

The Institute of Quarrying Australia Sponsorship Prospectus

FY 2025 / 2026



The Institute of Quarrying
AUSTRALIA



The Institute of Quarrying
AUSTRALIA

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1. About Us

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

We connect quarrying professionals, facilitate networking opportunities, and advance career development across all levels of operations.

We have approximately 1,700 members and a global network organisations localised in the UK, New Zealand, South Africa, Malaysia, and Hong Kong, providing our members with access to worldwide best practices.

The IQA enhances professional standards, supports innovation, improves safety culture, and champions diversity through initiatives like Women in Quarrying and Young Member Networks, ensuring we represent the evolving needs of our diverse membership.



The Institute of Quarrying
AUSTRALIA

1.1 Our Member Profile & Branches

With Branches and Sub-Bran­ches in every state or territory, our members are distributed across Australia. We deliver locally relevant events, educational opportunities, and networking functions across our communities.

1.2 What We Do



Best Practice

We provide access to best practice education programmes, leading to formal qualifications or recognition of competency.



Professional Advancement

We provide opportunities for professional advancement through local and international networking for all roles within the sector from administration to operators, engineers to scientists, quarry managers and supervisors.



Connect

Through events, we work to connect peers, leaders and experts within the sector and develop networks and career pathways.



Diversity and Inclusion

We promote inclusion and diversity to ensure our sector is supportive of women, young people from all backgrounds with Young Member Network and Women in Quarrying committees and events.



Advocacy Thought Leader

We are the leading sector voice in supporting quarries to understand and comply with regulatory competency requirements state by state.



2. Our Sector

- We were founded in **1948**
- We support **2,200+ quarries** across Australia
- Our sector employs **10,000+ direct workers**
- Our sector contributes to generating **\$200 billion in annual revenue**
- Annually over **200 million tonnes of essential construction materials** are used to build homes, workplaces, schools, hospitals and infrastructure.



3. Partner With Us



Networking & Engagement

Get direct access to a network of sector leaders and workforce to grow your business.



Brand Visibility & Recognition

Showcase your brand at premier quarrying events, conferences, and publications.



Knowledge Sharing & Innovation

Be at the forefront of sector developments with exclusive insights into sector trends and emerging technologies.



Corporate Social Responsibility

Demonstrate your commitment to sector best practices and contribute to the sustainable development of quarrying operations.

3.2 Our Audience

Your business will be promoted to key decision-makers and personnel across the quarrying sector:

- Quarry Managers
- Quarry Supervisors
- Technical Managers and Support Asset Managers
- Operators
- Environmental Specialists
- Laboratory Technicians
- Mechanical and Electrical Support
- Administration Support
- Valued suppliers who provide goods and services to the sector
- Sector Regulators and Government
- CEOs, Directors and Managing Directors
- General Managers, State Managers and Operations Managers



3.3 Engagement & Reach

Partner with the IQA to maximise your reach and impact in the quarrying sector



Event Engagement & Partnership Loyalty:

- 80% of sponsors renew their partnership year-on-year
- 2,400+ total event attendees annually across all our functions
- Average of 45+ quarrying attendees per event
- 87% of attendees report making valuable business connections at our events



Digital Performance:

- 48% average open rate on digital communications
- 32% average click-through rate on sponsor content
- Digital distribution to our 3,270+ quarrying community
- Growing social media presence:
 - 4,120+ LinkedIn followers (22% growth year-on-year)
 - 1,500+ Facebook followers
 - 1,320+ Instagram followers

4. National & State Sponsorship Opportunities

This section provides a side-by-side comparison of all sponsorship packages available through the IQA.

Whether you're considering national exposure, local engagement through our state network, or a combination of both, choose the sponsorship package that best aligns with your business goals and target audience.

4.1 National Sponsorship Opportunities

Maximise your visibility across the entire Australian quarrying sector with our national packages. These comprehensive packages provide consistent exposure to decision-makers and sector personnel at IQA events nationwide.



National Gold Sponsor – From \$30,000 +GST



National Silver Sponsor – From \$20,000 +GST

4.2 State Sponsorship Opportunities

Target your marketing to specific regions with our state-based packages. These options let you focus your investment where your business needs it most while building strong local connections.

Our state branches and sub-branches deliver tailored events, professional development, and networking opportunities specific to regional sector needs and priorities.

