

MEDIA RELEASE

Thursday, 13 March 2025

DIGGING COAL IS THE GOAL FOR COWBOYS CO-CAPTAIN

Cowboys co-captain Tom Dearden has shown he'd have no trouble swapping footy boots for steel caps in the distant future when he's ready to transition to a life after rugby league.

The superstar five-eighth looked right at home behind the wheel of a massive Caterpillar 796AC haul truck during a trip to the Carmichel mine to shoot the new "Digging Coal, Kicking Goals" campaign that celebrates the Platinum Partnership between Bravus Mining and Resources and the Cowboys.

Dearden said the visit, including a lap of mining operations sitting in the haul truck's trainer's seat, gave him an even greater appreciation of what the partnership between the Townsville-headquartered business and National Rugby League club meant to regional Queenslanders.

"My dad worked in the mines when I was growing up, so to have that connection and to see how much Bravus does to help the community and the people back in Mackay, which is in my hometown, is what makes them such a great company to work with and to be a part of," Dearden said.

"Then when you get to go to Carmichael and meet so many great people working there, and you see how much the Cowboys mean to them, it just makes it extra special to be involved with Bravus and these campaigns.

"The truck was massive; I don't think many people get to go for a tour like that and drive down to the bottom of the pit, so that was a cool experience, but really it was just great to see how it all works firsthand and the way the team works with each other in that environment.

"That's probably what impressed me the most and made it so attractive to me to want to go out there and work after footy. Hopefully, that can happen."

Bravus Mining and Resources Chief Operating Officer Mick Crowe said it was a thrill for Carmichael's workforce to appear alongside Dearden in the campaign, and to see his passion for what they do.

Bravus Mining and Resources has been associated with the Cowboys since 2019, becoming a Platinum Partner of the NRL squad and presenting partner of the Club's Adopt-A-School program in 2021, and a Major Partner of the NRLW Cowboys in 2024.

"We're all about regional Queensland. That's where we came from, that's where our support came from, and that's where we channel our support," Mr Crowe said.

"There's no greater representation of regional Queensland than the Cowboys so to be able to support the Club and what they do on and off the field is a perfect fit. This aligns with what we're trying to do and aligns with what the people of North Queensland love and is something we're incredibly proud of.

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“Tom’s a great ambassador for North Queensland and heaps of our workforce are mad passionate about the Cowboys, so it was terrific to get him out on site among the crews, and for them to see how passionate he is about what they do.”

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EDITORS’ NOTES:

Photo files attached with release. A video news release and grabs for radio are available [here](#).

Photo captions:

1. Cowboys co-captain Tom Dearden in front of his haul truck ride.
2. (L-R) Dearden catching the keys to the haul truck from Bravus Mining and Resources’ Sam Wilson in a scene from the television campaign.

About the Carmichael mine

- The Carmichael mine is producing high quality coal for export to nations around the world that want to lift their people out of energy poverty.
- The mine has safely and efficiently ramped up to a consistent rate of production which is in the order of 10 million tonnes per annum.
- Townsville and Rockhampton remain the primary employment hubs for the Carmichael mine and we continue to recruit workers who can drive to site from Clermont and the Isaac Region.
- More than 1200 people work in permanent roles at Carmichael with more than 750 workers on site at any time while the others are on days off.
- More than A\$2 billion has been paid to regional Queensland contractors and businesses since construction began on the Carmichael project in 2019 and the mine entered operations in 2022.
- Carmichael coal is sold into the international seaborne export market and its ultimate destination depends on market demand.

Bravus Mining and Resources’ partnership with the North Queensland Cowboys

- 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 Bravus elevated its 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.

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- In September 2022 Bravus extended its Platinum Partnership agreement, which will take the business' association with the Club to seven years of working in partnership for the benefit of regional Queensland.
- In May 2024, Bravus expanded its Partnership to become a Major Partner of the NRLW Cowboys.

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