



Leading the way for people in resources

Reference imagery guide



Overview

AusIMM is the peak body for people working in the resources sector. We shape careers, showcase leadership, create communities and uphold standards.

We represent a global community from 110 countries involved in all aspects of mining. We exist to support and advocate for everyone in the sector, whether they are a director, manager, technician, consultant or student, working at a desk, in a lab or in the field.

Across all our marketing campaigns for conferences, courses, events, membership and other services, AusIMM aims to showcase 'real' people in mining rather than using stock imagery. We do this by conducting our own photo shoots as well as accessing images from our industry partners, event sponsors and Communities of Interest groups.

AusIMM invites your company to provide us with a selection of copyright free images for potential use as campaign hero images or supporting images (individuals or groups of people doing technical work, mine sites and operations, minerals etc) for our marketing assets including web pages, social media and eDMs.

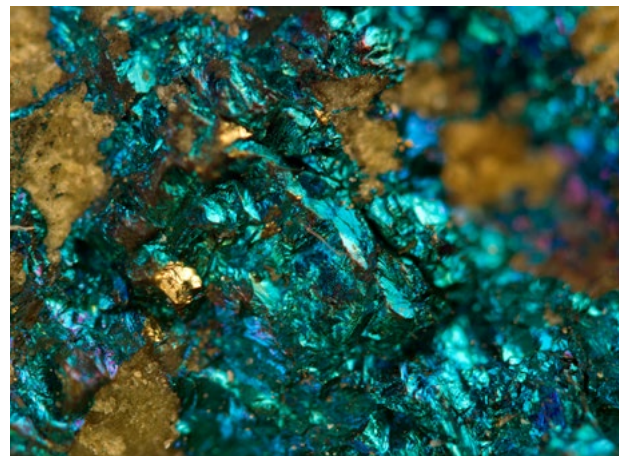
The following pages show examples of the different type of images that we seeking to build out our image library.

CONFERENCE SUPPORTING IMAGES



SUPPORTING imagery used to promote conferences, will showcase a range of people-led and technical images.

SUPPORTING IMAGES



SUPPORTING imagery used to represent resources/ Minerals/Metals. The need for these types of images are to help support marketing efforts to best represent the topics at hand.

SUPPORTING IMAGES



SUPPORTING imagery used to show technical sides of the industry. Onsite images from a wide range of sites.

SUPPORTING IMAGES



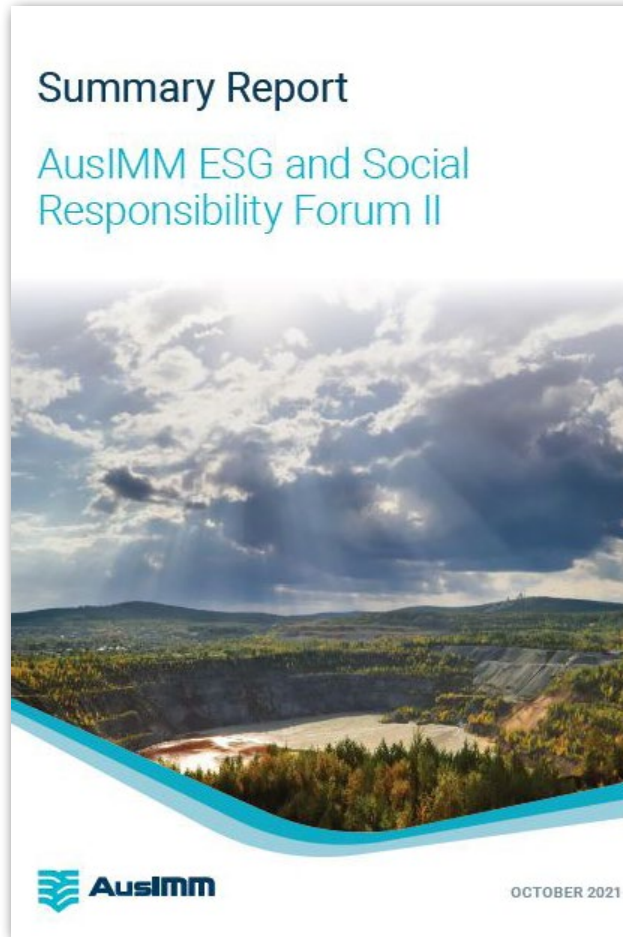
SUPPORTING imagery used to show people at work and interacting with one another while on the job. Showcasing real scenarios.

HERO IMAGES



HERO imagery is used to showcase individual people/faces of the industry. We use these images for conferences and events to support our people led marketing campaigns. The images we use for "Hero" shots are of a certain standard and quality as we use these for large print banners and digital screens.





Disclaimer

Please note that company logos will be removed, including from clothing, helmets and site assets, to de-identify companies and personnel unless placement is a specific benefit of a partnership or sponsorship agreement secured with AusIMM.

EXAMPLES OF USE ACROSS WEBSITE(S)/MATERIALS



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SUPPORTING imagery is used to showcase the content and topics/themes for the event/conference. The more we have of these the more we can best represent the topics and engage with the audience.

Learn about the mining industry

The metals and minerals produced from mining are used in almost every aspect of modern life.

Learn about mining in Australia and the economic contribution it makes, discover the latest mining trends and explore the future of the resources sector.

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MINING INDUSTRY

Australian mining industry

Australia plays a leading role in mining on a global platform and is continually recognised for its strong and ever-growing...

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MINING INDUSTRY

Mining's economic contribution

The mining industry is a huge part of Australia's thriving economy accounting for eight percent of the gross domestic...

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MINING INDUSTRY

Mining trends and themes

Discover the latest in mining health and safety, mining engineering, technology and innovation, future workforce...

[Read more →](#)



MINING INDUSTRY

Future of mining in Australia

With rapid new advances in technology and exploration, opportunities are limitless for the future of the Australian...

[Read more →](#)

SUPPORTING imagery is used across our website tiles to help identify different content and represent all of our members.

Approval form

Contact details - person/s responsible for approving image usage.

Title (*please indicate*) Prof Dr Mr Mrs Miss Ms

First Name Last Name

Organisation

Position

Address City

State Post Code Country

Email Telephone

Mobile Website

Image specifications:

When supplying imagery to AusIMM we would request that the original high resolution file be sent to us where possible. As outlined in previous pages we will remove logos/names from images for generic marketing materials unless specified by company. If you require a image credit please specify when sending through.

No image credit needed

Include image credit

I agree to AusIMM using the images I/We have provided for marketing purposes. The Images provided have been approved by the original owner to be sent to AusIMM and the other parties are understanding of the use of each image being to represent all people in mining. AusIMM will only use the supplied imagery for supporting marketing material and to be used on our website.

Date: _____ Signature: _____