



MEEKA

A Town of Golden Prospects

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A Town of Golden Prospects

This brochure has been prepared as background information for potential investors, funding agencies, entrepreneurs, small business owners, families and others wanting to share and contribute to the Meekatharra's ('Meeka's') future growth.



Meeka – a good place to stop, look, work and invest.

- 1 Location** – strategically located as a key regional transport hub for the Murchison sub-region.
- 2 Community and Lifestyle** – a small rural community lifestyle with regional level facilities.
- 3 Business** – diverse economic base with room for growing business and investment.



Meeka Snapshot

Shire Population 2011

1,377

Location

670km
NE Perth

Economy (GRP) (2011/12)

\$1.42
BILLION

Unemployment

3.1%

Key Economic Sectors

Mining,
Pastoral,
Tourism

Average Wage (2011)

\$920
/week

Industry/Employment

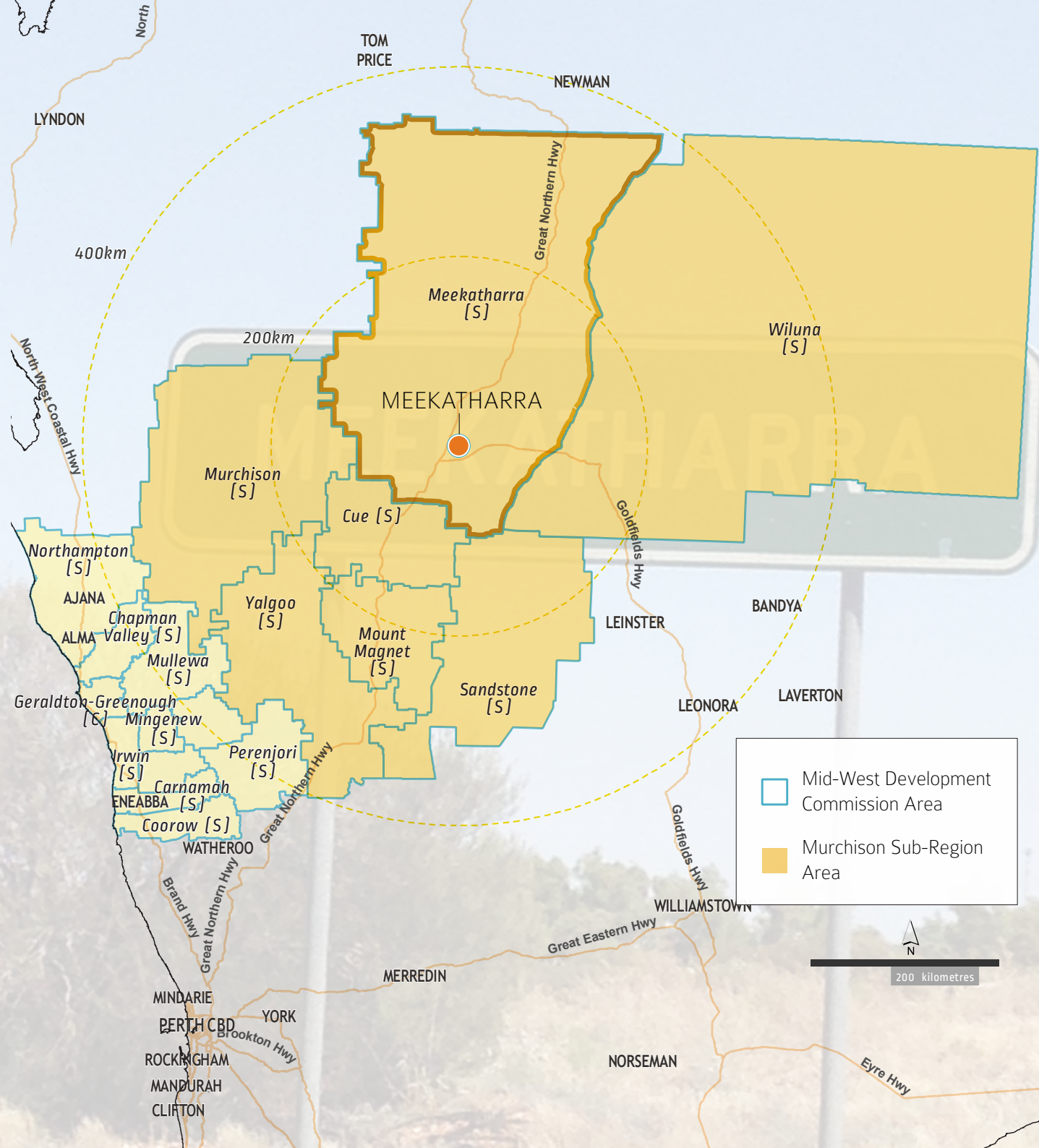
Metal Ore Mining,
Mining Support
Services, Government
and Education
Services

