

CEDAR WOODS PROPERTIES (CWP)



Robert Brown
Deputy Chairman
Number of shares sold:
900,000
Amount raised:
\$4.86m
Value of total shareholding:
\$43.74m

RED HILL IRON (RHI)

Neil Tomkinson
Executive Chairman
Number of shares acquired
2,047,378*
Cost of shares acquired
\$1.64m
Value of total shareholding:
\$10.09m

*By Warrambo Holdings and Wythenshawe, in which Mr Tomkinson and director Joshua Pitt have indirect interest.



INCREASE COMPANY	HOLDER OR INTERESTED PARTY	DATE*	NUMBER ACQUIRED	PRICE PER SHARE (\$)	TOTAL COST (\$)	CURRENT SECURITIES	VALUE PER SHARE (\$)*	TOTAL VALUE (\$)*	
Algae.Tec	Peter Hatfull	21-Mar-13	8,700	0.250	2,174	9,811,178	0.250	2,452,795	A
Altona Mining	Alistair Cowden	04-Feb-13	1,666,666	nil	nil	10,000,000	0.205	2,050,000	J
Altona Mining	Alistair Cowden	21-Mar-13	5,480	0.289	1,584	10,005,480	0.225	2,251,233	B
Cape Lambert Resources	Tony Sage	12-Mar-13	75,000	0.181	13,599	42,765,430	0.160	6,842,469	A
Eclipse Metals	Carlos Popal	19-Mar-13	11,353,131	nil	nil	21,758,556	0.015	326,378	G
Emergent Resources	Jian Hua Sang	18-Mar-13	5,000,000	0.024	120,000	40,244,609	0.023	925,626	A
Entek Energy	Alexander Forcke	20-Mar-13	250,000	0.053	13,128	5,500,000	0.054	297,000	A
Eumeralla Resources	James Hyndes	21-Mar-13	247,700	0.120	29,724	14,732,207	0.100	1,473,221	A
Genesis Minerals	Damian Delaney	11-Mar-13	100,000	0.045	4,500	445,000	0.049	21,805	A
Gunson Resources	David Craig	20-Mar-13	138,462	0.065	9,000	288,462	0.050	14,423	E
Gunson Resources	David Harley	20-Mar-13	230,770	0.065	15,000	3,910,770	0.050	195,539	E
Gunson Resources	Peter Harley	20-Mar-13	230,770	0.065	15,000	739,023	0.050	36,951	E
Hillcrest Litigation Services	Alan Van Noort	14-Mar-13	38,333	0.010	383	40,949,380	0.010	409,494	A
Red Hill Iron	Neil Tomkinson	20-Mar-13	2,047,378	0.800	1,637,902	12,376,223	0.815	10,086,622	H
Red Hill Iron	Garry Strong	20-Mar-13	142,992	0.800	114,394	1,286,938	0.815	1,048,854	D
Spitfire Resources	Russell Hardwick	19-Mar-13	70,000	0.036	2,520	607,471	0.035	21,261	A
Sterling Plantations	CRS Paragash	15-Mar-13	190,000	0.060	11,360	32,790,000	0.060	1,967,400	F
Trafford Resources	Ian Finch	21-Mar-13	25,000	0.155	3,875	4,087,911	0.140	572,308	A
Trafford Resources	Ian Finch	21-Mar-13	35,000	0.155	5,425	4,122,911	0.140	577,208	A
Triton Minerals	Bradley Boyle	21-Mar-13	300,000	0.050	15,000	693,037	0.082	56,829	E
Wesfarmers	Vanessa Wallace	20-Mar-13	588	42.500	24,990	6,107	41.100	250,998	A
White Cliff Minerals	Michael Langoulant	21-Mar-13	681,820	0.022	15,000	5,621,822	0.035	196,764	I
White Cliff Minerals	Todd Hibberd	21-Mar-13	500,000	0.022	11,000	5,805,714	0.035	203,200	I

DECREASE COMPANY	HOLDER OR INTERESTED PARTY	DATE	NUMBER DISPOSED	PRICE PER SHARE (\$)	TOTAL REALISED (\$)	CURRENT SECURITIES	VALUE PER SHARE (\$)*	TOTAL VALUE (\$)*	
Cedar Woods Properties	Robert Brown	21-Mar-13	900,000	5.400	4,860,000	7,937,627	5.510	43,736,325	A
Lycopodium	Bruno Ruggiero	21-Mar-13	42,200	5.967	251,797	3,167,332	6.000	19,003,992	A
MACA	Ross Williams	22-Feb-13	2,000,000	2.500	5,000,000	2,500,000	2.910	7,275,000	A
MACA	Geoffrey Baker	22-Feb-13	3,000,000	2.500	7,500,000	15,000,000	2.910	43,650,000	A

*day of announcement

A On market trade | B Off market trade | C Exercise of options | D Rights issue | E Share purchase plan | F On-market transaction by Duplex Fame Sdn Bhd, in which Mr Paragash holds a 70% interest, and group executive director Andrew Phang holds a 30% interest | G Shares issued in consideration for a funding agreement under a memorandum of understanding | H Take up of prorata entitlements and underwriting shortfall in entitlement issue, by Warrambo Holdings and Wythenshawe, in which Mr Tomkinson and non-executive director Joshua Pitt both have indirect interests | I Placement | J Conversion of employee performance share rights into ordinary shares having achieved performance criteria
Please direct enquiries to kirat.kaur@wabn.com.au

