

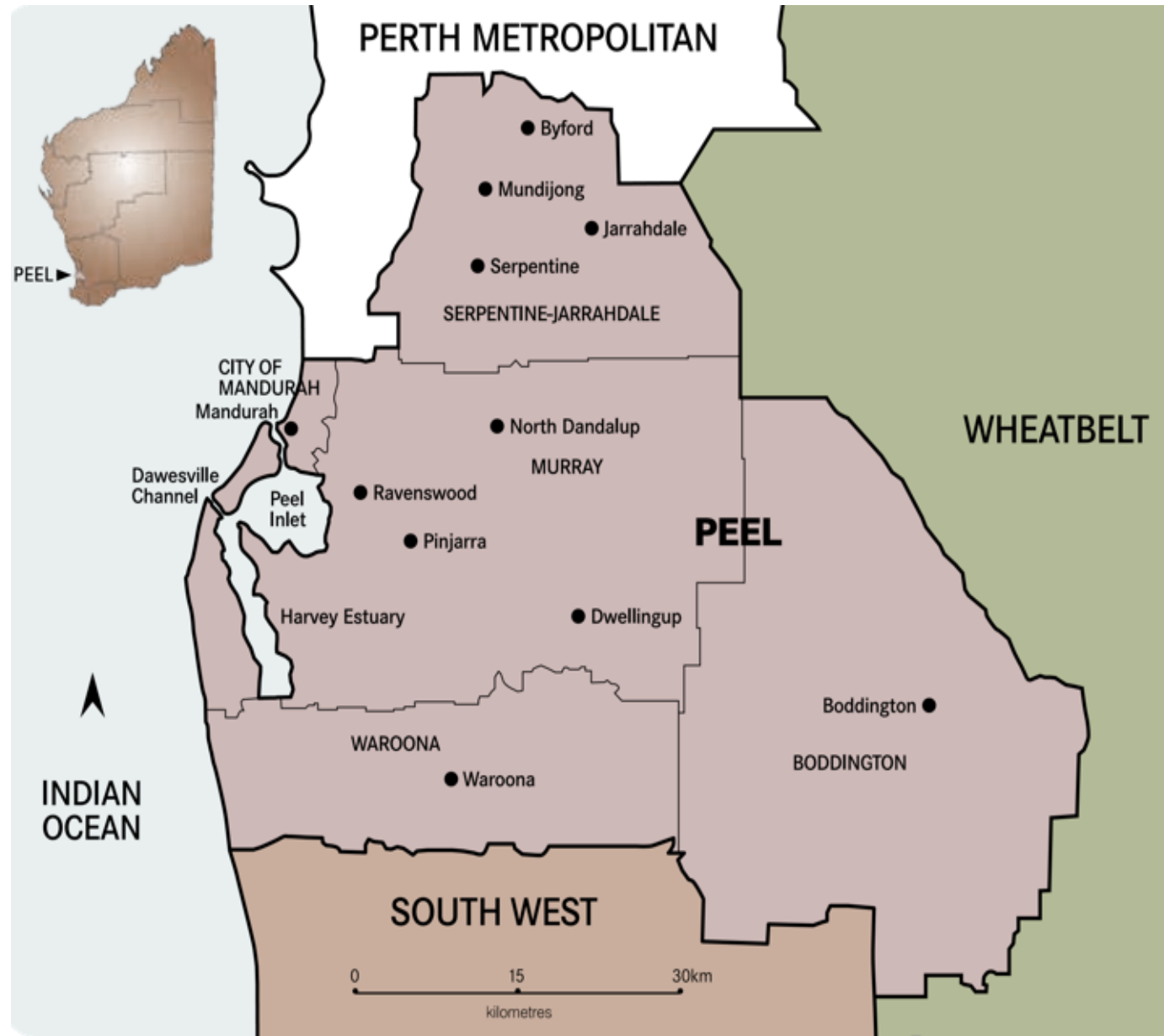
Vision 2050

PEEL
REGIONAL
INVESTMENT
BLUEPRINT



At a glance

The Peel



Our vision to 2050

We want to be recognised as a progressive, prosperous and dynamic region.

