



IQA National Public Awareness Campaign

THAT'S SOLID

Member Preview

**Thank you to our members who made this campaign possible
Launching February 2026**

MEMBER PREVIEW | NOT FOR DISTRIBUTION

HERO CAMPAIGN TAGLINE "THAT'S SOLID"

Why "That's Solid"?:

A modern tagline that resonates with young people, conveying strength, reliability, and trustworthiness. In youth speak, "solid" means something that's dependable, well-done, and respectable.

What it communicates:

- Strength and reliability of quarry careers and community impact
- Solid, stable career pathways with mentorship and growth
- Local employment alternative to FIFO roles
- Community contribution through essential infrastructure

Supporting messages:

- Solid jobs. Solid futures.
- Build your future on something solid.
- Quarries - the stable bedrock of our communities.

CAMPAIGN

Real stories. Real impact. Real careers.

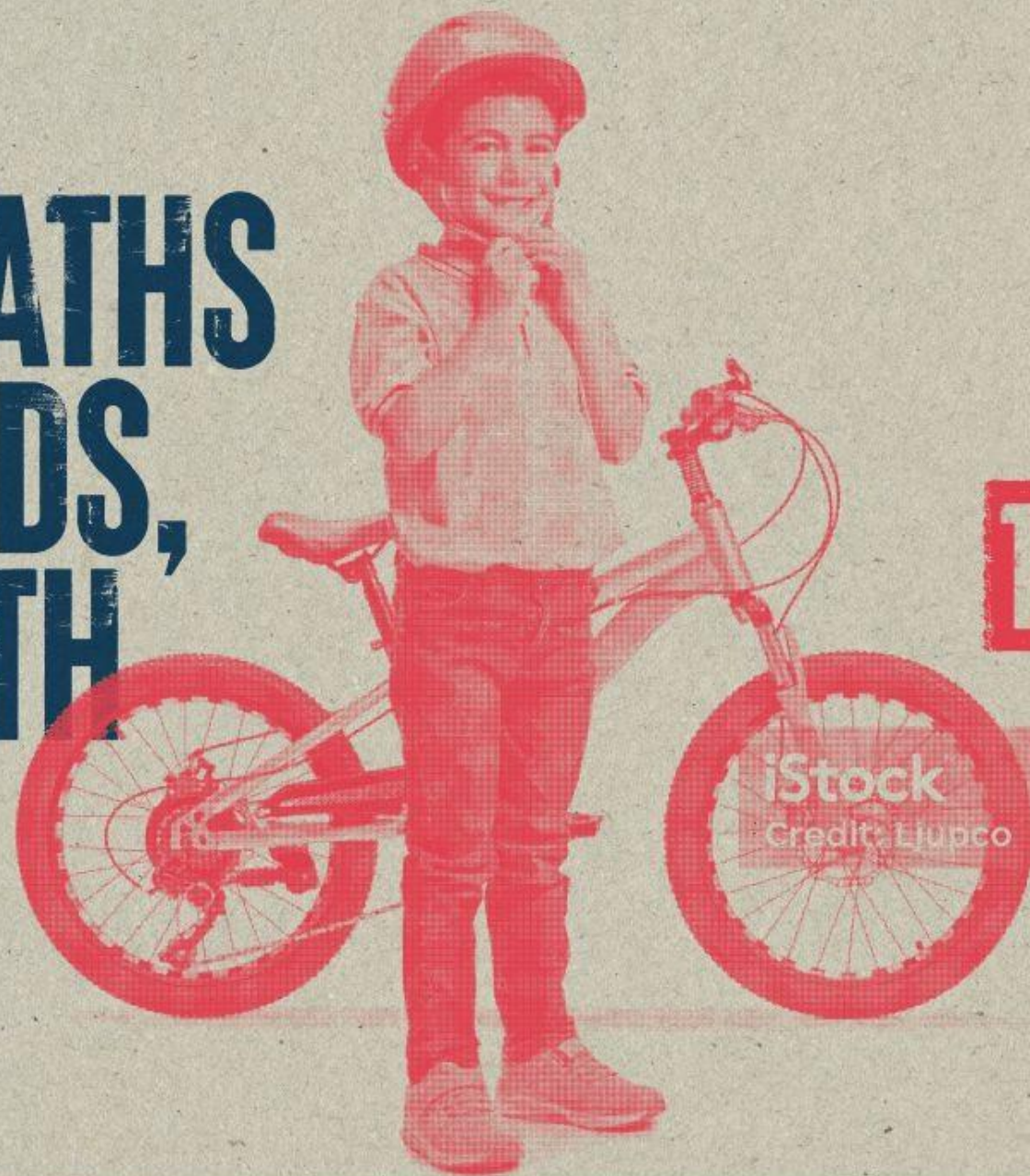
FROM PROVIDING MUCH-NEEDED MATERIALS THAT BUILD OUR SCHOOLS TO REWARDING JOB OPPORTUNITIES FOR LOCAL SCHOOL LEAVERS, AUSTRALIA'S QUARRY SECTOR LAYS FOUNDATIONS FOR EVERYTHING THAT LASTS.