WA SCORECARD ■ Compiled by Warrick Ambrosa, Economist, CCI

Monthly Indicators	Period	Latest	Previous levels		
			Jan 13	Feb 12	
Unemployment Rate	WA	Feb 13	4.5%	4.1%	3.8%
Seasonally Adjusted Rate	Australia	Feb 13	5.4%	5.4%	5.2%
change during past:					
	Period	Latest	Month	Year	
Employment	WA	Feb 13	1,315,200	0.0%	2.8%
Seasonally Adjusted Number	Australia	Feb 13	11,628,300	0.6%	1.7%
ANZ Job Vacancies	WA	Nov 12	1,008	-7.2%	-42.4%
Seasonally Adjusted Number	Australia	Nov 12	5,555	-4.7%	-30.2%
Residential Building Approvals	WA	Jan 13	2,025	3.1%	19.4%
Seasonally Adjusted Number	Australia	Jan 13	12,920	-2.4%	9.9%
Retail Turnover, Current Prices	WA	Jan 13	\$2.6Bn	-0.4%	5.8%
Seasonally Adjusted Value	Australia	Jan 13	\$21.6Bn	0.9%	3.0%
New Motor Vehicle Sales	WA	Jan 13	11,101	-3.0%	12.3%
Seasonally Adjusted Number	Australia	Jan 13	95,694	-2.4%	10.8%
Exports	WA	Jan 13	\$9.4Bn	-9.0%	16.8%
Original value	Australia	Jan 13	\$18.3Bn	-17.6%	-0.8%
Imports	WA	Jan 13	\$2.69Bn	-2.8%	-1.9%
Original value	Australia	Jan 13	\$18.96Bn	2.9%	-0.7%
Australian Dollar	Australia	21 Mar 13	US\$1.04	0.4%	-1.1%
All Ordinaries Index	Australia	11 Feb 13	4,980.3	5.3%	14.1%
change during past:					
	Quarter	Year			
Quarterly Indicators	Period	Latest	Quarter	Year	
Consumer Price Index	Perth	Dec 12	155.5	0.3%	2.1%
Index, 1989-90 = 100	Australia	Dec 12	155.5	0.2%	2.2%
Full Time Ordinary Time Earnings	WA	Jun 12	\$1,515.2	0.0%	2.9%
Seasonally Adjusted \$ per week	Australia	Jun 12	\$1,351.2	0.4%	3.4%
Population	WA	Jun 12	2,430,252	0.8%	3.3%
Original, Number (Millions)	Australia	Jun 12	22,683,600	0.4%	1.6%
Domestic Demand	WA	Dec 12	\$41Bn	0.5%	14.2%
Seasonally Adjusted, 2003-04 Prices	Australia	Dec 12	\$326Bn	0.3%	3.5%
Business Investment	WA	Dec 12	\$11.9Bn	0.0%	34.5%
Seasonally Adjusted, 2003-04 Prices	Australia	Dec 12	\$49.4Bn	-5.5%	8.2%
Gross Domestic Product	WA	-	-	-	-
Seasonally Adjusted, 2003-04 Prices	Australia	Dec 12	\$325.7Bn	0.6%	3.1%
Balance of Payments	Goods & services	Dec 12	-\$7.0Bn	-\$1.2Bn	-\$9.1Bn
Seasonally Adjusted Value	Net Income	Dec 12	-\$8.4Bn	\$2.0Bn	\$2.9Bn
	Current Account	Dec 12	-\$15.6Bn	\$0.8Bn	-\$6.1Bn

Sources: Australian Bureau of Statistics, Reserve Bank of Australia, Yahoo! Finance, Real Estate Institute of Australia, International Monetary Fund, Economic & Social Research Institute of Japan, US Bureau of Economic Analysis, EuroStat.

New vehicle sales

THE number of new motor vehicles sold in WA increased by 1.7 per cent in February, after falling by 2.5 per cent in January. Despite this monthly fall, sales are still up by 15.5 per cent over the year. Nationally, new vehicle sales were flat over the month, falling by a marginal amount (0.04 per cent). However, sales remain up over the year, increasing by 9.4 per cent.

Source: ABS Cat. 9314.0



Merchandise imports

THE value of merchandise imports into WA fell to just \$2.5 billion in February – the lowest level since June 2011. Imports are now down by 17.2 per cent in the past three months. This could be a lagged effect of the sharp fall in sentiment in the resources sector around September last year, as the lead time for major capital equipment imports means the impact of a decline in orders would not be felt for some months. Over the year to February, WA's imports are down by 4.4 per cent.

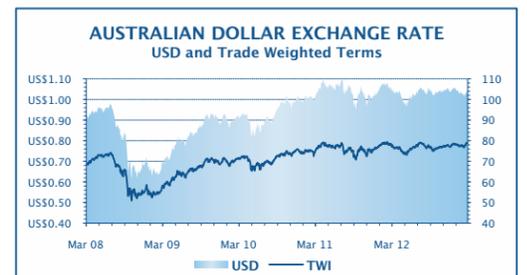
Source: ABS Cat. 5439.0



Australian dollar

THE Australian dollar closed trade at \$US1.0372 on March 21, representing an increase of 0.4 per cent over the past month. The Australian dollar has depreciated by 1.5 per cent against the US dollar over the past six months (\$US1.0534), and it is 1.1 per cent lower than a year previously (\$US1.0492). In trade-weighted terms, the Australian dollar is currently 1.3 per cent higher than a year previously.

Source: Reserve Bank of Australia



O'Rourke leads HIA

Dean O'Rourke has been appointed as president of the Housing Industry Association WA. Mr O'Rourke is general manager of ABN Group subsidiary Dale Alcock Homes, and was a 2005 *WA Business News* 40under40 awards winner. BGC group general manager **Kelvin Ryan** has been elected as HIA WA vice-president.

Mav heads GEPL

Steve Mav has been appointed as managing director of Gumala Enterprises, the business arm of Gumala Aboriginal Corporation. Mr Mav is also chief executive officer of GAC. Gumala Enterprises currently consists of three divisions – Gumala Contracting, ESS Gumala Joint Venture, and Karijini Eco Retreat.

Yong Wheelchair Sports chief

Raymond Yong has been appointed as chief executive officer of Wheelchair Sports WA, which works to improve the health and wellbeing of Western Australians living with a physical disability via engagement in lifestyle, recreational and sporting activities. Mr Yong was previously principal of Overland Consulting and head of credit risk at Police & Nurses Credit Society (now P&N Bank).

New role for CBH's Bignell

Grain handler CBH Group has appointed **Gavin Bignell** to the role of general manager grower services, responsible for the corporate affairs, grower value and grower service centre portfolios. Mr Bignell is a current director of DailyGrain and previously held the position of grower value manager at CBH. He replaces **Karl Mucjanko**, who is on a 12-month maternity leave contract.

Lawton promoted at Rocky Bay

Trevis Lawton has been appointed to the role of director strategy & infrastructure at disability service provider Rocky Bay. Mr Lawton joined the company 18 months ago as infrastructure manager, and before that was manager system solutions at UHY Haines Norton and coordinator city works at the City of Fremantle.

Crosby new WAFarmers grain VP

The Western Australian Farmers Federation has elected **Scott Crosby** from Nyabing as its new vice-president grains section. Mr Crosby replaces Esperance farmer **Glenn Mitchell** in the role.