The Peel is on the brink of exciting change. Over the next three decades, it will welcome a dramatic wave of people attracted by our abundant resources, picturesque environment and enviable lifestyle.

Technological innovation and design, economic diversity and a highly skilled and flexible workforce will be critical drivers of the Peel's success. These will deliver valuable resources to attract business and industry, and improved benefits and services across the community.

Traditional agriculture will continue to develop but greater attention will be paid to intensive, sustainable food production using innovative new technologies and evidence based research. This will cement the Peel as an active supplier of both produce and intellectual property to local, national and international markets.



These ambitions will be enabled by investment and driven by far-sighted and innovative approaches to public infrastructure, particularly breakthrough energy generation and water supply schemes. This will ensure continuity of supply while reducing pressure on the Peel's world-class natural assets.

We also call for a dramatic uplift in education and training to ensure the people of the Peel can capitalise on the opportunities and prosperity that growth can bring. In an area challenged by higher-than-average unemployment and significant pockets of social disadvantage, this approach promises to deliver inter-generational benefits, lifting family aspirations and capacity, and improving the ability of workers to flex and grow to suit changing industry and economic demand.

As a result we will see an enhanced social fabric that will continue to nurture the distinctive character, colourful atmosphere, unique lifestyle and liveability for which the Peel is renowned.



And to do this we need.....

Thriving industry

A broadened and diversified industry base to boost the depth and breadth of jobs and occupations across the Peel.

Agriculture and food innovation

Increased economic expansion, market base and international competitiveness of the Peel's agribusiness sector through innovation in production methods and renewable water and energy supplies.

Capable people

The availability of an educated and highly skilled workforce with the capacity and capability to flexibly respond to workforce requirements for the future.

Strong and resilient communities

Creation of support services and infrastructure that will ensure the community is strong and resilient and able to increase its participation in, and contribution to, the future development of the Peel.



What is the purpose of our Blueprint?

This document provides a summary of our Blueprint and describes the strategies that will be implemented to realise our vision for the Peel. You can find the full version of our Blueprint online at www.peel.wa.gov.au

The purpose of our Blueprint is to clearly identify the changes that are required to transform the Peel over the next twenty to thirty years to accommodate the dramatic wave of people attracted by our abundant resources, picturesque environment and enviable lifestyle. This influx of people will establish the Peel as one of the State's biggest population centres, bringing with it exciting new vibrancy and prosperity.

Our Blueprint will be used to communicate with all levels of government, the private sector and community about the strategies that we need to implement to realise our vision and be prepared for the changes that a markedly increased population will bring.



Our fast growing population

By 2050, the Peel is expected to be one of the most populated regions outside of Perth with a projected population of 300,000. To support a population of this size, the Peel needs to build an economy that incorporates many industries, adopts an innovative approach to business, and has a highly skilled and high performing workforce.

