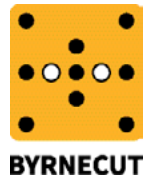




Thought Leadership Series 2025

Critical solutions for a sustainable future

2025 Series Partners



TLS 2025

Since its inception in 2018, AusIMM's Thought Leadership Series (TLS) has established itself as the premier platform to explore the critical themes that define the future of the resources sector.

Now in its eighth year, TLS 2025 will once again unite industry leaders, mining executives, governments, academia and resources professionals to explore innovative solutions to global challenges through trailblazing thought-leadership.

The Series will continue to deliver a dynamic line-up of in-person events, hosted by Signature Partner PwC, at stunning venues across Australia. 2025 will extend the conversation further, with the addition of a fifth event.

Each event will be recorded, creating a comprehensive webinar series accessible to a global online audience and enhanced by our popular TLS Xtra social media reels for greater engagement.

Our esteemed speakers and panellists will provide fresh insights and perspectives on pressing topics, moderated by experienced mining journalist, Kristie Batten.

Join us as we discuss **critical solutions for a sustainable future**.



ABOUT AUSIMM

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

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

AusIMM was named 2024 Association of the Year for its impact on the global resources sector, offering world-class professional development and fostering connections within our vibrant community from over 100 countries.

We are committed to supporting the careers of professionals working in the mining industry.



Association of the Year

[TLS THEME](#)

[2025 EVENTS](#)

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TLS theme

The 2025 Thought Leadership Series theme, **Critical Solutions for a Sustainable Future**, will build upon the pivotal discussions of 2024 to uncover actionable pathways for addressing the resource sector's most pressing challenges while securing a sustainable and flourishing future.

This year's Series will address five key strategic topics:

- ✓ The evolving economic and geopolitical risks impacting the mining sector and how they shape industry priorities.
- ✓ The growing role of critical minerals in enabling global decarbonisation and the need for alignment across policy, markets, and community expectations.
- ✓ The electrification and energy transition driving demand for low-carbon resources and redefining operational strategies.
- ✓ The importance of ESG-focused communication and stakeholder engagement to build trust and secure a license to operate.
- ✓ The rapid advancements in technological innovation that are transforming mining operations and shaping the workforce of the future.

Through these thought-provoking conversations, the TLS 2025 will bring mining professionals and industry leaders together to explore today's challenges and discuss innovative ideas for driving critical progress. Join us at events across Australia, or online, to gain fresh perspectives, strategies, and insights to guide your team and the industry toward a sustainable future.

2025 events



Economic and geopolitical risks

PERTH
Thursday 29 May

The mining sector faces mounting challenges from economic uncertainty, geopolitical tensions, and shifting trade dynamics. This session will examine how rising global conflicts, shifting U.S. and Australian political landscapes, and economic pressures—such as inflation and interest rates—are reshaping project financing and execution. With increasing competition for critical resources and questions around the future of globalisation, this session will explore how industry leaders can navigate fragmentation with strategic foresight, collaboration, and resilience.



Critical minerals

BRISBANE
Wednesday 25 June

Securing critical minerals is essential for the energy transition and emerging technologies, but Australia's ability to compete globally depends on policy settings, innovation, and investment. This session will examine commodity prices, major projects, and the role of downstream processing in Australia's future. Experts will also explore the impact of the recent federal election on critical minerals policy, the competitive landscape for local producers, and how research and technical innovation—through initiatives like the Commonwealth Government's Critical Minerals Research and Development Hub, AusIMM's 2025 symposium, and Resourcing Australia's Prosperity program, led by Geoscience Australia—can position Australia as a global leader in sustainable resource development.



Electrification and the energy transition

PERTH
Wednesday 13 August

Electrification is transforming mining as companies adopt electric fleets, renewables, and battery technologies to support a low-carbon future. This session will assess the pace of this transition, the implications of the US withdrawal from the Paris Agreement, and whether miners' net-zero commitments are ambitious and detailed enough. Industry leaders will also discuss how the sector can better communicate its essential role in the global energy transition while accelerating emissions reduction and operational efficiency.