WAFarmers senior vice-president **Tony York** and vice-president **Max Watts** have been re-elected unopposed, while Badgingarra cattle and sheep farmer **Dale Park** enters the second year of his first two-year term as president.

Sabatino joins Elders

Elders Financial Planning has appointed **Albert Di Sabatino** as regional manager, west. Mr Di Sabatino was most recently the WA state manager for WealthSure and has previously held senior roles at HBF Financial Planning, RAMS Home Loans and PIS.



Buckley-Carr joins Platform

Alana Buckley-Carr has joined Platform Communications as media manager. Ms Buckley-Carr was previously deputy chief of staff at *The West Australian*, and has also worked at *The Australian* and *The Sunday Times*.



Miller to Liberty

Liberty Executive Offices has appointed **Paul Miller** as commercial director. Mr Miller has 14 years of experience in the serviced office industry and joins Liberty from officebroker.com.



IN THE NEWS

Squire Sanders Perth associate **Lindsey Pheloung-Beck** is the recipient of the 2013 Mahla Pearlman Award for the Australian Young Environmental Lawyer of the Year.

Ms Pheloung-Beck has experience in contaminated sites, environment, planning and government law.

The award is handed out annually by the Australian Law Council in commemoration of former chief judge of the Land and Environment Court of NSW **Mahla Pearlman**, who died in December 2011.

COMINGS AND GOINGS

Alcyone Resources

Managing director **Andrew King** has resigned, but will continue to work with the company through a transition period. Empire Equity executives **Paul D'Sylva** and **Timothy Morrison** have been appointed as directors, and operations manager **Michael Reed** has joined the board in the capacity of executive director (operations). Board member **Andrew Richards** has resigned.

Alexium International Group

Chief executive officer **Nicholas Clark** has been appointed as an executive director on the board, while executive director **Stefan Susta** will move on from that role to focus on his current position of chief operating officer. **Kim Lucraft** has been appointed as financial controller.

Cape Range

Director **Joe Cornelius** has resigned.

De Grey Mining

Non-executive director and former managing director **Gary Brabham** has resigned.

Dourado Resources

Non-executive chairman **Graeme Allan** has resigned.

Eclipse Metals

Paynes Find Gold managing director **Carl Popal** has been appointed as executive director, while Komodo Capital founding director **Peter Landau** and Bennett + Co corporate lawyer **David Sanders** have joined as non-executive directors, following the resignation of the previous board as part of an MOU with Ghan Resources.

MHM Metals

Robert McAlister has replaced **Phil Thick** as chief executive officer. Mr Thick remains on the board as a non-executive director.

Minbos Resources

Non-executive director **John Ciganek** has resigned.

MOD Resources

Former Western Areas managing director **Julian Hanna** has been appointed as managing director.

Norton Gold Fields

Former BHP Minerals chief geologist exploration **Noel White** and former Deloitte Touche Tohmatsu accountant **Xuelin Cai** have been appointed as non-executive directors.

Nyota Minerals

Directors **David Pettman** and **Martyn Churchouse** have resigned. Mr Churchouse continues to act as a part-time consultant for the company.

Oklo Resources

Michael Pixley has been appointed as a director, following the resignation of **Neil MacLachlan**.

Orrex Resources

Managing director **Sonja Felderhof** has resigned.

Quest Petroleum

Former Vanco Energy Company (now PanAtlantic Exploration Company) chief operating officer and director **Jeffrey Mitchell** has been appointed as a non-executive director.

Rialto Energy

Non-executive director **Andrew Bartlett** has been appointed as non-executive chairman, based in London, following the retirement of **Bruce Burrows**. **Gregory Stoupnitzky** has been appointed as senior independent director.

Rift Valley Resources

Executive director **Geoff Gilmour** has been appointed as interim managing director, following the resignation of **Michael McKeivitt**.

Saracen Mineral Holdings

Chief operating officer **Raleigh Finlayson** has been appointed as managing director. **Guido Staltari**, who has performed the duties of both managing director and chairman, will remain as chairman and provide part-time executive services through a transitional period.

Strike Resources

Executive director **William Johnson** has been appointed managing director.

Sun Resources

Former Spyker Energy chief executive officer **Govert van Ek** has been appointed as managing director, while **Matthew Battrick** has moved on to the role of executive director (technical).

ThinkSmart

Director **Nancy Fox** has resigned.

Verus Investments

Former Apache Energy executive **Brett Lawrence** has been appointed as managing director, while Navitas senior executive and Yellow Brick Road non-executive director **Scott Jones** has joined the board as a director. Non-executive chairman **Sam Russotti** and executive director **Greg Lee** have resigned. Geologist **Ian Cockerill** has joined the team on a part-time consulting basis.

Wild Acre Metals

William Brown has been appointed as a non-executive director, while technical director **Alan Downie** has resigned.



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FACT FILE

Compiled by Dan Wilkie from daily news reports at www.wabusinessnews.com.au**Capital Raisings****Hannans Reward raises \$2.8m for Swedish exploration****25-March-2013 by Dan Wilkie**

Gold junior Hannans Reward has raised \$2.8 million to fund exploration at its Pahtohavare copper-gold project in northern Sweden. Hannans said it had completed a placement of 141 million shares priced at 2 cents each to clients of Patersons Securities, which acted as lead manager to the placement.

The placement will be made in two tranches, with the first \$2.5 million stage issued to institutional and sophisticated investors, and the second \$300,000 stage to be issued to directors and employees of Hannans Reward. Managing director Damian Hicks said the funds would be used to advance exploration at the Pahtohavare project, which he described as an excellent prospect.

Verus to raise funds with new management**21-March-2013 by Dan Wilkie**

Investor Craig Burton and Navitas executive Scott Jones have backed a restructuring at Verus Investments, which has announced a capital raising and a new managing director to support its oil & gas focus.

Verus announced today that it had entered a placement agreement with Argonaut Securities to issue 725 million shares priced at 0.07 cents each, to raise \$507,500.

Following completion of the placement, Verus said it would offer existing shareholders seven new shares for every 10 held, with the rights issue to raise an additional \$1.77 million.

The company today also unveiled Brett Lawrence as its new managing director, fresh from spending the last eight years with Apache Energy.

Joining Mr Lawrence on the Verus board will be Mr Jones, while prominent geologist Ian Cockerill will join the team on a part-time consulting basis.

Current directors Greg Lee and Sam Russotti will step down from the board.

