

23 July 2026

Invercargill, New Zealand



The Institute of Quarrying
AUSTRALIA



Michael Close

IQA President

**QUARRIES LAY
THE FOUNDATION
FOR EVERYTHING
THAT LASTS.**



THAT'S SOLID



The Institute of Quarrying
AUSTRALIA

**FROM PROVIDING MUCH-NEEDED MATERIALS THAT BUILD OUR SCHOOLS
TO REWARDING JOB OPPORTUNITIES FOR LOCAL SCHOOL LEAVERS,
AUSTRALIA'S QUARRY SECTOR LAYS FOUNDATIONS FOR EVERYTHING
THAT LASTS.**

WE LIVE LOCAL. WE HIRE LOCAL. WE PROVIDE LOCAL MATERIALS.

WE'RE INVESTED IN THE COMMUNITIES AND LOCAL JOBSEEKERS WE SUPPORT.

**WHETHER IT'S GIVING SCHOOL LEAVERS A HEAD START, OR SUPPORTING THE
DEVELOPMENT OF LOCAL INFRASTRUCTURE, WE'RE HERE FOR THE LONG HAUL.**





CASE STUDY VIDEOS

- Our stories show the people who make our sector solid and who are proud of their contribution to local communities.



Jacqui

Leadership and Learning

From performing arts to quarry leader, Jacqui's story shows how learning never stops in quarries.

[WATCH HER VIDEO](#)



Brandon

Early Career Growth

Starting straight from school, Brandon's found more than a job - he's found his life path.

[WATCH HIS VIDEO](#)



Michelle

Building a Future

Michelle's career shows how her quarry offers flexibility, stability, pride, community impact, and a new opportunity for her family.

[WATCH HER VIDEO](#)



Zubayr

Driving new Futures

From seeing a sign on the side of the road to now working to become a quarry manager, Zubayr's story shows what can happen when you find your calling.

[WATCH HIS VIDEO](#)

IQA





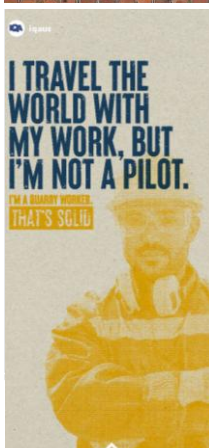
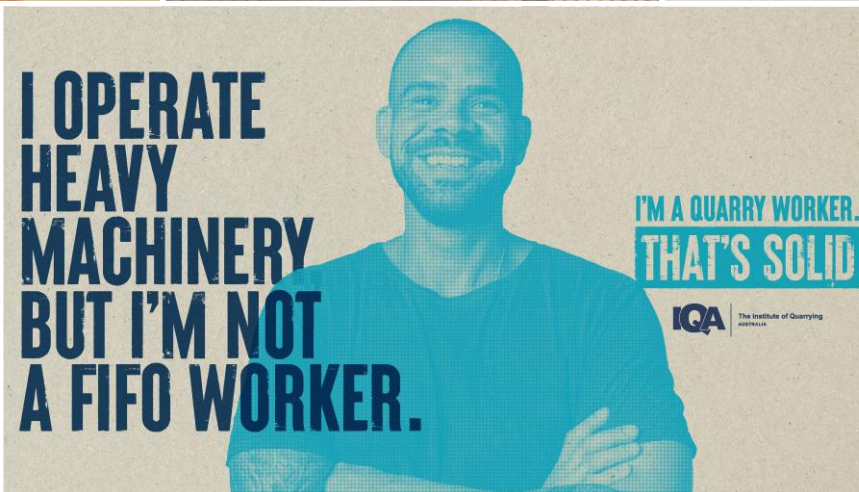


FROM BIKE PATHS
TO BOULEVARDS,
IT STARTS WITH
QUARRIES.



THAT'S SOLID

IQA The Institute of Quarrying AUSTRALIA



THAT'S SOLID CAMPAIGN

- **A Whole-Of-Sector Movement**
- **A Lasting Legacy**
 - Sustained Awareness
 - Talent Pipelines
 - Community Advocacy/Consent To Act
- **UNSTOPPABLE!**

SECTOR ACTIVATION

Members Taking Action

Divall's Earthmoving & Bulk Haulage That's Solid Truck Wrap



RGAA Regional Group Australia
866 followers
1w • Edited •

A career in quarrying could be the perfect fit for someone work in an industry that helps build the communities around them.

Take the IQA quiz to explore what career path in the industry current opportunities with Regional Group.

→ Discover a solid career pathway quiz - <https://lnkd.in/g/...>

→ View current opportunities with Regional Group: <https://...>

The Institute of Quarrying Australia (IQA)

#That'sSolid #IQA #QuarryingCareers #RegionalGroupA

FROM BIKE PATHS TO BOULEVARDS, IT STARTS WITH QUARRIES.

THAT'S SOLID

IQA

Daracon Group
20,704 followers
2w • Edited •

Have you ever wondered how to get into a career in Quarrying? Hear from our very own Jacqui Host who initially had a career in performing arts on her horizon, before one phone call changed everything... #That'sSolid

Mawsons
2,821 followers
2d • Edited •

From Tech to Trade to Teamwork 🚚 Quarrying offers solid career paths!

Positions available: careers.mawsons.com.au ...more

QUARRYING IS A SOLID CAREER OPTION FOR EVERYONE

THAT'S SOLID

IQA

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Co-branded email signatures
Daily campaign visibility



High School Careers Expos
400+ students reached

DRIVING THAT'S SOLID ACROSS AUSTRALIA



FROM SCHOOL TO WORKFORCE

Supporting meaningful career conversations

- Practical, classroom-ready resources, introducing students, teachers and career advisers to the quarry sector and the diverse career pathways it offers.
- A clear overview of what quarries do, why they are essential to local communities, and how the sector offers stable, long-term and locally based employment opportunities.
- Written content, real career stories and interactive digital resources, including a career quiz, downloadable factsheets and links to local employers.

**QUARRIES LAY
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THAT'S SOLID

Education pack



CAMPAIGN PERFORMANCE

15 Weeks

76,450+

Combined Reach

32,560

Social Media Views
& Impressions

4,450

That's Solid Hub
(webpage)
Active Users

1,298

Schools Reached
(69.2% Open Rate)

89.8%

Career Quiz
Completion Rate

All 8

States & Territories
on 'Find a Quarry'
Directory

45+ member organisations have shared That's Solid content organically within the first 15 weeks

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