

MEDIA RELEASE

Friday, 31 October 2025

BRAVUS BACKS THE COWBOYS FROM PIT TO PORT

BRAVUS and the North Queensland Toyota Cowboys are ready to kick goals in 2026 under a new Platinum Partnership that includes the company's mining, rail, port and renewables businesses.

BRAVUS Head of Reputation Kate Campbell said the new sponsorship deal would take the powerhouse tie-up between the mine, rail, port and renewables business and the North's favourite sporting team to its 10-year anniversary in 2028.

"We are excited that our BRAVUS brand will feature on the Cowboys' NRL jersey sleeve from next year so the 2000-plus employees from our local port, mine, rail and renewables businesses can share in the fun of being part of the Cowboys family," Ms Campbell said.

"Our people work and live in Cowboys' territory - the Isaac region, where our mine and solar farm are located, Townsville, Rockhampton, Mackay, where we have offices, and Bowen, where our rail and port business are located.

"Fans can expect to see big trains and ships alongside coal haul trucks and excavators in our 2026 advertising campaign, which will add a bit of extra fun to the season."

Previously, only BRAVUS' mining business Bravus Mining and Resources, held the Platinum Partnership, whereas now it rests with the parent company BRAVUS.

North Queensland Toyota Cowboys Chief Commercial Officer Dean Payne and players Jake Clifford and Jaxon Purdue joined Ms Campbell to celebrate the partnership renewal.

Clifford and Purdue modelled the Bravus brand on the sleeves of the North Queensland Toyota Cowboys NRL side's 2026 home and away jerseys.

"The North Queensland Toyota Cowboys are proud to continue our partnership with Bravus. United by a shared commitment to advancing regional Queensland and showcasing our region with pride, this partnership has always been a natural fit," Mr Payne said.

"We're excited for the next chapter of our partnership which will expand beyond Bravus Mining and Resources to embrace the Heart of Cowboys territory, spanning Abbot Point Operations, Bowen Rail Company and the North Queensland Export Terminal."

Clifford said he was excited to wear the BRAVUS brand again, albeit in a different way, in 2026.

"Pretty much since I made my NRL debut, Bravus have been supporting what we do on field and making it possible for us to live out our dreams of playing in the NRL," he said.

"Heaps of the players and fans have family who work at the mine or the port, so it's a part of what makes us proud to pull on the jersey each week and take the field to represent our region."

ENDS

EDITORS' NOTES:

Photo files attached with release.

Photo caption:

1. North Queensland Toyota Cowboys players Jaxon Purdue and Jake Clifford with Bravus Head of Reputation Kate Campbell.

BRAVUS' partnership with the North Queensland Cowboys

- BRAVUS, through Bravus Mining and Resources (then Adani Mining), commenced its association with the Cowboys in 2019 as a supporter of the 'Try for 5!' program.
- In 2020 we elevated our association to Major Partner and then Platinum Partner in 2021. This includes the delivery of the Adopt-A-School program, the Cowboys longest running community program. The Bravus Mining and Resources logo is also proudly displayed on the Cowboys jersey sleeve.
- In September 2022 we extended our Platinum Partnership agreement, which will take our association with the Club to seven years of working in partnership for the benefit of regional Queensland.

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