



MEDIA RELEASE

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GIOA announces new structure and appoints CEO

The Geraldton Iron Ore Alliance (GIOA) has announced a new structure to bolster its long term commitment to the Mid West region, with the appointment of Rob Jefferies as Chief Executive Officer.

The change in structure is an important step for the Mid West iron ore industry body as it matures and works towards seeing the development of key infrastructure and projects in the region.

Mr Jefferies was previously Deputy Chairman of the Alliance. His move to the role of Chief Executive Officer reflects the development of the GIOA and its ongoing commitment to a 'grass-roots' focus in the Mid West.

"My new role will be about continuing to develop relationships, both within the community and government, so that our members can progress their operations in the region, while delivering social and economic benefits back into local communities," CEO Mr Jefferies said.

Mr Jefferies also stated: "the current key priorities for the GIOA are the further reform of the environmental and related approvals processes, and a high level of coordination between government and iron ore companies on strategic infrastructure development, to ensure the timely and sustainable development of the industry."

Former Minister for State Development, Clive Brown steps into the role of Patron of the Alliance, with members of the Executive Committee appointed as Chairman on a six-month rotating basis.

"It is excellent to see the way the Alliance has strengthened since its inception two years ago, and as Patron I shall enjoy working with the CEO and member companies to facilitate the progression of the Mid West iron ore industry."

Under the new arrangement Bill MacKenzie, CEO of member company Asia Iron Holdings, will take on the role of GIOA Chairman until March 2009.

"This new structure allows for strong ownership of the Alliance from members, and ensures that each member company is given the opportunity to provide leadership to our industry body, while ensuring a quick and efficient response to opportunities and issues as they arise," Bill said.

“I look forward to taking on the responsibilities of Chairman and working with Rob and Clive to progress our goal of delivering a sustainable iron ore industry to the Mid West.”

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About the Alliance:

The Geraldton Iron Ore Alliance (Alliance) has a membership of eight iron ore mining companies which are at various stages of exploration and development of mines in the Mid West. These companies are:

- Mount Gibson Iron Limited
- Midwest Corporation Limited
- Crosslands Resources Ltd
- Gindalbie Metals Ltd
- Golden West Resources Limited
- Royal Resources Limited
- Asia Iron Limited
- Atlas Iron Limited

Further details of the companies and their projects is available on the Alliance’s website at www.gioa.com.au.