

CASE STUDY

August 2023

EQ RESOURCES' SUPPORT FOR COMMUNITY BUILDING: SPONSORING THE MT CARBINE ANNUAL RODEO



INTRODUCTION:

EQ Resources Limited (EQR), in partnership with Golding, proudly supports the Mt Carbine Annual Rodeo, a vibrant community event that has been a cornerstone of the local area since its inception in 2000. This case study explores EQR's ongoing commitment to community sponsorship and its integral role in fundraising and community building.

THE MT CARBINE ANNUAL RODEO:

Established by dedicated residents and businesses, the Mt Carbine Rodeo Association is a non-profit organisation with a clear mission: to promote the region and encourage visitors while supporting local charities. This voluntary group has been the driving force behind the annual rodeo, a lively event that not only entertains but also raises vital funds for maintaining and upgrading the grounds. These facilities, in turn, become available for use by other charitable organisations seeking to raise funds for their respective causes.

CIRCULAR COMMUNITY SUPPORT:

EQR's sponsorship of the Mt Carbine Annual Rodeo exemplifies its commitment to circular concepts, much like its dedication to circular economy principles in mining operations. By supporting this community event, EQR actively contributes to the region's economic and social growth. The funds raised during the rodeo serve as a lifeline for maintaining and improving facilities that benefit the broader community. The concept of giving back and fostering a self-sustaining cycle is at the heart of this sponsorship.

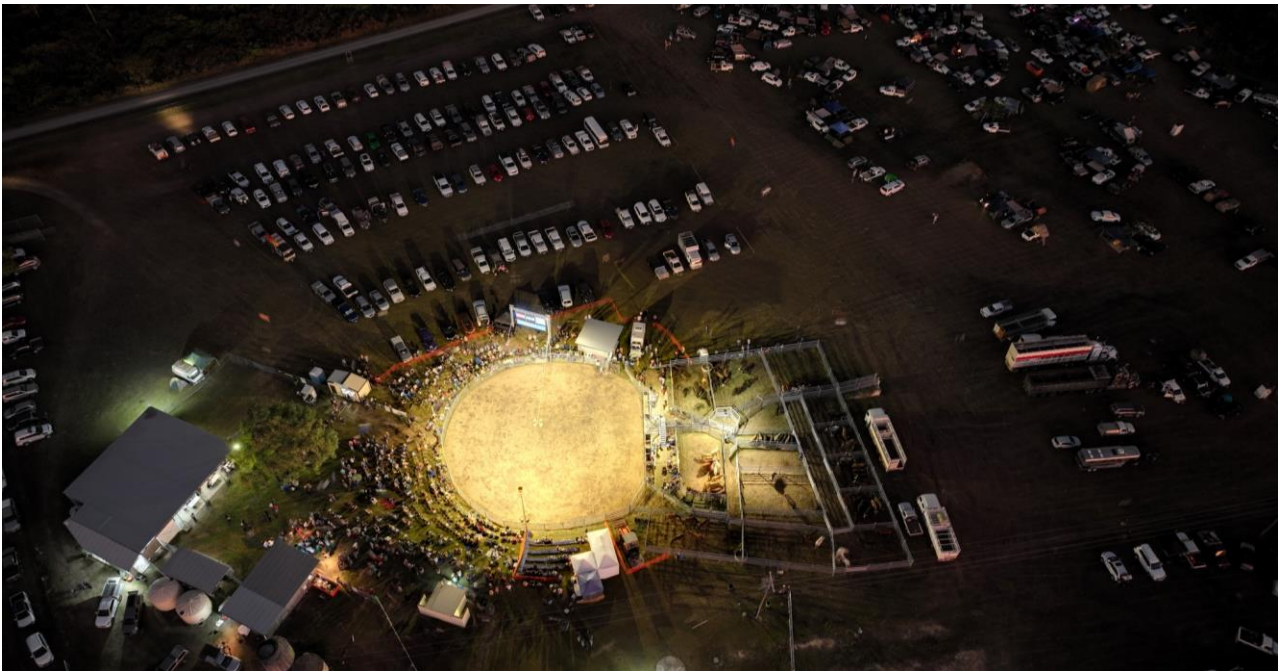


Figure 1: Rodeo Nights Illuminated- The Magic of Mt Carbine Rodeo Grounds at Night

BENEFITING CHARITABLE CAUSES:

The Mt Carbine Rodeo Association doesn't just host a fun-filled event; it uses this platform to support charitable causes. For example, one recent fundraising event focused on Australia's Biggest Morning Tea, raising funds for Cancer Council Queensland. EQR, true to its ethos of responsible corporate citizenship, proudly supports such initiatives. The sponsorship of the rodeo is not just about financial backing but also about actively participating in raising awareness and funds for causes that matter to the community.



Figure 2: Sipping Tea for a Purpose- Cancer Council's Australia's Biggest Morning Tea Brews Hope at Mt Carbine Rodeo Grounds

COMMUNITY ENGAGEMENT:

EQR's commitment to the Mt Carbine Annual Rodeo extends beyond financial support. The team at Mt Carbine actively engages with the community by wearing high-visibility pink on Fridays and blue on Mondays to raise awareness and initiate conversations about supporting important causes like cancer research. This level of community engagement goes beyond sponsorship and showcases EQR's genuine dedication to the well-being of the community it serves.

ENHANCING EMPLOYEE ENGAGEMENT AND COMMUNITY PRESENCE:

In addition to its financial support, EQ Resources leverages the Mt Carbine Annual Rodeo as an opportunity to foster deeper connections with its employees and their families. EQR hosts them in a dedicated hospitality tent during the event. This initiative serves multiple purposes. Firstly, it strengthens EQR's presence and awareness as a caring employer within the community. Secondly, it creates a unique platform for team-building among employees and offers their families a chance to get to know one another better. This social interaction not only contributes to a sense of belonging but also positively impacts the mental well-being of EQR's workforce. It underscores EQR's commitment to not only the success of its mining operations but also the overall health and happiness of its employees and their families, aligning with a holistic approach to community engagement and support.



Figure 4: Community Connection Under the Hospitality Tent- EQR Families Bonding, Building Stronger Teams, and Creating Lasting Memories.

CONCLUSION:

EQ Resources' ongoing sponsorship of the Mt Carbine Annual Rodeo is a testament to its commitment to community building and responsible corporate citizenship. By supporting this beloved event, EQR contributes to local economic growth, facility maintenance, and fundraising for charitable causes. This sponsorship aligns with EQR's core values and exemplifies its dedication to creating a better tomorrow for the Mt Carbine community. The circular concept of support, giving back, and fostering community well-being is at the heart of this partnership, reflecting EQR's commitment to responsible business practices.



Figure 3: Rodeo Night- A Spectacular Gathering of 2000 Strong Community Spirits, Sponsored by EQ Resources and Golding. Celebrating Unity, Fun, and Giving Back.

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About the Company

EQ Resources Limited is an ASX-listed company transforming its world-class tungsten assets at Mt Carbine in North Queensland; leveraging advanced technology, historical stockpiles and unexploited resource with the aim of being the pre-eminent tungsten producer in Australia. The Company also holds gold exploration licences in New South Wales. The Company aims to create shareholder value through the exploration and development of its current portfolio whilst continuing to evaluate corporate and exploration opportunities within the new economy and critical minerals sector.

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