Papillon raises \$53m for Fekola**20-March-2013 by Staff reporter**

West Africa-focused Papillon Resources has successfully raised \$52.9 million through an institutional placement, with proceeds to fast track the development of its Fekola gold project.

The Perth-based explorer today said it would issue 39.5 million shares, subscribed to at \$1.34 each, to institutional and sophisticated investors in Australia, Asia, Europe and North America. Shares in Papillon closed down 3.5c to \$1.36 today.

RBC Capital Markets acted as lead manager, while Euroz Securities and Argonaut acted as co-managers to the placement. Papillon said funds from the raising will be used to fast track the various planned development and exploration initiatives, including completing pre-feasibility and feasibility studies, of its flagship Fekola gold project in Mali.

Kairiki Energy to raise \$12.1m**19-March-2013 by Dan Wilkie**

Perth-based oil and gas minor Kairiki Energy has announced a \$12.1 million capital raising to pay back company debts and provide additional working capital.



LUCRATIVE: Clough boss Kevin Gallagher says Forge Group has been a great investment for the company. **Photo:** Grant Currall

Kairiki announced today it would offer existing shareholders nine new shares for every two shares held, with the rights issue slated to be partially underwritten to \$9 million.

IMC Oil & Gas Investment, which is Kairiki's convertible note holder, will sub-underwrite the rights issue to \$7.7 million. Kairiki said the funds would be used to pay back debts arising under its convertible note with IMC and provide working capital.

Mergers and Acquisitions**Clough sells off Forge shares for \$187m****25-March-2013 by Dan Wilkie**

Engineering and construction contractor Clough says it is on the lookout for fresh acquisitions after selling its stake in Forge Group, less than three years after it purchased it.

Clough announced today it would sell its 30.9 million shares in Forge Group for \$6.05 per share, to raise \$187 million.

In May 2010, Clough closed a \$2.10 per share proportional takeover offer to acquire its 31 per cent shareholding in Forge. Clough also formed a joint venture with Forge to bid on major resources and infrastructure projects in August 2011.

The companies won an early contractor involvement contract at Hancock Prospecting's Roy Hill iron ore project shortly after forming the JV.

Following completion of the sale announced today, Clough will no longer hold any shares in Forge. Forge Group managing director David Simpson said he was pleased to welcome a number of new institutional investors upon completion of the block trade agreement between Clough and Macquarie Group.

Sundance takeover almost dead**26-March-2013 by AAP**

Hanlong's troublesome takeover of Sundance Resources looks to be almost dead.

Sundance says its Chinese suitor can't meet a key financial deadline for the \$1.3 billion takeover by 20:00 AEDT on Tuesday.

Investors have already priced in the likelihood of the deal falling over, with shares in the Africa-focused iron ore hopeful last trading at 21 cents due to Hanlong's inability to secure finance and serious leadership problems. Analysts believe Perth-based Sundance could be broken up and sold off if the final deadline for a tie-up elapses next week.

Hanlong has told Sundance that the credit approved term sheets required to be provided under the scheme implementation agreement as part of the takeover will not be delivered as planned by the close of business on Tuesday. "In light of this advice from Hanlong, Sundance and Hanlong are required to enter into a five business day good faith consultation period under the SIA," Sundance said.

"If the parties fail to reach agreement during that period, either party may then terminate the SIA."

CMC Markets chief executive Michael McCarthy said the market was widely expecting the deal to fall over.

"Hanlong is going to be forced to step away because of factors that are beyond their control such as an inability to get finance and some concerns about the leadership of the company in China," he said.

"What we're likely to see after this five-day meeting is a mutual statement that they've agreed to go their separate ways."

He said it was extremely unlikely that Hanlong would be able to secure finance within five days, meaning Sundance's prospects could be later broken up and sold.

This scenario would be more likely than Sundance finding an on-market partner, he said.

Hanlong Group's proposed takeover of Sundance has dragged on for 20 months due to regulatory delays and Hanlong's inability to secure finance.

Last week, Sundance said it was

still in talks with Hanlong as it prepared to speak to China's National Development and Reform Commission (NDRC) about the takeover.

The company is also seeking information from Hanlong following media speculation concerning its chairman Liu Han.

Hanlong executives have faced a volley of allegations of insider trading, market manipulation and tax allegations, even as the company's overseas bankers have been talking up the company's bona fides.

Sundance plans to lift its trading halt before April 8.

CFC Group further bolsters offering**21-March-2013 by Shanna Crispin**

Unlisted Perth company CFC Group has added to its list of services offered with the addition of fuel haulage to its Centurion trucking and logistics business. Centurion, which is one of CFC Group's four businesses, has acquired a fleet of fuel haulage equipment to transport diesel and petroleum products for the mining, energy, construction and retail industries.

Centurion general manager Mark Doig said there was a gap in the bulk haulage market which the company has taken advantage of to better serve its customers. "We already offer a complete suite of transportation services, so adding fuel into the mix makes good business sense," Mr Doig said.

The company has already begun transporting fuel across the Mid-West and Pilbara regions. In addition to Centurion, CFC Group also runs JCB Construction Equipment Australia, Underground Services and Cape Crushing and Earthmoving - which it acquired in 2011.

Reed offloads gold project for \$6m**20-March-2013 by Staff reporter**

Reed Resources has struck a deal with Crest Minerals over the Comet Vale gold project near

Kalgoorlie, which is anticipated to be brought back online next year. Both parties have executed a memorandum of understanding (MOU) that will see Reed subsidiary Sand Queen Gold Mines sold to South Australian-based Crest for \$6 million cash.

Sand Queen holds the Comet Vale project, which was placed on care and maintenance in 2010 after Reed was unable to negotiate a long-term milling contract. Under the MOU, Crest will pay Reed \$6 million cash including a \$100,000 non-refundable deposit, and Crest will also gain the 1 per cent net zinc smelter royalty for the Nimbus silver-zinc project.

Reed offloaded Nimbus to McPhersons Resources in 2011. The royalty transaction is subject to MacPhersons not exercising its pre-emptive right.

The deal is conditional on the completion of due diligence, necessary regulatory and shareholder approvals and Crest completing a \$13 million capital raising, all by the end of June this year.

Cape Lambert considering asset sell-off**21-March-2013 by Dan Wilkie**

Cape Lambert Resources is considering the sale of its suite of assets, including the advanced-stage Marampa iron ore project in Sierra Leone.