Our IQA Network includes representation in:

- New South Wales
- Queensland
- Victoria
- South Australia
- Western Australia
- Tasmania
- Australian Capital Territory
- Northern Territory



Each branch delivers locally relevant events, educational opportunities, and networking functions tailored to regional sector needs.

The 2025–2026 financial year will include a range of local networking and social events, site tours, Women in Quarrying and Young Member Network events, and most importantly, education and training programs offering valuable content and opportunities across all our branches and sub-branches.



4.3 Our Partnership Approach

We will meet with you regularly throughout your sponsorship to ensure maximum value and strategic alignment. Our structured approach includes planning sessions, progress updates, and performance reporting tailored to your sponsorship level.

	National Gold	National Silver	State Gold	State Silver	State Bronze	State WIQ	State YMN
	From \$30,000 +GST	From \$20,000 +GST	\$4,500 +GST	\$2,250 +GST	\$1,200 +GST	\$3,000 +GST	\$3,000 +GST

RECOGNITION							
Recognition as National Sponsor:							
• Acknowledgement by MC at all National & State events	✓						
• National communication collateral	✓	✓					
• State communication collateral	✓	✓					
• At National AGM & in Annual Report	✓	✓					
Recognition as State Branch Sponsor:							
• Acknowledgement by MC at all State Branch & Sub-Branch events			✓				
• In Annual Report			✓	✓	✓		
• Provide complimentary merchandise at three (3) allocated Branch events per year			✓	✓	✓		
• Recognition as a WIQ/YMN State Sponsor (add-on as State Sponsor)						✓	✓
• In Branch event programs and communication collateral						✓	✓
• Gamification option via IQA app at three (3) Branch events			✓				
• Gamification option via IQA app at one (1) Branch event				✓			
TICKETS							
Package includes tickets to the following IQA events:							
• Two (2) tickets to All Networking Events/Site Tours (excluding Safety & Health Conferences, Golf Days and Bowls Events)	✓						
• Two (2) tickets to Two Networking Events/Site Tours per State (excluding Safety & Health Conferences, Golf Days and Bowls Events)		✓					
• Two (2) tickets to a maximum of Six IQA Networking Event/Site Tours per State (excluding Biennial National Conference, Safety & Health Conferences, Golf Days and Bowls Events)			✓				
• Two tickets to All WIQ Networking Event/Site Tours						✓	
• Two tickets to All YMN Networking Event/Site Tours							✓
ADVERTISING							
4 x banner landscape advertisement in National newsletter	✓						
2 x banner landscape advertisement in National newsletter		✓					
1x banner landscape advertisement in National newsletter			✓				
MEMBERSHIP BENEFITS							
Includes IQA membership for x 5 new members	✓						
Includes IQA membership for x 3 new members		✓					
Discounted IQA membership for new members (25% off joining fee)	✓	✓	✓	✓	✓	✓	✓

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4.3 Our Partnership Approach (continued)

National Gold	National Silver	State Gold	State Silver	State Bronze	State W/Q	State YMN
From \$30,000 +GST	From \$20,000 +GST	\$4,500 +GST	\$2,250 +GST	\$1,200 +GST	\$3,000 +GST	\$3,000 +GST

DIGITAL CONTENT							
Social Media							
• Quarterly social media topic to be agreed with IQA (feature)	✓						
• Two (2) social media topic to be agreed with IQA (feature)		✓					
• One (1) annual social media post recognising your organisation as a State Gold Sponsor (tile)			✓				
Website							
• Opportunity to upload a factsheet or brochure to quarry.com.au	✓	✓					
• Company profile on IQA website Partner page	✓						
National Newsletter							
• Company spotlight in One (1) IQA National newsletter per year	✓						
• Logo and link in all IQA National newsletter editions	✓	✓					
• Logo and link in all IQA National newsletter editions (Branch section only)			✓	✓	✓	✓	✓
IQA Jobs Board							
• Free job postings per year - unlimited	✓						
• 20 free job posting per year		✓					
• 15 free job posting per year			✓				
• 10 free job posting per year				✓			
• 5 free job posting per year					✓		
PRESENTATIONS AT IQA EVENTS							
Promote your organisation with a 10 min presentation and display of promotional material (e.g. pull up banner) at ONE event per State per year	✓						
Opportunity to promote your organisation with a 10 minute presentation, along with opportunity to display promotional material (e.g. pull up banner) and provide complimentary merchandise at ONE allocated event per year		✓					
Promote your organisation with a 10 minute presentation, along with opportunity to display promotional material (e.g. pull up banner) and provide complimentary merchandise at ONE allocated event during the year			✓				
Opportunity to promote your organisation with a 10 minute presentation at ONE W/Q/YMN event during the year.						✓	✓
LOGOS							
Logo featured on the sponsor page of quarry.com.au							
• IQA website	✓	✓	✓	✓	✓	✓	✓
• All National & State digital communications including event listing, EDMs and newsletter	✓	✓					
• All State digital communications including event listing, EDMs and newsletter			✓	✓	✓	✓	✓
• Sponsor page of digital presentation at events	✓	✓	✓	✓	✓	✓	✓
• Sponsor logo hyperlinked	✓	✓					
EVENT-SPECIFIC BENEFITS							
ThinkTank with IQA leadership once a year	✓	✓					
Networking, support and relationship building opportunities within the IQA community	✓	✓	✓	✓	✓		



