,000 for **Mining Matters**. A very special thank you goes to Tetra Tech and Debbie Hendsbee, Director Markets, Strategy and Business Development for organizing this wonderful evening. You have a "heart of gold" for hosting this event in support of **Mining Matters** and we truly appreciate it!



2nd Annual Rock Cycle Ride for Minerals Education

As our Diamond in the Rough golfers enjoyed a shotgun start, 11 Rock Cycle Riders braved the threatening weather and rode out to conquer an 80-kilometre course through the rolling terrain around Tottenham, while raising money for **Mining Matters**. Our intrepid cyclists later joined their golfing colleagues for the reception, dinner and awards ceremony. Special thanks to Bill Mercer for spearheading this great event. Cyclists, mark June 5, 2014 on your calendar for our 3rd Annual Rock Cycle Ride for Minerals Education.



Rocking in "la belle province"

Mining Matters continues to expand our comprehensive educational programming in Quebec, with 2012–2013 bringing a year of new accomplishments!

Translation of the junior resource *Deeper and Deeper to Aller au fond des choses* has been completed in time for the 2013–2014 school year and will be available to teachers looking for our signature **Mining Matters** learning materials in French. This is a significant step to better assist French language elementary school teachers in their efforts to integrate Earth science into every level of learning.

This year **Mining Matters** also unveiled its French language logo with the name: *Une mine de renseignements*.

For the second year, now equipped with our French materials, **Mining Matters** partnered with Minalliance, at the outdoor Eureka! Science Festival, held at the



Exploring miner equipment at Eureka! Festival

old port of Montreal in June. Over three days, **Mining Matters** offered hands-on activities and shared information about the mining cycle, careers and geology with the many teachers, students and members of the public who attended. More than 85,000 Festival visitors were recorded.

In November 2012, **Mining Matters** supported the M4S initiative at *Québec Mines pour tous* in Quebec City. Over those three days,

Mining Matters reached 2,250 students with engaging activities about rocks, minerals and mining and shared information about our industry with members of the general public attending this provincial mining conference.

Quebec has abundant natural resources. **Mining Matters** is excited to share information and build awareness of Earth science at teacher conferences and workshops for Quebec educators, with the goal of helping them deliver and incorporate Earth literacy into the curriculum and classroom experience.

Additional industry contributions are always welcome to assist **Mining Matters** in expanding our efforts in Quebec.

Mining Matters and STAO Promote Earth Science Literacy

Congratulations to Janice Williams, Manager of Teacher Training and School Programs at **Mining Matters**. Janice was recognized as a subject matter expert and commended for her commitment to teacher training by the Science Teachers Association of Ontario. In the April 2013 *Crucible/Elements* journal, the "Putting Earth into Science" article featured two Earth science activities from our **Mining Matters** 2013 Educator Newsletter *groundWORK*.

OMA Teachers' Mining Tours

The Teachers' Mining Tour is a one-week professional development opportunity for teachers to learn more about the modern mining sector, sustainability, safety, technology and the "world of work."

The Ontario Mining Association (OMA) invited teachers from out of province to visit Ontario and participate in one of two tours held in Sudbury and Timmins this summer. Quebec teachers joined their Ontario counterparts at this great event for the first time.

The week included an underground mine tour, presentations by industry experts, a **Mining Matters** workshop and an introductory look at Ontario geology. **Mining Matters** workshop facilitators delivered information on the rock cycle, mineral identification, mineral deposit formation, Ontario geology, metals and minerals of Ontario and careers. Industry representatives addressed the complete mining cycle, emphasizing the aspects of sustainability relative to the economy, the environment and safety.

Both the OMA, the tour's principal sponsor, and **Mining Matters** look forward to further expansion of this amazing Teacher Tour series in future years. Special thanks to EdGEO for providing the teacher resource kits to support the sharing of the information and to Glencore and Goldcorp Inc., our underground mine tour and site visit hosts. The tour is free to teachers and fully sponsored by mining industry partners. For information, visit www.canadianecology.ca.



Teachers study the regional geology of Timmins

Reclamation at its Best

On Saturday June 1, the Ontario Stone, Sand and Gravel Association and **Mining Matters** in partnership with EdGEO invited teachers in the GTA to join the Operations-Pit-Quarry-Rehabilitation Site (OSSGA) tour to learn about operations at pits and quarries in Ontario. Sites included the Dufferin Aggregates Milton Quarry, CBM Aggregates Aberfoyle Pits in Puslinch Township, the Lafarge Dundas Quarry and the award-winning rehabilitated Kerncliff Park Quarry in Burlington.

Teachers examined the difference between pits and quarries, learned how aggregates are produced, discovered the importance of aggregates to everyday life and observed the various approaches to rehabilitating an aggregate site to a beneficial land use when extraction is completed.

