

# MEDIA RELEASE

Tuesday 27 November 2012

## **Mrs Gina Rinehart's new book officially launched around the country**

Mrs Gina Rinehart's book *Northern Australia and then some: Changes We Need to Make Our Country Rich* was officially launched to packed crowds at sold out shows in Melbourne, Sydney and Brisbane and at other launches held around the country in Perth, Port Hedland and other locations in the Pilbara last week.

Over 1000 people attended the historic launches that have already been held with final launches still to be held in Townsville and Tennant Creek in coming weeks.

The book launches coincided with the 60<sup>th</sup> anniversary of Mr Lang Hancock's important discovery flight in his Auster, together with his wife, Hope, when he first discovered the massive iron ore deposits in the Pilbara, on November 22, 1952.

Imants Kins, the Co-Chair of Australians for Northern Development and Economic Vision (ANDEV) says in the preface to the book:

'Who better than Mrs Rinehart to call for cultural change, to see the end of the tall poppy syndrome in Australian culture, to encourage optimism rather than pessimism, to promote self-generated initiatives rather than jealousy, and to see an end to class warfare and the creation of a moral framework that aims to reduce the debt burden on future generations?'

Mrs Rinehart's book *Northern Australia and then some* includes a collection of speeches and articles written for Australians for Northern Development and Economic Vision. Mrs Rinehart is the Chair of ANDEV having established the group to promote regional economic development in Australia's North.

*Northern Australia and then some* outlines a vision for Northern Australia's future including unleashing its incredible potential. But it argues that true development will only occur if the right environment is created by government, an environment where private enterprise can flourish and welcome investment.

Mrs Rinehart has called for the implementation of a Northern Special Economic Zone, where tax and regulatory burdens are lessened to encourage investment in both mining and agriculture.

John Roskam, Executive Director at the Institute of Public Affairs said 'Gina Rinehart's hard work and determination have brought jobs and wealth to so many in this country. Her achievements as a business leader, entrepreneur, and nation-builder should be celebrated. *Northern Australia and then some* is a central work in providing a vision for Australia's future.'

*Northern Australia and then some: Changes We Need to Make Our Country Rich* can be purchased from the Institute of Public Affairs by contacting Rachel Leigh on (03) 9600 4744 or at [rleigh@ipa.org.au](mailto:rleigh@ipa.org.au).

A media pack coinciding with the launch of Mrs Gina Rinehart's book can be downloaded from: [www.andev-project.com](http://www.andev-project.com).

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