

Abstract

Australian mining community is one of the most significant group that give many impact for government related about policy making process in Australia. Australia is a country that is heavily dependent on the mining sector. even Australia is one of the most important exporting country in mining products to the World. In 2009, mining companies accounted for 8% of Australia's GDP. in 2009 Kevin Rudd initiated on Resource Super Profit Tax (RSPT) which means that mining companies pay a tax of 40% whereas before the tax rate is 30%. This idea got a lot of protests from mining entrepreneurs because the idea would be to kill the mining sector assessed. The mining industry's campaign against the tax was undertaken in two stages. The first stage of the campaign was designed to convince the public that the tax would damage the mining industry and have economically harmful effects on all Australians. The second stage focused on the image of the mining industry. Rather than directly addressing the economic issues, it instead conveyed mining companies has deeply integrated in the social fabric of Australia. This aspect of the campaign was achieved not just through advertising, but also through the funding of the film industry.so that they move together in order to abort the ideas through the mining community their efforts such as influence policy makers by means of political lobbying, then also provide funding for political parties such as the liberal party and the Labor party, The next way is to mobilize support through the mass media to influence public opinion about the impact of the idea RSPT and to support the liberal party as the opposition. Jullia gillard as the next prime mi minister decided to replace the RSPT with Minerals resources rent tax. It is means the mining company have to pay tax 40%. Jullia gillard have made the decision bye negotiated with BHP Billiton Ltd and Rio Tonto, the Minerals Council of Australia, the Queensland Resources Council and the Association of Mining and Exploration Companies Inc (AMEC. After Kevin Rudd was fail to to apply RSPT, he was lost a lot of supporter from labour party or even from Australian people.when RSPT was replace to MRRT its mean that the mining association was success to avoid RSPT to be applied in 2012.

Keyword: Resource Super Profit Tax, Australian Mining Community, Kevin Rudd.