WE LIVE LOCAL. WE HIRE LOCAL. WE PROVIDE LOCAL MATERIALS.

WE'RE INVESTED IN THE COMMUNITIES AND LOCAL JOBSEEKERS WE SUPPORT.

WHETHER IT'S GIVING SCHOOL LEAVERS A HEAD START, OR SUPPORTING THE DEVELOPMENT OF LOCAL INFRASTRUCTURE, WE'RE HERE FOR THE LONG HAUL.

**FROM BIKE PATHS
TO BOULEVARDS,
IT STARTS WITH
QUARRIES.**



THAT'S SOLID

IQA

The Institute of Quarrying
AUSTRALIA

iStock
Credit: Ljupco

**I OPERATE
HEAVY
MACHINERY
BUT I'M NOT
A FIFO WORKER.**

iStock™
Credit: Igor Aleksander

**I'M A QUARRY WORKER.
THAT'S SOLID**



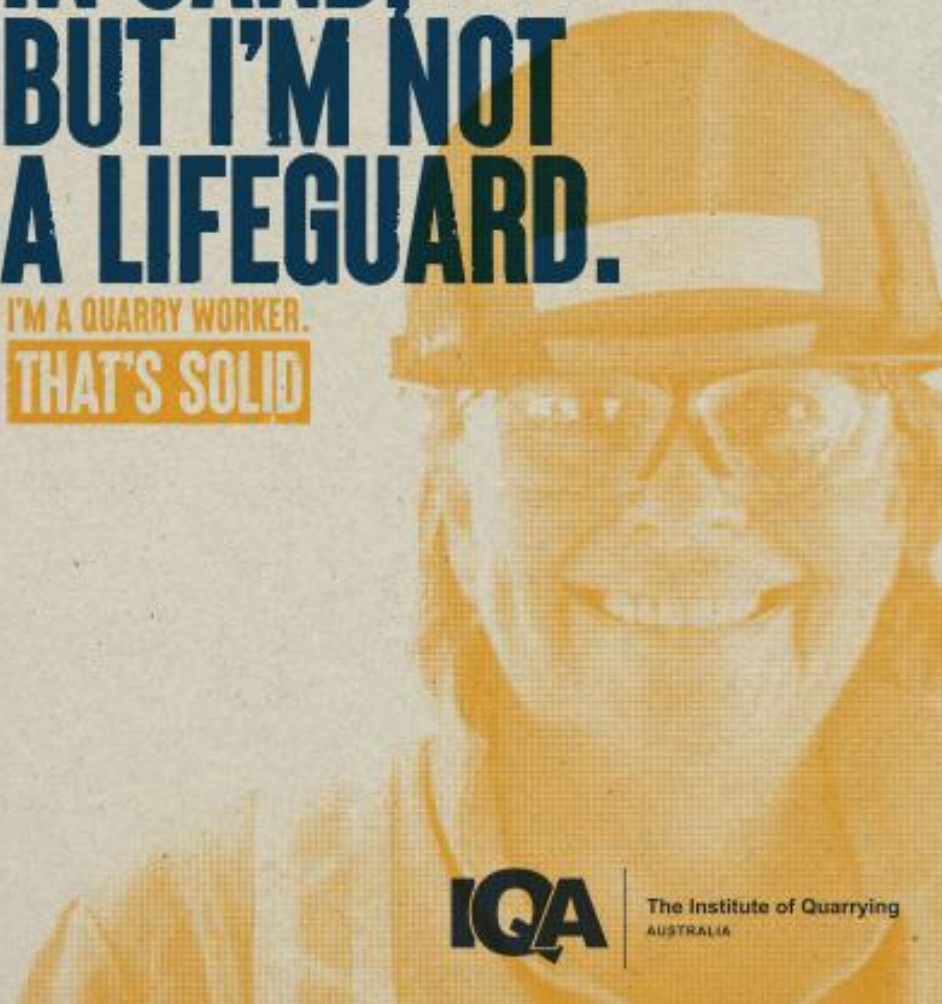
The Institute of Quarrying
AUSTRALIA





**I SPEND MY
DAYS WORKING
