

## INDUSTRY

The Pilbara is a mineral rich region of spectacular scenery. Our diversity is due to the wide range of minerals because of its unique range of terrain - a mix of iron ore, diamonds, gold, nickel and copper.

Minerals & Petroleum	\$14.4 billion
Retail Trade	\$498 million
Tourism	\$102 million
Construction	\$96 million
Manufacturing	\$123 million
Pastoral	\$18 million
Aquaculture	\$13 million

WA produces 48% of Mineral & Petroleum production for national export.

In 2001/2002 the Pilbara contributed 56% of the value of WA's Mineral & Petroleum production for export.

Source: ABS



Contact Us

### PILBARA AREA CONSULTATIVE COMMITTEE

PO Box 1404  
7 Morse Crt, Karratha WA 6714

Telephone: (08) 9144 0651  
Facsimile: (08) 9144 0652  
Email: [info@pacc.pilbara.net](mailto:info@pacc.pilbara.net)  
Website: [www.pacc.pilbara.net](http://www.pacc.pilbara.net)

Executive Officer  
Telephone.....0418 921 176



An Australian Government Initiative

Business  
Pocket Directory

# A PILBARA PORTRAIT



[www.pacc.pilbara.net](http://www.pacc.pilbara.net)

## Geographical

Area.....506,619km  
 .....1/5 size of WA  
 .....Same size as the Northern Territory and Spain.  
 .....Twice the size of United Kingdom

Comprising of the Shires of Ashburton, East Pilbara and Roebourne, and the Town of Port Hedland.

East Pilbara being the largest Shire in the world.

In excess of 33 Indigenous local languages spoken. The three main ones being:

.....Nyangumarta  
 .....Yindjibarndi  
 .....Martu Wangka

The Pilbara also has the largest multi-cultural population outside the metropolitan area in Western Australia.

## Population

Pilbara Region.....39,461  
 Aboriginal population.....5,736 (13.4%)

### Towns & Major Indigenous Communities

Port Hedland.....12,061  
 Karratha.....11,120  
 Newman.....4,502  
 Paraburdoo.....1,814  
 Marble Bar.....1,753  
 Roebourne.....1,319  
 Pannawonica.....1,225  
 Nullagine.....321  
 Jigalong.....299