The Kerncliff Park Quarry in Burlington was awarded a Bronze Plaque in 2005, OSSGA's most prestigious award in recognition of the site's rehabilitation. The City of Burlington and Conservation Halton created and implemented a master plan with the support of numerous public and private donors, including OSSGA, MAAP, TORAC and Nelson Aggregate Co., resulting in Burlington's ecological gateway to the Niagara Escarpment. The tour and visit to this award-winning site provided a unique educational opportunity for the teachers to look into the operations of aggregate producers.



Teachers observe how the former Kerncliff Park Quarry has been rehabilitated to an ecologically diverse landscape

Teachers, Students and the Mining Cycle at PDAC 2013

Mining Matters 2013 Annual Teacher Day/Student Days, sponsored by IBK Capital Corp., provided three days of hands-on workshops for elementary and secondary school teachers and students. Designed to build awareness of the importance of the mining industry in everyday life, this learning opportunity allowed more than 130 students and teachers to participate in this year's events.



Groups of school-aged children, highly visible in their red **Mining Matters** t-shirts, experienced the show first-hand and visited with PDAC members as they engaged in the Trade Show Exploration Challenge on the trade show floor. Students from Thorncliffe Park Elementary School discovered the thermal properties of materials (including synthetic and real diamonds) during the Junior Day Program at PDAC 2013.

"I expected to gain information to be passed on to my students. In fact, I learned a great deal of information for both them and myself personally"

– Teacher participant, Long Lake #58 First Nation Secondary School

Early Bird registration for the March 2, 2014 Teacher Day commences November 18, 2013. Next year's theme, "All that glitters..." will provide teachers with an opportunity for hands-on learning about the minerals and metals mined in Ontario and Canada. For event details or to obtain information about how your organization can participate in the Trade Show Exploration Challenge, contact Janice Williams Manager Teacher Training and School Programs.

Wemindji Cree Nation, a Quebec First

In July, **Mining Matters** Aboriginal Education and Outreach Programs reached another milestone when the *Mining Rocks* Earth Science Program was delivered for the first time in Quebec. During Wemindji Cree Nation's annual five-week Youth Science Camp, youth enjoyed four days of *Mining Rocks* activities and resources. Over 40 youth, ages 7 to 13, eagerly participated in various hands-on activities that brought mining in their region to the forefront of their minds. A special presentation by Goldcorp geologist Peter Lauder, visiting from the Éléonore Gold Mine project, introduced youth to the practical applications and career opportunities in the Earth science field. As our Aboriginal Education and Outreach Programs team actively seeks more opportunities in Quebec, we look fondly on the incredible experience offered by Wemindji this past summer.

Here, There and Everywhere

Mining Matters attendance at numerous events last year significantly increased our impact and outreach to the public. More than 32,000 members of the public benefited from **Mining Matters** exceptional resource materials and activities.

During National Science Week, October 2012, Ottawa hosted FunFest, an outdoor event for adults and children eager to know more about science. **Mining Matters**, in collaboration with Natural Resources Canada, was present for the first time, encouraging all to learn more about Canada's natural resources. Despite rain, the one-day event attracted 3,500 participants to the festivities.



Isabelle Poirier, Director of Minalliance, with participants at Eureka! Festival

In November 2012, **Mining Matters** worked in cooperation with Ministry of Natural Resources to participate in *Québec Mines pour tous!* **Mining Matters** is pleased to be returning with our engaging activities for the upcoming 2013 *Québec Mines pour tous!*

A new name for the Sudbury Mining Week, Modern Mining and Technology Sudbury (MMTS), was unveiled this year along with a wide variety of new events.

Mining Matters participated in teaching workshops and also attended the MMTS career fair at the New Sudbury Shopping Centre in April 2013. Over 200 visitors stopped by throughout the day to learn more about mining, career options and our educational resources.

In May 2013, enthusiastic **Mining Matters** staff also supported Mining for Society (M4S), an educational show on mining, minerals, metals and materials. Each year, the Canadian Institute of Mining,



Learning about safety equipment

Metallurgy and Petroleum (CIM), in partnership with **Mining Matters**, brings the mining cycle to life, highlighting career opportunities and the importance of mining in everyday life. **Mining Matters** brought eight engaging activities to this year's event hosted in Toronto.

As summer approached, **Mining Matters** attended Thunder Bay Mining Day, May 25, as

well as the Wahnapiatae First Nation Mining Open House, June 1. The team came equipped with fun and interactive games about rocks and minerals, Earth science and the mining industry.

Broadening our reach to the general public, **Mining Matters** once again staffed an educational booth in the KidsZone at the 2013 Carassauga Festival of Cultures in Mississauga. Throughout the three-day event, the **Mining Matters** team facilitated exciting activities, such as sandcastle mining and mystery mineral to more than 12,000 KidsZone attendees under 12 years, plus their parents. Even Cara the Festival Bear enjoyed **Mining Matters** activities!

Mining Matters activities!