Number Operating Businesses

397
businesses

(mostly employ between
1 and 4 people)

Location Map

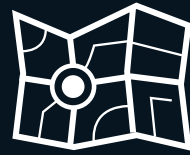


1. Location

Strategically located within the gold and iron-ore rich fields of northern Western Australia, Meekatharra is the key service centre for the surrounding pastoral and mining sector and the broader Murchison sub-region.

Meekatharra is strategically located on the Great Northern Highway, capturing freight movement heading north to the Pilbara region. Meekatharra is the major service centre in the Shire, servicing established mines and mineral exploration companies, as well as pastoral stations. It is the largest and most populous centre in the Murchison sub-region.

Located approximately 8.5 hours' drive from Perth and 7 hours from Geraldton, Meekatharra is an expansive outback Shire, taking in significant pastoral, mining and Aboriginal lands.



Road

The town is located directly on the Great Northern Highway, which is a key State Highway and freight route linking Perth to Darwin. The highway is constructed as a sealed, predominantly 2-lane single carriageway.



Air

The town is serviced by the Meekatharra Regional Airport, comprising a 2,181sqm runway. The airport services the town and surrounding resource sector and serves an important diversion airport for inbound and transcontinental flights to Australia. The airport also serves as a regional base for the Royal Flying Doctor Service.

Skippers Aviation provides services to and from Perth (via Wiluna, Mt Magnet) on Monday, Tuesday, Wednesday and Friday.





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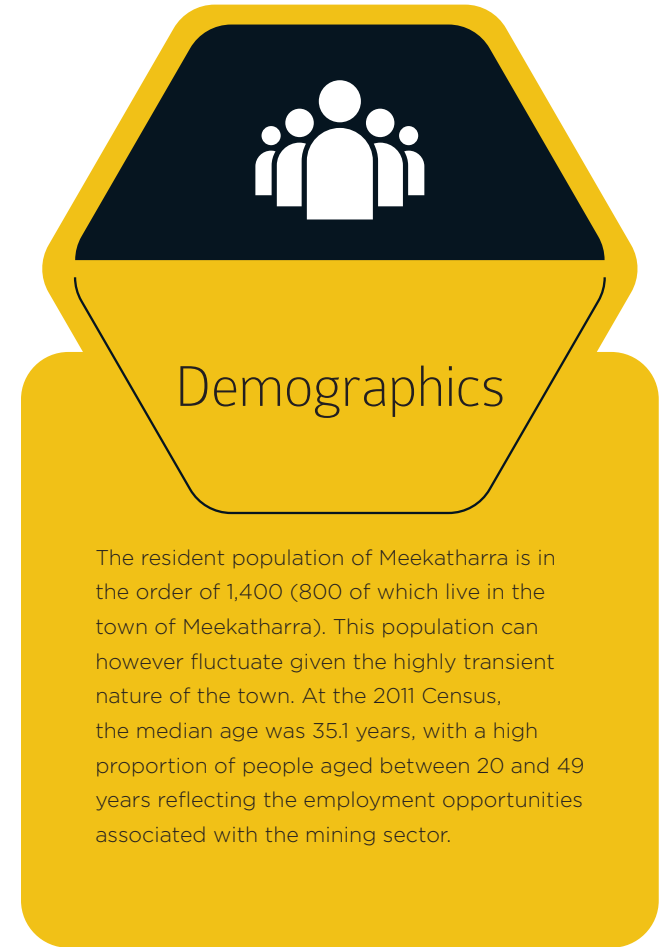
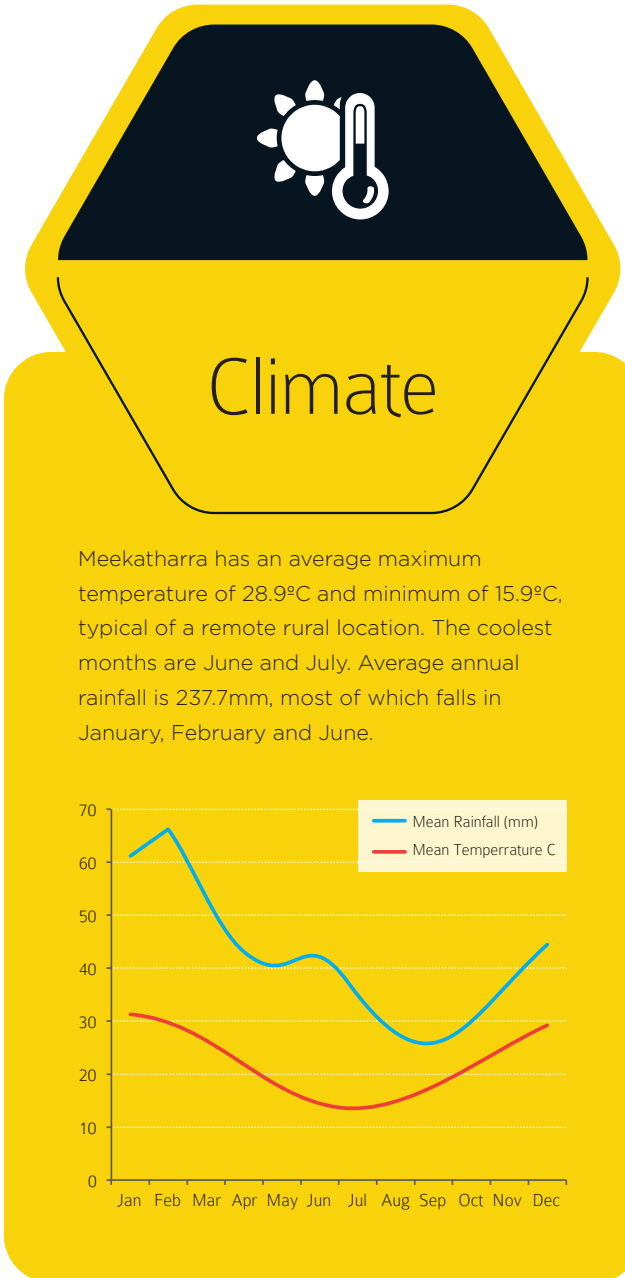