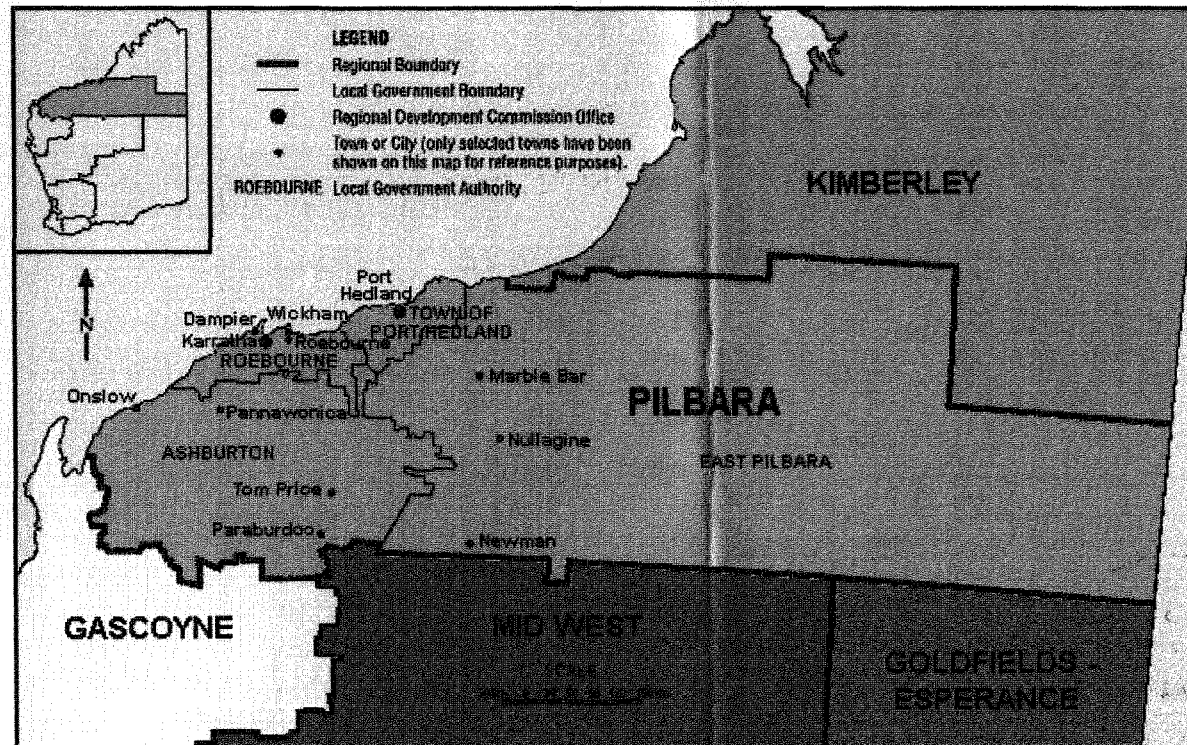
## Location

Northwest Australia — Bounded by the Indian Ocean on one side, the Great Sandy Desert on the other, Gascoyne and Murchison to the south and the Kimberley to the north.

## Climate

Wet Season average temperature.....24-40C  
 Dry Season average temperature.....12-24C  
 Average Annual rainfall.....300-400mm  
 Dependant on Cyclone Season.

Marble Bar (highest average monthly temp) was the hottest place in Australia consecutively with 160 days straight over 100F. Days in excess of 45C are common.



## Responsible Ministers

The Ministers responsible for the operations of ACCs are:

- The Hon. John Anderson MP, Deputy Prime Minister, Minister for Transport & Regional Services
- The Hon. Jim Lloyd MP, Minister for Local Government, Territories and Roads
- Mrs De-Anne Kelly MP, Parliamentary Secretary to the Minister for Transport and Regional Services.

## Strategic Regional Plan 2004-2007

In consultation with the community and other economic development agencies, including local shires, the Pilbara ACC Inc has developed a three-year Strategic Regional Plan. The Committee has identified five areas of priority in line with the Charter of the National Network of ACCs.

*Full details on the strategies, actions and Key Result Areas are contained in the Strategic Regional Plan 2004-2007, available from Pilbara ACC.*

## The Committee

The Pilbara ACC Inc. is comprised of local representatives from business, industry, education and administration who volunteer their time to assist the region in its economic development and enhancement of employment opportunities.

*Pilbara ACC Vision "We aspire to have the Pilbara Community, respect, value and trust our Regional Development capabilities so much that they actively seek us out."*



**An Australian Government Initiative**

## Charter for the National Network of ACCs

The national network of Area Consultative Committees (ACCs) provides an important link between the Federal Government and rural and metropolitan Australia. As volunteer community based organizations, ACCs are uniquely placed to respond to issues in their regions and provide a vital conduit to Government on local social and economic conditions.

The Chairs of the ACCs, who are appointed by the Deputy Prime Minister and Minister for Transport and Regional Services, John Anderson, are leading members of the local community, local business and government, and provide strategic leadership and direction to ACCs in fulfilling their charter and functions.

The Government recognises that optimal regional growth and development will only be achieved when regional communities manage change at the local level, realise their potential and plan for and lead their own development with the support of both the Government and the private sector.

However this in turn will work best if there is an effective organisation arrangement in place that enables the Government to respond to each region's needs and that encourages the local community to take up the Government programmes designed to achieve these goals. It is this role that ACCs fulfill.

### ACC Core Responsibilities

The ACC Charter comprises three core responsibilities from which all activity is derived.

1. ACCs are a key facilitator of change and development in their region.
2. ACCs are the link between Government, business and the Community.
3. ACCs facilitate whole-of-government responses to opportunities in their communities.