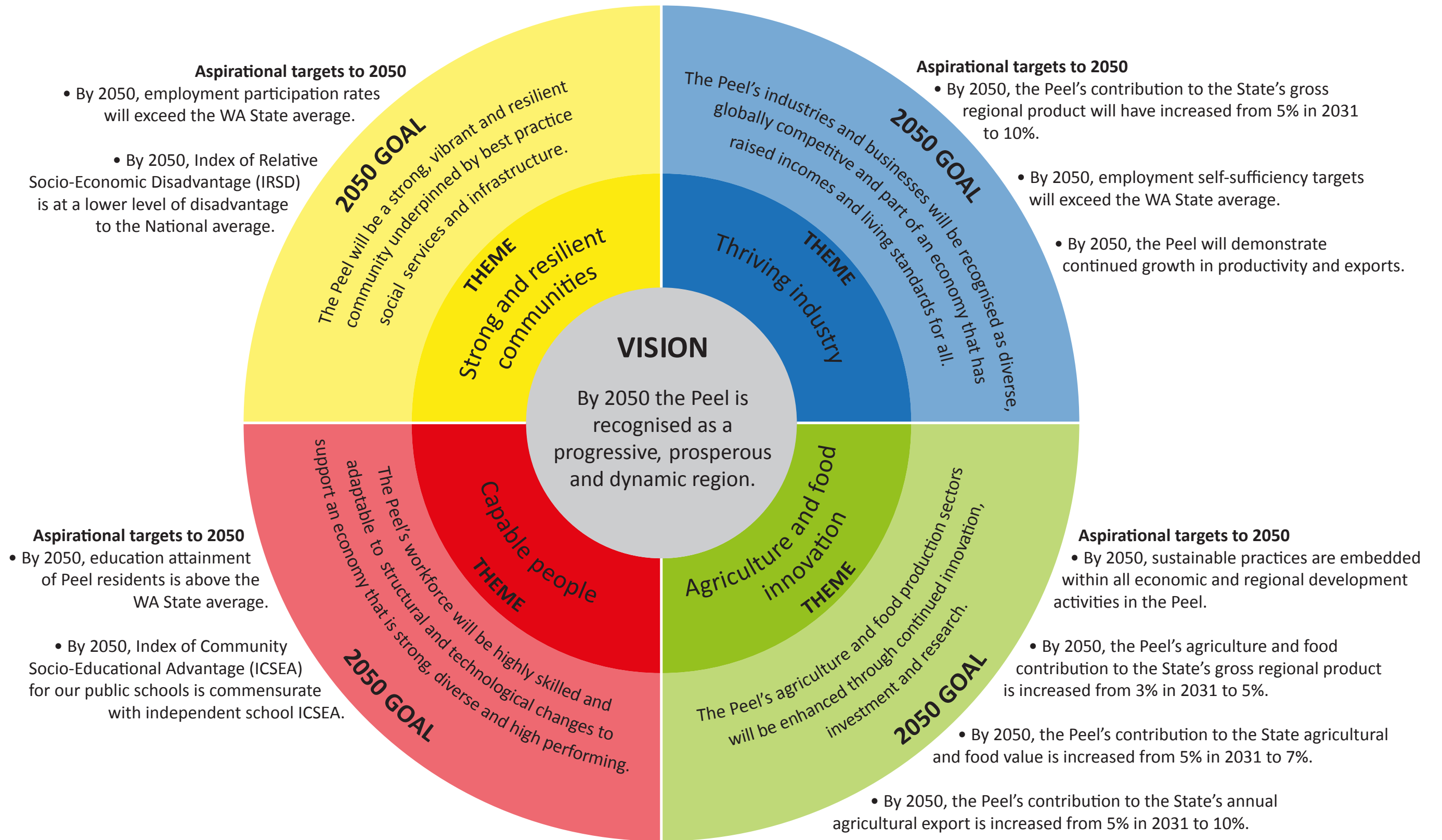
Our Blueprint describes Peel’s vision and provides a roadmap for its achievement. It focuses on a number of transformational strategies and initiatives including:

- industry development and enhancement of our agriculture and food sectors through innovation, investment and research;
- enhancement and expansion of our regional city, towns and communities;
- industry partnerships between our schools, training organisations and universities to create rewarding careers that lead to jobs;
- establishment of a major business and industrial park to attract mid-tier to large companies to the region; and
- creation of key infrastructure including non-climate dependent sources of water supply and innovative projects around energy and waste management.

It is well recognised that education is a fundamental pillar of a strong economy and community. It is education that will give the Peel’s population its best opportunity to join and contribute to all tiers of enterprise—from small local businesses to large enterprises operating in the region. Alliances with education providers, such as Murdoch University, Challenger Institute of Technology and the Departments of Training and Workforce Development and Education, will ensure people have access to high quality and relevant education and training in this region.



Our themes, goals and aspirational targets



Thriving industry

Goal

The Peel's industries and businesses will be recognised as diverse and globally competitive and part of an economy that has raised incomes and living standards for all.