2025 events



ESG, communication and stakeholder engagement

MELBOURNE
Thursday 30 October

As scrutiny on mining's environmental and social impact intensifies, ESG remains a key factor in securing investment, community trust, and long-term viability. This session will examine whether ESG and DEI remain priorities in a shifting political landscape, how miners can balance competing stakeholder demands, and the evolving role of social media, including Instagram and TikTok, in shaping industry perception and appealing to a younger audience. Experts will also explore strategies to strengthen mining's reputation and ensure ESG commitments translate into meaningful action.



Technological innovation and the future of mining

BRISBANE
Thursday 13 November

Emerging technologies like AI, automation, and data analytics are revolutionising the resources sector, enhancing sustainability, efficiency, and safety. This session will examine whether mining is investing enough in innovation or treating R&D as an afterthought, how AI is reshaping the industry, and whether decarbonisation is driving a new wave of technological advancements. Thought leaders on the panel will also highlight some of the sector's most exciting new technologies and their potential to transform resource extraction in an increasingly competitive global market.

Series moderator

For TLS 2025, a single series moderator will guide the conversation across all events, ensuring continuity, more meaningful discussions and sharper analysis of emerging trends.

We're thrilled to introduce Kristie Batten as our nationwide Series Moderator. Kristie is an award-winning journalist with over 17 years of experience covering the mining industry, bringing unparalleled expertise to the role.

As the Australian correspondent for MINING.com and a regular contributor to Stockhead and Resources Rising Stars, she's deeply connected to the sector. Her involvement also extends to the steering committee of the Melbourne Mining Club, further solidifying her position as a leading voice in Australian mining.

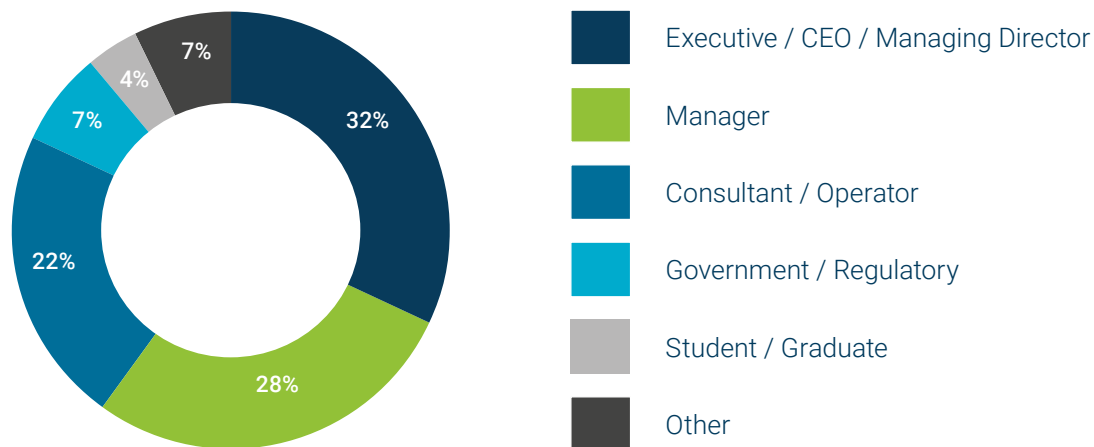


Who attended in 2024?

AusIMM's Thought Leadership Series attracts a distinguished audience with over 50% of attendees recognised as leaders within the resources sector.

In 2024, these high-profile VIP events brought together representatives from mining companies, government, academia, and kindred bodies to discuss the topics dominating the resources sector.