2. Community & Lifestyle

Meekatharra supports simple and peaceful lifestyle choices against the backdrop of a rich, red landscape.

Meekatharra is a cohesive and safe community that is founded on its rich pastoral and gold mining history, with an array of historic and modern attractions. The towns' remoteness, expansive setting and natural environment make it a unique and spectacular place to visit. The Shire falls within one of the world's biodiversity hotspots, featuring an array of flora and fauna, including wildflowers.

With the benefits of a small regional town, Meekatharra is a community oriented town and an ideal location for young families. The town offers both primary and secondary schooling, a hospital and an array of leisure facilities including a swimming pool, oval and tennis courts and other recreational facilities. The town hosts a significant Indigenous population and attracts high levels of workers employed within the surrounding mining and pastoral industries, as well as Government employees.





Community Services and Facilities

Meekatharra provides a well-established service sector to support the local population and acts as a major supply centre for pastoral stations and established mines and mineral exploration groups in the Murchison sub-region.

Government services within town include the Shire of Meekatharra and several State Government agencies. Services not located in town are provided via the Mid-West regional office in Geraldton, or in Perth.

Education and health facilities comprise the Meekatharra District High School (including a kindergarten and pre-primary), the Karalundi Aboriginal Educational Community School and the Meekatharra District Hospital, which provides emergency healthcare facilities and supplied the staff called upon for Royal Flying Doctor Service operations.



Housing

Housing within Meekatharra comprises predominantly single dwellings, however some mining accommodation also exists within the town. Approximately 14 dwellings have been built in the town in the past 10 years, with some existing houses recently refurbished by the Royal Flying Doctor Service.



Services and Trades

There is a variety of services and trades in town which support the town and surrounding mining and pastoral sectors. This includes plumbing and electrical services, hire services, motor vehicle services and several other businesses.





Tourism

Tourism is an important element as it enhances economic diversity, quality of life for residents and creates job opportunities. Meekatharra is a Shire with considerable European and Indigenous heritage, natural wonders, settlement history and rich, red landscapes. In recent times, the Shire has developed its tourism industry through establishing the Meeka Rangelands Discovery Trail; a 3km walk around the Meekatharra Creek comprising interpretive signage.

Located in the heart of the Murchison sub-region, the Shire also comprises other places of interest dating back to the early gold rush years, including the ghost towns of Nannine and Peak Hill, the State Battery, Peace Gorge and 25 Mile Well. Wildflowers and wildlife are also a significant attraction to the area.

The town is well equipped with tourist accommodation facilities, comprising the Commercial Hotel, Meekatharra Hotel and Royal Mail Hotel, the Auski Inland Motel and the Meekatharra Accommodation Centre (Caravan Park). The various hotels also provide food and beverage options.