Now

- New and expanded market opportunities for industry both locally and in export markets are accelerated.
- An integrated network of regional towns and communities with strong service links to a vibrant regional city hub is established.
- The City of Mandurah is strategically positioned as the region's central business, retail, arts, entertainment and tourism hub.
- The Shire of Murray is strategically positioned as the region's secondary commercial, industrial and tourism hub.
- The Shire of Serpentine-Jarrahdale is strategically positioned as a key economic contributor to the region's agriculture, food and tourism industries.
- The Shire of Waroona is strategically positioned as a key economic contributor to the region's agriculture, food and tourism industries.
- The Shire of Boddington is strategically positioned as a key contributor to the region's resource industry as a SuperTown focused on increased population and economic growth.



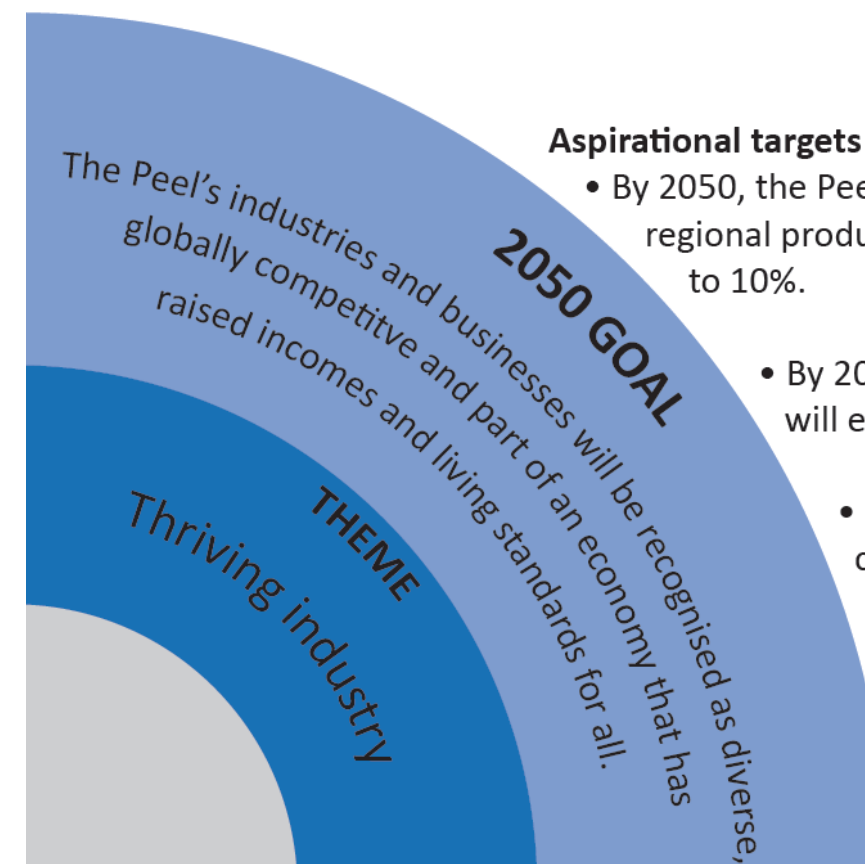
Next

- The Peel's economy will be strong and diverse and include large and high-value manufacturing industry sectors that are high performing.
- Tourism consolidates the identity of the Peel as a unique region within Western Australia and yields sustainable employment throughout the region.

How?

We will continue to work with key stakeholders to:

- **identify** opportunities to enhance the aesthetics and amenity of our regional city hub and surrounding towns and communities to build more vibrant and commercially creative communities and businesses;
- **attract** public and private investment to establish critical enabling infrastructure to support the growth of our industries and the economy;
- **strengthen** relationships with industries and support diversification and growth;
- **support** research into new technologies and design that will improve the competitiveness and performance of our industries;
- **identify** opportunities for small to medium enterprises to build innovation and business capabilities to expand into new markets;
- **ensure** Indigenous elders and their communities are supported through the development of their people and their enterprises; and
- **conduct** economic and market analysis around opportunities to develop and expand into modern high value manufacturing sectors.



