MINING & RESOURCES MARKETING & COMMUNICATIONS SPECIALISTS.



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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.

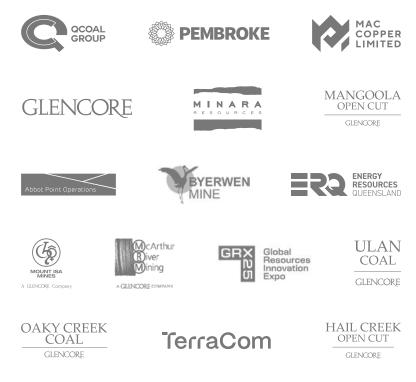
As a collective we've got over 35-years' experience working together with clients at iconic mine sites that have become synonymous with the success of the industry for decades.

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.

° C	<sup>27</sup> <b>Co</b>	<sup>28</sup> Ni	<sup>29</sup> Cu	<sup>³⁰</sup> Zn	<sup>47</sup> <b>Ag</b>	<sup>79</sup> Au	<sup>*2</sup> Pb
CARBON	COBALT	NICKEL	COPPER	ZINC	SILVER	GOLD	LEAD
12.011	58.933	58.693	63.55	65.4	107.868	196.966	207

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.

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# a strategic partnership. Delivering greater value through media integrations

As of 1 April 2025, Wahoo officially joined forces with COG Advertising - majorityowned 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.

### wahoo. Cog





# why wahoo marketing.

### 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
- $\cdot$  Corporate communications
- Annual reports
- Corporate stationery
- $\cdot$  Brochures
- Marketing collateral
- Digital presentations
- $\cdot$  Tender documents
- Print management
- Custom publications

### + CONTENT CREATION

- $\cdot$  Copywriting
- Copy editing & proofing
- $\cdot$  Scripting

### + 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
- $\cdot$  Content creation
- Content management
- SEO
- $\cdot$  Campaign landing pages
- $\cdot$  Mobile websites
- E-commerce platforms

### + VIDEO & PHOTOGRAPHY

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

### + EVENT MANAGEMENT

- Conferences & Seminars
- Product Launches
- · Virtual & Hybrid Events
- Workshops & Training Sessions
- VIP Panel/Round table Events
- Client Appreciation Events
- Gala Awards Evenings
- Exhibitions & Trade Shows

### WE WORK WITH:



TRAINING CONTENT

# mining & resources creative show reel.



mining & resources



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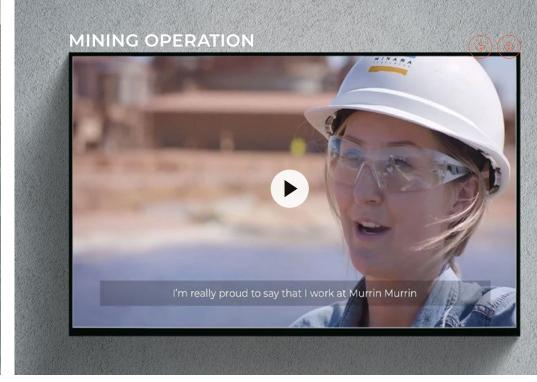
# explore our work.

