



THOUGHT LEADERSHIP SERIES 2024

Responsible mining in a digital era



TLS 2024

Held annually since 2018, AusIMM's Thought Leadership Series (TLS) is a renowned series of annual events that explore the pivotal themes shaping the future of the resources sector.

Now in its seventh year, the Series offers a unique platform to bring together industry leaders, mining executives, governments and resources professionals to explore global issues, exchange ideas and foster the thought-leadership that drives innovation and transformation.

In 2024, the Thought Leadership Series will again be delivered as a Series of in-person events, hosted by Signature Partner PwC, at stunning venues across Australia. These live events will be recorded, forming a comprehensive webinar series accessible to a broader online global audience and further complimented by our TLS Xtra engaging social media reels.

Throughout the Series, our esteemed panellists and thought-leaders will delve into emerging trends and insights on key topics impacting the resources industry. They will emphasise the pivotal role that resources professionals play as the catalysts for building a more diverse, resilient and responsible sector.

Join us as we navigate the future landscape of the resources industry, together.

ABOUT AUSIMM

AusIMM is the peak body and trusted voice for people working in the resources sector.

We shape careers, showcase leadership, create communities, uphold industry standards and champion diversity.





Representing a global community from 100 countries, we are committed to supporting the careers of professionals working in the mining industry.

Responsible mining in a digital era

TLS theme

The 2024 Thought Leadership Series theme *Responsible mining in a digital era* aims to build on the conversations from the highly successful 2023 Series that explored the shifting paradigm of sustainable mining.

This years' Series will address four strategic topics. Conversations will:

-  Explore managing and integrating the groundbreaking technologies transforming mining operations, streamlining processes, and unlocking efficiencies.
-  Pave the way for funding a sustainable and productive critical minerals sector, securing the materials needed for a greener world.
-  Embrace the era of transparent environmental accounting, navigating the complexities of biodiversity metrics and adapting to evolving regulations.
-  Access the essential tools to foster a culture grounded in safety, inclusion, and productivity, addressing the persistent obstacles that stand in the way.

Unlock your roadmap for navigating a rapidly shifting landscape at AusIMM's Thought Leadership Series 2024. Join us at events across Australia, or online, to hear the innovative perspectives and actionable strategies that will empower you to lead your team and the resources industry towards a better, more sustainable future.

2024 Events



Innovating for success in a digital era

PERTH | Wednesday 29 May

Navigating the ever evolving landscape of advanced technologies is both a challenge and an exciting prospect for today's mining leaders.

Automation, generative-AI and remote sensing are just some of the transformative technologies challenging the status quo. How do leaders prepare for the new digital era?



Investing in a sustainable future

MELBOURNE | Wednesday 5 June

The global energy transition continues to accelerate at a rapid pace, driving demand for Australia's critical minerals. Mining leaders face development challenges as they look to solve ESG and energy transition issues across the mining value chain.

How can Australia's mining companies attract investment for the energy transition?



Achieving a nature positive advantage

BRISBANE | Thursday 8 August

Leaders that respond early to nature-related risks will be well positioned to prosper in a nature-positive economy. With new public regulatory requirements globally, and increased requirements to measure biodiversity and nature-related impacts, how are companies disclosing these measures?



Striking the balance between safety & productivity

PERTH | Thursday 19 September

A cultural transition to build safer and more respectful workplaces across the resources sector is underway, reinforced by new government legislative requirements.

With a positive duty to eliminate discrimination and harassment, how do mining leaders create meaningful change whilst still ensuring high productivity across mining operations?

Partner with us

We invite your organisation to partner with us for AusIMM's 2024 Thought Leadership Series.

LEADERSHIP

Showcase your organisation's thought-leadership on the emerging themes shaping the future of the resources sector.

CONNECTION

Build strategic connections with key decision makers in industry and government at these high-profile events across Australia.

PROGRESSION

Demonstrate your company values by participating in influential conversations to an engaged global audience.

ELEVATION

Gain prominent brand elevation through AusIMM's highly impactful marketing campaign to promote the Series.