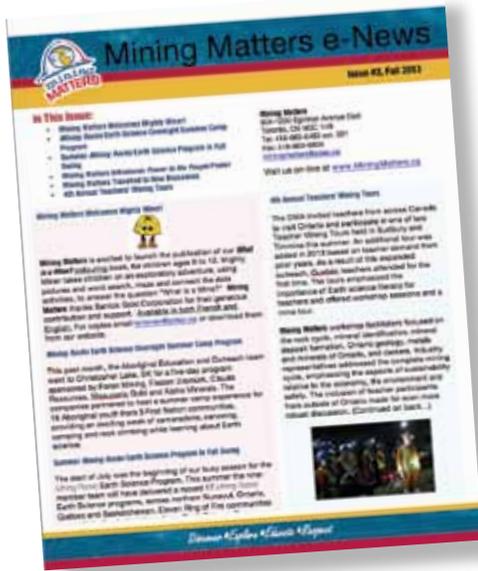
Mining Matters participation at the Waterloo and Ancaster Gem and Mineral Shows is becoming an annual fall tradition. Last year, the Ancaster Show attracted 250 students to the **Mining Matters** booth. Later this year, we welcome all ages to enjoy the show and try hands-on learning activities.

Check the **Mining Matters** website for a list of upcoming events. **Mining Matters** is everywhere. Come visit us!



Mining Matters team with Carassauga's Cara the Bear

Mining Matters e-News



Mining Matters e-News, our quarterly e-newsletter, was launched in 2013. Designed to provide a snapshot of our ongoing activities, ***Mining Matters e-News*** shares the many ways that **Mining Matters** makes a difference! Each publication features interesting stories, highlights programs, new initiatives and partnerships and provides information on upcoming events.

Mining Matters e-News keeps our community, industry partners and supporters informed on how we are using their contributions to bring knowledge and awareness about Canada's geology and mineral resources to students, educators and the general public.

Not a subscriber? Contact info@miningmatters.ca.

groundWORK

Watch for our 2013–2014 edition of **Mining Matters** Educator Newsletter, **groundWORK**, available in November. Published primarily for active classroom teachers, **groundWORK** provides current information, interactive learning activities and details on additional learning opportunities for teachers and students.

Each year, **groundWORK** is distributed and used by more than 2,000 teachers to promote awareness of the importance of rocks, minerals, metals, mining and Canada's geology. Not a **groundWORK** recipient? Download a copy at www.miningmatters.ca.

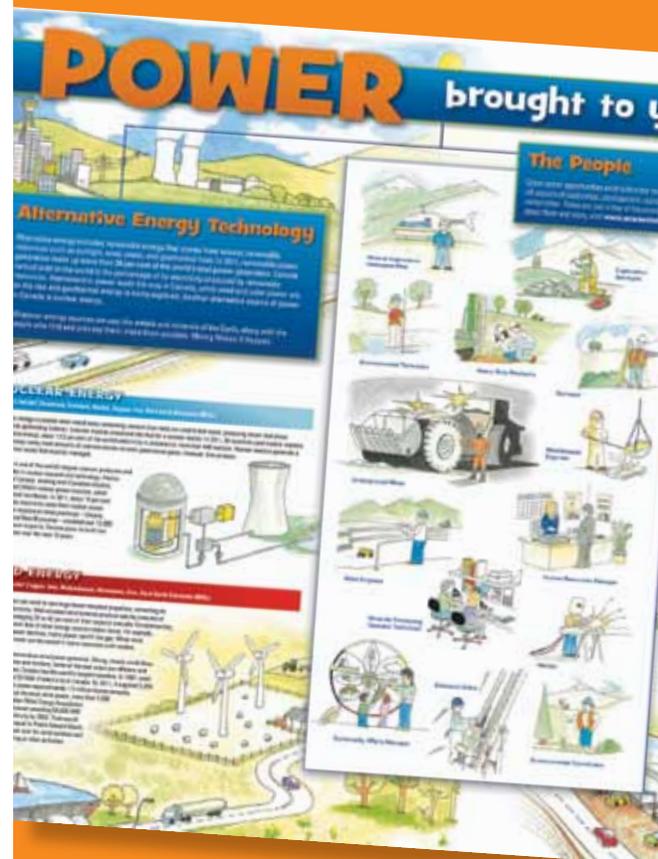


Mining Matters Introduces Power to the People

In time for the 2013–2014 school year, **Mining Matters** is pleased to make available the third poster in the ***Mining Makes it Happen*** poster series. The ***Power to the People*** poster is designed for teachers and educators to enhance classroom discussions about alternative energy from renewable sources such as sunlight, water, wind and geothermal heat; the mineral resources used in the technologies; and the many careers available within the mining industry.

Power to the People illustrates in a creative, informative way, that all energy sources used by Canadians are made possible by the metals and minerals of the Earth and the people who find and process them. Mining makes it happen!

For copies of the ***Power to the People*** poster, which is available in English and French, contact info@miningmatters.ca.



