



Geraldton Guardian Editorial

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GIOA Support Mid West Youth

The Geraldton Iron Ore Alliance (GIOA) is throwing its weight behind the GIOA Mid West Career Expo as a way of expressing its commitment to the region's youth.

The alliance has been the expo naming sponsor for the past four years, as its members see the importance of helping young people make the most of career opportunities available in the region.

GIOA Chief Executive Officer Rob Jefferies said GIOA was committed to supporting the region's young people.

"GIOA recognises Mid West youth of today are the employees of the future and we have consequently been committed to supporting community initiatives such as the expo, and various youth activities and outreach programs in partnership with the City of Greater Geraldton through our sponsorship of the Youth-N-Motion program," Mr Jefferies said.

"GIOA members also individually contribute to community and Indigenous funds, projects, events and sponsorships.

"Their community support programs have seen funds allocated to a number of initiatives, including the Murchison Education Strategy, completion of a youth room at Murchison Settlement, the resurfacing of netball courts in Morawa and a 'Motivating Students' program in Mullewa, as just a few examples.

"Such programs aim to foster a link with young people and provide information on topics such as health, education and employment."

GIOA's Sinosteel Midwest Corporation (SMC) External Relations Manager Danielle van Kampen said SMC was proud to continue its support of such a successful expo.

"It's a great opportunity to interact with the community of the Mid West to let them know about the fantastic and varied iron ore career opportunities available now and into the future," she said.

"The expo also offers a chance to showcase some of the lesser-known jobs available in the industry, which is sometimes seen as only a two-forked path through either trades or an engineering degree.

“The truth is that there is a potentially rewarding career through hundreds of avenues and, with good workforce diversity, there is a place for everyone who wants to seriously commit to help develop the number one emerging industry in the Mid West.”

GIOA’s emphasis on supporting Mid West youth is part of a broader reaching aim to foster positive relationships with Mid West communities. This aim has also seen the alliance support community initiatives such as the Mid West Economic and Resources Summit, Mid West Chamber of Commerce and Industry Business Excellence Awards and Mingenew Midwest Lions Expo.

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