PROFESSIONALS REPRESENTED IN 2024



1.4K

ATTENDEES ONLINE

400+

VIP IN-PERSON ATTENDEES

520+

COMPANIES

30+

UNIVERSITIES

20+

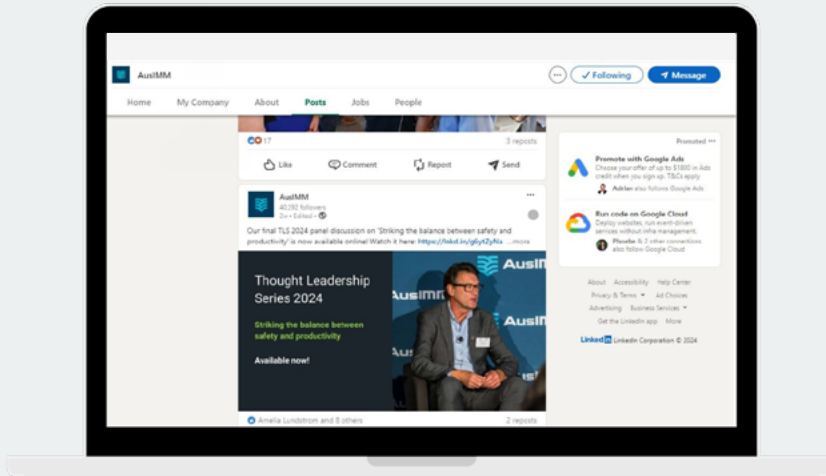
GOVERNMENT DEPARTMENTS

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 showcases 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 2025 to be featured within our high-profile marketing campaign as we showcase the most prominent thought-leaders in the resources sector.



AUSIMM MARKETING CHANNELS



WEBSITE VIEWS
AUSIMM.COM

3.4M



SUBSCRIBERS TO PD
E-NEWSLETTER

60K



SOCIAL MEDIA
FOLLOWERS

44K

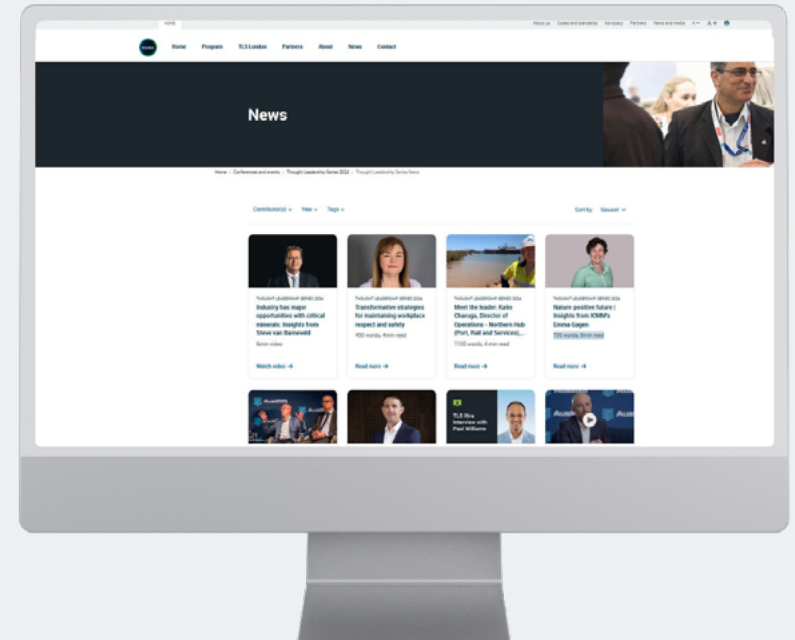
Content marketing

A key component of the highly successful TLS 2024 marketing campaign was the superior content 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 2024 TLS content:

[VIEW HERE](#)



2024 CAMPAIGN RESULTS



SOCIAL MEDIA IMPRESSIONS

90K



WEBSITE VIEWS

30K



EMAIL OPENS

50K

Partner with us

We invite your organisation to partner with us for AusIMM's 2025 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.



Partnerships

TLS SIGNATURE PARTNER

\$25,000 (Excluding GST)

Access premium brand exposure across a high-profile marketing campaign that showcases your organisation's 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 centered around your panellist, including a featured article that is shared across AusIMM's digital platforms and marketing channels and bespoke social media content to an engaged audience of 62k.

Enjoy the privilege of hosting eight (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

\$15,000 (Excluding GST)

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

As a TLS Xtra Partner in 2025, you'll elevate your brand by showcasing your thought leadership through an exclusive interview featured in our Thought Leadership Series marketing campaign. This interview will be distilled into high-impact video reels optimized for social media performance. These reels will be shared across AusIMM's social media channels, reaching our engaged audience of 62,000 professionals.

