

The Whittle Story

A Live Book

Gerald Whittle's Speech at AO Dinner – The Development of Whittle Consulting

By Gerald Whittle, April 20, 2018

How did Whittle Consulting start?

- Whittle Consulting (WCPL) is the second chapter in the Whittle Story
- WCPL was started in 1998, as all good businesses should, over a glass of wine.
- I said to Jeff that Whittle should consult as well as sell software.
- Jeff was already close to 70 years old, and he did not want to start another business venture.
- So, I said that I would take on the challenge and develop the WCPL business.

A family business goes global

- I am not sure what Jeff and Ruth did during the Whittle Programming days, but everyone in the industry knows the Whittle name – it is a household word.
- A decade or so later (around 2009), WCPL was myself and Lewis Tota in the office, Jeff at home with Norm Hanson and John Baillie working part-time.

- Our aim was to take on the world! But we are only a small family company!
- We realised that we were going to need a bigger family!!With the help of Mark Jones, we reviewed our messaging, and developed the Money Mining Seminar (now had 3000 attendees worldwide – changing our positioning and reputation, and developing many relationships in the industry)
- Today, WCPL is a team of highly capable and dedicated individuals. With a range of skill sets, we work together with a single purpose of improving mining businesses around the world.

Jeff as a father

- Jeff is by nature a scientist. He is fascinated by how everything in the world works and he actually knows how everything works too!
- Jeff's idea of playing with his children was helping us to learn things – such as how to calculate the height of the house using a piece of cardboard and trigonometry.
- I remember as a child getting our first television set. Rather than just watch cartoons, Jeff had to take the back off and show us how this amazing new machine worked.
- Due to Jeff and his inquisitive nature, by the age of 5 years I knew that a cathode ray tube works with an electron beam directed by electro-magnets.
- Due to my father, I could recite the planets of the solar system by 6 years of age - even before I knew my 12 times tables!
- Under his guidance, by 7 years of age I knew why the sky is blue (do you?). He proved the explanation with a projector and prism in the living room after dinner one night before bedtime.
- Along with the love and support of our mother Ruth - it was a fabulous childhood.

Jeff as a software engineer

- Fortunately, Jeff also knows how to make mining optimisation software work too.
- Jeff first started in computing in the late 1950's when computers still had valves!
- He is one of the few people who continued doing practical, scientific computer programming for his whole career.
- Since 1985, Jeff has written Whittle Three-D, Four-D, Four-X, Milawa, Opti-cut, and the Prober series of global optimiser.
- This has culminated in the current Prober-E, which is C++, multi-processor with capacity to optimise massive complex mining business models.
- Due to Jeff's IP, Whittle is the unquestioned industry leader in optimisation for the mining industry.
- WCPL has used these tools in over 150 studies worldwide and have added literally billions of dollars to the value of mining companies in Australia and overseas.
- Interestingly, there has been more advancement in the last few years than in the first decade or two of the 35-year timespan of Whittle software.
- Impressively, Jeff has done some of his best work in the last few years, whilst in his 80's.

Jeff as an individual

- Jeff's professional skills are a special combination of sophisticated mathematics, creative lateral thinking and unequalled practical scientific software programming skills
- When this is combined with his personal work ethics of exhausting hard work, attention to detail, selfless commitment to quality and service and his personal integrity – it is no wonder that he is universally regarded as the all-time leader in the field of mining optimisation.
- He is a great husband and father and a good person to spend time with.

Proud to be Jeff Whittle's son

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- Everywhere I go people ask me, “Are you the famous Whittle?” to which I respond, “No, but I am proud to be one of his sons!”.
- (It’s interesting how some sons feel competitive with their fathers when working in business together. I’ve never had that feeling.)
- I am proud to be associated with Jeff on a professional level, not just as a family member.
- I am happy and honoured to work with Jeff and he truly deserves this award – he is an inspiration to us all.

To read Gerald's bio please scroll down..



Gerald Whittle BEc, Grad Dip (Fin), MAusIMM

Gerald has been the CEO and founding shareholder of Whittle Consulting since 1999. Gerald is a recognised thought leader, strategic advisor and optimisation expert to the international resource and mining sectors. Gerald travels extensively, advising the mining industry about Enterprise Optimisation and the substantial opportunities it offers for value-enhancement for current or planned mining and minerals processing operations.

Gerald has performed or overseen over 150 Enterprise Optimisation studies around the world, across all continents and commodities. A skilled communicator, Gerald has trained over 3,000 people worldwide via the renowned Whittle Consulting Integrated Strategic Planning seminars.

Gerald is a qualified accountant with over 35 years of international business experience in business and financial planning, analysis and change management.

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