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



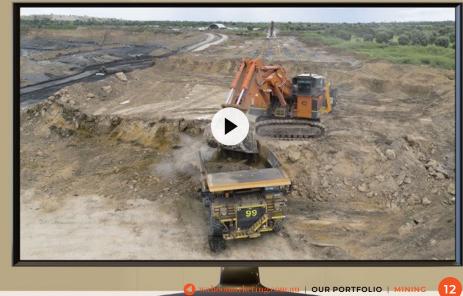








### MINING OPERATION









### TALENT ATTRACTION

### TALENT ATTRACTION





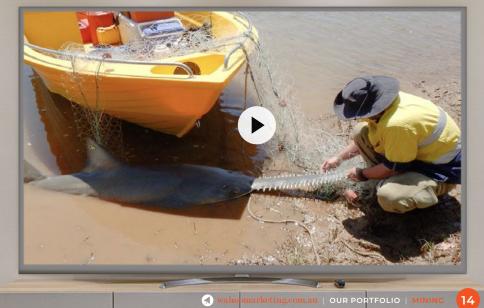
### WOMEN IN MINING



**TALENT ATTRACTION** 

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### ENVIRONMENT



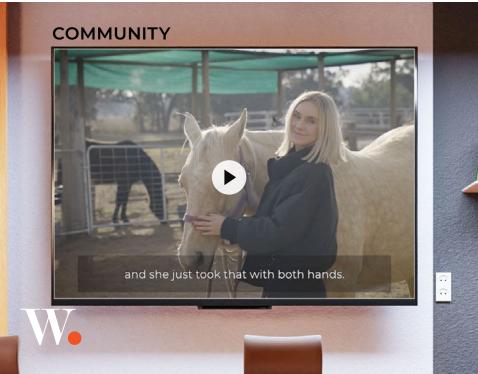
### CAMP LIFE





### TALENT ATTRACTION





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### ENVIRONMENT



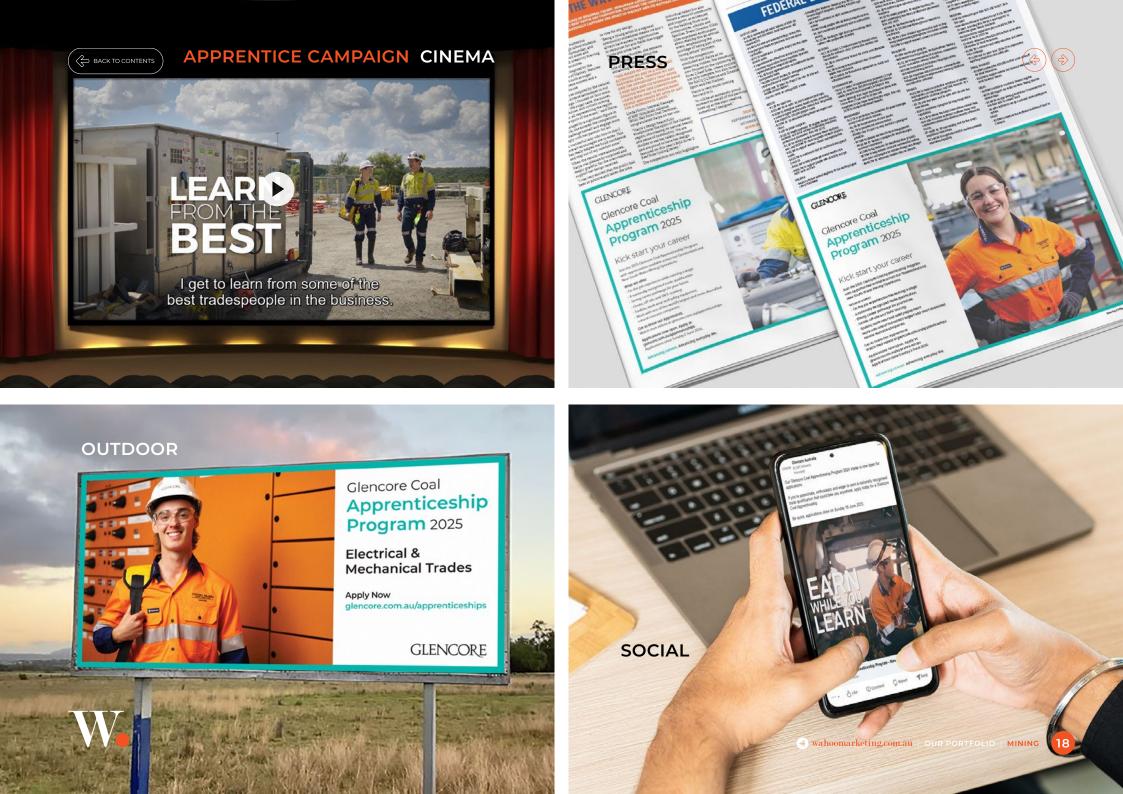
















It's a bonus earning a wage while I'm learning, but I also love knowing **I'm really valued. }}** 



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

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What you'll get:

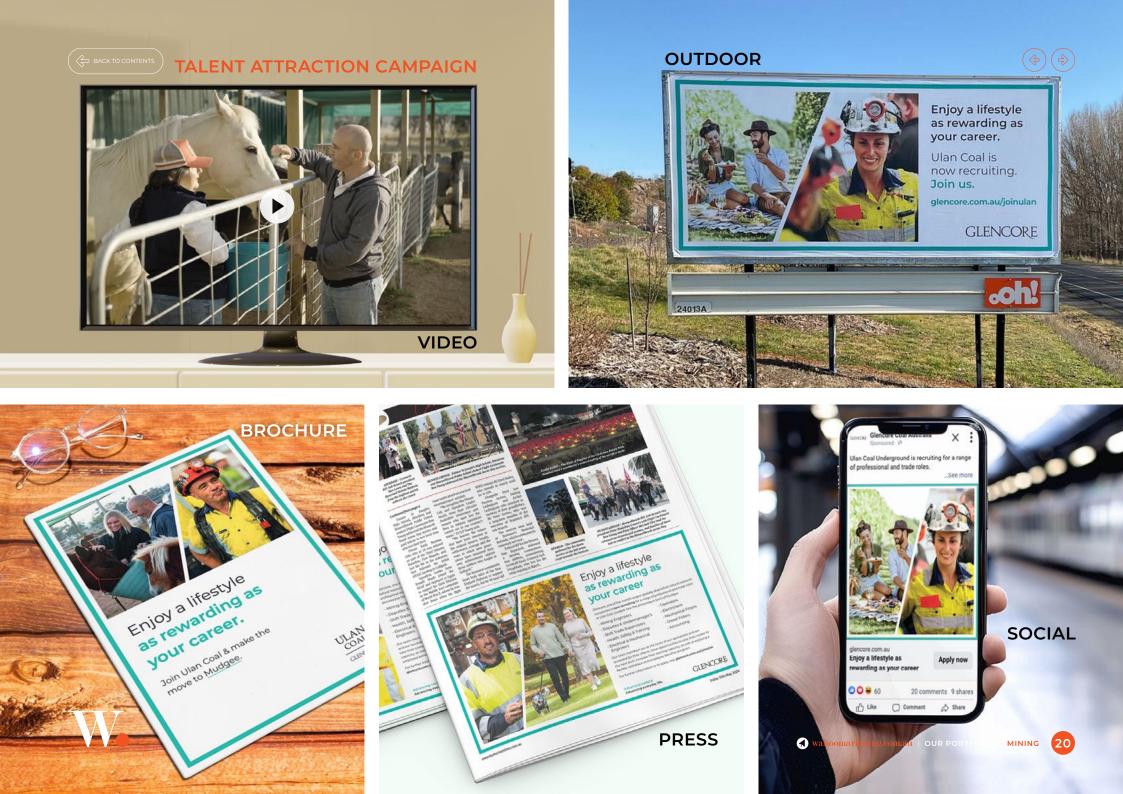
Gain exceptional skills and knowledg become a qualified tradesperson () Take odvantage of strong caster pathways for your future

Work with one of the world's largest and most diversified natural

### BROCHURE

#### We're proved to office apprentices a generous employee benefit program in addition to a remoneration package that is in accordance with industry standards. Trade Discipline Dictionary Monte Fabrication (Bolermaker) Menemate most cut cards thank with 0.4 samma was to invest a popular on reset at types Menemate most cut cards thank was 0.4 samma was in the most organizer, exceeden budient mole statut, compatible to the large light one cards generative and upper at hand most cut on come of works. Employee benefits include: A sump-sum performance payment of up to \$45,000 upon apprentically completion 100% subsidiaed TAFE fees Live and work with fellow Glencore Coal Apprenticeship apprentices at affordable provision of toolkits, work wear and sofety equipment Program 2024 onsite accommodation\* How will your income grow during Plant Mechanic Plant Mechanic Pass Mechanismentaria, service and reparensise fixed and mobile machinery including trudos, have verifying endowing and action range endowing (or generators, pumps, compression and anting right to ensure they operate etholerity was setty your apprenticeship? The 2024 Queensland Apprent Intake offers positions in: • Electrical contices will have access to career progre-portunities that value trade skits and provi-nerous remuneration upon completion of What are the onsite accommodation facilities? Bowen OC Mechanical Frances Mechanics Frances matrixes, fits, oper and menufacture model persistent machinery. Mechanical Intern operations accelerate foreign frame manage and reper desertemented or Fiber Receipted a start and machinery as well as design and menufacture modifications to extend prace components and persis-ters. Accommodation facilities? Our service integre protein down secret leature control bate works. On this accommodation to house bate backs. On this accommodation to apprentice will be able to most balls, where worksmaps and bracks hour or balls barder of masks every hour accommodation barder on the able of the accommodation barder on 24/7 security is well as well in vasiling parts. Electrical Flant Mechanic / Mechanical Collingville Open Cut ® Auto Electrical / Darit Machanic Metal Fabrication / Mechanical Nowlands Open Cut @ Who are we seeking? Pysical and an article and included personal the second and the second and the second and the theory of the second and the second and the considered second and the second and the considered Macan age applications and welf-theory of access and the second and the considered Macan age applications are welf-theory of the second and the second and the considered Macan age applications are welf-theory of the second and the second and the considered Macan age applications are welf-theory of the second and the s Becholan Ben kasa intak manaki na negar segina intak ina, teananens and segarene. Recholan Bel kasa intak manaki kasa kasa kasa kasa kasa kasa kasa pageunakki laga consulan. Gar kasa naradi gatema PA-kasa gatana e pawa menatan. Ben kasa kasa kasa kasa kasa kasang ana menensian jarah dingerasan Hall Crock Open Cut B 140 mont Care a : Appck/hill What are the benefits of Caky Creek Coll Caky Creek North @ sky Creek Surface @ Auto Electricitaria matrizari and repair complex heavy ainstructuring machinery including complex Operation of Technology (Cott) is and systems, major overhasis and portuct inquivements Auto Electricitaria may access an unmetre of analy which has trade use as a execution of system and are are engineered, builds. Auto Electricitaria can also shall used in event including of system and areas engineered, builds. Auto Electricitaria can also shall used in event including Auto Electrician Workmakes become life any biends in a dynamic and started personants working environment apprentices gan invaluable bie expansion et they learn to navigate edulthood on their or the learn How do I apply? To apply you will need to provide: Emorald () Your Cover Letter, introduce yourself and your nestors for applying Open Cut @ Surge Binlin servical and refrigeration rour Rosume include your paraonal details, iducation level and details of any practical By share ( Affordable accommediation and living costs. Apprentices are eligible to receive up to \$45,000 expensione or work instory - Copies of the fact two (2) yours of School, TAFE or University results or evidence of workplace training if muture 808 Where are our mining operations? in a lump-sum performance payment on Where are out mining operations Clement Open Cut Collinaville Open Cut Collinaville Open Cut Newlands Open Cut Daky Creek Ceal Exclaston Open Cut Key successful completion of their apprenticeship. Names and contact details of two (2) referent. Cosi C Port Scotter Apply Now! Applications open on Wednesday 77 May 2028 plencore.com.au/uppnenticeshipi Applications close on Sunday 18 June 2023