TLS EDUCATION PARTNER

\$10,000 (Excluding GST)

As an Education Partner of the Thought Leadership Series 2025, your organisation will play a vital role in advancing industry knowledge by providing valuable educational resources to a highly engaged audience of mining professionals, decision-makers, and industry leaders. This sponsorship allows you to position your organisation as a key knowledge contributor while gaining targeted brand exposure throughout the Series.

Your resource will be prominently featured at the relevant (1) event, ensuring attendees can easily access and engage with your content through a QR code placed on each seat. Additionally, your organisation will receive a dedicated call-out in the welcome speech, reinforcing your thought leadership on the subject area. Post-event, your resource will continue to reach the audience through a promotional graphic in the follow-up email, driving further engagement. There is also an option to capture leads by directing attendees to a sponsor-hosted landing page where they can access your resource in exchange for their details.



Partnership inclusions

	PARTNERSHIP PACKAGES		
	TLS Signature Partner \$25,000	TLS Xtra Partner \$15,000	TLS Education Partner \$10,000
SPEAKING AND PROFILING OPPORTUNITY (Prices exclude GST)			
➤ Showcase your thought leadership by providing a panellist aligned to a Series topic.	✓		
➤ Amplify your company profile with sessions filmed and distributed to a global audience for on-demand viewing.	✓	✓	
➤ Showcasing your thought leadership through an exclusive interview featured in our Thought Leadership Series marketing campaign. This interview will be distilled into high-impact video reels optimized for social media performance. These reels will be shared across AusIMM's social media channels		✓	
➤ Your company's speaker 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			
➤ Complimentary VIP invitations (across the Series) to attend the in-person events.	8	6	4
BRAND EXPOSURE			
➤ Company logo (linking to your company website) displayed on TLS website homepage and partners page.	✓	✓	✓
➤ Company logo displayed on TLS marketing emails to subscriber lists sent before, during and after the Series.	✓	✓	
➤ Company logo displayed on all major onsite signage.	✓	✓	✓
➤ Company logo displayed on PowerPoint slides shown at all in-person events and webinars.	✓	✓	✓

Partnership inclusions

	PARTNERSHIP PACKAGES		
	TLS Signature Partner \$25,000	TLS Xtra Partner \$12,000	TLS Education Partner \$10,000
PARTNER ACKNOWLEDGEMENT	(Prices do not include GST)		
➤ Acknowledgement in welcome speech during all in-person events and recordings.	✓	✓	✓
➤ Acknowledgment in media release announcing the Series.	✓	✓	✓
➤ Speaker feature with short bio promoted in AusIMM's e-newsletters: AusIMM News and PD News.	✓		
➤ Dedicated social media post promoting Partner involvement. Partners to be tagged.	Personalised content*	✓	✓
➤ 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.	✓	✓	✓

Partnership inclusions

	PARTNERSHIP PACKAGES		
	TLS Signature Partner \$25,000	TLS Xtra Partner \$12,000	TLS Education Partner \$10,000
PERSONALISED CONTENT			
<ul style="list-style-type: none"> 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. 	✓		✓
<ul style="list-style-type: none"> *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. 	✓		
<ul style="list-style-type: none"> QR Code linking attendees to your educational resource, hosted on the AusIMM website. 			✓
<ul style="list-style-type: none"> Promotion of the educational resource in post-event EDM. 			✓
<ul style="list-style-type: none"> Promotion of the educational resource on AusIMM Thought Leadership event-specific page. 			✓
LEAD GENERATION			
<ul style="list-style-type: none"> Option to host educational resource directly on your external webpage where you can capture leads. QR code at event, AusIMM Thought Leadership event-specific webpage and post-event EDM will all link directly to the educational resource on your webpage 			Additional cost

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

TLS Signature Partner \$25,000

TLS Xtra Partner \$15,000

TLS Education Partner \$10,000

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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