



FUTURECOAL

The Global Alliance for Sustainable Coal

Brand and Communications Committee (BCCo) Meeting Minutes

30 October 2025

Brand and Communications Committee Attendees

Name	Company
Matthew Gerber (Chair)	Yancoal
Chris Demetriou (Lead Secretariat)	FutureCoal
Sam Deans	Whitehaven
Nick McDermott	Yancoal
Gavin Kotzen	Benicon Mining
Hulisani Rasivhaga	Thungela

1. Chair Opening Remarks

Apologies and Introductions

- The Chair welcomed everyone to the meeting and formally adopted the Agenda.
- The Chair noted the apologies received.

2. Minutes of 23 April 2025

Approval of Minutes

- The Chair presented the minutes of the previous BCCo meeting.
- With no comments from the members, the Chair proposed the adoption of the minutes as formally approved, a motion supported by the members.

3. FutureCoal Updates

3.1 National Press Club of Australia

- The Board was advised that Michelle Manook has been invited to speak at the National Press Club of Australia on 18 November 2025, with the address to be broadcast nationally.
- The event will be held in Canberra.
- Members were encouraged to attend where possible and to show visible support, noting the strategic importance of demonstrating a united industry presence.

3.2 FutureCoal Leaders Forum

- The FutureCoal Leaders Forum was held in August 2025.
- The forum featured a keynote address by Senator Matthew Canavan (Queensland).
- Four sessions were delivered:
 - Pre-combustion: mining and land rehabilitation technologies
 - Combustion: HELE, CCUS and advanced coal technologies
 - Beyond combustion: new coal-based materials and products
 - Financing coal: investment, ESG and policy considerations
- Recordings are available on FutureCoal's YouTube channel.

3.3 Events and Representation

- FutureCoal delivered keynote addresses and participated in major conferences, including IMARC, FFF Carbon's Middleburg event and Coaltech's workshop.
- A more strategic approach to event participation has been adopted to maximise visibility and member value.
- These engagements have strengthened brand awareness, reinforced messaging and supported membership recruitment.

4. FutureCoal Roadshows

4.1 Malaysia

- FutureCoal renewed its Memorandum of Understanding with the ASEAN Centre for Energy (ACE).
- The partnership has produced two joint reports to date, with a third currently planned.
- Michelle Manook delivered a keynote address at the ASEAN Energy Business Forum.
- An op-ed was published in *Bernama*, Malaysia's leading national news agency.
- 72 million impressions and 65 media mentions.

4.2 Australia

- Meetings were held with stakeholders across finance, government and media.
- **Finance:** Engagements with the Bank of China, Macquarie and Fidelity International.
 - Stakeholders acknowledged the need to reassess thermal coal investment policies.
 - FutureCoal emphasised pragmatic investment in HELE and CCUS-based projects.
- **Government:** Meetings with Dale Last MP (Queensland Minister for Natural Resources and Mines) and David Littleproud MP (Leader of the National Party).
 - Both expressed support for FutureCoal's messaging and a desire for greater industry coordination, aligning with plans to launch an Australia Chapter.
- **Media:** Interviews conducted with *John Anderson*, *Nikkei Asia*, *ABC NSW Country Hour* and the *Coalface* podcast.
 - An op-ed by Michelle Manook was published in *The Australian*, calling for adoption of Sustainable Coal Stewardship (SCS).

4.3 China

- Michelle Manook delivered a keynote at the International China Coal Conference.
- Media interviews were conducted with *China Daily*, *China Coal News* and the *China Coal Industry* publication.
- Meetings were held with prospective members, including China Coal Technology & Engineering Group (CCTEG).

5. Digital and Media Reach

- Website performance metrics were reported:
 - 11 million impressions and 18,000 visitors, representing a 37% increase on the previous period.
 - Visitor growth was driven primarily by China (23%) and the United States (40%), linked to recent media exposure.
- The data reflects increasing global engagement and effective outreach.

6. Campaign Updates

6.1 Fund Fair. Fund Equal.

- Two open letters from Michelle Manook and Chairman Mike Teke were distributed to more than 700 global finance and government stakeholders.
- Media activity included Chairman Teke's Letter to the Editor in the *South China Morning Post*.
- Civil society responses were received from BankTrack, Urgewald and Just Share.
- FutureCoal provided a formal evidence-based response, reinforcing its commitment to balanced dialogue.
- Campaign outcomes included more than 90 media mentions and approximately 60 million impressions, with increased engagement from financial institutions.

6.2 Leadership Campaign – Mike Teke

- Global media outreach followed Mike Teke's appointment as Chairman.
- Coverage included interviews with the *Financial Times*, Bloomberg, Reuters, *Daily Maverick* and *News24*.
- Approximately 80 media mentions and 50 million impressions were achieved, strengthening Chairman Teke's profile as a global industry leader.

7. Input on Future Campaigns and Feedback

7.1 Fund SCS. Not Coal campaign

- Members discussed the proposed campaign title "*Fund SCS. Not Coal.*"
- Concerns were raised that the phrase "Not Coal" may unintentionally undermine coal and create confusion regarding FutureCoal's position.
- Members noted the potential risk that the wording could be interpreted as advocating for coal exclusion, which may negatively impact member businesses.
- It was suggested that the campaign focus exclusively on Sustainable Coal Stewardship (SCS) rather than framing SCS in contrast to coal.
- Members highlighted the following points:
 - The current framing may be counterproductive and risk weakening FutureCoal's advocacy.
 - SCS could be perceived as niche if not clearly positioned as applicable across the full coal value chain.
 - Emphasising SCS should expand, rather than limit, opportunities to fund coal.
 - Greater focus on coal technologies was preferred over exclusionary or negative phrasing.
 - Alternative title formats, including the use of a question mark to prompt curiosity, were suggested but views were mixed.
 - Clarification is required around references to funding figures (e.g. \$21 million) to avoid misunderstanding.

- Several members expressed discomfort with language that could be interpreted as moving away from coal, noting that many member businesses are not limited to fully abated coal.

- Management acknowledged the feedback and agreed to revise the campaign messaging to centre on SCS, removing language that could be construed as excluding coal, prior to campaign rollout.

8. Thungela's Presentation

- Thungela's presentation can be accessed [here](#).

9. Any Other Business

- The Committee noted the need to clarify references to the \$21 million figure used in campaign materials and to circulate the campaign materials for review prior to publication.

Chair

Date