



Company restructure

GIOA plans for the future

JOSH BURROWS

A RESTRUCTURE has the Geraldton Iron Ore Alliance preparing to take an even bigger role in the development of the Mid West.

The most significant change is the appointment of Rob Jefferies as chief executive officer and the addition of sub-committees to deal with the growing needs of the organisation.

Mr Jefferies was previously deputy chairman of the Alliance and his move up the ladder

reflects GIOA's 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," Mr Jefferies said.

The Mid West iron ore industry is constantly growing and Mr Jefferies said the

Alliance had to restructure itself to have a more efficient approach in serving the region.

"We also have recently formed an environmental sub-committee and employment sub-committee to manage the sheer volume of work across those areas and make it more structured," he said.

"The biggest area of effort is in relation to indigenous employment. While the industry is growing, we're planning how we can engage indigenous people in our

future workforce."

The structure change also included former Minister for State Development Clive Brown being appointed patron of the Alliance, with members of the executive committee appointed as chairman on a six-month rotating basis.

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



Rob Jefferies



Bill MacKenzie