



City of
Geraldton-Greenough
Climate of Opportunity

What are our expectations?

Tony Brun - Chief Executive Officer

MID WEST 2009
RESOURCES
FORUM 
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Impact of Development

- Potential requirement for 5,000 – 7,000 new jobs by 2013/15 (*not far away*)
- Multiplier impact *potentially* to drive population pressure for 10,000 – 20,000 additional people in the region by 2015
- Risk of “Pilbarisation”
- Opportunities abound
- Is the State planning framework up to the challenge?
 - The answer is **NO**



A Critical Issue

- The construction of the 330 Kv line is the most important project for the Mid West (bar none)
- Failure to build will be an indictment on the State
- Development depends on it for the:-
 - resources sector
 - renewable energy sector
 - Mid West Economy



A Global Environment

- The growing influence of China
- A potential to link with India and the Mid-East
- What is the role of Local Government?
- What are the risks?
- Is the community ready?
- Is the government ready?



Local Government Reform

- There is a need for certainty and clear direction from the Government
- WA has historically been a Perth-Centric state; even the regional communities will undermine each other to better Perth (truly bizarre)
- Reform should be about increasing capacity and empowering regions
- The City supports reform



Geraldton's Vision

- a (inter)national logistics hub with a connection to standard gauge network
- a major national scale industry hub (modelled on Gladstone in Queensland)
- a centre for:
 - Renewable Energy
 - Radio Astronomy
 - Research
 - Government
 - Services/Retail



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A New State Plan

- Current planning myopically obsessed with Perth as the be all and end all
- Need to diversify WA into a genuine multiple city-state (*100-300,000 people*)
- Port cities will play a focal part in developing WA