Mining Matters to Everyone



“Teck commends Mining Matters for its tireless efforts to build awareness and

understanding of the mining industry among nearly half a million teachers, students and the public. Teck is proud of its association with Mining Matters.”

Susan Stocker, Manager, Sustainability and Community Investment – Teck



“BDO Canada LLP is proud to be associated with Mining Matters. They are an organization that supports the importance of mining as a career; builds awareness of the industry and the future of mining. More importantly, they work with young Canadians to provide opportunities to create the next group of skilled professionals to continue building the mining industry as a whole.”

Tammy Thompson, Partner – BDO Canada LLP



“It was great to have the opportunity to visit Kingfisher Lake and participate in the Mining Matters program. I was impressed

to see people of varying ages getting involved and asking interesting questions. I loved the cookie mining exercise; it was lots of fun and conveyed the message in a way everyone could remember.”

Serena Moores, Geologist, Exploration Department – Goldcorp



“We’re proud to support Mining Matters, which does so much to teach our young people about minerals and mining and the many ways our industry contributes to this great country.”

Peter Sinclair, Vice President, Corporate Social Responsibility – Barrick Gold Corporation



PROSPECTORS & DEVELOPERS ASSOCIATION OF CANADA

“By offering exceptional educational resources and teaching students and educators about rocks, minerals, metals,

mining and the diverse career opportunities that are available to young Canadians, Mining Matters is an integral voice for raising awareness about mineral exploration and mining, and for attracting new talent—talent we need to ensure that Canada remains a global leader in the promotion of responsible mineral exploration and development.”

Ross Gallinger, Executive Director – PDAC



“Aird & Berlis LLP is very pleased to have supported Mining Matters since its inception. It is an organization with great leadership, vision and tremendous accomplishments.”

Carol Burns, Partner – Aird & Berlis LLP and Mining Matters Board Member





“Mining Matters programs provide students with information on the importance of mining in society, education on local geology and career opportunities in the mining industry. The results of Mining Matters to date are very encouraging...little kids coming home after school showing little bits of rock to their mum and dad and being able to identify what type of rock it is, in Inuktitut and English, and saying that they want to be a geologist when they grow up. Mining Matters helps to create that spark of interest. This is important to Agnico Eagle as the Mining Matters program helps to set the stage to ensure a more interested, capable and educated labor force.”

**Graeme Dargo, Superintendent
Community Engagement Nunavut – AEM**

“Educating our young people about the earth sciences and the contributions that mining makes to our standard of living is key to our sustainable future.”

**Ed Thompson, President
– E.G. Thompson Mining Consultants Inc.
and Mining Matters Board Member**



“Upon the arrival of my grandchildren, I felt there was a need to better educate youth about the mining industry and all it has to offer. Since 2007, IBK Capital has made an annual gift to Mining Matters and has been the main sponsor for Mining Matters at the PDAC Convention.”

**Bill White, Chairman – IBK Capital Corp.
and Mining Matters Board Member**



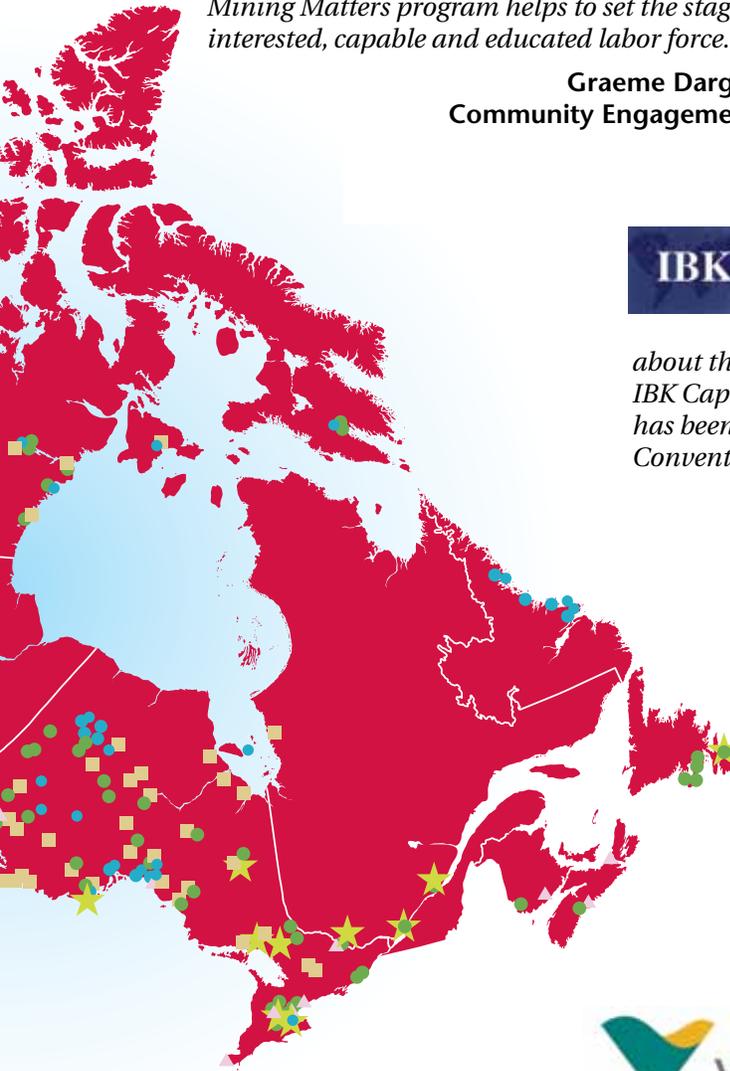
“I am a Director of Mining Matters because I believe in the concept of educating young people about the mining and exploration industry which is so vital to our way of life. It goes a long way to balance the negative information they may be exposed to.”

