

**Australia's quarry sector lays the foundations for everything that lasts**

## IT'S TIME TO TELL THAT STORY

We've built the platform. Now it's your stories, your people, and your communities that will bring it to life. You are the backbone of this campaign. Get on board and help spread the word – the bigger the reach, the bigger the impact.

Visit the campaign hub: [quarry.com.au/thats\\_solid](http://quarry.com.au/thats_solid)

**Here's how you can get involved**

## GET STARTED



### SHARE THE CAMPAIGN ON SOCIAL MEDIA

- Follow the IQA on LinkedIn, Instagram and Facebook and share our That's Solid posts with your networks
- Tag the IQA and use #ThatsSolid#QuarryingCareers when posting
- Share the campaign landing page: [quarry.com.au/thatsolid](http://quarry.com.au/thatsolid)
- Encourage your colleagues and networks to share and engage – the more voices, the wider the reach



### SHARE THE THAT'S SOLID FLYER

- **Download the Community Flyer**  
Print and share it at local schools, sports clubs, community noticeboards and events
- **Download the Social Media Tile**  
Share it on your local community Facebook pages and neighbourhood groups
- The more communities we reach, the bigger the impact

Download both at [quarry.com.au/thats\\_solid](http://quarry.com.au/thats_solid)



### LIST YOUR ORGANISATION IN THE 'FIND A QUARRY' DIRECTORY

- Get your company listed on the That's Solid directory
- Connects students, job seekers, schools and career advisors with local quarry employers
- Makes it easy for young people in your region to find and reach out to your organisation
- Email [iqa@quarry.com.au](mailto:iqa@quarry.com.au) today to get your organisation listed



### ENGAGE WITH LOCAL SCHOOLS & CAREER ADVISORS

- Share the IQA Education Pack resources with local schools and career advisors
- Let us know what you're doing – we'll amplify your story through the IQA channels (That's Solid Hub, Quarry Magazine, IQA Connect app, IQA social media platforms, IQA events)
- Invite a local school to visit your site or offer to speak at a careers day
- Connect your apprentices or trainees with local schools to share their story



### SHARE WORK EXPERIENCE, TRAINEESHIPS OR APPRENTICESHIPS OPPORTUNITIES

- Actively promote available opportunities through the That's Solid campaign and the IQA Job Board
- Send us the role title, location and a short description – we'll promote it through the campaign channel
- Participate in IQA-coordinated career sessions and events

## AMPLIFY YOUR IMPACT

Ready to invest in your local presence?  
These co-branded options put your organisation at the heart of the campaign.



### BRAND YOUR FLEET WITH THAT'S SOLID TRUCK WRAPS

- Carry the campaign into your community every day - on your trucks, utes and site vehicles
- Wraps feature That's Solid campaign branding alongside your company logo and IQA logo
- High-visibility local advertising reinforcing 'we live local, we hire local'
- Email [iqa@quarry.com.au](mailto:iqa@quarry.com.au) to request your co-branding design pack



### CAMPAIGN DISPLAY MATERIALS FOR YOUR SITE & EVENTS

- Pull-up banners, posters and backdrops branded with That's Solid and your company logo
- Perfect for careers expos, community events, school visits and site open days
- Professional display materials available through the IQA campaign co-branding pack
- Get in touch at [iqa@quarry.com.au](mailto:iqa@quarry.com.au) to discuss options for your organisation



### CO-BRANDED EMAIL SIGNATURES & MARKETING ASSETS

- Add That's Solid campaign branding with your company's logo to your team's email signatures
- Branded marketing tiles and assets available for your company's channels
- Consistent, professional co-branding pack designed and ready to use
- Contact [iqa@quarry.com.au](mailto:iqa@quarry.com.au) to receive your organisation's co-branded asset pack



### SPONSOR LOCAL OUTDOOR ADVERTISING NEAR YOUR SITE

- Bus stop and billboard advertising within 15-20km radius of participating quarries
- Puts quarrying careers front of mind for local youth, parents and families
- Reinforces the 'live local, hire local' message in your community
- Email [iqa@quarry.com.au](mailto:iqa@quarry.com.au) to explore opportunities in your region

## READY TO GET INVOLVED?

Contact the IQA team to find out how you can get involved in Australia's biggest sector awareness campaign.



[iqa@quarry.com.au](mailto:iqa@quarry.com.au)



(02) 9484 0577



[quarry.com.au/thats\\_solid](http://quarry.com.au/thats_solid)

**NOW, THAT'S SOLID**