



MEDIA STATEMENT

CHAMBER OF MINES OF SOUTH AFRICA FORMALLY RENAMED MINERALS COUNCIL SOUTH AFRICA

New identity signals a new beginning

Johannesburg, 23 May 2018: Today, at the 128th Annual General Meeting of the Chamber of Mines of South Africa, President Mxolisi Mgojo announced that the organisation would henceforth be known as the **Minerals Council South Africa**. At the same time, the new Minerals Council revealed its corporate identity, which draws on the elements of the logo, and which displays a proudly South African heritage and future.

Since it was first formalised 1889, the organisation has undergone a number of name changes in its history which have always coincided with mining and political developments in South Africa. This name change and the development of a new identity was not taken lightly, and followed extensive research and consultation undertaken by a leading South African brand agency. During the course of this research it became clear that it had become necessary to align the industry's name and visual identity with its current ethos and role, and its vision for the future.

The Minerals Council represents more than 70 large, medium-sized and small and emerging miners, as well as three associations that collectively represent more than 200 additional entities. Minerals Council members make up around 90% of South Africa's mineral production by value.

Minerals Council President, Mxolisi Mgojo noted: "For 128 years, the Minerals Council has played an integral role in South Africa's over 130-year mining history. The Minerals Council was first formalised as the Chamber of Mines in 1889. Throughout its life, like our country, the Chamber has undergone continuous change and has adapted to new situations, always with continuity in its governance. The Minerals Council throughout its 128 year history is a microcosm of its members interests and has adapted and changed to meet the changing environment.



“Like our society and our country, we – as the Board of the Minerals Council – have also spent some time on reflection and introspection. Our priorities today, perhaps more so than ever in the past, are good corporate citizenship, social and environmental responsibility, competitiveness, growth and transformation.

“While the Minerals Council, and the mining industry, has had a long history of contributing to the South African mining industry, we recognise that this history is not without its challenges. This change signals our desire to move forward, building a new legacy, and creating a future of which all South Africans can be proud. And while we acknowledge our past, we do not accept that we cannot make things better for the future.

“As the Minerals Council, we are well aware that a new logo will not create a new legacy. Rather, the logo is a symbol of the organisation and industry’s efforts and aspirations. In all that the Minerals Council does, it will endeavour to represent and lead members in a way that reflects its vision and values. More than that, through its Membership Compact, the Minerals Council will hold members accountable to the commitments that it and our members have made.

“We have no doubt that we as the Minerals Council and its members will face many challenges. But we also know that we have entered a far more positive political environment than we have experienced in recent years. And we know that our members are committed to mining in an effective and responsible manner that will ensure fair returns to investors and to the country.”

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