**William Roscoe, Chairman Emeritus – RPA Inc.
and Mining Matters Board Member**



“At Vale, we are thrilled to partner with Mining Matters to educate young Canadians on the potential of Earth science and the vast natural resources our land holds. The Mining Matters program is a natural fit as we strive to continually educate the communities we are a part of on the importance of mining in our everyday life.”

**Erin Satterthwaite, Director, Communications and
Community Investment – Vale**



**Mining Matters
Coast-to-Coast**

- Teacher Workshops
- Aboriginal Outreach
- Mining Rocks Earth Science Programs
- ▲ WHERE Challenge
- ★ Public Outreach

Learning Burns Brightly in the Ring of Fire

Mining Matters Ring of Fire Program is an exciting two-year collaboration with Ontario's Ministry of Northern Development and Mines (Ring of Fire Secretariat), to deliver *Mining Rocks* Earth Science Programs across the region. In 2013, additional financial support was provided by BMO, Cliffs Natural Resources, Hatch and SNC Lavalin. Eleven communities are involved in the project: Animbiigoo Zaagiigan Anishinaabek, Aroland, Attawapiskat, Constance Lake, Eabametoong, Ginoogaming, Long Lake #58, Marten Falls, Neskantaga, Nibinamik and Webequie First Nations.

Mining Matters facilitators spent July and August engaging youth, ages 6 to 26, in hands-on learning activities focused on Earth science and the stages of the mining cycle. The five-day *Mining Rocks* Earth Science Programs were delivered in both indoor and outdoor learning environments. Youth learn about Ontario's rich mineral deposits and geological complexity, the potential benefits of present and future Ring of Fire developments and the skills needed to be an exploration geologist or mining professional.

The programs addressed topics ranging from prospecting to reclamation, as well as the role communities play throughout the life cycle of projects. In an evaluation of the program, one participant remarked, "I learned about the aspects of mining and all the work that goes into a company." A priority of the program is to provide a strong emphasis on the importance of education and the levels of education



Shoreline discovery

necessary for success in the diverse range of mining careers across the country.

In each community the program provided unique experiences:

- Participants at the Ginoogaming and Long Lake #58 First Nation camps toured Premier Gold's Hardrock Exploration Project and Actlabs' sample processing facility in Geraldton, Ontario, where they interacted directly with industry professionals
- **Mining Matters** participated in Nibinamik First Nation's Annual Youth Wilderness Retreat, an integration of traditional knowledge with science. We reached over 80 youth, approximately 20 per cent of the community's population
- During one of our activities, a group of budding songwriters from Long Lake #58 penned song lyrics that taught younger participants about the four phases of the mining cycle
- In Webequie First Nation, Cliffs Natural Resources and Hatch gave special industry presentations

This fall, the final two programs of the year will be delivered, albeit in a slightly different manner. To maximize the reach of the *Mining Rocks* Earth Science Program, community leaders requested that delivery be done during the school year and that teachers be provided training to utilize **Mining Matters** curriculum resources in their classrooms.

Going forward, our goal is to involve more Aboriginal youth and expand programming, while building on our established relationships with community leaders and the support and experience of industry and government. After such a remarkable project year, filled with many one-of-a-kind experiences, **Mining Matters** looks forward to more Ring of Fire Programs in 2014.

Talking Rocks on the Tundra

Mining Matters is pleased to be in the second year of its three-year partnership with Agnico Eagle Mines (AEM). The project's mandate is to deliver programming across the Kivalliq Region of Nunavut that presents youth with information about the mining industry and the local opportunities provided by AEM's Meadowbank and Meliadine projects, as well as other natural resource opportunities. In 2013, **Mining Matters** travelled to the communities of Arviat, Baker Lake, Chesterfield Inlet, Coral Harbour and Rankin Inlet, delivering school programs, hosting public outreach events, convening teacher workshops and advising on curriculum development.

Legislators and school administrators alike have recognized the value of **Mining Matters** Earth science resources. In an April 10, 2013 press release, Minister of Education Premier Eva Ariak stated: "I look forward to providing **Mining Matters** to all

our schools, giving our students outstanding learning material on Earth sciences, helping them stimulate their interest in careers in the mining industry."

