



CAPABILITY STATEMENT.

LOOK MORE PROFESSIONAL ONLINE.

WIN BETTER WORK.

Video, photography, websites and capability statements for mining, civil and industrial contractors. Based in Perth. Working across WA and Australia.

Alexander James Media Pty Ltd
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WE SHOW YOUR CAPABILITIES PROFESSIONALLY.

Alexander James Media helps WA mining, civil and industrial contractors show their capabilities professionally: their website, their capability statement and real footage of their crews, plant and sites.

Our founder, Alex, came from logistics. Driver to business owner, with five businesses built and scaled before Alexander James Media. That's why we think about your contracts first and the footage second.

We know site access, mobilisation, procurement and what a tender panel looks for. We turn that into video, photography, websites and capability statements built for commercial use, not for show.

A BUSINESS OPERATOR WITH A CAMERA.

We've filmed on active mine sites. We work around your crew.



WHO WE WORK WITH

Small to mid-tier mining, civil and industrial contractors, from owner-operators to companies of 500 people, who want bigger work and to compete with mid-tier companies.

COMPANY FACTS

ENTITY	Alexander James Media Pty Ltd
ABN	84 686 958 832
TRADING SINCE	2019
TEAM	Small dedicated team of 5
BASED	North Beach, Perth WA
SERVICE AREA	Perth, the Pilbara, the Goldfields, all of WA and Australia
INSURANCE	Workers compensation Public liability and professional indemnity, \$20 million

WHAT MAKES US DIFFERENT

- Built by a real operator, not a creative
- Business and strategy first, not creative first
- We understand site access, safety and mobilisation
- Planning, logistics and delivery all handled
- We have filmed on active mine sites
- We research what procurement checks, and build to it

WHAT WE DELIVER.

VIDEO PRODUCTION

Capability, brand story, recruitment, and website and marketing videos. Filmed on your sites with your crews and plant. Drone and aerial, vertical cutdowns and interview capture available.

PHOTOGRAPHY

Your crews, plant, sites and leadership. No stock, no AI imagery. Sized for website, print, tenders and social media.

WEBSITES

Website builds and rebuilds around your named projects and your facts, with copy written for procurement. Easy to check. Easy to contact.

CAPABILITY STATEMENTS

Written for procurement from your facts, designed with real photos of your work, and dated so procurement can see it's current.

RECRUITMENT CONTENT

Videos that show good operators where they'd be working, cut for SEEK, Indeed, LinkedIn and your careers page.

MESSAGING, SOCIAL AND SEARCH

Messaging frameworks, social media content and management, Google Business Profile setup and basic SEO. One set of facts everywhere.

HOW WE WORK

THE CAPABILITY UPGRADE. 3 TO 6 WEEKS FROM THE SHOOT DATE.

01

DIAGNOSE THE GAP

We check how your business shows up against what procurement looks for.

02

CAPTURE REAL OPERATIONS

One structured content day. We plan everything. You work normally.

03

BUILD CORE ASSETS

Video and photography that show your crews, plant and sites.

04

UPGRADE MESSAGING

Website, capability statement and channels. One set of facts everywhere.

05

DEPLOY

Ready for tenders, supplier registrations, client presentations and recruitment.

CAPABILITY UPGRADE

One content day. Your capabilities, shown professionally. A one-off upgrade for contractors ready for bigger work.

ONGOING PARTNERSHIP

A media partner in your corner, not another supplier. Bigger assets, bigger campaigns and consistent output for mid-tier companies.

SITE READY. PLANNED AROUND YOUR CREW.

We hold the tickets sites typically ask for and complete each site's induction on arrival, like any contractor. Once your access is arranged, we work safely around your crew and your operation.

We're experienced at remote sites across WA and Australia. Travel, site access, inductions and the shot list are agreed before we arrive. Where site access isn't possible, we can capture genuine action footage through our connection with a working quarry north of Perth.



TICKETS, LICENCES AND AVIATION

- White Cards
- Working at heights
- Confined spaces
- Heavy vehicle licences
- Operator experience
- RePL (Remote Pilot Licence)
- CASA registered drones
- ARNs (Aviation Reference Numbers)

INSURANCE

WORKERS
COMP

Held

PL AND PI

\$20 million

Certificates of currency available on request.

WHERE WE WORK

Based in North Beach, Perth. Recent work across the Pilbara, the Goldfields, Perth's industrial areas and regional WA.

THE PROOF IS THE WORK.



PILBARA • JUNE 2026

ESM RESOURCES

Capability video and field service recruitment video, filmed on site in the Pilbara.



PILBARA AND PERTH • JUNE 2025

JAGCOR

Capability and brand story videos for a civil contractor working in mining, filmed on a live Pilbara project.



GOLDFIELDS • JULY 2026

PREMIUM MECHANICAL GROUP

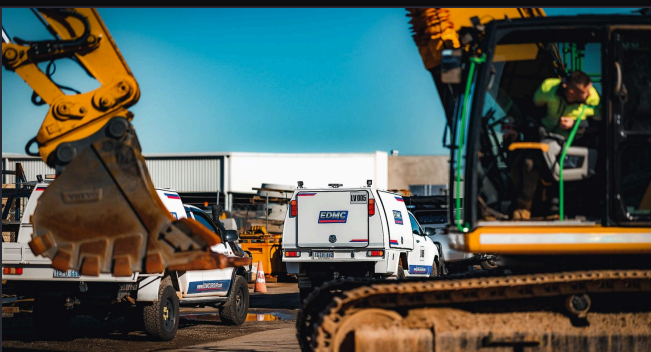
Social, recruitment and website content, shot on a mine site in the Goldfields.



NAVAL BASE, PERTH • TWO YEARS

WESTERN PLANT HIRE

Recruitment campaigns and project showcases, including the Zero Hour Rebuild of a 988K.



WA • THREE YEARS

EDMC GROUP

First website and a ten page capability statement produced by us, with our photography of their crews, fleet and sites.



PERTH

ORH TRUCK SOLUTIONS

TV commercials, brand story video and website content. Our capabilities showcase video leads ORH's homepage.

LET'S TALK.



CONTRACTORS WE'VE WORKED WITH

AWE · Cailin Mining & Civil · DMG Solar · EDMC Group · ESM Resources · Gumech · Jagcor · KLF Contracts · ORH Truck Solutions · Premium Mechanical Group · TMS Oz · Traffic Force · Western Plant Hire

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Case studies and films