The company today said it had appointed Cannaccord Genuity to assist in a strategic review of its projects, after receiving a number of unsolicited approaches in recent months.

Cape Lambert ignited market speculation of an asset sell-off last week when it announced it was seeking to sell its royalty held over the Mayoko iron ore project in the Republic of Congo. The speculation surrounded chairman Tony Sage, who recently underwent a minor heart operation, reducing his business commitments, but not stepping away from Cape Lambert completely. Today, Cape Lambert said it viewed the review as an opportunity to increase shareholder value.

Reeltime Media picks up Fortix's web services**19-March-2013 by Dan Wilkie**

Perth company PositionMEOnline has announced its second acquisition this year, following its backdoor listing on the ASX through Reeltime Media in November 2012.

Its latest move was the purchase of the website development division of automation solutions provider Fortix.

PositionMEOnline boss James Mawhinney said the acquisition would place the company as one of the top 10 Adobe Business Catalyst website management software re-sellers worldwide. Mr Mawhinney was recently announced as a WA Business News 40under40 winner for 2013. Earlier this year, his business acquired Perth Website Designs.

Apollo to spin out WA, SA iron ore projects**19-March-2013 by Dan Wilkie**

Apollo Minerals has announced it will spin out its iron ore-related assets to fast-track their development, with the plan attracting a \$10 million investment from India's Jindal Steel & Power. Apollo said today that it planned to transfer its iron ore tenements in Western Australia and South Australia, as well as its interest in the Gabon iron ore project, into

Continued page 20



Steve Salvia

What message does your brand deliver?

BUILDING a brand that connects with people is an integral part of any good marketing strategy.

The foundation of all successful brands and their subsequent marketing campaigns is a strong, consistent message. But have you ever stopped to think about what your business is really saying every time you make contact with customers or prospects?

Unfortunately, before creating marketing materials and deciding upon their own marketing message, most business owners go and look at what other businesses in their industry are saying to their customers. The end result is a glut of same-same marketing and an audience of confused consumers who can't really see much difference between the businesses talking to them, other than variances in price.

While it's good to keep abreast of what the competition is up to, copying their marketing message (even that of the market leader) is not going to do your brand any favours, nor will it guarantee success. Quite often, the opposite can be the case.

Ideally, you want your marketing to look and sound very different to your competition, so that customers and prospects have a clear idea of how doing business with you will be better for them.

Here are my four methods to create a message that's unique to you and designed to get results.

1) Quit being a copycat. List what other businesses in the industry are saying in their marketing messages and avoid using these words/phrases yourself. For example, if everyone is telling customers they've been in business 20 years, are family owned, offer 'great service' and 'free quotes' etc. you should avoid bombarding your prospects with more of the same.

2) Be an individual. Make a list of what makes you different in your chosen niche and use words/phrases like these instead. Prospects should know straight away from your pre-approach marketing, touch point letters or campaigns, advertisements, website, radio ad or print ads why doing business with your company is better. Prove that you're different.

3) Know what they want. You have to know what your prospects really want, care about and aspire to, if you're going to be able to create a marketing message that speaks to them in a way that will engage them, inspire them and motivate them to take action. If they care about price, offer a quality satisfaction guarantee. If they care about reliability, evidence yours with testimonials.

4) Don't be a bore. Your brand should have a personality. For example, rather than being the 'professionals', could you instead be 'the professionals who think outside the square'? The latter brand message certainly has a very different feel and personality to it.

Have fun wherever you can; customers want to be engaged with the brands they interact with.

DIY marketing message tip

In all of your marketing material, you should feature a strong benefit-rich headline that focuses on the customer instead of on your business.

Standing out from the crowd is easier than you might think. You simply need a strong, unique, benefit-laden marketing message and a plan for implementation that keeps you accountable and is results driven. Do it right and not only will people engage with your business, they will become advocates for it as well.

Your marketing message is usually the first thing that your client engages with when dealing with your business. It needs to have your personality, what makes you stand above your competitors and what's in it for them to deal with you.

Try something different, test and measure your results and focus clearly on the main aim of the marketing game – getting new customers in the door.

Do you have a 'stand out' marketing message that succinctly tells your prospects the why, how and who of your business? Does your message stand out in the 'sea of sameness' that you operate in, or are you just one of the crowd?

Steve Salvia is a financial planner, business success coach and principal of the Financial Excellence Network. Contact Steve on 0418 919 775 | ideas@southernfinancial.com.au

FACT FILE

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a new entity which it plans to list on the ASX.

The company's WA tenements cover 750 square kilometres of land around 25 kilometres south of the Cape Lambert Port. Jindal will become the majority shareholder of the new company through a \$10 million investment in its initial public offering. The transaction will remain subject to Foreign Investment Review Board and Department of Defence approvals, Apollo said. Chairman Tony Ho said the deal was a transformational event for Apollo that would unlock value for shareholders.

"The separation of our iron ore and base-precious metals assets is an important part of this process," Mr Ho said in a statement.

Sage's Cauldron bids for Energia

18-March-2013 by Dan Wilkie

The Tony Sage-chaired Cauldron Energy has made an off-market, all-scrip takeover bid for uranium explorer Energy Minerals, valuing the target at just under \$6 million.

Cauldron announced today it would offer one of its shares for every eight Energia shares,

equating to a 3.4 cents per share value.

The offer price is a 29 per cent premium to Energia's five-day volume weighted average price. If the bid is successful, the new entity will own a contiguous tenement package over 190 kilometres in the Carnarvon Basin, in an area considered to be highly prospective for uranium. The tenements have combined uranium resources of 32.4 million pounds of uranium.

Rey Resources, Mitsubishi buy into Buru permits

18-March-2013 by Dan Wilkie

Buru Energy has sold off interests in two petroleum exploration permits in the Canning Basin to Rey Resources and Japan's Mitsubishi Corporation for cash considerations of around \$21 million.

Buru announced today that Rey Resources had acquired a 15 per cent stake in two of the permits, EP457 and EP458, known as the Fitzroy Blocks, for just over \$6 million.

Rey said the acquisition would increase its interest in the Fitzroy Blocks to 25 per cent, including the rights to its share of conventional oil and gas as well as shale gas.

And in the second component of the transaction, Mitsubishi will acquire a 37.5 per cent interest in the blocks from Buru for just over \$15 million.

Following completion of the transactions, Buru will remain operator of the blocks with its 37.5 per cent stake.

The deals are expected to be completed in April, following receipt of regulatory, foreign investment review board and shareholder approvals.

