

# Fact-based mining campaign planned

Laura Mills

---

New Zealand's mining lobby group Straterra is about to launch an eight-week campaign, as the general election looms.

Straterra chief executive Josie Vidal, speaking at the Minerals West Coast forum in Westport, said election year

was a good time to be talking about mining.

Not everyone would like the message, she said, but the only thing worse than being talked about, was not being talked about.

"Straterra will be talking about mining."

It would start at the end of the

month and mainly target people in cities, especially those in Auckland.

Lots of people knew nothing about mining, she said.

Ms Vidal also talked about the "new religion on the block — ideology".

The concern was that it could creep into policy, she said.

Ideology was what people believed

rather than what the facts stated, and it came with unverified claims, and refusing to talk to those who did not agree.

Their aim was disruption, she said.

"Some of these people are not harmless, (they) want to disrupt life as we know it, some are very organised."