### Ministerial Statement of Priorities

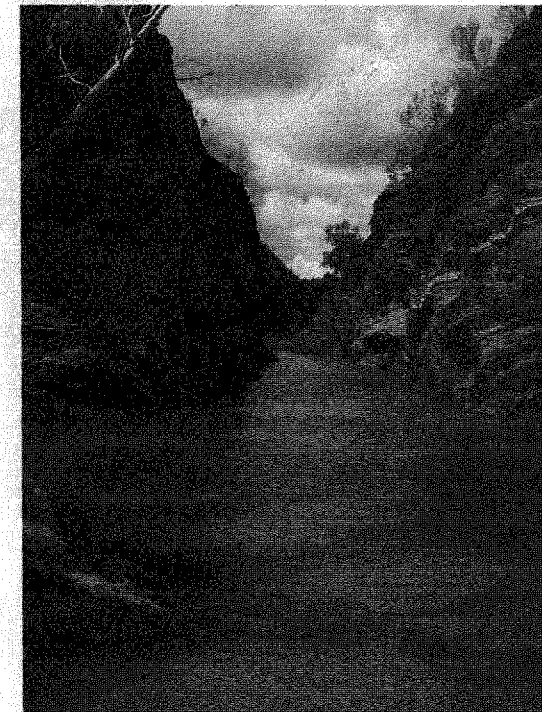
The Government has determined the policies and programmes it will instigate in support of regional development. It has tasked ACCs with contributing to regional development in the following priority areas arising from these policies:

- Supporting a planned, co-operative approach to regional development, particularly to the social and economic impacts of structural change in rural, regional and metropolitan Australia;
- Improving the business and investment environment in regions;
- Addressing pressing social issues faced by regional communities, particularly through building community skills and capacity;
- Improving regional services, particularly by encouraging Commonwealth Government programme take-up and support for partnership solutions;
- A partnership approach with indigenous communities to bring whole-of-government solutions to indigenous disadvantage;
- Encouraging the growth of regional businesses and employment;
- Sustaining our natural resources and environment; and
- Actively seeking out those opportunities that arise from the evolving economic, social and technological environment that lend themselves to/are suitable for joint private/public sector development.

PO Box 1404 KARRATHA WA 6714—5/7 Morse Court, KARRATHA  
Ph: 08 9144 0651—Fax: 08 9144 0652  
admin@pacc.pilbara.net  
[www.pacc.pilbara.net](http://www.pacc.pilbara.net)

PILBARA AREA CONSULTATIVE COMMITTEE

# ANNUAL REPORT 2003/2004





## Acting Chairman's Report

I present to you this annual report for 2003-2004. This year has seen many changes of faces in our office as we farewell several key staff members. Our EO, Debbie Marsland left early in the year, the Indigenous Employment Project Officer (IEPO) Aaron Hubert, and the Officer Managers Judy Lowrie and Michelle Richardson have all come and gone. Michelle has since gone on to greater things with the birth of her son, Daniel. However, we had the happy news of welcoming our new EO Cameron Simpkins, Phil Davies returning to the IEPO role, and Samantha Howard has made the office her own.

It has been a year of much change and rebuilding for the ACC, and with processes completed, we can now look forward to an exciting and challenging 2004-2005. The ACC moved office in November 2003. The planning for this action was begun in late 2002, and we now reside in Karratha's brand new Welcome Lotteries House. The work involved in the move, whilst still maintaining business as usual was no small feat for the staff.

I took on the role of Acting Chairman when Gloria Jacob stepped aside to focus on her business commitments during the year. I acknowledge and thank Gloria for her excellent leadership of the PACC to that time. Continuing to work within our Strategic Regional Plan of 2001-2004, and towards the charter as released by the Hon. John Anderson, Deputy Prime Minister and Minister for Transport and Regional Services, has provided us the scope to take a broader approach on seizing opportunities for regional development in the Pilbara. Both of these documents give us the mandate to adopt a whole of Government approach, which is so important to ensuring access to services within regional communities.