2K

ATTENDEES

520+

COMPANIES

30+

UNIVERSITIES

20+

GOVERNMENT DEPARTMENTS

35%

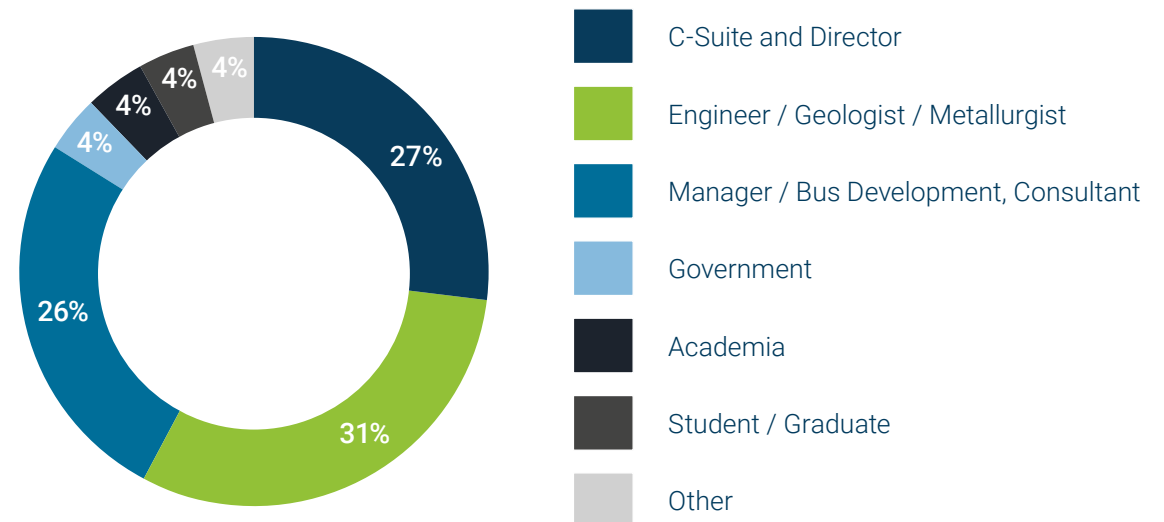
FEMALE ATTENDEES

Who attended?

AusIMM's Thought Leadership Series attracts a distinguished audience with 27% of attendees recognised as being prominent leaders within the resources sector.

In 2023, these high-profile VIP events attracted representation from mining companies, government, academia and kindred bodies in our national Series that addresses the thought-leadership required to shape the future of mining.

PROFESSIONALS REPRESENTED

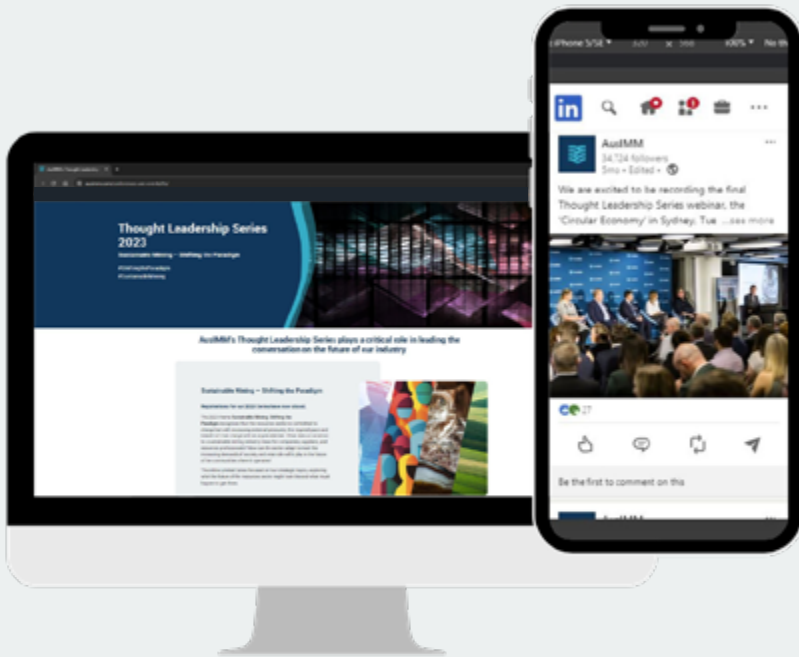


Our reach

Each year AusIMM delivers a highly impactful multi-channel marketing campaign to promote our flagship national forum, the Thought Leadership Series.

The marketing campaign aims to showcase the exceptional leaders, groundbreaking innovations and cutting-edge technological advancements that are shaping the future of the resources sector. We showcase the incredible work of the Series Partners across the TLS website, marketing emails, videos, social media posts, news items and e-newsletters.

Join us as a TLS Partner in 2024 to be featured within our high-profile marketing campaign as we showcase the incredible thought-leadership that is prevalent within the resources sector.



AUSIMM MARKETING CHANNELS



WEBSITE VIEWS
AUSIMM.COM

2.8M



SUBSCRIBERS TO PD
E-NEWSLETTER

52K



SOCIAL MEDIA
FOLLOWERS

44K

Content marketing

A key component of the highly successful TLS 2023 marketing campaign was the superior content that was curated to engage audiences and elevate the thought-leadership of our Partner organisations.

The content included high quality videos, articles, opinion pieces, polls and stats, and was critical to achieving the impressions and views across many of AusIMM's digital platforms.

Take a look at the 2023 TLS content:

[VIEW HERE](#)



2023 CAMPAIGN RESULTS



SOCIAL MEDIA IMPRESSIONS

120K



WEBSITE VIEWS

36K



WEBINAR VIEWS

2.5K



Partnerships

SIGNATURE PARTNER

\$25,000 (Excluding GST)

Access premium brand exposure across a high-profile marketing campaign that showcases your organisations thought-leadership. Participate in influential conversations by providing a panellist to spearhead an emerging theme that is shaping the future of the resources sector.