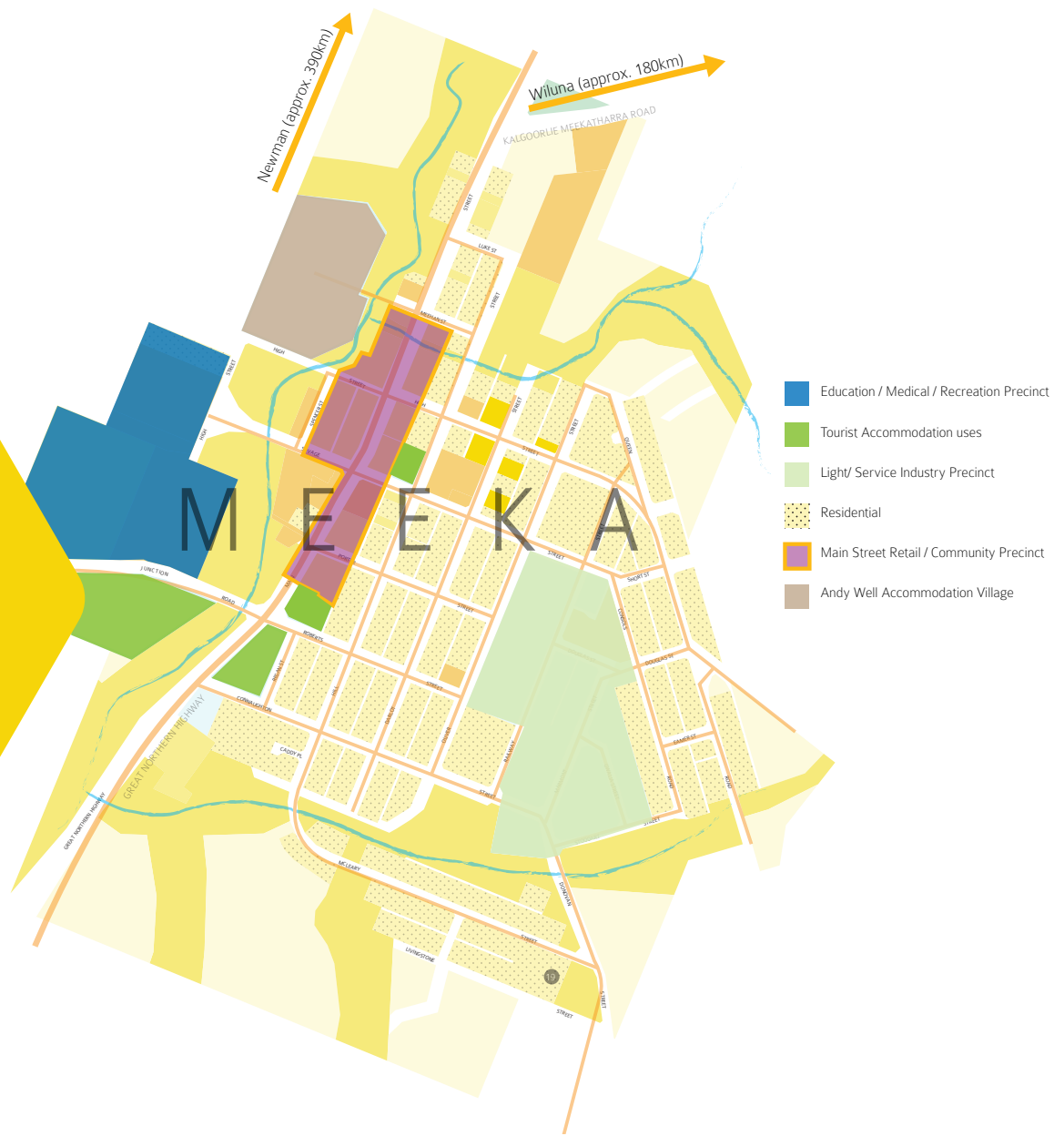
3. Business in Meeka

Meekatharra contributes significantly to the State economy, with a gross regional product (GRP) of \$1.42 billion in 2011-12, which was the single largest GRP of any local government within the Murchison sub-region, equating to 35% of the total sub-regional GRP. With a rich agriculture and gold mining history, activity in these industries drives the Shire's economy and provides opportunities for employment and investment.

Meekatharra has room for growing industry and business. The town comprises a fully serviced light industrial estate, catering for a diverse range of light and service industries, which have been critical in attracting and maintaining local industry and have had a major role in servicing the surrounding resource and pastoral sector.

