

MINING & RESOURCES

MARKETING & COMMUNICATIONS SPECIALISTS.

wahoo.



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a uniquely specialised Australian business.

Wahoo is a full-service, specialist agency that's dedicated to meeting the strategic needs of Australia's Mining & Resources sector.

As a collective we've got over 35-years' experience working together with clients at iconic mine sites that have become synonymous with the success of the industry for decades.

From corporate advocacy campaigns and crisis management to ESG, DEI, Talent Attraction and Stakeholder Engagement, we understand what the industry needs and how to deliver.

You see at Wahoo, we feel just as comfortable at a longwall as we do in the boardroom. From underground operations to open-cut extraction, right through to processing and refining plants - we've worked on brand campaigns and operational assignments that have showcased some of the best people and sites the mining and resources sector has to offer.

wahoo. Proud supporters of Australian Mining.

The Company we keep









































marketing solutions from coast-to-coast.















Au

Pb

We've delivered for coal, copper, silver, lead, zinc, gold, nickel and cobalt commodities in Queensland, New South Wales, Northern Territory, Western Australia, and globally.









a strategic partnership.

DELIVERING GREATER VALUE THROUGH MEDIA INTEGRATIONS

As of 1 April 2025, Wahoo Advertising officially joined forces with COG Advertising - majority-owned by Prime Creative Media. This new partnership marks an exciting evolution, significantly enhancing the strategic value Wahoo can offer to clients across the mining and industrial sectors.

Prime Creative Media is Australia's largest B2B publisher, renowned for its integrated marketing platforms and strong industry connections.

Prime Creative Media publishes mastheads such as Australian Mining, Mining, Australian Resources and Investment, PNG Mining and Energy Today, along with Cranes & Lifting, Earthmovers and Excavators and Earth Moving Equipment magazine.

Prime also owns and organises some of Australia's leading mining industry events such as QME, AIMEX, WA Mining Conference and Exhibition and PNG Expo.

Our partnership unlocks exclusive access to a trusted media and event network, which can be tailored to reach and influence decision-makers.

Through this alignment, our clients can now tap into high-impact editorial and advertising opportunities including:

- Access to premium Industry thought leadership opportunities.
- Seamless media placements in targeted industry publications.
- Enhanced media savings through strategic print and digital media partnerships.





















why wahoo advertising.

MINING INDUSTRY SPECIALISTS

Over 15 years of proven expertise in marketing communications for mining, METS, and industrial sectors.

STRATEGIC + CREATIVE EXCELLENCE

Full in-house services from strategy to creative execution, digital media buying, content creation, and production.

NEW STRENGTH THROUGH STRATEGIC PARTNERSHIP

Now backed by COG Advertising and Prime Creative Media, offering unrivalled reach into the mining sector through flagship industry publications and networks.

INTEGRATED NATIONAL REACH

Offices in Brisbane, Sydney, and Melbourne — understanding both metropolitan and regional markets.

COST-EFFECTIVE MEDIA OPPORTUNITIES

Access to significant media discounts and value-add packages across Australia's leading B2B platforms.

CLIENT-FIRST PARTNERSHIP APPROACH

We work as true partners — understanding your goals deeply, building tailored strategies, and growing with you over the long term.







our services.

+ LOGO & BRAND DEVELOPMENT

- · Logo
- · Brand identity
- · Brand style guide

+ CREATIVE

- · Advertising campaigns
- · Corporate communications
- · Annual reports
- · Corporate stationery
- Brochures
- · Marketing collateral
- · Digital presentations
- · Tender documents
- · Print management
- · Custom publications

+ CONTENT CREATION

- Copywriting
- · Copy editing & proofing
- Scripting
- Industry whitepapers

+ DIGITAL & SOCIAL MEDIA

- · Content strategy & planning
- · Social media marketing
- · Social media management
- · Digital marketing
- · Google campaigns
- · Digital display advertising

+ MEDIA PLANNING & BUYING

- · Media strategy & planning
- · Rate negotiations
- · Post campaign reporting

+ WEBSITES

- · Website design & development
- Content creation
- · Content management
- · SEO
- · Campaign landing pages
- Mobile websites
- · E-commerce platforms

+ VIDEO & PHOTOGRAPHY

- Videography
- · Television commercials
- · Animation & motion graphics
- Stills photography
- · Drone video & photography
- · Post production services







WE WORK WITH:



PEOPLE & PERFORMANCE



HEALTH & SAFETY



ESG



SOCIAL PERFORMANCE



OPERATIONS



CORPORATE COMMUNICATIONS

TO DELIVER:



EMPLOYER BRAND & EVP



DEI & CULTURE



RECRUITMENT CAMPAIGNS



CAREER EVENTS MARKETING



SAFETY &
TRAINING CONTENT



COMMUNITY & STAKEHOLDER ENGAGEMENT



ENVIRONMENT & SUSTAINABILITY REPORTS



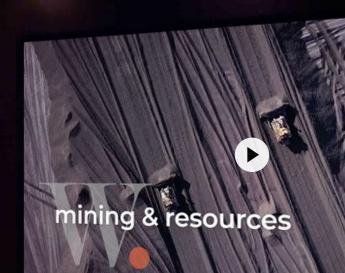
MINING ADVOCACY CAMPAIGNS







mining & resources creative show reel.



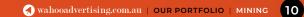




explore our work.

We're proud of the work we do and the clients we work with.

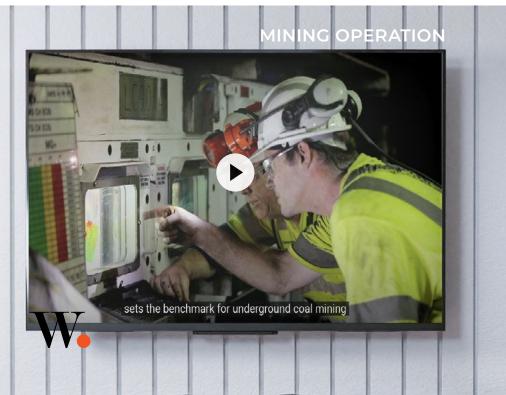


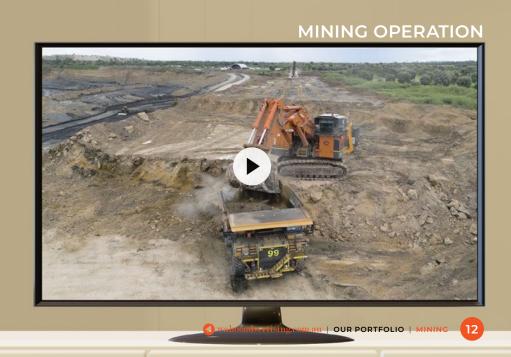






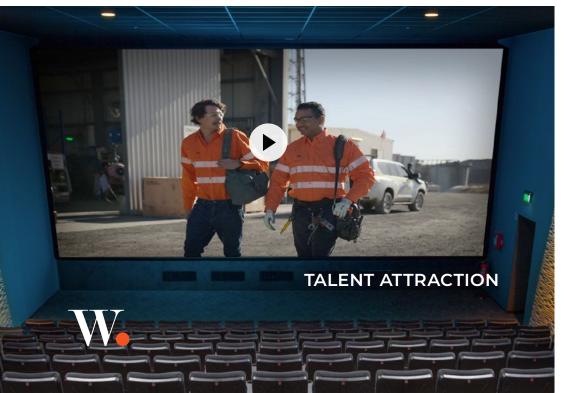


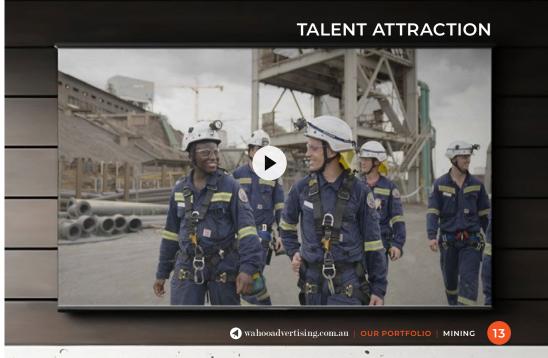






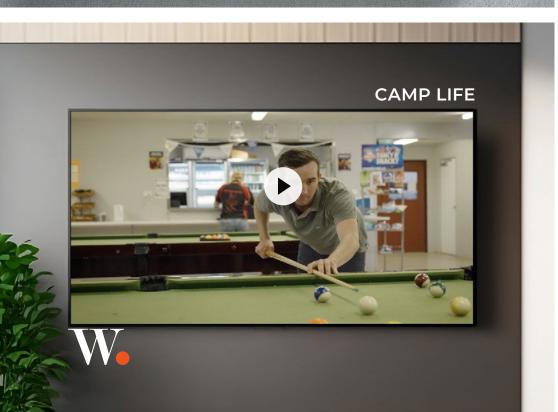


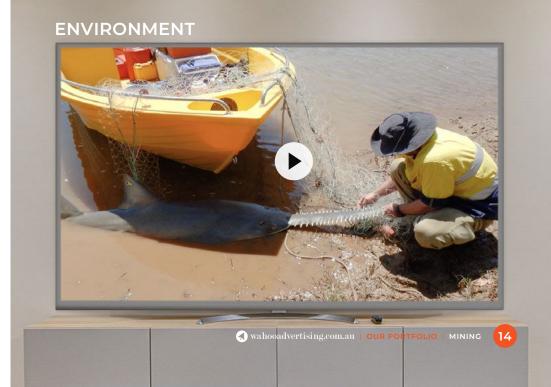








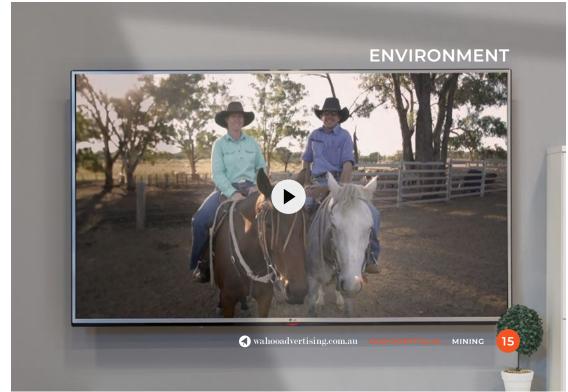
















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Advance your career in mining Join Hail Creek

Apply now glencore.com.au/hailcreek

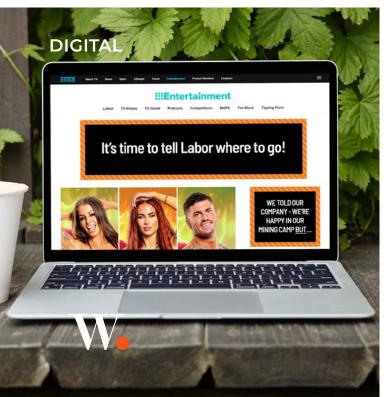
HAIL CREEK OPEN CUT

CAMPAIGNS

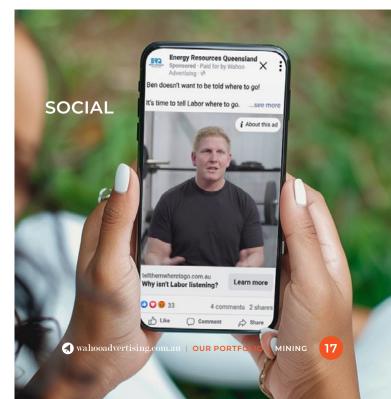
CLENCORE

























It's a bonus earning a wage while I'm learning, but I also love knowing I'm really valued.



Earn a nationally recognised trade qualification that could kick-start your career.

What you can expect from a Gloncore Coal Appronticeship. Genore is one of the verify's largest globally deveralised natural resource companies and a major producer and markener of more than 90 commodities.

of commodities.

Our four part Appendiceship Program will enable you to do make your skilling, gain experience and experience

What you'll get:

Gain exceptional skills and knowle become a qualified tradesperson

BROCHURE

Apprenticeship Program 2024