The new Regional Partnerships Programme presents a much more simplified approach for proponents which focuses on the ministerial priorities of economic, social, environmental and structural development and our office has been engaged in embracing the change accordingly.

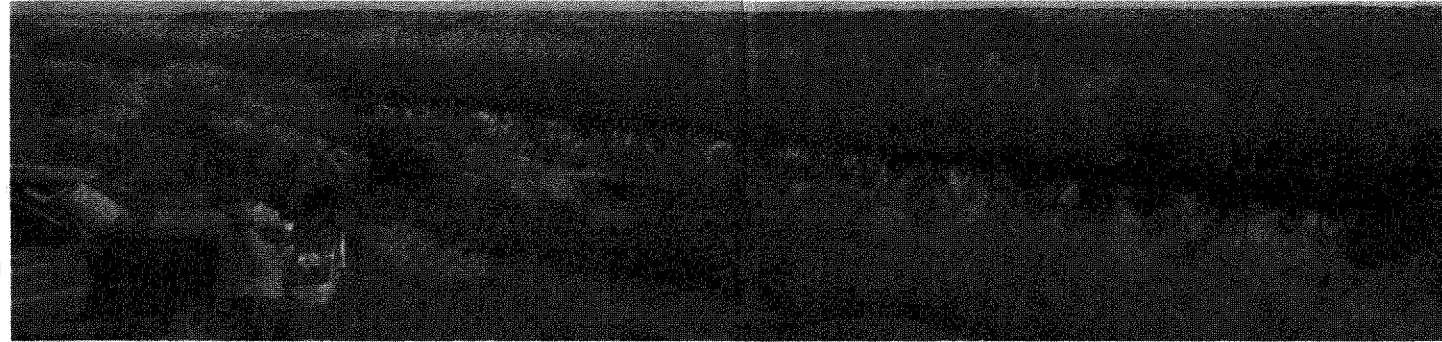
Our organisation continues to build partnerships with other regional organisations and groups, working together with indigenous communities, business and various tiers of government agencies to add value and leverage sustainable project opportunities within the Pilbara.

Our Quarterly General Meetings continue to be held in various locations around the Pilbara promoting PACC activity through community forums and workshops and receiving feedback to government on issues affecting future policy.

I thank my fellow Pilbara ACC members, who have volunteered their time and energies to attend meetings and events across the region and given support and feedback on projects that have been received. Their vast knowledge of local issues, networks and experience of living in the Pilbara is invaluable and I thank them for their dedication.

My commitment going forward is to improve and expand on our past performance. I look forward to the year ahead and the challenge of generating opportunities for the benefit of the Pilbara region and its communities.

TONY FORD



## Executive Officer's Report

This reporting period has been one of rebuilding and rebirthing the PACC. Hit hard by the loss of several key members of staff early in the financial year, the relocation of the office and the introduction of the Regional Partnerships Programme saw the PACC involved in a challenging year.

Most of the marketing and branding work undertaken for the PACC and Regional Partnerships in this financial year will not be reaped until 2004-2005. Towards the end of Q4 this was becoming evident by the increased number of enquiries that the office was receiving from prospective proponents seeking information about the program. If this continues it should see a steady flow of projects presented for potential approval and funding.

Having stated the above, there were some successes in 2003-2004 from the Program. The South Hedland Playgroup was the first project to receive Regional Partnership funding for the Pilbara Region. The programme funded an outdoor play area, soft fall surface and fence for the little people of the South Hedland community. This will make a wonderful addition for the working families of Port Hedland. Also funded was the lore ground infrastructure for Gumula. This incorporates the construction of basic shade and ablutions for four language groups in the Tom Price region. The facilities will be used when these people meet to conduct traditional lore ceremonies during the years ahead. Both are worthy projects and together amount to \$118,536 funded for the year. The PACC has also assisted in placing a further number of projects awaiting approval from the Minister. These are expected to be funded in 2004-05 Q1/Q2 and should reap a return to the region of around one million dollars.

