

Wednesday 27 January 2016

## MEDIA RELEASE

### PERTH MINT APPOINTS NEW GROUP MARKETING MANAGER

Gold Corporation, the operator of The Perth Mint, is pleased to announce the appointment of Paul Cavanagh as Group Manager of its new Marketing Services team.

Paul is a marketing professional with 20 years' experience gained across the telecommunications, energy and higher education sectors both in Australia and the United Kingdom for brands including iiNet, Telstra, T-Mobile UK, Synergy and Curtin University. This experience spans both B2C and B2B, with a focus on consumer insight, brand strategy and creative communication planning and implementation across traditional, digital and social platforms.

Perth Mint CEO, Richard Hayes said, "Paul brings with him a wealth of strategic marketing experience which will enable us to further drive our products and brand across local, national and international markets. His skill set makes him a valuable asset to the business and we are delighted to welcome him."

Prior to joining Gold Corporation Paul was Head of Marketing at iiNet following a term as Director of Marketing and Creative Services at Curtin University.

Commenting on his new appointment, Paul Cavanagh said, "I'm thrilled to be joining Gold Corporation as it moves into a new strategic phase in its long and proud history."

"With an already established position in the global industry, I'm looking forward to strengthening our brand and position across all key markets, as well as developing new markets right across our value chain", he continued.

#### **About The Perth Mint**

Located in Perth, Australia, The Perth Mint is a leading precious metals refining, minting and value adding enterprise, providing high quality precious metal products and services to markets throughout the world. Operating with core values of excellence, ethics and equity, and underpinned by an uncompromising focus on cost efficiency, The Perth Mint manages Australia's only internationally multi-accredited gold and silver refinery and offers the world's sole government guaranteed precious metals investment and storage program. The Perth Mint also exports some \$18b of pure gold, silver and platinum bullion bars and coins to investors in more than 100 countries each year and issues an array of official commemorative coins which showcase Australia's icons to the world. Still operating in its original premises, founded in 1899, The Perth Mint is also a premier tourist destination and home to the largest coin in the world – the Australian Kangaroo One Tonne Gold Coin. [www.perthmint.com.au](http://www.perthmint.com.au)

ENDS

For further information: Makeila Ellis, Media and Events Officer, The Perth Mint  
Telephone (08) 9421 7204 Email [makeila.ellis@perthmint.com.au](mailto:makeila.ellis@perthmint.com.au)