



COMINGS AND GOINGS

The Geraldton Iron Ore Alliance (GIOA) has bolstered its management team with the appointment of Rob Jefferies as chief executive.



Rob Jefferies

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.

Jefferies was previously deputy chairman of the Alliance. His new role 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," Jefferies said.