In May, as a result of this directive, the school principals in Arviat and Chesterfield Inlet invited **Mining Matters** staff to deliver half-day professional development teacher workshops on the subject of Earth science.

At the annual Kivalliq Region Science Fair at Coral Harbour, **Mining Matters** focused on the practical applications of science, technology, engineering and mathematics in the mining industry. In September, **Mining Matters** returned to Baker Lake to engage high-school aged youth during the annual Kivalliq Science Educators' Community Science Culture Camp.

While much of our work has centred on program delivery, **Mining Matters** was invited by Curriculum Services of the Nunavut Department of Education to participate in a series of consultations for the purpose of developing Nunavut-specific science curricula for grades 7 to 9. It is exciting to be involved in the development of more regionally specific materials for our classroom



Kivalliq Science Culture Camp

resource kits. We are able to incorporate local rock and mineral samples, design activities that highlight the territory's geological history and adjust our approach to respect the needs of Nunavut learners by following the Inuit Qaujimajatuqangit (IQ) guiding principles of traditional knowledge.

Mining Matters, working with Tat Ma, GIS Specialist with the Department of Aboriginal Affairs and Northern Development, created a map that depicts Nunavut's geology, exploration activity and active mines. This resource was received enthusiastically by teachers who participated in this year's workshops.

AEM's commitment to skills development and education for Nunavut's youth provided another valuable year of activities, interactions and program experiences. **Mining Matters** is proud to raise awareness of the abundance of career and other opportunities that the mining industry has to offer in Nunavut. Thank you AEM, for your incredible community support!



Communities of the Kivalliq Region

Mining Rocks *en français* for Franco-Ontarians

In the spring of 2013, **Mining Matters** delivered the first-ever Francophone *Mining Rocks* Earth Science Program to 181 enthusiastic community members of Dubreuilville, Ontario. Five instructors facilitated the four-day program, sponsored by Argonaut/Prodigy Gold Inc. Over the two classroom days, the team worked with students from every grade in each of



the elementary and secondary schools. Two teacher workshops, designed to provide broader understanding of the activities in the resource kits, complemented the classroom experiences. A highlight of the week was a field trip to Argonaut/Prodigy Gold's Magino Project Core Shack to build on the classroom geology teachings and to relate the curriculum to the Magino project. During the tour, Brad Latos, one of the company's geologists, showed the group impressive visible gold samples, talked about the mine's history and displayed 3D drill imaging of their mineral deposits. Afterwards,

core technician Cathy Prevost delivered a personalized career talk on how she pursued her education when she learned of the mine's new life in her hometown. A fun "I Spy" game concluded the day where group members were challenged to identify all of the safety equipment, procedures and signage on the site. On the last day, **Mining Matters** hosted a Community Engagement Event with activity tables, soapstone carving and a special hockey puck giveaway.



Discovering the properties of minerals

Following the visit to Dubreuilville, the team travelled to Wawa and completed another two-day program, sponsored by the Economic Development Corporation of Wawa. All grade 9 to 12 students from both the English and French secondary schools participated. Special guest speaker Dr. Robert Dodds of Augustine Ventures presented a 45-minute career-focused session, speaking on the exciting and varied careers available in Geosciences. Using his personal story as the backdrop, he treated students to a success story which highlighted the importance of perseverance in an industry that can, at times, be challenging. Once again, teacher workshops were delivered in both schools and a Community Engagement Event was held at the Michipicoten Memorial Community Centre. The program reached a total of 170 Anglophone and Francophone students, educators and members of the general public. These initiatives were the Aboriginal Education and Outreach Programs' first Francophone deliveries, but they most certainly will not be the last.

"Merci à Argonaut/Prodigy Gold and Economic Development Corporation of Wawa pour des programmes spectaculaires!"



Mining Matters reaches all of Dubreuilville's elementary students

Saskatchewan Industry's Quest for Minerals Education

This summer, five companies partnered with **Mining Matters** to bring knowledge and awareness of Canada's geology and mineral resources to Aboriginal youth in Saskatchewan: Alpha Mineral Inc., Claude Resources Inc., Fission Uranium Corp., Foran Mining Corp. and Masuparia Gold Corp. A total of 18 youth, ages 12 to 17, from the Peter Ballantyne Cree Nation communities of Deschambault Lake and Southend as well as Clearwater River Dene First Nation, came together for a unique experience in a centrally located summer camp facility.

Along the beautiful and serene shores of Christopher Lake, Camp Quest offered the perfect backdrop to an action-packed week of fun, hands-on activities as part of our *Mining Rocks* Earth Science Program. Participants explored the rocks and minerals that make up our Earth and enjoyed learning about the impact of commodity prices and the effects of operations, equipment and reclamation costs in the always popular cookie mining activity. The group discovered the wonders of atomic science and the fission reaction of uranium for the process of power generation. Anders Carlson, Exploration Manager at Claude Resources, led the group on an island exploration experience, in which the students demonstrated their canoeing skills, learned about the important role of compasses and experienced the challenge of setting up an exploration camp.