Buru Energy executive director Eric Streitberg said the company was delighted to realise value for its interests in the Fitzroy Blocks in a way that was mutually beneficial for all parties.

Contracts and Deals

Tempo announces construction works win

22-March-2013 by Dan Wilkie

Tempo Australia has won a construction services contract with Laing O'Rourke Australia at Rio Tinto's Cape Lambert port expansion project.

Tempo said it would provide construction services on Laing O'Rourke's structural, mechanical

Continued page 21



BUSINESSES FOR SALE

www.buyabusiness.com.au

Retail – general

Price: \$900,000.

Supplying core and essential products from the same location since circa 1895. Diverse range of products and customers. Long term and loyal customer base, provides ongoing repeat orders and sales. Non-technical and very easy to learn and operate. Excellent and consistent financial trading history and not susceptible to internet trading opposition. Knowledgeable and long-term staff in place. Full handover and training provided by outgoing owner.

Tony Batista: 0419 191 066
GMO Corporate Broker

Retail – general

Price: \$1.24m.

Business can be purchased with a long lease in place or with the freehold property. Both options will provide an excellent investment for years to come. Well run by two owners and fully trained staff. Quality fit-out and fully computerised.

Kerry O'Hehir: 0414 855 047
GMO Business Sales

Service

Price: \$5.775m.

Largest consultancy of its type in WA, provides a broad range of industrial relations, employee relations, human resources, recruitment and business migration services to top-level clients throughout Australia and overseas, but primarily within WA.

Barry Graham or Richard Marr: 0413 568 366 or 0411 721 878
GMO Business Sales

Retail – general

Price: \$550,000 + PSAV
Solid performing regional

supermarket only 90km from Perth. Benefits from IGA branding, Lotterywest agency and newsagency lines. Operates five full days during the week and half days on weekends. Located in a town growing both residentially and commercially with significant minerals exploration in an already thriving area.

Con Mast or Miles McNaughton: 0413 736 280 or 0414 813 096
GMO Business Sales

Mining services

Price: \$3.5m.

Since 1990, this business has been a leading supplier and installer of dam linings, leach pond linings, landfill linings (geomembrane lining systems) to the mining, water storage and waste landfill industries. Highly profitable in a growth industry.

Dennis Brede: 0418 520 089
GMO Business Sales

Wholesale manufacture

Price: \$13.6m.

Since 1999, one of the nation's leading jarrah, karri and marri timber production and wholesale supply companies. Boasts one of the best timber production facilities in Australia. Log contracts with government up to 2023, long-term customers Australia wide and overseas, timber production facility under management and with an experienced workforce. Price includes plant and equipment with fully saleable stock and finished products. This profitable business has potential to expand overseas.

Dennis Brede: 0418 520 089
GMO Business Sales

Service

Price: \$1.65m.

Operating 27 years, business predominantly in welding equipment supply (new and some second hand), welder repairs, servicing, welding consumables and industry welder hire.

The business has the sole WA agencies for the two best and largest welder manufactures in the world – Lincon and Miller. Demonstrates consistent profit exceeding \$630,000 per annum, comes with high stock, plant and equipment value.

Steve Bowes: 0417 179 869
GMO Business Sales

Service

Price: \$3.5m.

Long-established commercial industrial and retail cleaning services. Showing continued growth and consistent high profits. Management and staff in place. Would suit a national group looking at expansion into WA. Vendor prepared to ensure a smooth transition while looking at retirement.

Garry Manners or Kerry O'Hehir: 0407 926 187 or 0414 855 047
GMO Business Sale

Crane hire

Price: \$6.4m.

Medium-size business operating Mid West/Murchison (depots in Cue, Geraldton). Services mining, construction and general industries. Generates significant profitability. Excellent new fleet, high customer retention.

Wayne Cooper: 0407 99 7777
Statewide Business Brokers

"Profit From Our Experience" phone 9481 4422



 **FACT FILE**

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and piping works package on the Cape Lambert port B project. The contract is expected to run through to the end of May. Commercial terms of the deal were not disclosed.

"Tempo is very pleased with the award of this important contract," managing director Dick Wright said.

Rockingham road project begins

22-March-2013 by Dan Wilkie
Construction has started on a new gateway to Rockingham - a \$28 million extension to Mundijong Road.

Planning Minister John Day said the extension would be an important connection between the Kwinana Freeway and major industrial areas and ports in Rockingham, Kwinana, Garden Island and the Fremantle Outer Harbour.

"It will also serve as a link between the Kwinana Freeway, the Rockingham city centre and the Stirling Naval Base," Mr Day said in a statement.

"The road extension will involve full earthworks, construction of a single carriageway and new intersections on Baldivis, Millar and Mandurah roads."

The project is jointly funded by local, state and federal governments.

The City of Rockingham has tipped in \$9.1 million, the federal government \$8.7 million, while the state government contributed the land for the extension, valued at around \$10.3 million.

Algae.Tec, WorleyParsons sign MOU

20-March-2013 by Staff reporter

Algae biofuels business Algae.Tec has formed a memorandum of understanding with WorleyParsons over the future development of its projects.

The MOU covers a number of Algae.Tec projects in the European Union, the US, Brazil and Australia, which are in the final stages of technical feasibility studies. Subiaco-based Algae.Tec said the MOU establishes the framework by which WorleyParsons can support the company in the future development of these projects.

Galaxy shuts mine, signs new supplier

19-March-2013 by Shanna Crispin

Galaxy Resources has opted not to restart its Mt Cattlin spodumene project near Ravensthorpe - resulting in 37 staff being made redundant.

The company has instead signed a deal with fellow Western Australian spodumene producer Talison Lithium for feedstock to supply Galaxy's Jiangsu lithium carbonate plant in China.

The Jiangsu plant uses spodumene to produce lithium carbonate, which is then used to make lithium-ion cathode batteries.

Galaxy previously used spodumene from the Mt Cattlin project in Western Australia to

feed the Chinese operation, but halted production when it reached a 12-month supply back up. At that time - in June 2012 - it said the plant would remain ready to restart production when more spodumene was needed to supply the Chinese plant.

But the company has now announced the high Australian dollar and adverse operating conditions in Australia made sourcing spodumene from Talison Lithium - also Western Australian-based - more economical.

Galaxy's managing director Iggy Tan said 37 staff would be made redundant from the Mt Cattlin plant as a result.