### WEBSITES



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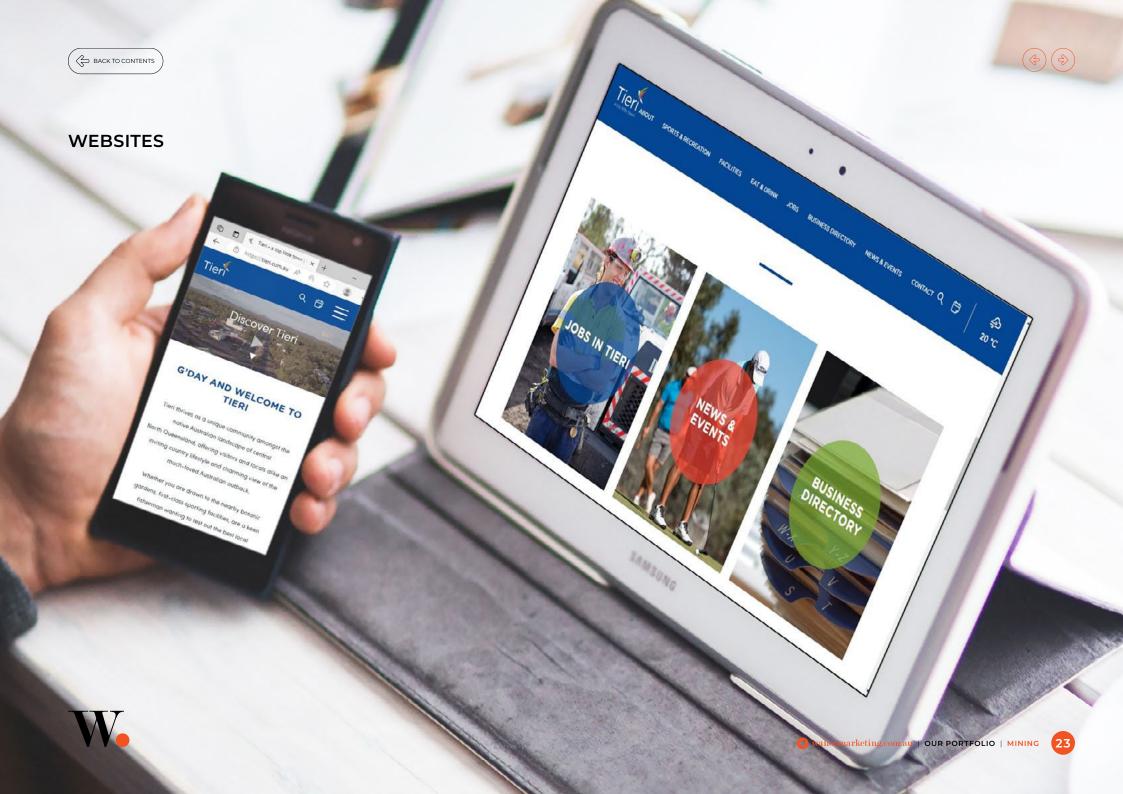
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MARKETING COLLATERAL

New Starter Handbook

### EMPLOYEE ON-BOARDING

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### **PRINT & DIGITAL BROCHURES**



Advance your career in mining

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Onboarding

EMPLOYEE ONBOARDING with Glencore

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# contact us.

JANINE PAYNTER GROUP ACCOUNT DIRECTOR 07 3230 2800 | 0412 528 947 jpaynter@wahooadvertising.com.au

OFFICE LOCATIONS Brisbane: Level 6, 87 Wickham Terrace, Spring Hill, 4000, QLD Sydney: Level 11, 201 Miller Street, North Sydney, 2060, NSW Melbourne: 379 Docklands Drive, Docklands, 3008, VIC

### wahoomarketing.com.au