The PACC has also been a major contributor to the Regional Transaction Centres in Jigalong and Roebourne. Both these centres will provide professional office accommodation for services such as doctors and banks to utilise when they visit the communities. The funding for these facilities is just over half a million dollars and is a wonderful recognition of the communities needs.

Sadly, we have once again farewell Phil Davies from the IEPO role. Phil returned to us in late 2003, and resumed the role with a vengeance. He completed many kilometres, interviews and meetings to achieve the great successes that are attributed to his position. Unfortunately, DEWR has decided to cease funding this position for 2004-05 and Phil has sought employment elsewhere.

In short, it has been a busy year rebuilding the PACC, and the real returns should start to be seen in Q1 2004-05.

CAMERON SIMPKINS



Project name	Funding
Hedland Play Group	\$22,000
Gumula	\$96,107
RTC—Jigalong	\$220,748
RTC—Roebourne	\$273,100

## The Region

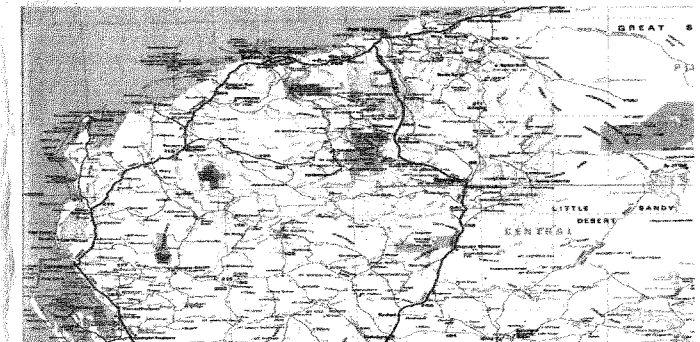
The Pilbara region covers an area of 506,000 square kilometres with a population of approximately 40,000. The region includes four local government authorities – the Shires of Ashburton, Roebourne, East Pilbara and the Town of Port Hedland.

The major towns of Port and South Hedland, Karratha, Newman, Paraburdoo and Tom Price accommodate approximately 70% of the population. The remainder of the population is in smaller towns, in remote pastoral and mining locations, or on Aboriginal communities.

The indigenous population of the Pilbara is 5,736 or 13.4% of the total population for the region. This is significantly higher than for Western Australia as a whole, where indigenous people make up 2.9% of the total population.

Major economic activities in the Pilbara include mining of iron ore and base metals, and the production of oil, gas and salt. There is a small manufacturing and service industry as well as tourism, pastoralism and fishing activities.

The Pilbara region yielded minerals and petroleum worth more than \$15 billion per year, a figure that is rapidly growing. The Pilbara region generates approximately 26% of national exports and over 55% of the value of Western Australia's mineral and petroleum production.



# The Pilbara ACC Strategic Plan

## Our Regional Strengths are:

**People** --People of the Pilbara are an untapped resource. There is a commitment from the people to add value to the region in a localised manner. Their ingenuity, adaptability, energy and enthusiasm if harnessed will enhance the Pilbara. The cultural diversity of the region is also a strength. There is a strong traditional Aboriginal culture which adds richness to the lives of the people of the Pilbara. The potential for tourism is still unrealised.

### Goal 1 -Be Relevant

- Promote the role and Services of the PACC to Business, Government and the Community.
- Improving local community facilities, services or living amenity.

**Employment** -The region is in a period of economic growth in a range of areas including the resources industry, pastoral and fishing which will flow down to small business and tourism. Maximum opportunity needs to be made.

**National Focus** -At the moment, the Pilbara is an area of national focus. The region generates a large proportion of the National Export income. The time is right to capitalise on this national spotlight.

## Outcome

That the region is thriving and prosperous with the creation of opportunities and partnerships to benefit the Pilbara Community.

**Environment** -The Pilbara is a unique area. The competitive advantage that exists in regard to our natural resources is obvious. The natural resources in relation to mining and industry as well as the uniqueness of the landscape and space to attract tourism provides the edge of growth and development.