The 2024 Queensland Appren-Intake offers positions in: • Electrical

Plant Mechanic / Mechanical - Auto Electrical / Plant Machanic - Metal Fabrication / Mechanical

Who are we seeking?

If you are an enthusiastic and motivated person with a commitment to otherw, one justed with a focus or markety, and shall by to work in manner and good communications with we would like to hear from you! Candidates must have completed at each two loby the end of 20% to be considered. Mature age applicates also welcome to apply.

How do I apply? To apply you will need to provide: Your Cover Letter: introduce yourself and your nestors for applying rour Resume include your porsonal details, iducation level and details of any practical

experience or work history
- Copies of the last two (2) years of School, TAFE or University results or evidence of workplace training if mature age
- Names and confact defails of two (2) referent.

Applications open on Wednesday 77 May 2025 glencore.com.tru/spcrenticeships Applications close on Sunday 18 June 2025



Live and work with fellow apprentices at affordable onsite accommodation*

What are the onsite accommodation facilities?

accommodation facilities? Our particular injuries person domn soom letiture conferentable single beds, correge space and private bath soons. Oratile accommodation is located within a short vaste to food halls, where Appearations will be a state in more under workmands and thank soon to the state of workmands and thank soon to make overy state. Just make the properties of the state of Just a properties Just a properties of Just a properties Just a properties Just a

What are the benefits of

- Veroimales become life-long blends in a dynamic and shared-experience working environment.

