

TAKE A LOOK AT

THE BIG PICTURE.

[bigpicturetas.com.au](http://bigpicturetas.com.au)

# MEDIA RELEASE

1 September 2014

## NEW PARTNERS JOIN TASMANIA'S BIG PICTURE CAMPAIGN!

Tasmania's *Take a Look at the Big Picture* campaign has gone from strength to strength with new major partners MMG Limited and the Elphinstone Group joining supporting partners, Veolia Environmental Services, Nubco, Cromarty Instrument & Electrical Engineering and Lloyds North - uniting under the industry voice.

The campaign which commenced in 2013 through major employers Nyrstar, Norske Skog Boyer Mill, Bell Bay Aluminium and Grange Resources highlights the significant economic contribution industry makes to Tasmania and the important roll on effects for communities.

*Take a Look at the Big Picture* spokesperson, General Manager of Bell Bay Aluminium, Ray Mostogl, said it was important these critical Tasmanian businesses unite to share their stories of pride and innovation.

"Our major industries have a long history of providing jobs, supporting the Tasmanian economy and taking a whole lot of hard work to local and international markets," Mr Mostogl said.

"The *Big Picture Tasmania* campaign is a really positive approach designed to remind Tasmanians of the ongoing contribution major industry make to the State's economic and social wellbeing and future prosperity. We are extremely pleased to welcome MMG and the Elphinstone Group as major partners and I am confident the Tasmanian public will enjoy hearing their stories."

Dale Elphinstone, founder and Executive Chairman of the Elphinstone Group said "The Elphinstone Group are proud to be part of the *Big Picture Tasmania* campaign, joining with other industry leaders to promote the significant contribution primary industries make to Tasmania's economy."

"Primary jobs are the lifeblood of our State, with every primary job creating (on average) a further three indirect jobs within our communities. Furthermore, the export of goods and services produced by local primary industries brings new money into the State, which is then reinvested right here" Mr Elphinstone said.

MMG Rosebery General Manager, Aaron Brannigan said the company was proud to become a new major partner of the *Big Picture* campaign; an initiative that is playing a key role in giving Tasmanian industry the recognition it deserves.



Norske Skog  
Boyer



GRANGE  
RESOURCES

BELL BAY  
ALUMINIUM



ELPHINSTONE



MMG  
WE MINE FOR  
PROGRESS

“Our Rosebery mine has operated continuously since 1936 and has been and still is an important part of the regional economy and social fabric of Tasmania's north-west coast,” Mr Brannigan said.

“Industries like ours employ a lot of people and use a lot of local contractors, and that plays a big part in building and sustaining a regional community such as Rosebery.

With just under 10% of Tasmanians employed by businesses who generate actual wealth, major industry is vital to maintaining Tasmania's prosperity. Tasmanians continue to benefit from the Big Picture Tasmania group's work through the creation of direct employment, the millions of dollars paid in salaries each year to employees, and goods and services purchased locally each year.

The Big Picture partners believe it is critical Tasmania establishes a business environment where industry can be supported to invest in growth, jobs and importantly be viable to support future generations of Tasmanians.

Tasmania's major industries are also crucial to other key Tasmanian economic sectors including small and medium business, tourism, education and hospitality.

Take a Look at The Big Picture features employees from across industry sharing their proud and passionate stories with the Tasmanian community.

The campaign celebrates its newest partners on television and in newspaper across the State from Sunday 31 August.

## **What is The Big Picture Tasmania?**

The Big Picture Tasmania campaign is backed by six of Tasmania's major employers, Nyrstar, Norske Skog, Boyer Mill, Bell Bay Aluminium, Grange Resources, MMG and the Elphinstone Group. The multi-media campaign features employees from each company and highlights the significance contributions each business makes to the Tasmanian community. The companies behind the campaign contribute in excess of \$2 billion every year to the Tasmanian economy.

Our industries underpin the state's economy and support major community sectors including health, housing, education and tourism through the millions of dollars we pay in salaries and wages to employees, government taxes and charges as well as direct investment through community programs and the purchase of goods and services from Tasmanian businesses and suppliers.

Sustaining and growing major industry in Tasmania ensures we continue to generate wealth and cement future opportunities for Tasmanians for generations to come.

Take a look at the Big Picture! Visit [www.bigpicturetas.com.au](http://www.bigpicturetas.com.au)

For media enquiries please contact:

Barbara McGregor Communications Manager (Metal Processing Segment) Nyrstar T: +61 (0) 429 002 769 <a href="mailto:barbara.mcgregor@nyrstar.com">barbara.mcgregor@nyrstar.com</a>	Lou Clark Community Relations Specialist Bell Bay Aluminium T: +61 (0) 419 326 023 <a href="mailto:louise.clark@pacificaluminium.com.au">louise.clark@pacificaluminium.com.au</a>
Kelly Elphinstone Marketing Manager Haulmax (Aust) Pty Ltd The Elphinstone group T +61 (0)3 6442 7777 <a href="mailto:kelpinstone@haulmax.com">kelpinstone@haulmax.com</a>	Edward (Ted) Woodruff Senior Advisor - Stakeholder Relations MMG Limited T +61 407 434 329 <a href="mailto:edward.woodruff@mmg.com">edward.woodruff@mmg.com</a>
Christina Cooper HR Manager - Boyer Mill Norske Skog Paper Mills (Australia) Ltd T: +61 (0) 417 139 769 <a href="mailto:Christina.Cooper@norskeskog.com">Christina.Cooper@norskeskog.com</a>	Ben Maynard General Manager Operations Grange Resources Tasmania T: +61 (0)3 6430 0222 <a href="mailto:Ben.Maynard@grangeresources.com.au">Ben.Maynard@grangeresources.com.au</a>



Norske Skog  
Boyer



GRANGE  
RESOURCES

BELL BAY  
ALUMINIUM



ELPHINSTONE



WE MINE FOR  
PROGRESS