



MAY 4

## Rebrand for resource sector employers' group

The national employer association for Australia's resources and energy industry has rebranded after 104 years in operation.

AMMA is now 'AREEA' – the Australian Resources and Energy Employer Association.

AREEA chief executive Steve Knott said the association's members, board and staff were excited for a new brand that reflected the full breadth of the membership network.

"Everyone involved in our national network recognises and is proud of our 104-year-long heritage as the Australian Mines and Metals Association, or 'AMMA'," Mr Knott said.

"However today AREEA's membership is much more diverse than when we were founded way back in 1918.

"Our modern membership network spans every sub-sector of the resources and energy industry, including mining, oil and gas, exploration, construction, blasting, maritime, smelting and refining, transport, facilities management, and even renewables.

"AREEA's membership base is the most diverse and nationally representative across the Australian resources and energy industry.

"Given many have become accustomed to referring to us as the 'Australian resources and energy group', our new AREEA brand also reflects how most of the market has understood us in recent years."



With the re-brand AREEA has launched a new [website](#) which includes a Member Portal containing a range of resources, templates, tools and other information exclusive to AREEA members.

Aside from the new brand and website, AREEA still offers and delivers the same exceptional services and representation that its members have relied upon for more than a century:

- Expert support and advice across all areas of workplace and employee relations.
- Influence and advocacy at all levels of government on critical policy matters.
- Leading initiatives across people and culture, mental health and wellbeing and diversity, equity and inclusion.
- News, information, events, awards