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Media Statement

28 March 2007

Rob Jefferies to boost Geraldton Iron Ore Alliance's regional presence

The Geraldton Iron Ore Alliance (Alliance) is stepping up their campaign in the Mid West with appointment of the former City of Geraldton Chief Executive Officer, Rob Jefferies as their new Mid West Liaison Officer.

Mr Jefferies appointment will be effective of 3rd April 2007.

Alliance Chairman Clive Brown said Mr Jefferies, who ends his tenure with the City of Geraldton this week, would add an important local voice to the work currently being undertaken by the Alliance.

Mr Jefferies has an established track record in working with the Mid West region to deliver the best possible opportunities and benefits for the whole community, he said

Over the last six years as the City of Geraldton's CEO, he has helped to oversee the transformation of the city including working in conjunction with the State Government on the Geraldton Foreshore Redevelopment, Southern Transport Corridor Project and the Port Enhancement Scheme.

These multimillion dollar projects are proving to be an integral part of a successful future for WA's Mid West region, not only for just the local community but the State as a whole.

We welcome Mr Jefferies to the Alliance and we are privileged to have him as part of their team.

Mr Brown added the Alliance would be working hard to promote the social, economic and environmental benefits created by a Mid West iron ore industry.

Mr Jefferies said he was keen to work alongside the Alliance and the local community.

Mr Jefferies is passionate about the opportunities available to develop the Mid West and transforming the region in a social, economic and environmentally responsible manner, he said.

Mr Jefferies is determined that the views of the Mid West residents are well represented. My door will always be open for residents to have their say about the ongoing development of the Mid West.

The Mid West is growing in stature as an iron ore province and attracting significant investment from domestic and international companies, he said.

The Alliance believes that given supportive Government policies and the goodwill of the Mid West community, the area could be transformed over the next decade into a significant iron ore producing region in Australia.

The region could be exporting some 50-60 million tonnes per annum of iron ore products, including a significant proportion of value-added products such as concentrate/pellets from magnetite ore.

The development of the iron ore industry will also renew confidence in the community about the future direction of the Mid West.

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ABOUT THE GERALDTON IRON ORE ALLIANCE

Formed in December 2005 by a group of companies, the Geraldton Iron Ore Alliance represents seven companies with iron ore deposits in the Mid West region of Western Australia. The primary role of the Alliance is to promote the development of a viable and successful iron ore industry in the region.

Collectively, the members have the capacity to develop a substantial new iron ore export industry, delivering significant economic benefits to both large and small regional communities.

The members include:

- Mount Gibson Iron Limited
- Midwest Corporation Limited
- Murchison Metals Ltd
- Gindalbie Metals Ltd
- Golden West Resources Limited
- Royal Resources Limited
- Asia Iron Holdings Limited

Iron ore is one of the most exciting new growth sectors to emerge in the diverse Mid West economy, which already includes a substantial mining sector. Spanning an area of more than 470,000 square kilometres, the Mid West region is richly endowed with iron ore and well serviced by road, rail and port infrastructure. Geraldton is the region's commercial, administrative and service centre and is located just 400 kilometres north of Perth.

ROB JEFFERIES – Curriculum Vitae

Rob Jefferies is an experienced professional with a strong track record in managing multiple stakeholders, having lived and worked in regional communities across the Western Australia. This experience includes:

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| 2000 to March 2007 | CHIEF EXECUTIVE OFFICER
City of Geraldton |
| 2000 | MANAGER STRATEGIC PLANNING GROUP
City of Fremantle |
| 1998 - 2000 | EXECUTIVE DIRECTOR - STRATEGIC PLANNING
City of Albany |
| 1996 – 1998 | EXECUTIVE MANAGER STRATEGY AND CONTRACTS
Town of Albany |
| 1994 – 1996 | DIRECTOR OF TECHNICAL SERVICES AND DEVELOPMENT
Town of Albany |
| 1991 – 1994 | DIRECTOR OF WORKS AND TECHNICAL SERVICES/ (TOWN ENGINEER)
Town of Albany |
| 1986 – 1991 | ENGINEERING MANAGER
Warren F Johnson & Co - Consulting Surveyors, Engineers and Planners |
| 1982 – 1986 | SHIRE ENGINEER
Shire of Broome |

QUALIFICATIONS

The above experience is underpinned with sound qualifications including:

- Master of Business Administration (Deakin)
- Associateship in Civil Engineering (WAIT)
- Fellow of the Institution of Engineers, Australia
- Member Local Government Managers Association
- Chartered Member of the College of Civil Engineers (IE Aust)
- Municipal Engineers Certificate (WA)