IN SAND,
BUT I'M NOT
A LIFEGUARD.**

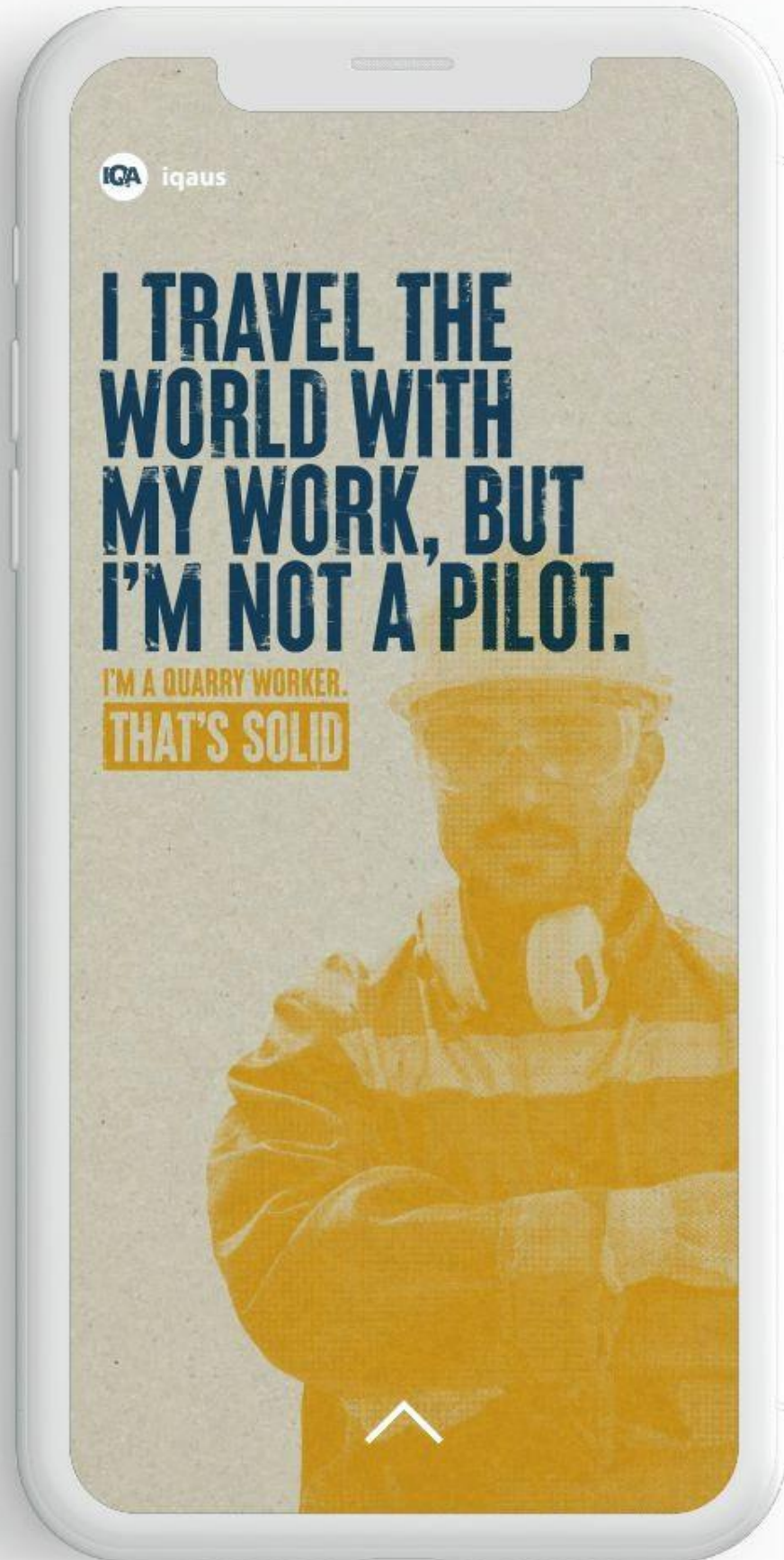
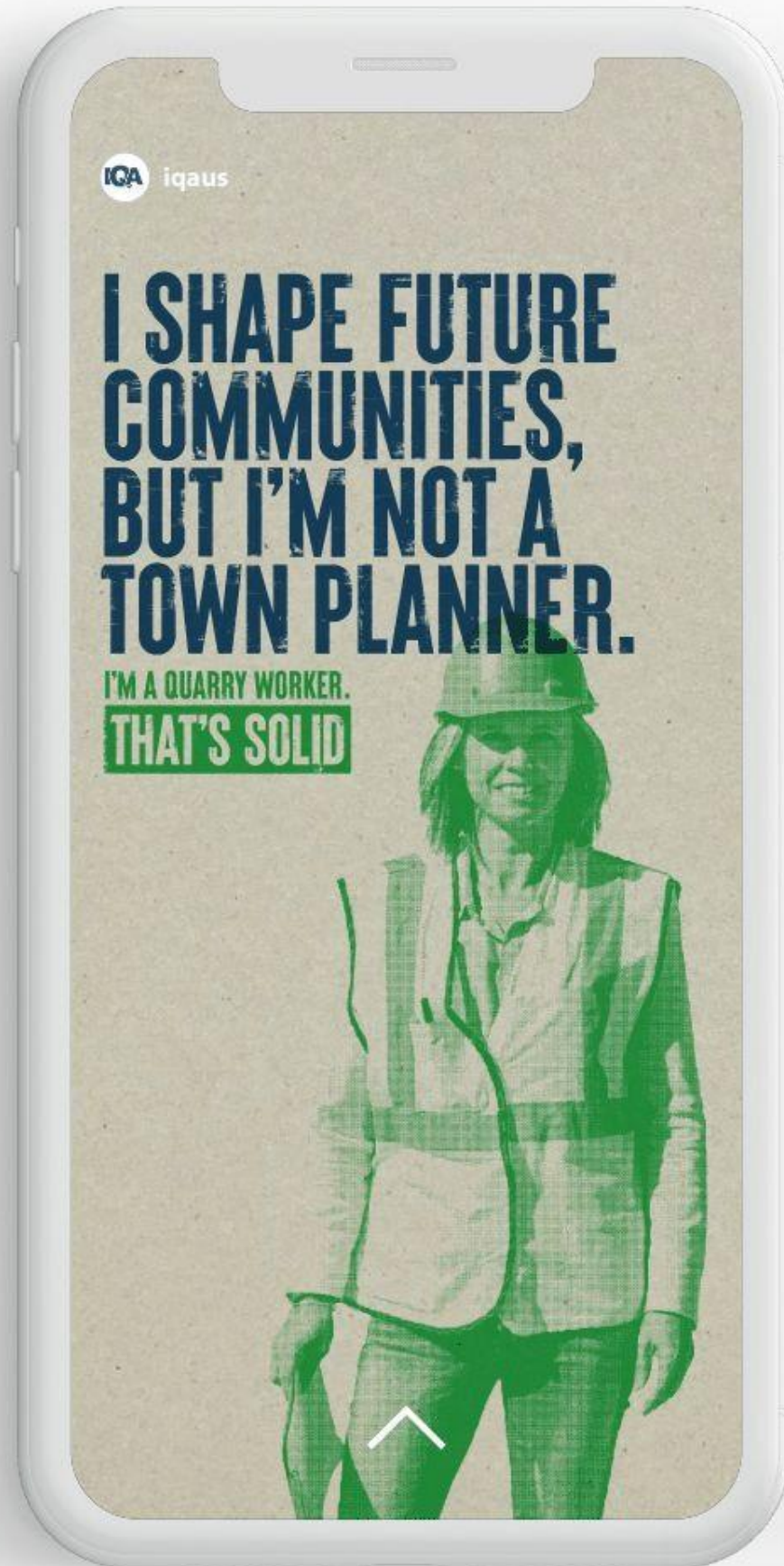
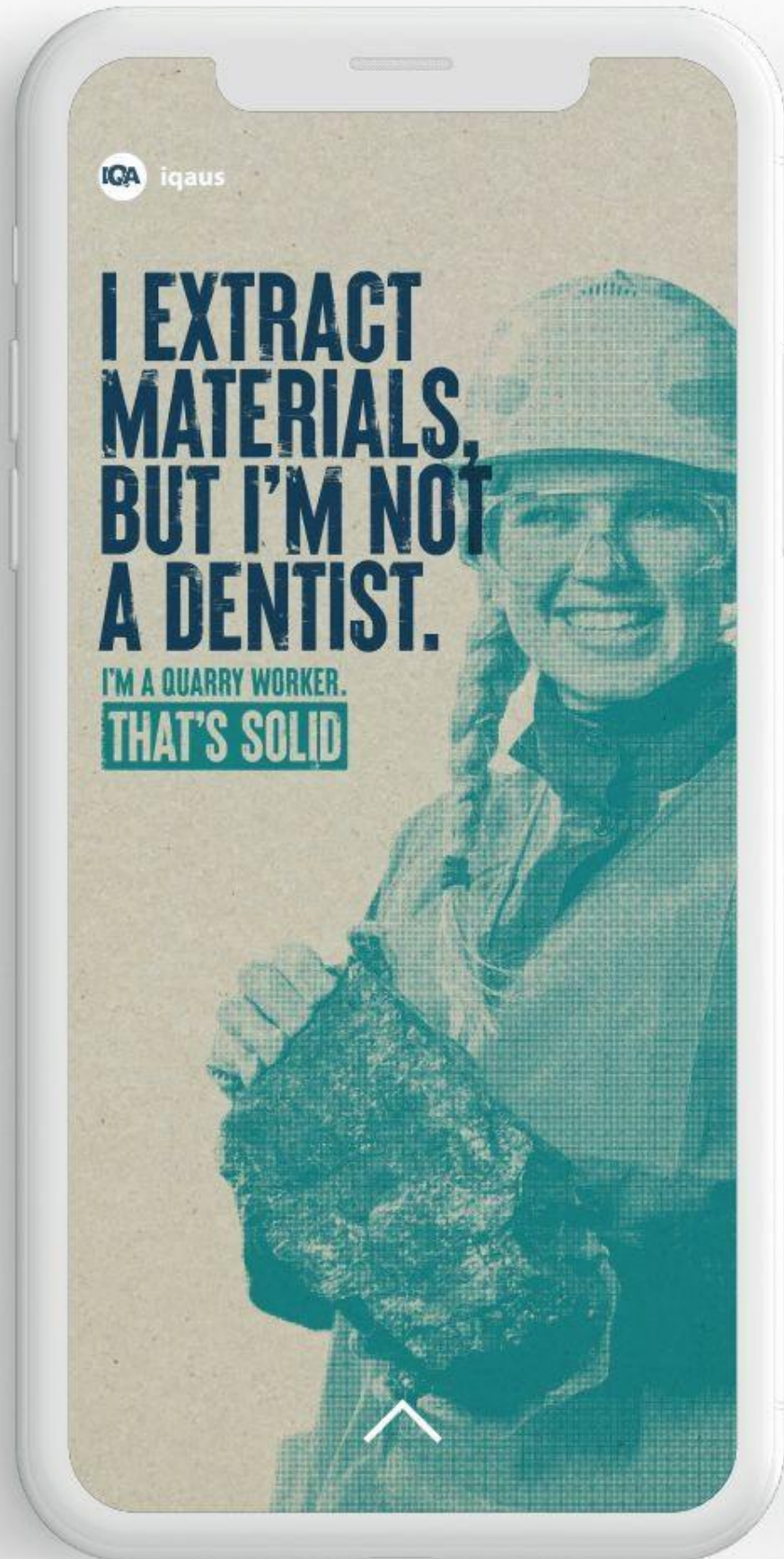
**I'M A QUARRY WORKER.
THAT'S SOLID**



