



## APPOINTMENT OF COMMUNITY AND LANDOWNER DIRECTOR

### APPOINTMENT OF KEVIN O'BRIEN – DIRECTOR OF COMMUNITY AND LANDOWNER RELATIONS

WIM Resource Pty Ltd (**WIM**) is pleased to announce the appointment of Mr Kevin O'Brien as WIM's Director of Community and Landholder Relations, commencing with immediate effect.

Kevin is a highly respected community leader with more than a decade of executive experience at Horsham Rural City Council (HRCC), where he most recently served as Director Communities & Place. He has also acted as Interim Chief Executive Officer on several occasions. Through these roles, Kevin has developed a close, practical understanding of the Wimmera region, including key social, economic, and environmental issues facing the community.

At HRCC, Kevin led a broad portfolio of programs, including youth and early years services, aquatic and cultural services, building, planning, economic development, tourism and events, libraries, emergency management and environmental health. This scope of responsibility reflects both his deep leadership experience and his strong connection to Horsham and the wider region.

### QUOTES ATTRIBUTABLE

WIM Executive Team – Eddy Wu and Michael Winternitz, quote attributable:

**“Kevin brings a wealth of experience and a genuine understanding of the Horsham Community, and is well placed to lead our new Community and Landowner team as we look to bring Avonbank into construction in 2026, ensuring we coexist with the agricultural industry, and help Horsham realise the significant long-term economic opportunities Avonbank will bring”**

Kevin O'Brien – Director of Community and Landowner Relations

**“Horsham and the Wimmera have been my home for many years, and I care deeply about the people and future of this region. I'm excited to join WIM at such an important time and to work closely with landholders, community members and stakeholders to ensure the Avonbank Project is developed in a way that is respectful, transparent and delivers long-term benefits for the community.”**

### CONTACT INFORMATION

Kevin will be based in the WIM Community Information Hub at 83 Firebrace St, open five days per week, 9am-5pm for members of the public to drop by, or you can contact Kevin via email on: [kobrien@wimresource.com.au](mailto:kobrien@wimresource.com.au) to make an appointment to meet

### MEDIA ENQUIRIES

Media enquiries may be directed to Ms Elyse Gatt: [egatt@banksiasp.com.au](mailto:egatt@banksiasp.com.au) or 0433 586 152

### ABOUT THE AVONBANK MINERAL SANDS MINE

The Avonbank Mine, located near Horsham in regional Victoria will run for 36 years to extract zircon, titanium-bearing minerals, and rare earth by-products. You can visit the WIM Information Hub to learn more about the Avonbank Project. The Avonbank Project overview video can be viewed at <https://wimresource.com.au/avonbankinformationhub/>.

Avonbank is aligned with the Federal Government's Critical Minerals Strategy and the Victorian Government's Critical Minerals Roadmap, helping to secure a reliable supply of minerals essential to advanced manufacturing, renewable energy, and new technologies. Importantly, Avonbank will deliver substantial economic benefits to the Wimmera Southern Mallee Region and the State of Victoria. It is expected to support nearly 1000 full-time equivalent jobs, generate \$15 billion in gross revenue across various industries, and contribute \$3.5 billion to the gross state product within the Wimmera Southern Mallee region.

### NEXT STEPS

The Federal Government EPBC Act approval, coupled with the State Government's positive EES assessment have allowed WIM to move forward with confidence to secure the remaining secondary approvals. WIM will continue to engage with relevant stakeholders as this process progresses. WIM anticipates that the mine will commence construction from late 2026, subject to the completion of final approvals and a financial investment decision.

## PRODUCING CRITICAL MINERALS REQUIRED FOR A GREEN ECONOMY

Avonbank will produce a range of critical minerals required for the future electrification of the global economy, as well as for ceramics and paint pigment needed for everyday living. The mine will be a major supplier of zircon and titanium, as well as minor by products of rare earths. You can learn more about mineral sands and why they are critical for everyday living and the electrification and decarbonisation of the global economy, by visiting the WIM Information Hub at <https://wimresource.com.au/avonbankinformationhub/>.

## BENEFITS FOR THE STATE AND REGIONAL ECONOMY

The mine will be a 36-year project and will contribute significantly to the Victorian economy via the creation and ongoing support of nearly 1000 FTE jobs per annum. During operations, the project will inject \$15 billion in Gross Revenue across a range of industries within the State and \$3.5 billion in gross State Product within the Wimmera Southern Mallee region. Visit <https://wimresource.com.au/avonbankinformationhub/> to watch a short video on the economic benefits of the mine for the State.

## COMMITTED TO STRONG TIES WITH THE COMMUNITY IN WHICH WE OPERATE

WIM has been an active business in the community for over a decade and has a wide range of partnerships and sponsorships that reflect WIM's steadfast commitment to being an active participant in the Wimmera Southern Mallee Region. These partnerships reflect the company values which are very important to WIM. Visit <https://wimresource.com.au/community/overview/> to learn more about WIM's Community Partnerships.

## COMMITTED TO PROGRESSIVE REHABILITATION

WIM has committed to progressively rehabilitating the mined farmland back to its pre-mining land use within four years following disturbance. The Avonbank demonstration trial has shown that the Avonbank farmland can be successfully rehabilitated back to a safe, stable and productive land use. Visit the WIM Information Hub at <https://wimresource.com.au/avonbankinformationhub/> to view the Rehabilitation Factsheet.

## ABOUT WIM RESOURCE AND OUR TEAM

WIM is a majority Australian-owned company that is an emerging major producer of zircon, titanium, and rare earth minerals. WIM holds an extensive resource portfolio across four different projects, comprising a cumulative resource inventory of around 1 billion tonnes of ore. WIM's team have over a hundred years of combined experience in mineral sands resource development, mining operations and rehabilitation. Visit <https://wimresource.com.au/about-us/team-members/> to learn more about WIM's world-class team.

## JOB AND BUSINESS OPPORTUNITIES – FOR REGIONAL VICTORIANS

There are a wide range of career and business opportunities that will be available at the Avonbank Mine during construction and operations. WIM are committed to maximising the benefit of the Avonbank Mine for local businesses and people living in the Wimmera Southern Mallee Region. Interested parties are encouraged to register for Project updates by visiting <https://wimresource.com.au/contact/email-alerts-2/>, or you can email [admin@wimresource.com.au](mailto:admin@wimresource.com.au) to register your interest.

## FIND OUT MORE INFORMATION

You can visit the WIM Information Hub at <https://wimresource.com.au/avonbankinformationhub/> or you can visit the WIM Horsham Community Hub at 83 Firebrace St. You can also contact WIM directly at [info@wimresource.com.au](mailto:info@wimresource.com.au).