

# How QKR Namibia Navachab Gold Mine Communicates with its Publics: An Executive Perspective.

George Botshiwe  
Managing Director  
18<sup>th</sup> July 2025



“Pursuing Operational Excellence Together”



# Introduction

Largest Employer in the area:

- 900+- Full Time Staff
- 302 Contractors
- Total=1200 Employees



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# 2018-A Year of Significant Challenges



**2,800**  
livelihoods  
impacted



**FIGHT OR FLIGHT....?**

**No one to rescue us....**



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# WE CHOSE TO FIGHT.....



## FIVE PILLARS



Focus on  
core  
activities



Improve  
Productivity



Reduce  
operational  
costs



Innovative  
revenue  
generation



Engage and  
empower  
workforce



“Rise up” in Damara language

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**Fly under  
the radar**



**No proactive  
communication  
with stakeholders**



**Fine with us**





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# OUTCOMES....

## By mid-2020:

- Saved funds
- Resumed mining
- Recapitalized mining fleet - N\$800m
- Expanded processing operations – N\$1.5b
- Workforce tripled
- Gold production tripled 2018 – 2024
- Paid more than N\$1.5 billion in taxes (2024)



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# SUCCESS....

- Invested N\$5 billion in Capital Projects since mid-2020
- Extended Life of Mine:
  - Surface mining operations to 2033
  - Processing operations to 2045
- Investing N\$250m into surface exploration



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# SO, HOW DID WE DO THIS...?

- Engagement, Engagement, Engagement.. & obtain full participation of staff
- Project Management Office (PMO) set up:
  - Senior Manager
  - 5-6 employees from different departments
- Role of PMO:
  - Collect all inputs from employees
  - Coordinate them into action plans
- EXCO regular daily meetings with PMO



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# SO, HOW DID WE DO THIS...?

## Communications identified as key:

### Developed Communications Plan (Usi Hoebebe Communications)

- Innovative communication prerogatives
  - Identified employees from across the mine – Champions – “early adopters”
    - Role was to engage employees on shop floor
    - Pass on comments to PMO
  - Tough talk – Tough discussions
  - Solid Vision – “turning the mine’s fortunes around
  - Best way – constructive engagement & communication



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**Brand Ambassadors created themselves....**



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# INTERNAL COMMUNICATIONS CRITICAL



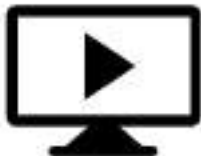
## COMMUNICATION ACTIVITIES BEYOND PK



REGULAR  
MANAGING  
DIRECTORS  
BRIEFS



WHATSAPP  
GROUPS



MEDIA  
SERVICES  
-SCREENS  
ACROSS SITE



INTERNAL  
STAFF  
NEWSLETTER

## Our social media pages are LIVE!

Stay connected and be the first to know about our latest updates, exciting announcements, behind-the-scenes content and more! Follow us on our social media pages today and join our growing community.

Follow us →

- QKR Namibia Navachab Gold Mine
- QKR Namibia Navachab Gold Mine
- qkr\_namibia\_navachab\_gold\_mine



## NAVACHAB NEWS FLASH

JULY 2023 | VOL 01

### Navachab Gold Mine Supports Namibian Athletes at the Qgeberha Half Marathon



Moysa Ruzila  
-the PE & COMMS OFFICER

Navachab Gold Mine proudly sponsored Namibian elite athletes Lavina Hahope and Daniel Paulus to compete in the prestigious Qgeberha Half Marathon, an event that attracted close to 3,000 athletes, including around 150 elite competitors from countries such as Lesotho, Tanzania, Japan, Namibia, and Botswana.

Lavina delivered an exceptional performance, winning the half marathon with ease, while Daniel secured an impressive second place behind the winner from Lesotho. In addition to the elite athletes, Navachab also supported social runners Lazarus Shongadi and Victoria Shindeni, both of whom were winners in last year's race at employees of the mine.



The team that represented Namibia & Navachab at the Qgeberha Half Marathon

#### Quick Insights: News in a Glimpse

- 01 Qgeberha Half Marathon
- 02 QKR's Role
- 03 QKR's Role
- 04 Production Performance
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STAY TUNED TO OUR SOCIAL MEDIA PLATFORMS

- QKR Namibia Navachab Gold Mine
- QKR Namibia Navachab Gold Mine
- QKR Namibia Navachab Gold Mine



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External Communications important to Project Khaima success:

- Step One – Set up PR Office
  - Demonstration highlighted
- Communications Strategy developed (UHC)

## Stakeholder Mapping: Grouping:



- Government
- Communities
- Contractors
- Suppliers
- And others




## Communications Strategy developed



**Messaging developed for each stakeholder group according to their needs**



**Activities/channels mapped for each stakeholder**



**Implementation of strategy ongoing**





## Communications Strategy:

- Ramp up community engagements:
  - Town Halls in surrounding communities
    - Sharing information
    - Consultation on CSI initiatives

TREASURE CHEST



OF GOODWILL...



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# EXTERNAL COMMUNICATIONS CONTINUED....

- CSI Projects:
  - Mortuary - Otjimbingwe – N\$5m
  - Medical Centre – Karibib – N\$80m (N\$20m spent)
  - Golden Egg project – N\$2.5m
  - Electrification of informal settlement – N\$3.5m
  - Many others

*“RESOURCE DOES NOT BELONG TO US...IT BELONGS TO NAMIBIA...”*



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# EXTERNAL COMMUNICATIONS CONTINUED....

## Communications Strategy:

- Ramp up CSI Projects - Focus:
  - Entrepreneurship & job creation
  - Education & Training
  - Health & Wellbeing
  - Infrastructural development
  - Sports & Adhoc donations

Continues....



# EXTERNAL COMMUNICATIONS CONTINUED....

## Communications Strategy:

- Media Relations:
  - We understood sensitive nature of Project Khaima
  - Respect media as 4<sup>th</sup> estate but it needs factual reporting and context
  - Recent news report on Auditor General's report
    - Provided opportunity to state our case
  - Media relations proactive and reactive
    - Proactive:
      - Media educational:
        - **Educating media about the mining environs eg Our local spend (taxes, wages etc) is 70% of our income**
    - Reactive:
      - Open door policy



“If you do not speak to the media, the media will speak for you....”



- New media activated.....

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## Navachab Strategy:

*“We want to be a low cost, efficient gold producer and we want to ramp up our production through application of the innovative exploration techniques, innovative processing and treatment processes.*

*To do that communications with all relevant stakeholders is pivotal in order to dramatically move our organization forward in meeting our corporate objectives..” – George Botshiwe 2025.*





# PARTING THOUGHT....

**Don't let anyone tell you Namibians cannot do this or that.. That's a lie!  
Navachab is testimony of Namibia's spirit of resilience...**

**LET US RISE UP AND BE COUNTED.....**