- Apprentions gain invaluable life experience as they learn to navigate adulthood on their own two feet. Affordable accommedation and living costs.

Where are our mining operations? Clement Open Cut - Collinsville Open Cut - Hall Creek Open Cut - Newlands Open Cut - Daily Creek Coal - Bottesten Open Cut



Trade Discipline Dictionary

Moral Fabrication (Boicemaine)

Moral Fabrication (Boicemaine)

Antimoment mark (in, bunk shape, week of, a searmbe and far noted to produce or reser at type of the search of the searc

Plant Mechanic
past technics market, service and repair onsite fixed and mobile machinery including trucks, past technical market, service and repair onsite fixed and machinery including however and stationary engines (i.e. generators, pumps, compression and pasty gright to ensure they operate ensured was settly

Mechanical Florar materials, fit, space and menufacture metal parts and machinery, Mechanical Fitters specialise accelerate Disest Fates: misurani and repair disest empired or Taber March Fates: protein plant and machinery as well as design and menufacture modifications to existing plant components and persul-

Auto Electrician

Apprentices are eligible to receive up to \$45,000 in a lump-sum performance payment on

successful completion of their apprenticeship.

Employee benefits include: A tump-sum performance payment of up to \$45,000 upon apcrenticethip completion
 100% subsidised TAFE fees

provision of socilets, work wear and safety equipment. How will your income grow during your apprenticeship?