5. Additional Partnership Opportunities

In addition to our standard National and State sponsorship packages, we offer customised additional opportunities to enhance your partnership. Contact us directly to discuss these options:

<p>In-App Advertising:</p>	<p>Reach our members and non-members through our new mobile app with targeted banner advertisements and promotional notifications (launching August 2025)</p>	<ul style="list-style-type: none"> • Standalone: \$ 3,000 + GST (12 months of banner ads & quarterly push notifications in IQA mobile app) • Bundled with a National Gold/Silver OR State Gold Package: \$1,500 + GST
<p>National Enewsletter Advertising:</p>	<p>Feature your brand in our monthly newsletters distributed to all members</p>	<ul style="list-style-type: none"> • Standalone: \$1,200 + GST (2 featured spots in our monthly newsletters) • Bundled with a State Gold Package: \$750 + GST
<p>Webinar Opportunities:</p>	<p>Sponsor or present educational webinars to showcase your expertise and solutions</p>	<ul style="list-style-type: none"> • Standalone: \$1,200 + GST (Sponsor or present a series of 3 educational webinars) • Bundled with a National Gold/Silver or a State Gold Package: \$800 + GST
<p>Golf Day Package:</p>	<p>Sponsor our Golf Day events</p>	<p>Qld Golf Day Package:</p> <ul style="list-style-type: none"> • Standalone: \$1,818 + GST (Includes hole sponsorship, team entry for 4 players, priority registration, MC recognition) • Bundled with a State Gold Package: \$1,090 + GST

		<p>North QLD/Central QLD/Far North QLD Golf Day Packages:</p> <ul style="list-style-type: none"> • Standalone: \$1,090 + GST (Includes hole sponsorship, team entry for 4 players, priority registration, MC recognition) • Bundled with a State Gold Package: \$681.82 + GST <p>WA Golf Day Package:</p> <ul style="list-style-type: none"> • Standalone: \$2,000 + GST (Includes hole sponsorship, team entry for 4 players, priority registration, MC recognition) • Bundled with a State Gold Package: \$1,200 + GST
Safety & Health Gold Package*:	Associate your brand with sector best practices	<ul style="list-style-type: none"> • Standalone: \$4,000 + GST (Includes 2 delegate tickets, logo placement, MC acknowledgement, exhibition space with table and chairs, direct email & social media promotion, and dedicated feature in Quarry Magazine) • Bundled with a National Gold/Silver OR a State Gold Package: \$2,300 + GST <p><i>*Refer to standalone Safety & Health Conference Prospectus for other S&H Conference packages (e.g., Exhibitor Package Lunch Sponsor Package, Barista Package, etc.)</i></p>
Diversity & Inclusion (D&I) Day Package:	Sponsor our September 2025 D&I Day	<ul style="list-style-type: none"> • Standalone: \$2,000 + GST (Recognition as D&I champion, 3 event tickets, promotional opportunities) • Bundled with a National Gold/Silver OR a State Gold Package: \$800 + GST
International Study Tour Partner:	Partner with us to support our Young Member Network (YMN) Study Tour in 2026	<ul style="list-style-type: none"> • Standalone: \$4,000 + GST (Recognition as primary partner for our 2026 YMN Study Tour) • Bundled with a National Gold Package: \$2,000 + GST
Academic resources on dedicated IQA webpage:	Sponsor dedicated educational content on the IQA website	<ul style="list-style-type: none"> • Standalone: \$1,800 + GST (12-month sponsorship of educational content section) • Bundled with a State Gold Package: \$1,000 + GST
EDM (Electronic Direct Mail) Package:	Deliver targeted content directly to our membership base with sponsored emails featuring your company and offerings	<ul style="list-style-type: none"> • Standalone: \$1,300 + GST (3 sponsored emails annually to selected targeted membership base with content collaboration and metrics) • Bundled with a National Gold/Silver: \$700 + GST

