



# Important News about the Iron Ore Mining Industry in the Mid West

Dear Mid West resident

The Geraldton Iron Ore Alliance brings together seven companies planning iron ore mining operations in the Mid West. The Alliance recently commissioned independent research into Mid West community perceptions about plans to develop the region into an internationally important iron ore province.

The survey is just one more step to achieving a better understanding of the expectations the Mid West community has of the industry, and the results demonstrate an outstanding level of support. Some key findings are detailed below:

- ▲ 87% of the Mid West population believes the economic flow-on from iron ore mining will be important for the region.
- ▲ 81% think it will have a positive impact (only 7% disagree).
- ▲ When asked specifically about the main benefits of the iron ore industry, 61% said direct employment and 37% said flow-on employment in other industries.
- ▲ Other benefits identified included population growth, making regional communities more viable, retaining young people in the region and better facilities and infrastructure.
- ▲ The further development of the iron ore industry was seen as a negative by a small minority. Concerns raised related to dust, increased truck traffic and the effects on flora and fauna.
- ▲ After considering all positives and negatives, 82% supported the expansion of the iron ore industry and only 9% were opposed.

These results confirm a solid foundation for the community and industry to work together to deliver greater opportunities to mid west communities through direct and indirect employment, training, population growth, better infrastructure and facilities, and respect for the environment we all share.

Further information on the results of this research, undertaken by Patterson Market Research, is available on our website at [www.gioa.com.au](http://www.gioa.com.au).

**So what can you do?** You may want to talk about the future of the iron ore mining industry in the Mid West with family and friends - or to decision-makers in your community, such as members of local government or even your Member of Parliament.

If you would like any further information, more detail is available at the Alliance website, including links to the websites of our member companies. Alternatively, please contact our representative in the Mid West, Rob Jefferies on 9964 7923 or email [rob@robjefferies.com.au](mailto:rob@robjefferies.com.au).

Yours sincerely  
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Chairman, Geraldton Iron Ore Alliance