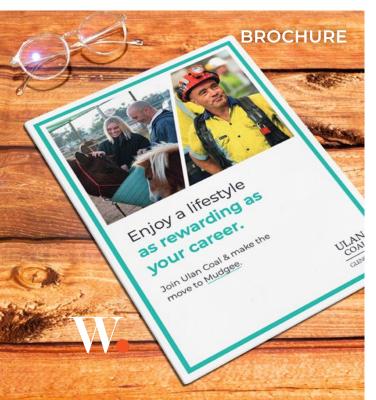




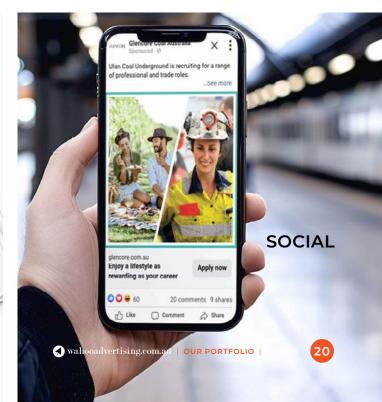


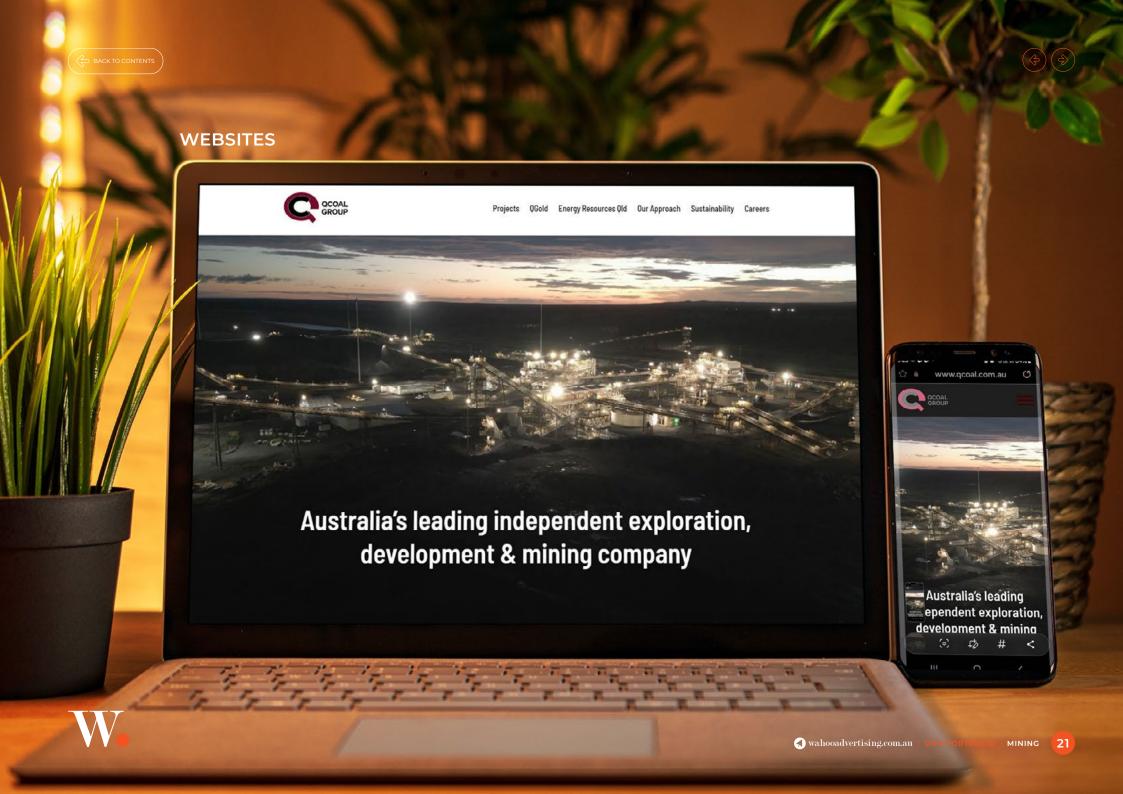




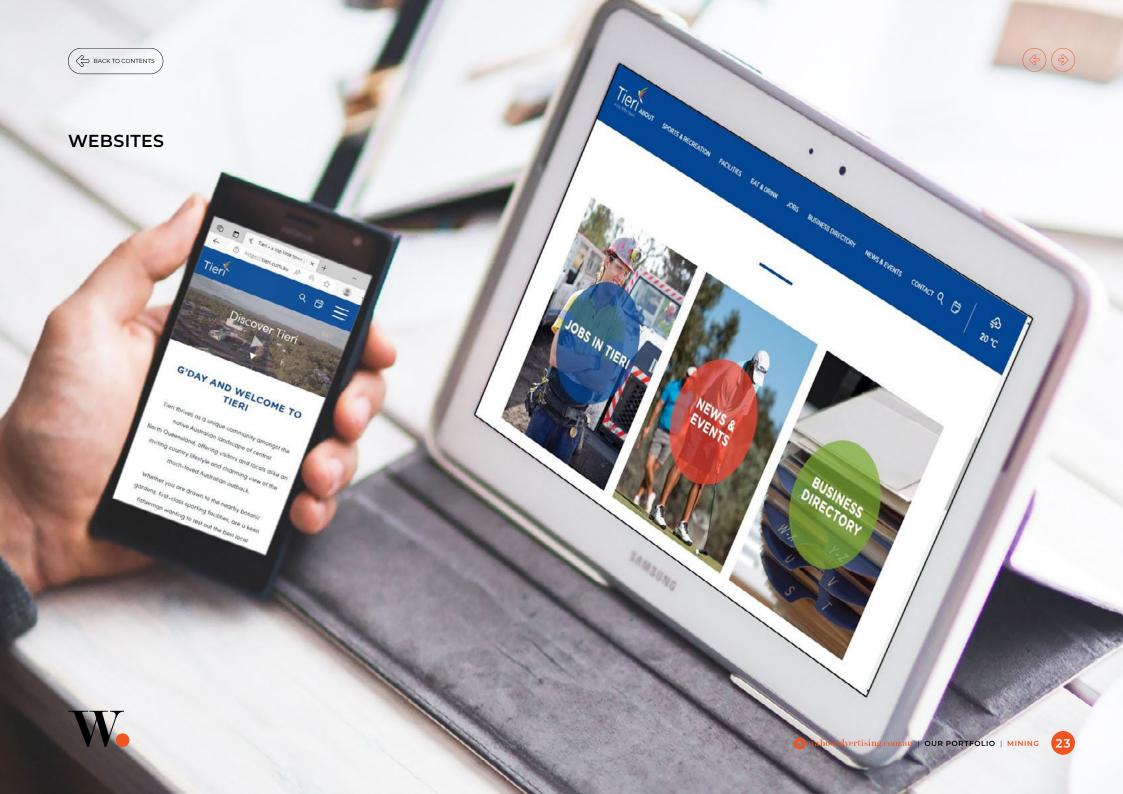
















































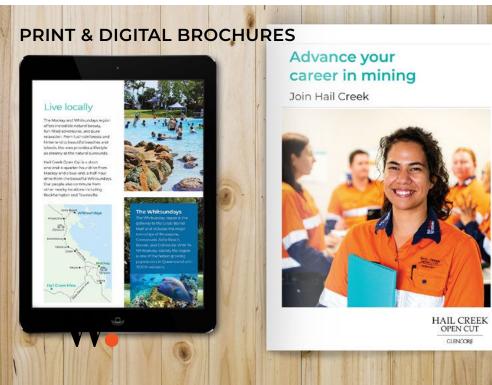














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