## Ministerial and Regional Priorities

- PACC is a key facilitator of change and development in the Pilbara Region.
- PACC is the link between Government, business and the community.
- PACC will act as a catalyst and coordination point for regional development.

### Goal 2 - Be Real

- Form ongoing alliances to create Regional Partnership initiatives.
- Fostering or developing economic diversity within the Pilbara region.

**Infrastructure**- The Pilbara has an extensive road system that is constantly being extended and improved. Access to key parts of the region is available via sealed roads and national highways. Major regional centres have airports, with Karratha and Port Hedland boasting capacity for international air traffic. There are four major ports for Panamax capacity in the region. Adventure Tourism is now an established industry in the Pilbara, particularly to Cossack, and the Karjini and Millstream National Parks.

**Service Provision** - the number of Community organisations that exist within the region and the strengthening of local government authority alliances provides a vehicle for negotiating at a state and Australian level.

### Goal 4-To Promote

- Effectively promote Australian Government funded initiatives to the region and their outcome.
- Adding Value to existing economic activity and industry.



An Australian Government Initiative

## OUR REGION

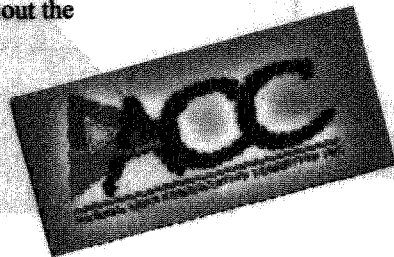
Located in the north West of Western Australia, the Pilbara is a mineral rich region of spectacular scenery thought to be around 2.8 billion years old. Often described as the engine room of the nation due to the immense reserves of natural resources of Iron Ore, Natural Gas, Oil, Gold, Nickel and Copper. The Pilbara is also blessed with stunning natural beauty boasting striking landscapes and a rich and diverse cultural heritage.

Extending from the Indian Ocean to the Northern Territory border, the Pilbara covers more than 500,000 square kilometres and equates to one sixth of the continental land mass. The region comprises four local government authorities—the Shires of Ashburton, East Pilbara and Roebourne, and the Town of Port Hedland.

