

**IQA**

**AIQEF PREVIEW**

**January 2026**

**THAT'S SOLID |  
PUBLIC AWARENESS CAMPAIGN**

# LAUNCH TIMELINE

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Stage 1 of the campaign will launch in **February 2026**, when schools and career advisors are most active.

The initial focus will be on raising awareness among school leavers, parents, and educators near quarry hubs through:

- Digital and social media channels
- A tailored Schools and Careers Advisor Kit
- Quarry Promotion packs to enable members to share campaign assets locally

This education-first approach builds a strong foundation for the future of the campaign.

# STAGE ONE – SCHOOLS

CONFIDENTIAL PREVIEW | NOT FOR DISTRIBUTION

# HERO VIDEO

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The campaign's hero video weaves together snippets from each case study, offering a concise overview of the core messages that sit at the heart of the broader campaign. It introduces the themes, impact and collective story that connect each individual case.

The video is set to private until the launch and can be viewed with the password 'IQA'.

[WATCH THE VIDEO](#)



# CASE STUDY VIDEOS

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Our stories show the people who make our sector solid and who are proud of their contribution to local communities. The videos are set to private until the launch and can be viewed with the password 'IQA'.



**Jacqui**  
**Leadership and Learning**  
From performing arts to quarry leader, Jacqui's story shows how learning never stops in quarries.

[WATCH HER VIDEO](#)



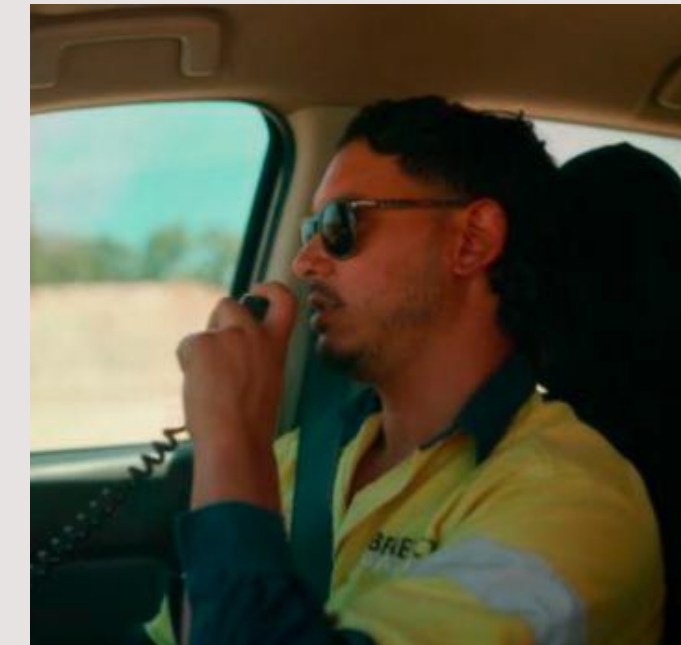
**Brandon**  
**Early Career Growth**  
Starting straight from school, Brandon's found more than a job - he's found his life path.

[WATCH HIS VIDEO](#)



**Michelle**  
**Building a Future**  
Michelle's career shows how her quarry offers flexibility, stability, pride, community impact, and a new opportunity for her family.

[WATCH HER VIDEO](#)



**Zubayr**  
**Driving new Futures**  
From seeing a sign on the side of the road to now working to become a quarry manager, Zubayr's story shows what can happen when you find your calling.

[WATCH HIS VIDEO](#)

# EDUCATION PACK

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The *That's Solid* Education Pack has been developed as a practical, classroom-ready resource to support the broader campaign by introducing students, teachers and career advisers to the quarry sector and the diverse career pathways it offers.

It provides a clear overview of what quarries do, why they are essential to local communities, and how the sector offers stable, long-term and locally based employment opportunities.

The pack will combine accessible written content, real career stories and interactive digital resources, including a career quiz, downloadable factsheets and links to local employers.

Together, these elements are designed to support meaningful career conversations, encourage engagement beyond the classroom and help connect students with real-world opportunities in their local communities.

**QUARRIES LAY  
THE FOUNDATION  
FOR EVERYTHING  
THAT LASTS.**

**THAT'S SOLID**

**Education pack**



The Institute of Quarrying  
AUSTRALIA



# WEBSITE LANDING PAGE

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The landing page has been designed as the central digital hub for the *That's Solid* campaign, bringing together the hero video, individual case studies and key calls to action in one cohesive experience.

The screenshots shown below represent the final page designs, captured ahead of launch.

The full landing page will go live at campaign launch, with all video content, links and interactive elements fully enabled.

At launch, the page will open with a strong hero banner and campaign messaging, followed by the hero video, which introduces the campaign's core themes and sets the context for the individual stories. From there, users are guided through clear sections that explain the role of quarries in communities, highlight career pathways, and showcase real stories from people working across the sector.

The page also includes prominent calls to action, encouraging users to watch the stories, take the career quiz, or find a quarry near them, alongside expandable sections tailored to students, educators, parents and community members. Supporting content introduces the Institute of Quarrying Australia and invites users to stay connected through ongoing updates and social channels.

Together, the landing page acts as a storytelling platform, education resource and engagement tool, designed to support the broader *That's Solid* campaign and drive meaningful interaction once live.

