

Client: PwC Australia

Project: White Paper: “Aussie Mine 2019”

[Downloadable here](#), and [on PwC’s website here](#) and accompanying [LinkedIn article here](#).

Brief:

Create a 34-page, 6000-word deep-dive analysis of Australia's largest mid-tier mining companies listed on the ASX, exploring trends, drivers of change, future challenges, and the industry movers and shakers. The report needs to gain traction with journalists, as well its more traditional market audience – c-suite of the mid-tier 50 mining companies listed on the ASX.

The report needs to serve as a relationship-building asset for PwC partners to engage with clients.

Write in a style, tone and language suited to the target audience and in accordance with brand guidelines.

Project manage the creation of the report to ensure delivery within a 3-week timeline.

Create a shorter version for promotion on LinkedIn.

Strategy:

1. Interviewed internal PwC SME team responsible for strawman proposal;
2. Created a punchy, clear, convincing and well-structured version of the strawman proposal incorporating feedback and comments within a managed review process.

Results:

Testimonial: “James worked with us on several high profile projects. Managing multiple stakeholders, timezones and controversial and highly politicised topics, he was able to draw out the key messages and convert them into engaging and concise content. James is a pleasure to work with and I wouldn't hesitate recommending him and his excellent writing skills. “

Deena Hooper, PwC | Senior Manager - Energy, Utilities & Resources Marketing



Copy close-up: **Productivity benefits from optimising decisions**
The unmined potential for automation of equipment and decisions is the next frontier in productivity improvements in the mining industry. While for most mid-tier players, dreams of the fully digitally-enabled autonomous mine remain some years away, relatively simpler decision automation initiatives are within reach.
Why automation? Miners that don't pursue the path of decision automation may struggle to compete in a more productive mining industry with increasing real-time process optimisation at its heart.

Copy close-up: **Income statement analysis:** Another favourable year...
Continuing the trend of recent years, the movement in commodity pricing has generally been favourable for the MT50, with iron ore and gold pricing having a stand out performance, increasing by 60% and 6% respectively in United States dollar terms. We've also seen a depreciating Australian dollar which acts to enhance the already increasing prices of commodities.