Being centrally and strategically located on the Great Northern Highway, Meekatharra is also working to become the regional transport hub of the Murchison sub-region.

“
Meeka
has room
for growing
business”





Retail, Trades and Professionals

The Meekatharra Shire provides a well-established service sector to support the local catchment of approximately 1,377 people. Whilst professional services are limited, trades are well catered for and are capable of supporting new development. Key trades include mechanical repair, plumbing, carpentry, hire and technical services, freight services and building contractors.

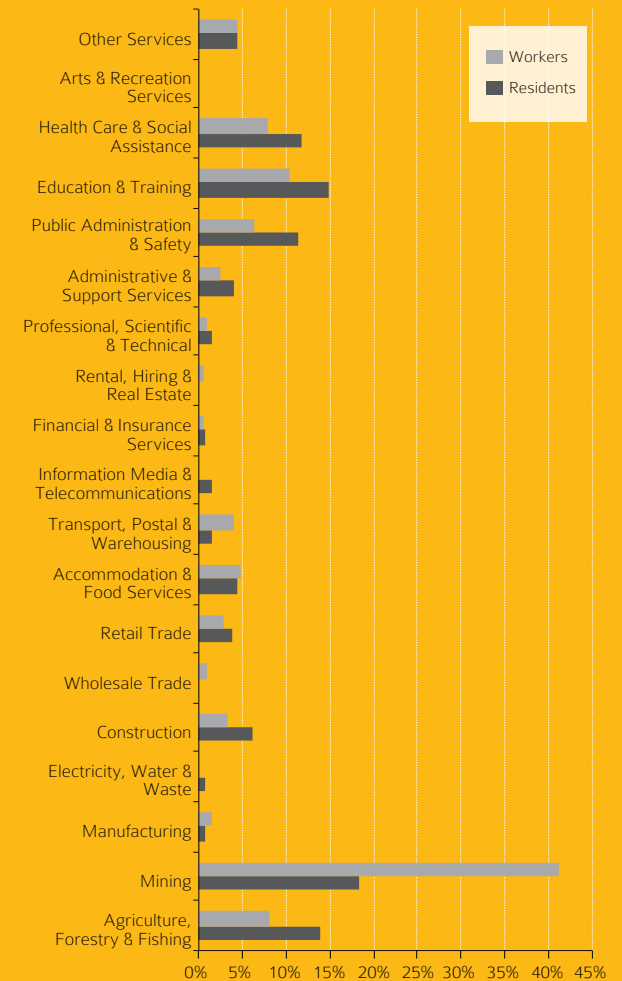
Meekatharra town has a limited but strong retail sector, including businesses such as Foodworks, BHP and Coles Express, a butcher, bakery, pharmacy, beauty salon and a café. The town also has a variety of hotels which provide accommodation as well as a motel and caravan park.

Occupation - Residents MEEKATHARRA LGA - 2001 - 2011



Source : ABS Census 2011; Urbis

Industry of Workers vs Residents WORKERS - RESIDENTS



Source : ABS Census 2011; Urbis

Key Projects

PROJECT	DETAILS	COST	LEAD AGENCY	TIMELINE
Meekatharra Airport Upgrade	<ul style="list-style-type: none"> » Relocation of St Barbs Hangar to RFDS leased area (completed). » Apron and Aircraft parking area upgrade. » Sealing of light aircraft parking area. 	\$ 400,000.00	Shire of Meekatharra	2013/14
Meekatharra Town Revitalisation	Preparation of a Revitalisation Strategy	\$ 70,000.00	Shire of Meekatharra	2014
Meekatharra Economic Development Strategy	<ul style="list-style-type: none"> » Review and analysis of economic opportunities, » Preparation of Economic Development Strategy. 	\$ 70,000.00	Shire of Meekatharra	2014
Sealing of Goldfields Highway (Wiluna to Meekatharra)	Sealing of up to 25km of road to be fully reconstructed and sealed, in worst affected areas (eventual extent of sealing - 100km)	\$ 10,000,000.00	Main Roads WA, Department of Regional Development (Royalties for Regions)	3 year period between 2012/13 and 2014/15
Meekatharra Local Planning Strategy and Scheme Review	Review of Town Planning Scheme.	\$ 75,000.00	Shire of Meekatharra	2014/2015

More Information

WWW.MEEKASHIRE.WA.GOV.AU

WWW.MWDC.WA.GOV.AU

WWW.RDA.ORG.AU

Assistance

For further information, please contact the Shire of Meekatharra.

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