# QUARRIES LAY THE FOUNDATION FOR EVERYTHING THAT LASTS.



## THAT'S SOLID



The Institute of Quarrying  
AUSTRALIA

## THAT'S SOLID: BUILDING STRONG COMMUNITIES AND CAREERS

From providing much-needed materials that build our schools to rewarding job opportunities for school leavers, Australia's quarry sector lays foundations for everything that lasts.

We live local. We hire local. We provide local materials.

We are invested in our communities and the local jobseekers we support.

Whether it's giving school leavers a head start or supporting the development of local infrastructure, we are here for the long haul.

Now, That's Solid.

### Password required

If you have access, enter the password to watch.



Submit



[WATCH OUR STORIES](#)

[TAKE THE CAREER QUIZ](#)

[FIND A QUARRY NEAR YOU](#)

## FIRST OFF, WHAT EXACTLY IS A QUARRY?

Quarries are where essential materials like rock, sand, and gravel are sourced - the building blocks for homes, schools, hospitals, roads, and key infrastructure projects.

But quarries are more than sites of extraction. They're part of the fabric of local communities, supporting thousands of jobs, investing in regional economies, providing the vital material for new homes and keeping Australia growing.

Quarries are active partners in community growth, helping shape the places we live and work.

They are also significant employers across Australia, providing on-the-job training, mentoring and opportunities to live local while developing diverse, and rewarding globally recognised careers.



[FIND A QUARRY NEAR YOU](#)

## CAREERS AND COMMUNITY

Quarries offer more than solid jobs; they offer solid futures and stronger communities.

Whether you're a student, jobseeker, educator, parent, or community member, there's a place for you in the quarry sector.

- **For jobseekers and students:** Explore paid training, nationally recognised qualifications, and career growth from entry-level to leadership. And you don't need to leave the community you live in.
- **For communities:** Discover how quarries support the development of your community, sponsor events, and invest in key infrastructure across Australia.
- **For educators and parents:** Access tailored resources to help young people explore opportunities to have meaningful career paths and understand the sector's impact on their region.
- **For sector members:** Connect with schools, offer placements, and showcase opportunities that build both careers and communities.

## NOT SURE WHICH QUARRYING CAREER WOULD SUIT YOU?

Take our short, engaging quiz to explore potential roles and discover how your interests could help shape your community and career.

[TAKE THE CAREER QUIZ](#)



# OUR STORIES

Meet the people who make our sector solid and are proud of their contribution to local communities.



## Jacqui – Leadership and learning

From performing arts to quarry leader, Jacqui's story shows how learning never stops in quarries.



## Brandon – Early career growth

Starting straight from school, Brandon's found more than a job - he's found his life path.



## Michelle – Building a future

Michelle's career shows how her quarry offers flexibility, stability, pride, community impact, and a new opportunity for her family



## Zubayr – Driving new futures

From seeing a sign on the side of the road to now working to become a quarry manager, Zubayr's story shows what can happen when you find your calling.

[WATCH OUR STORIES](#)

# HOW CAN WE WORK TOGETHER?

## ✕ For educators and parents

Teachers, career advisors, parents, and community leaders play a vital role in helping young people discover meaningful career paths.

### **Our free Education Pack includes:**

- Stories and testimonials from our people [link to video section on page]
- “That’s Solid” career quiz [link to quiz]
- Career pathway at a glance [PDF download - IQA to provide]
- Factsheets on key roles and requirements [PDF download - IQA to provide]
- Link to find a local employer in your region

**Explore more resources:** For comprehensive career information, work experience toolkits, and school materials, visit the IQA School to Workforce Hub.

## ✕ For students: Build your solid future

Finishing school soon and wondering what’s next? We are here to help you discover rewarding career pathways and real opportunities in your local community.

### **Your next step**

- **Take the career quiz:** Find out which quarrying roles suit your interests and strengths.
- **Watch real stories:** Hear from young people who have built solid futures in quarries.
- **Connect with employers:** Reach out to local quarries offering traineeships and apprenticeships.
- **Join events and site visits:** Meet sector professionals and see quarries in action at campaign events, open days, and school visits.
- **Ask questions:** Contact your local quarry teams for advice on getting started.

There’s a place for you in the quarry sector. Take the first step towards a solid career and a solid future.

## ✕ For community: Active contributors in your community

Quarries are more than just places where rocks are extracted - they are vital local employers and community partners.

As proud employers of local families, quarries provide stable jobs and support communities across Australia.

They sponsor community events, partner with local organisations, and invest in local projects that make a difference.

Quarries supply the essential materials that build and maintain our roads, schools, hospitals, and public spaces - laying the foundations for everything that lasts.

Want to learn more about how quarries contribute to your community? Explore our stories and find a local quarry near you.

## WHO IS THE IQA?

The Institute of Quarrying Australia (IQA) is the peak body and trusted voice for the quarries and essential construction materials sector across Australia.

The IQA supports professionals across all stages of their careers through connection, professional development and access to sector-leading knowledge.

The IQA supports more than 1,750 members with a global network of affiliated organisations in the United Kingdom, New Zealand, South Africa, Malaysia and Hong Kong.

The IQA is committed to enhancing professional standards, improving safety outcomes and supporting innovation.

The organisation champions diversity and inclusion through its Women in Quarries and Young Member Network initiatives, ensuring it reflects and supports the evolving needs of the sector.



**THANK YOU.**