GE's Jandakot base a winner in \$US620m deal

19-March-2013 by Dan Wilkie
GE Oil & Gas has won a \$620 million services deal at QGC's liquefied natural gas processing plant near Gladstone in Queensland, with maintenance activities to take place at the global giant's Jandakot base.

GE announced today it had been awarded the 22-year service agreement at the Curtis Island plant, which will be the world's first facility to turn coal seam gas into LNG.

The scope of work includes maintenance of GE equipment slated to be installed at the facility, including gas turbines, compressors, gearboxes, generators and auxiliaries.

Maintenance of the power turbines and compressors will be undertaken in Jandakot, GE said. GE chairman Jeff Immelt said the QGC project provided a glimpse of the future for LNG developments.

Briefs

Paynes Find rises on first production

22-March-2013 by Dan Wilkie
Paynes Find Gold has enjoyed a solid rise on the ASX today, after it said it had begun producing gold at its namesake operation.

The company said the alluvial gold production from surface workings would immediately produce revenue for the company, while also reinforcing the potential for an open pit development.

At 1:00PM, WST, Paynes Find shares were up 18 per cent, trading at 1.3 cents.

It said it expected to pour its first gold bar within weeks.

The company's Payne Find gold field covers around 940 hectares, about 100 kilometres south of Mt Magnet.

Paynes Find is currently conducting a geochemical soil sampling survey at the project, with the results expected in early April.

Titan rises on commercial discovery

21-March-2013 by Dan Wilkie
Titan Energy shares have jumped on the ASX today, after the company said it had made a commercial oil and gas discovery at its Allen Dome oil field in Texas.

Titan said that one of its exploration wells had intersected four separate zones with hydrocarbon

indications, including a 68-foot section of hydrocarbon-bearing sand.

The company said three other potential pay zones were intersected and would be assessed for development.

At 12:00PM, WST, Titan Energy shares were up 41.7 per cent, trading at 1.7 cents.

Managing partner John McKnight said there was still a lot of work to be done to fully understand the drilling results, but initial indications were that the well was a commercial discovery.

Roy Hill on track despite funding concerns

20-March-2013 by AAP

The boss of Gina Rinehart's Roy Hill mining project is confident it will begin shipping iron ore in 2015 despite ongoing challenges with securing funding.

Chief executive Barry Fitzgerald says the project is on track to be ready by September 2015.

"We have no reason to change that plan," he told an iron ore conference in Perth on Wednesday.

"There are clearly challenges.

There are challenges in the process all the way through."

Mrs Rinehart's Hancock Prospecting owns a 70 per cent stake in Roy Hill Holdings, which had originally hoped to have funding in place by the middle of 2013. The remaining 30 per cent of Roy Hill is controlled by Posco, Japanese trader Marubeni, Taiwan's China Steel Corporation and Korean Shipper STX.

Mr Fitzgerald said while funding was not in place, an engineering, procurement and construction contract was about to be awarded because of the confidence that a deal with financiers would be struck.

The company has appointed Parsons Brinckerhoff as a project management contractor for the next stage of work and it expects to award the tender next week.

WA drives Community CPS to healthy profit

20-March-2013 by Staff reporter

The recovering property sector in Western Australia has helped to drive credit union Community CPS Australia to a \$13.1 million first-half net profit.

The credit union said the result exceeded its own expectations, with deposits rising 2.8 per cent, new lending up 4.6 per cent and total assets growing 3.1 per cent to \$3.7 billion in the six months to the end of December 2012.

Contributing to the result was the credit union's WA arm, United Community, where overall business grew 6.5 per cent and new loan funding increased 7.9 per cent, with the loan portfolio growing 7.2 per cent on the back of the recovering housing market.

United Community state manager Michelle Coelho said the credit union had worked hard to differentiate its member value proposition in a crowded WA marketplace and this had underpinned overall business growth.



Jeffrey Gitomer

Winner, whiner, smart, dumb ... which two are you?

QUESTIONS: Who's going to win the next Super Bowl? Who's going to win the next World Series? Who's going to win the next Masters Tournament?

Answer: The team or the player that's best prepared; the team or the player that makes the fewest mistakes; the team or the player that stays steady and keeps its cool; the team or the player that creates breaks and takes advantage of them; the team or the player that prepares one razzle-dazzle play, takes the risk at the opportune time, and pulls it off; the team with the most dedicated players; and the team or the player with the best coach. The smartest will win, especially if they get the breaks. (Or do smart people create breaks?)

Big question: What does smart selling mean to you?

My answer: It doesn't take as much brains as it does take understanding. So, I have created the perfect acronym to help you:

S: smile.

M: make friends.

A: have the attitude of a winner.

R: take relationship actions.

T: take responsibility.

Pretty simple. No memorisation required. Just an easy-to-understand formula that will guide you to more business.

Let me deepen the smart selling definitions.

S: smile. This defines your warmth, approachability, and overall feeling. It's a greeting beyond a handshake that sends a welcome, open message. It's both peaceful and reassuring.

M: make friends. This is not as easy as it seems. Some prospects want to keep it all business. Your responsibility is to create friendly dialogue that might result in finding some common ground. Look for their smile. That's a sign you're breaking the ice.

And note my mantra: All things being equal, people want to do business with their friends. All things being not quite so equal, people still want to do business with their friends.

A: Have the attitude of a winner. This is not just a positive or a 'yes' attitude. This is a winning attitude that combines your will to win, your preparation, and your self-belief. It's a positive, internal confidence based on previous wins. Not cocky, more like self-assured in a way that passes your confidence on to the customer.

R: Take relationship actions. This means you take long-term oriented actions; actions that will stand the test of time. Actions that give your customer the feeling you represent their best interest, not just your own. You speak the truth, have high ethical standards, and are known for service. You're taking service actions, and value actions beyond the sale. Not sell and run, rather stay and help. Earn the relationship to a point where it becomes referral based, and testimonial possible.

T: take responsibility. Taking responsibility starts with who you are as a person, and transcends to who you are as a salesperson. As a smart salesperson, you have to know the responsibility is yours if you lose a sale - the same as if you win a sale. The good news is when you become responsible for both success and failure, you also become a student of sales and life. Blaming others (the opposite of responsibility) allows you a hall pass form self-education. It's forgotten or passed-on rather than studied.

Here are a few more critical elements of smart selling - product smart, customer smart, value smart, preparation smart, follow-up smart, and service smart.