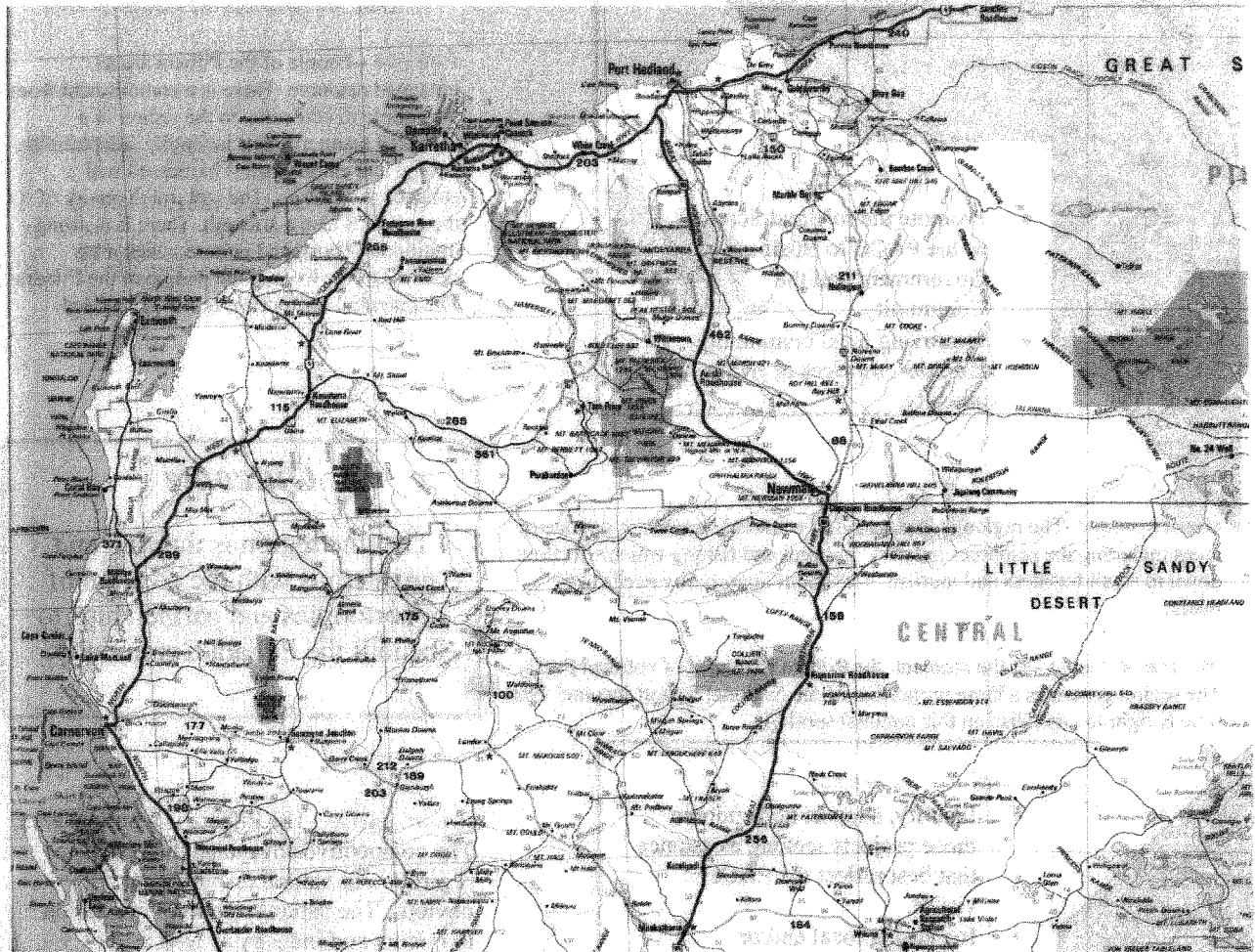
More than 39,000 people (39,676 estimated population by the Australian Bureau of Statistics for 2000/2001) live in the Pilbara enjoying the relaxed community lifestyle, the magnificent climate and unique environment it provides. While most residents live in the region's towns, many choose the rugged life of the pastoral stations.

The region can be separated into three distinct geographical formations, a vast coastal plain, breath taking inland ranges and an arid desert region extending into Australia's dry centre. The Pilbara is a semi arid region characterised by high temperatures, low and variable rainfall and high evaporation. Temperature ranges are generally greater in inland districts away from the moderating effects of onshore winds common to the coastal districts.

Between October and April the temperature throughout the Pilbara reaches or exceeds 38 degrees Celsius almost everyday. During the winter months the average temperature falls to a very pleasant 25 degrees Celsius, and can be below zero at night in the desert regions. Some of the Pilbara's most popular natural attractions are the Karijini and Millstream/Chichester National Parks and the Dampier Archipelago. The region is also well known for its heritage assets and especially for Aboriginal Rock Art of which there are spectacular examples throughout the Pilbara.



## THE PILBARA



**CHARTER** -The Pilbara Area Consultative Committee is one of 56 ACC across Australia which is funded by the Australian Government to work in partnership with business, government and the community to build community capacity and to find local solutions to local problems. Funded through the Department of Transport and Regional Service PACC is an incorporated, non-profit, Community based association with honorary representatives from all regions of the Pilbara, as well as other special interest groups. The Chair is appointed by the Minister for Transport and Regional Services. The committee meets four times a year and is administered by a small staff.

**Pilbara Area Consultative Committee Strategic Regional Plan 2004 2007**

Contact us: Welcome Lotteries House, 7 Morse Court, Karratha, WA 6714

Ph: 08 9144 0651 Fax: 08 9144 0652

Email: [pacc@pacc.pilbara.net](mailto:pacc@pacc.pilbara.net)