Quest's facilities allowed participants to enjoy a variety of outdoor educational experiences and many other traditional camp activities such as water sliding, rock climbing, a challenging low ropes course and water and land trampoline fun. Lying on the cool grass and staring up at the Perseid meteor shower for some sky-watching was an added bonus. Breathing games, floating challenges, treading water and proper swim stroke instruction were designed to combine the group's love of water with improvement of their skills and ultimately improved water safety. Echoes of laughter could be heard across the lake as youth enjoyed making the most of what the sunny and warm Saskatchewan weather had to offer.



Learning in the outdoor classroom



Industry mentor Anders Carlson teaching Jason Bird compass skills

On the final evening, everyone joined in at a campfire celebration. The *Mining Rocks* Earth Science Completion, Gemstone and Leadership Certificates were presented. Gemstone Awards were presented to those who demonstrated a love of learning and enthusiasm. Leadership Awards were presented to Jason Bird and Reneya Lemaigre, who helped others during activities and demonstrated exemplary behaviour. The remarks from Bradley Summach, industry representative and Foran Board of Director, were a highlight of the ceremony. Bradley shared information on the numerous opportunities ahead for our participants if they pursued further studies that led to a career in the minerals industry...a fabulous addition to the ceremony!

The *Mining Rocks* Earth Science Program held at Camp Quest on Christopher Lake provided a wonderful learning experience for everyone involved. With the generous contributions from Alpha Mineral Inc., Claude Resources Inc., Fission Uranium Corp., Foran Mining Corp. and Masuparia Gold Corp., Aboriginal youth in Saskatchewan experienced a once-in-a-lifetime opportunity they will always remember.

Summer Adventures for Mining Matters Interns

Each year, **Mining Matters** recruits university students with various backgrounds and skill sets, from geology and mining engineering to environmental studies, to deliver Aboriginal Education and Outreach Programs (AEOP) across Canada. Imagine a summer job that lets you travel, interact with Aboriginal and non-Aboriginal communities and meet world-class industry partners.

New and returning interns alike had the opportunity to experience diverse cultures; connect with, learn from and educate people of all ages; and travel to parts of Canada, many only dream of.

Led by AEOP Manager Barbara Green Parker, with the support of AEOP Coordinator Amanda Horn, the intrepid team of Sarah Connolly, Vanessa Lee, Hiba-tul Naseer Maheen, Katie Redpath, Amanda Schevers, Jennifer Taylor and Danielle Venne, donned bright red **Mining Matters** t-shirts and set out to deliver *Mining Rocks* Earth Science Programs across Canada.

It is difficult to fully describe the amazing experience and the impact the summer programs had on students, their communities and on the team itself. As interns, we gained knowledge about the fascinating work of **Mining Matters**, the minerals industry and government support in the pursuit of sustainable mineral resource development.

After six weeks preparing for program delivery, which included creating resources and activities, learning and relearning how to pack, participating in culturally relevant workshops and getting to know our field books inside and out, we were ready!

The *Mining Rocks* Earth Science Program was delivered to more than 608 youth and adults between the ages of 4 to 84 years. Each camp and community was unique; some were fly-in only, others accessible by boat or road. But consistent to all was the warmth and genuine welcome given to **Mining Matters**. In a fun, interactive learning experience, we watched youth and community participants gain knowledge about the Canadian mining industry, safety practices, career opportunities and reclamation processes. It was encouraging to watch youth and adults develop a new perspective on mining and Earth science and to see junior participants light up as they made connections at site tours and with industry mentors. That knowledge will assist them with future education choices and career decisions.

Now, as we look back on the countless number of hours spent together at camp locations and community halls, on mine tours, rock walks and at cultural ceremonies, we find that our stories are as diverse as they are cherished. Whether walking through an underground mine with 20 youth, weathering torrential thunderstorms while camping, or sculpting soapstone into every shape imaginable, we had no idea we could make teaching about rocks and minerals so much fun!



Celebrating our accomplishments

Equally important and rewarding was the opportunity for communities to share with us their traditional teachings, meals, language and cultural experiences, building cross-cultural understanding and respect.

As our exciting summer comes to an end, we leave with wonderful memories of the friends we made along the way and the many memorable experiences we had with children and community members. But, perhaps the most important thing we saw this summer was the positive impact that education and the sharing of knowledge can make on the lives of youth, educators and communities.

We cannot predict the adventures the team will experience next but look forward to returning next summer for more! *Meegwetch!*

WHERE Challenge...Engaging Youth

Encouraging students to commit to self-directed learning is not always an easy task, but it can be if you make it fun and add an element of competition! The **Mining Matters** WHERE Challenge, sponsored by Kinross Gold Corporation, is a national, web-based contest that promotes awareness of non-renewable Earth resources. It asks young Canadians ages 9 to 14 "What on Earth is in your stuff?" and "Where on Earth does it come from?" WHERE stands for Water, Hazards, Energy, Resources and Environment, the fields in which geoscientists work.