6. Success Stories

Caterpillar

“William Adams Caterpillar has long been a proud major sponsor of the IQA, we recognise the unique opportunity the IQA provides to connect with key decision-makers and leaders of the extractive industry.”

Sponsorship offers direct access to a highly engaged professional network, while the events—featuring keynote speakers and industry experts—deliver valuable insights, foster strong relationships, and keeps our brand front and centre in a competitive market.”

› **Bradley Adams, Major Accounts Quarry & Aggregates, William Adams Caterpillar**

Coffey Testing

“Sponsoring the IQA Victorian Branch has been a great way for Coffey Testing to stay connected with the industry and build strong relationships.

The events are always well-organised and well-attended, giving us solid exposure and the chance to catch up with key people in the field.

It’s a partnership that’s delivered real value and one we’re proud to be part of.”

› **Franco Harkins, General Manager Vic/SA/WA, Coffey Testing**



7. Our Contact Information

Please contact us to discuss these sponsorship opportunities further, customise additional opportunity options to your needs, or secure your package:

IQA National Sponsorship

- Dave Bruhn, National Sponsorship & Partnership Lead
dbruhn@quarry.com.au

IQA State Sponsorship

- **IQA QUEENSLAND & NT**
Bec Farnes, QLD Engagement & Events Coordinator
Phone: 0404 022 654
Email: rfarnes@quarry.com.au



- **IQA NEW SOUTH WALES & ACT**

Melanie Sibraa, NSW Engagement & Events Coordinator

Phone: 0422 214 423

Email: msibraa@quarry.com.au

- **IQA VICTORIA**

Porzia Garcia, Victoria Engagement & Events Coordinator

Phone: 0433 082 885

Email: pgarcia@quarry.com.au

- **IQA SOUTH AUSTRALIA**

Marie Cunningham, SA Engagement & Events Coordinator

Phone: 0409 144 122

Email: mcunningham@quarry.com.au

- **IQA WEST AUSTRALIA & TASMANIA**

Jaye Gowan, WA & TAS Engagement and Events Coordinator

Phone: 0438 881 839

Email: jgowan@quarry.com.au



8. Agreement

To be an IQA Sponsor for 2025-2026, please complete the form below and return it to national sponsorship contact OR to your branch contact email address (state sponsorship)

A confirmation invoice will be issued on receipt.

Organisation: _____

Contact Name: _____

Postal Address: _____

Phone: _____ Email: _____

Signature: _____

Select Sponsorship Category

SELECT	SPONSORSHIP CATEGORY	INVESTMENT
<input type="checkbox"/>	National Gold Sponsor	From \$30,000 +GST
<input type="checkbox"/>	National Silver Sponsor	From \$20,000 +GST
<input type="checkbox"/>	State Gold Sponsor	\$4,500 +GST
<input type="checkbox"/>	State Silver Sponsor	\$2,250 +GST
<input type="checkbox"/>	State Bronze Sponsor	\$1,200 +GST
<input type="checkbox"/>	State WIQ Sponsor	\$3,000 +GST
<input type="checkbox"/>	State YMN Sponsor	\$3,000 +GST

Select Add Ons (if applicable)

SELECT	ADDITIONAL OPPORTUNITY
<input type="checkbox"/>	In-App Advertising
<input type="checkbox"/>	National Enewsletter Advertising
<input type="checkbox"/>	Webinar Opportunities
<input type="checkbox"/>	IQA Mentor Program Partner
<input type="checkbox"/>	Golf Package
<input type="checkbox"/>	Safety & Health Conference Package
<input type="checkbox"/>	Diversity & Inclusion Day Package
<input type="checkbox"/>	International Women's Day
<input type="checkbox"/>	Academic resources on dedicated IQA webpage
<input type="checkbox"/>	Advertising discounts in Quarry Magazine monthly enewsletter
<input type="checkbox"/>	International Study Tour Partner

Select State (s) for State Sponsorship (if applicable)

SELECT	STATE
<input type="checkbox"/>	New South Wales
<input type="checkbox"/>	Victoria
<input type="checkbox"/>	Queensland
<input type="checkbox"/>	South Australia
<input type="checkbox"/>	Western Australia
<input type="checkbox"/>	Tasmania
<input type="checkbox"/>	ACT or NT

Your signature acknowledges your acceptance of the Terms and Conditions outlined in this prospectus.