Increase your brand visibility with superior content marketing centred around your panellist, including a featured lead article that is shared across AusIMM's digital platforms and marketing channels and bespoke social media content to an engaged audience of 44K.

Enjoy the privilege of hosting 8 guests at our invitation-only events across Australia and superior brand elevation with signage opportunities across the Series, including all major event signage and acknowledgement in the welcome speech at all in-person events.

TLS XTRA PARTNER

\$12,000 (Excluding GST)

Align your brand with critical conversations shaping the future of the resources sector and enjoy the benefits of hosting 6 guests at our invitation-only events across Australia.

As a TLS Xtra Partner in 2024, you will gain brand elevation by accessing an opportunity to provide a speaker that can share their leadership on a Series topic. The points will be shared via 3 short video reels (designed for optimum performance) and shared via AusIMM's social media channels with an engaged audience of 44K.



[TLS THEME](#)

[2024 EVENTS](#)

[PARTNER WITH US](#)

[OUR REACH](#)

[PARTNERSHIPS](#)

[BOOKING FORM](#)



Partnership inclusions

PARTNERSHIP PACKAGES		
	Signature Partner \$25,000	TLS Xtra Partner \$12,000
SPEAKING AND PROFILING OPPORTUNITY (Prices do not include GST)		
<ul style="list-style-type: none"> Showcase your thought leadership by providing a panellist aligned to a Series topic. 	✓	
<ul style="list-style-type: none"> Showcase your thought leadership by providing a speaker to share their expertise and leadership aligned to a Series topic. The speakers points will be recorded and condensed into 3 short video reels (designed for optimum performance) and shared via AusIMM's social media channels. 		✓
<ul style="list-style-type: none"> Your company's panellist to be featured within the high profile marketing campaign, examples of this include on the TLS website, content marketing, email marketing and social media posts. 	✓	✓
NETWORKING ENGAGEMENT		
<ul style="list-style-type: none"> Complimentary VIP invitations (across the Series) to attend the in-person events. 	8	6
BRAND EXPOSURE		
<ul style="list-style-type: none"> Company logo (linking to your company website) displayed on TLS website homepage and partners page. 	✓	✓
<ul style="list-style-type: none"> Company logo displayed on TLS marketing emails to subscriber lists sent before, during and after the Series. 	✓	
<ul style="list-style-type: none"> Company logo displayed on all major onsite signage. 	✓	✓
<ul style="list-style-type: none"> Company logo displayed on PowerPoint slides shown at all in-person events and webinars. 	✓	

Partnership inclusions

PARTNERSHIP PACKAGES		
	Signature Partner \$25,000	TLS Xtra Partner \$12,000
PARTNER ACKNOWLEDGEMENT (Prices do not include GST)		
➤ Acknowledgement in welcome speech.	✓	✓
➤ Acknowledgment in media release announcing the Series.	✓	
➤ Thought Leadership Series feature promoted in AusIMM's e-newsletters: AusIMM News and PD News.	✓	
➤ Dedicated social media post promoting TLS Xtra Partner involvement. Partners to be tagged.		✓
➤ Partner acknowledged in TLS summary article, featured on the AusIMM Bulletin website and promoted through the digital Bulletin e-newsletter.	✓	✓
➤ Access to a customised TLS Partner promotional kit incorporating social media tiles and email signature banner to use on own channels.	✓	✓
➤ Digital post-event report providing highlights and key findings from the Series.	✓	✓
PERSONALISED CONTENT		
➤ 500-word news article in the digital Bulletin August issue, highlighting the partner's commitment to a Series theme. This article could be a profile, case study or editorial and incorporate images, video and/or infographics.	✓	
➤ Dedicated social media post recognising the Signature Partners involvement and highlighting their panellist/speaker. Company and speaker to be tagged. The post can feature a short video, quote and/or image from the speaker.	✓	

Contact



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Booking form



Contact details - person/s responsible for partnership liaison

Title (please indicate) **Ms** **Mr** **Prof** **Dr** **Mx**

First Name **Last Name**

Organisation

Position

Address **City**

State **Post Code** **Country**

Email **Telephone**

Mobile **Website**

AusIMM's Thought Leadership Partnership - Please select level of partnership *Package prices are ex GST

Signature Partner \$25,000

TLS Xtra Partner \$12,000

Partnership Total \$

Company logo (in high resolution jpg and eps format) must be received with your completed form

I agree to the [terms and conditions](#) outlined in this prospectus.

Date: Signature:

Method of payment

Note: please select your method of payment and we will send you an invoice for EFT transfer or a credit card payment link **Credit Card** **Invoice**

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