We interviewed our 2013 National Best Overall winner in the 9 to 11 year old category, Julie Krug-MacLeod from Saskatoon, Saskatchewan, to find out about her experience. Julie produced a video entitled "Magic Minerals," where by combining certain metals and minerals, she magically creates a trampoline which she then uses to pick an apple.

MM: How did you hear about the WHERE Challenge?

JKM: I learned about the WHERE Challenge from my older sister because she entered and won when she was in a science program for Grade 8 students.

MM: Why did you choose to do your project on a trampoline?

JKM: When I got the idea for my WHERE Challenge, I had been begging my parents to buy a trampoline and they had finally said yes. In the summer when I was thinking about what topic to do for the WHERE Challenge, the trampoline was my favourite thing in the world. That inspired me to choose it for a topic.

MM: What have you learned from the WHERE Challenge?

JKM: I have learned how important non-renewable resources are to everyone on Earth and how easy it is to lose them. I also learned that almost everything that matters to me (entertainment, clothes, sports and even some food items) contains non-renewable resources. Because I am Canadian, I am excited to learn about how we provide important minerals to other people in the world. It is also good to know that Canadian inventions like the Canadarm use materials mined in our country.

MM: What do you want to be when you grow up?

JKM: I am not sure what I want to be when I grow up. I might want to be a nurse or a pediatrician. If I was either of those things, I know that I would be using non-renewable resources in almost all my equipment.

MM: Is there anyone you would like to thank for your success?

JKM: I would like to thank my Mom for helping me videotape and my family for watching my video and suggesting improvements.

MM: Is there anything else you would like to add?

JKM: I would like to thank everyone who made this happen for me and especially the sponsors who gave this huge prize!

The WHERE Challenge is launched each September and closes in March of the following year. Be sure to spread the word and encourage students and teachers alike to take the challenge and come out a winner of cash prizes! **Mining Matters** thanks Kinross Gold Corporation, our WHERE Challenge sponsor, for their support. For more information and to view some of the winning entries, visit the website at www.earthsciencescanada.com/where.

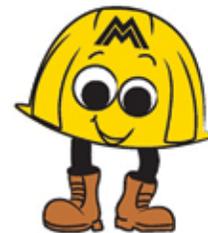
WHERE challenge



Julie is the 2013 **Mining Matters** WHERE Challenge National Best Overall winner in the 9 to 11 age group

Mining Matters Welcomes Mighty Miner

Mining Matters is pleased to announce our *What is a Mine?*



colouring book, for children ages 6 to 12 years, is now available in English and French. Mighty Miner or MM for short, takes children on an exploratory adventure, using pictures and a story

enhanced by a word search, maze and connect-the-dots activities, to answer the question "What is a Mine?" **Mining Matters** thanks Barrick Gold for their generous contribution and support.

Children will love this fun and interactive book. For copies, download at www.miningmatters.ca or e-mail info@miningmatters.ca.

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As we celebrate our 20th anniversary and look forward to the next twenty years, we ask you to directly support our efforts by making a financial contribution to **Mining Matters**.

Mining Matters develops and implements its programs with the help of financial sponsorship, donations and in-kind contributions from the mineral and aggregate industries, individuals, foundations, corporations and government. This funding provides the foundation for our important work. Our success depends on the commitment of the many companies and individuals who share our vision of bringing Earth science to life. With your support, we continue to provide current information about the importance of rocks, minerals, metals and mining in everyday life and the diverse career opportunities available in the minerals industry to students, educators and the general public.

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For individuals who have not donated previously to charities, there is now the First Time Donor's Super Credit (FDSC). However, this only applies to cash donations and not contributing shares.

The FDSC will supplement the Charitable Donation Tax Credit with an additional 25% tax credit for a first time donor on up to \$1,000 of cash donations. Accordingly, a first-time donor will be entitled to a 40% federal credit for donations of \$200 or less, and a 54% federal credit for the portion of donations over \$200 but not exceeding \$1,000. There are also provincial tax credits, but these vary province to province. For example, in Ontario, the combined tax credits would give you a \$611 tax credit for every \$1,000 donated, and in Quebec, it would be \$743.

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Mining Matters is a charitable organization dedicated to bringing knowledge and awareness about Canada's geology and mineral resources to students, educators and the general public. **Mining Matters** offers exceptional educational resources that meet provincial curriculum expectations. Core to the program are **Mining Matters** educational resources, created by educators and Earth science experts.

Mining Matters has reached over 550,000 teachers, students and members of the general public since inception in 1994.

Our mandate at **Mining Matters** is to broaden students' understanding of Earth science and the vital role rocks, minerals and metals play in everyday life and increase awareness of the many career opportunities in the minerals industry.