Signed: _____

Print name: _____

Date: _____

Return To:

IQA National Sponsorship OR IQA State Sponsorship contacts (see pages 14-15)



9. Terms and Conditions

1. Sponsorship Agreement

- Acceptance of sponsorship is at the sole discretion of the Institute of Quarrying Australia (IQA).
- Sponsorship is confirmed upon execution of a formal agreement or written acceptance (e.g., email confirmation).
- Sponsorship is not binding until payment has been received or invoicing arrangements have been agreed.

2. Payment Terms

- Full payment is required within 14 days of invoice issue or prior to the event/activation date - whichever occurs first.
- Late payments may result in the forfeiture of sponsorship benefits.

3. Cancellation Policy

- Sponsors may cancel by providing written notice.
- Once sponsorship has been confirmed and payment received, no refunds will be issued.

4. Use of Sponsorship Funds

- The IQA will allocate sponsorship funds to activities and initiatives that align with the agreed sponsorship objectives. This may include, but is not limited to: event delivery, catering, speaker fees, venue hire, promotional materials, or related operational costs.
- For major initiatives, the IQA will consult with the sponsor to ensure alignment with mutual objectives.
- The IQA will maintain records of expenditure and, upon reasonable request, provide a summary of how funds have been used.

5. Changes to Sponsorship Inclusions

- The IQA reserves the right to make minor changes to sponsorship deliverables (e.g., event format, timing, or venue), with advance notice to sponsors.
- Material changes may allow for renegotiation of terms.

6. Intellectual Property

- Sponsor logos, trademarks, and content will only be used with permission and in relation to agreed sponsorship activities.
- The IQA retains all rights to its intellectual property, branding, and materials.

9. Terms and Conditions (continued)

7. Sponsor Materials and Content

- Sponsors must provide all logos and promotional materials in high-resolution format by the specified deadline.
- The IQA is not responsible for missed sponsorship deliverables due to late submissions.
- All sponsor content (advertisements, signage, presentations) must be approved by the IQA and must align with its values and audience expectations.

8. Conduct

- Sponsors are expected to behave ethically and professionally at all times and in all dealings with the IQA.
- All sponsors, speakers, exhibitors, and vendors are expected to comply with the IQA Code of Conduct at events and in associated communications (including online and social media).
- The IQA reserves the right to terminate sponsorship if conduct breaches these expectations or causes reputational harm.

9. Liability and Insurance

- The IQA is not liable for any loss, damage, or injury incurred in connection with sponsorship participation.
- Sponsors must hold appropriate public liability insurance, particularly for event-related activations.

10. Force Majeure

- Neither party is liable for failure to perform obligations due to events beyond reasonable control (e.g., natural disasters, pandemics, or government restrictions).

11. Privacy

- The IQA manages data in accordance with the Privacy Act 1988 and the Privacy Amendment Act 2014.
- Member contact details will not be shared with sponsors unless explicitly agreed in compliance with privacy legislation.

12. Exclusivity

- Sponsorship does not guarantee exclusivity within a product or service category unless otherwise agreed in writing.

13. General Provisions

- The acceptance of a sponsorship does not constitute an endorsement of the sponsor's products or services.
- Sponsorship entitlements will be confirmed in writing, accompanied by a tax invoice.
- All prices are in Australian Dollars (AUD).
- Complimentary registrations apply only to branch events and are not valid for education and training programs.
- The IQA makes no guarantee regarding the number of event attendees.
- Placement of logos, banners, or promotional material is at the IQA's discretion.
- All sponsor presentations must be submitted for review and approval prior to the relevant event.



The Institute of Quarrying
AUSTRALIA

PO Box 259
Cleveland QLD 4163
02 9484 0577

quarry.com.au

ABN: 69 893 345 889
ACN: 066 208 375