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AUSTRALIA

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MEMBER PREVIEW | NOT FOR DISTRIBUTION





HERO VIDEO

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

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'.



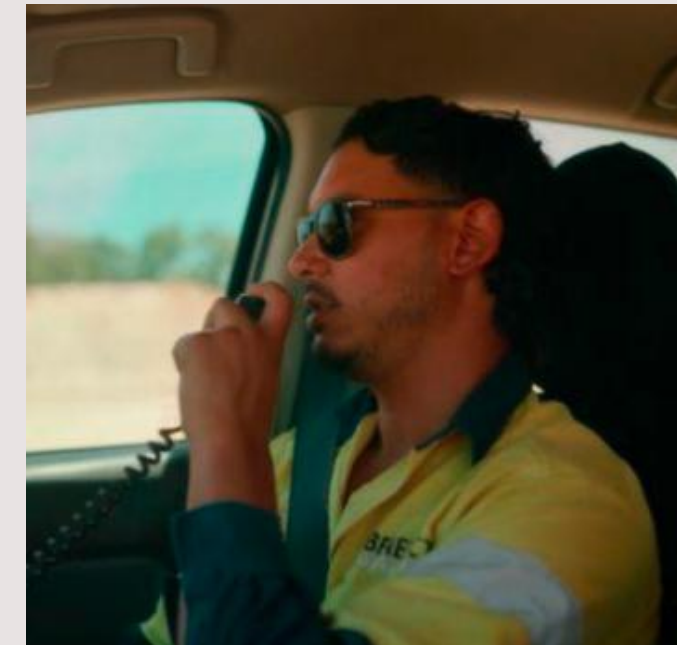
Jacqui
Leadership and Learning
From performing arts to quarry leader, Jacqui's story shows how learning never stops in quarries.
[WATCH HER VIDEO](#)



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

The That's Solid Education Pack is a classroom-ready resource introducing students, teachers and career advisers to the quarry sector and diverse career pathways.

What's included:

- Real career stories and videos
- Interactive career quiz
- Downloadable factsheets
- Links to local employers

Designed to support meaningful career conversations and connect students with real-world opportunities in their local communities.

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

THAT'S SOLID

Education pack



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WATCH THIS SPACE

That's Solid campaign launches February 2026

Questions?

Contact iqa@quarry.com.au

