

# WHY ARE WE TRYING TO TELL PEOPLE WHO WE ARE?

We have all heard a lot about Utah's advertising campaign and have seen the results on television, and in the newspapers and magazines. Reactions by employees to the advertisements have varied.

Some like them, some do not. But most of us have still asked the question: "Why should Utah advertise?". That question really should be "why tell our story?".



**SUPERMARKET IN THE SCRUB**  
ANOTHER BY-PRODUCT OF UTAH COAL

It looks like a supermarket in any town or suburb in Australia. That is not so unusual except that six years ago there was nothing here! Utah built this town of Alorahub so the

miners and their families would have a town with every modern facility. A new town in central Queensland, west of Mackay, with 4,200 people. Another by-product of Utah coal.

**UTAH**  
Were backing Australia

It is difficult for us, as employees, to appreciate the fact that many people in Australia know little about Utah's operations and many have never heard of Utah at all.

Despite extensive publicity in the media, both favourable and unfavourable, research showed that the average Australian was unaware of what the company was or what it was doing. The research also showed that most wanted to know — they were interested in what was happening in Central Queensland.

All employees should be keen to see this situation changed. Let's face it, who wants to work for a company that nobody knows about?

It was decided in September last year to design an advertising programme simply to "tell our story" — the story of Utah and its people.

## Selling

Advertising is used by many companies to sell a product, and a product can only be sold if it is known. Advertising among other things can sell a name, an idea, and a philosophy. Utah is "selling" a name and a philosophy.

Hopefully, by the end of this year many Australians will know a lot more about us.

An extensive series of press advertisements are already appearing in weekly magazines throughout Australia. These advertisements (as they appear both on this page and the front page), are basically designed to put Utah's name in front of the Australian public as often as possible so that they can get to know a little more about us.

## Television

A series of four television commercials featuring Rod Taylor at our operations, is being shown on commercial television stations in every capital city in Australia. They are also screened by major provincial stations. In Queensland, the commercials are being shown in Brisbane, Townsville, Mackay, Rockhampton and Mt. Isa.

They were first screened early in January and already it is believed that Utah is more widely known and accepted as a result of this advertising.



**NOW COWS WAX FAT IN THE DRY**  
ANOTHER BY-PRODUCT OF UTAH COAL

There's a fine line between the roof all mud and if you're on the wrong side of that line, your best cattle can be a big heart-beating, sweating, for the life to be great. But you can't back your cattle up to a neighbour.

Utah had to pipe water in up with scientific help their money to a complex of land 100 metres in length from Mackay. So much of farmers' resources to the Utah pipe to use for cattle. Cows aren't talk-ers of course, they're contented by product.

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**OLYMPIC POOL IN THE SCRUB**  
ANOTHER BY-PRODUCT OF UTAH COAL

Tropical Queensland has all lush rainforest and balmy beaches. Some of it is flat, dry scrub. It just so happens that under this stretch of scrub there's coal! Utah's men mined the coal and their families live

in the near-by town of Alorahub and Dyan. Utah built these towns with every modern convenience, including an Olympic pool. The Utah people enjoy it. And so do the air-flying farmers. Coal never had a cooler by-product.

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**OUTBACK KIDS**  
GO TO A REAL SCHOOL NOW

They used to get their lessons by correspondence, and "Teacher" was a distant unseen someone. Now, there's a real school and "Teacher" is right there with them. The school is in Alorahub 200 km west of Mackay in central Queensland.

The school and facilities were built so that workers could take their families in the outback. But what a by-product, when outback kids who have nothing to do with Utah can go to a real school.

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# IT'S JUST ONE BIG HEARTACHE— BUT THEY STILL CALL IT HOME

Most of us have dreamed of winning the lottery or the casket and then maybe retiring to a tropical island or buying a Ferrari, but who in their right mind would want to win a lottery when the prize involved

property. "Nibbereena" he has put himself a long way in debt.

The block which Peter won was part of the original Pasha holding, which was purchased by the State Lands Department and split into 10 smaller holdings.

When he arrived to take over his property there was nothing but brialow and forest — 7,000

Admittedly their home is a big galvanized iron shed, but inside the decor and facilities are as good as most modern houses.

And working the property is a real family affair.

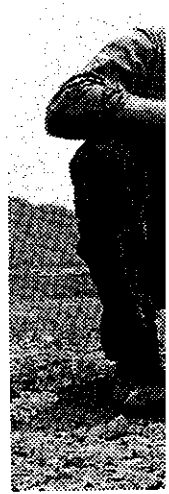
Two years ago the family drove 180 head of cattle more than 200 km from Clermont to "Nibbereena"

Hardship is usually forced on people — they do not as a rule set out to find it.

However, just north of Goonyella there is a group of people who have existed in relative isolation and, until recently, without most of the home comforts.

In order to investigate the lifestyle of these people on the Pasha blocks and to see why they stayed, Newsline editor Doug Wright and photographer Peter Taaffe visited several properties and talked to their owners.

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