Big question: How smart of a salesperson are you? Now that you have my definition, the reality is you may think you're smarter than you actually are.

Smart selling reality

- Smart salespeople don't sell on price.

- Smart salespeople don't reduce price.

- Smart salespeople don't match price.

Bigger question: Now that you have read this, are you still as smart as you thought you were a few minutes ago? Probably not, but that's a good thing. Now that you're aware of what 'smart-selling' consists of, you can begin to take advantage of it.

There's one more element of smart selling - it's the two-word essence of a successful salesperson. To find out what it is, go to www.gitomer.com, register if you're a first-time visitor and enter the words SMART SELLING in the GitBit box.

Jeffrey Gitomer is the author of *The Sales Bible*, *Customer Satisfaction is Worthless*, *Customer Loyalty is Priceless*, *The Little Red Book of Selling*, *The Little Red Book of Sales Answers*, *The Little Black Book of Connections*, *The Little Gold Book of YES! Attitude*, *The Little Green Book of Getting Your Way*, *The Little Platinum Book of Cha-Ching*, *The Little Teal Book of Trust*, *The Little Book of Leadership*, and *Social BOOM!* His website, www.gitomer.com, will lead you to more information about training, seminars, and webinars - or email him personally at salesman@gitomer.com

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TRADE OPPORTUNITIES

The Western Australian Trade Opportunities Service is operated by the International Trade Centre of the Chamber of Commerce and Industry WA.

IMPORT GOODS INTO AUSTRALIA

Artificial grass (**Turkey**) - 17981; Automobile parts of heavy trucks and trailers (**Pakistan**) - 17980;

Cutting tools (**Turkey**) - 17983; Municipal and sanitary castings (**India**) - 17984; Outdoor teak furniture (**Indonesia**) - 17978; Road-sweepers (**Turkey**) - 17979; Spices, tea and coffee (**India**) - 17977; Waterproofing systems for bitumen, cement, terraces and indoor floors (**Turkey**) - 17982.

For full details on any of the above trade opportunities please contact Nick Paterniti (quoting the relevant reference number shown) at the Chamber of Commerce and Industry of Western Australia on Tel: (08) 9365 7620 Fax (09) 9365 7616 or email documentation@cciwa.com.

Red Cross tackles state's big distances

■ Tim Fettis

THE Australian Red Cross wants to engage businesses and corporations across Western Australia as the organisation changes its operating platform to support vulnerable communities across the state more effectively.

The Red Cross, which is used to playing a vital role in war zones and famine-ravaged countries, faces unique challenges in WA.

Australian Red Cross executive director of WA Steve Joske said the primary challenge for the organisation was managing big distances between communities and services in remote areas.

“It’s a process and we are looking to in the long term, attempting to use our resources to the fullest.”

- Steve Joske

The organisation has three regional bases, in Broome, Kalgoorlie and Bunbury, which serve as service-access points for indigenous communities and act as meeting points for social groups.

“The bases are there because those regions have been deemed areas of locational disadvantage, where communities need access to services and support,” Mr Joske said.

The Red Cross had to focus on prioritising issues facing indigenous communities and was building a new operational model to bring together the needs of communities, donors’ support and Red Cross expertise.

“We want to find community and grassroots organisations that are working directly with local needs to establish a more sustainable result and work in partnership with these smaller organisations to create legacy and ongoing impact,” Mr Joske said.

“People working in the local community who know the local issues and can get the help to the right people, this is the way forward for the Red Cross operation in WA.

“This isn’t something that is going to happen overnight, or even in the next six months, it’s a process and we are looking to in the long term, attempting to use our resources to the fullest.”

Mr Joske, who has worked as executive director of the Red Cross in WA for 10 years, is ready for the challenges ahead.

Before joining the Red Cross he served as a senior officer in the Australian Defence Force, commanding peacekeepers in Bougainville and overseeing security operations at the Sydney Olympics in 2000.

As part of its fresh strategy, the organisation, which is working alongside community groups in the Goldfields, wants to bring corporate players on board to help fund projects and engagement in the regions.

Mr Joske said the key for the Red Cross was to market its expertise to businesses and act as an intermediary between them and communities.

“Larger corporations that do want to be philanthropic and engage with communities will be able to use Red Cross with some degree of confidence that we are going to be able to get to where the need is most acute and support is most needed,” he said.

“Corporations might not be able to have local reach and touch to provide support to vulnerable communities and people.

“We can draw on our work with



REACHING OUT: Steve Joske wants to engage with companies to help indigenous communities. **Photo: Bohdan Warchomij**

local community groups throughout the state to achieve meaningful results.”

Recently, the organisation took a central role in the development of several health services facilities in the Goldfields alongside the Department of Health and the Paupiyala Tjarutja Aboriginal Corporation to cater for remote

communities visiting regional centres.

In Kalgoorlie, the Spinifex health services centre includes a short-stay facility to provide overnight accommodation for people.

“The facility is having a direct positive on individuals but also creating wider positives for the community,” Mr Joske said.

IN BRIEF

Fremantle arts festival at Easter

The Fremantle Street Arts Festival will take place over the Easter break, with 30 street performers headlining the entertainment.

More than 150,000 people are expected to attend the festival, which started in 1999 and is now the largest street arts festival in Australia.

A highlight of the festival will be the appearance of French company Bilbobasso, which will headline the event with ‘Polar’, a performance built around Argentinian tango and flame work.

The festival also features outdoor theatre, music, comedy, circus and cabaret performers.

Grant for Hedland youth space

The Town of Port Hedland’s Youth Space program has received a grant of \$650,000 from Lotterywest to support the development of the project.

The funding will go towards the construction of the youth space, which will be located in the South Hedland town centre, with the aim of creating a community hub. Port Hedland mayor Kelly Howlett said the grant was a significant contribution and the largest Lotterywest grant received by the town for projects.

Lotterywest chairman John Atkins said the youth space would be a terrific addition to South Hedland’s recreational facilities.



It’s just the beginning

In 2006, Aboriginal artists, elders and youths travelled the Yiwarra Kuju, also known as The Canning Stock Route, to finally tell their people’s story. And tell it they did.

The resulting collection of art, film, dance and personal testimonies inspired WA audiences when the exhibition opened its doors in 2011. But the legacy continues.

And you played your part thanks to the Lotterywest games you play.

For more on Lotterywest Grants visit www.lotterywest.wa.gov.au or contact us on 08 9340 5270 or Toll Free 1800 655 270.

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