Aspirational targets to 2050

- By 2050, the Peel's contribution to the State's gross regional product will have increased from 5% in 2031 to 10%.
- By 2050, employment self-sufficiency targets will exceed the WA State average.
- By 2050, the Peel will demonstrate continued growth in productivity and exports.

Agriculture and food innovation

Goal

The Peel’s agriculture and food production sectors will be enhanced through continued innovation, investment and research.

Now

- Research and development into innovative agriculture and food production practices, that supports the health of the Peel – Harvey estuary and its catchment, will be applied.
- The quality, quantity and variety of food produced in the Peel is increased.
- The number of agriculture producers and food manufacturers that have adopted innovative and sustainable management practices is increased.
- Utilisation of all inputs including water, nutrients and energy will be best practice.
- The number of employment opportunities and diversification of jobs within the agribusiness and food sectors is increased.
- The unique agriculture and food opportunities that exist will be promoted and disseminated.
- Strategic plans for critical infrastructure that meet the business needs of producers, supply chains and skills sets will be in place.
- Coordinated programs of investment attraction and market development that align to the Western Australia ‘Open for Business’ policy and the needs of the private sector will be established and promoted.

Next

- Innovative and sustainable agriculture and food production practices, that

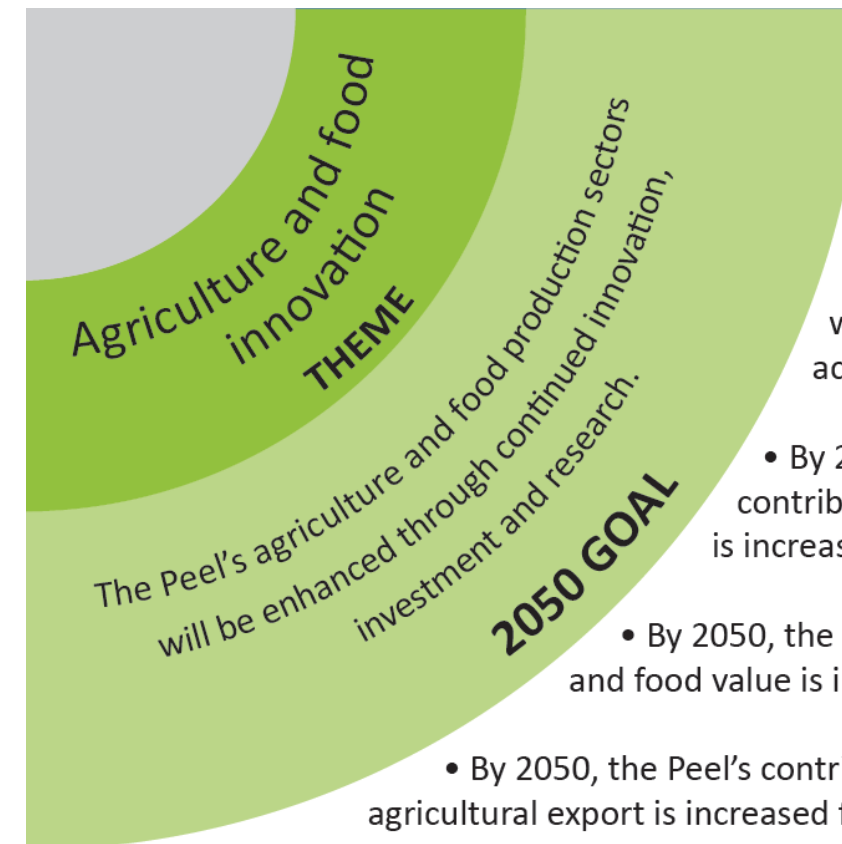
preserve the Peel’s natural environment, will be adopted.

- The Peel is nationally competitive in the agriculture and food industries.
- The Peel has infrastructure to facilitate and support the growth of the agribusiness and food industries.
- The Peel has become a major food trade and investment hub recognised nationally.
- The Peel has a skilled and capable workforce in the agribusiness and food industries.
- The Peel will be known as a high value food and agriculture precinct.

How?

We will continue to work with stakeholders to:

- **protect and enhance** the natural assets of the Peel through new and innovative approaches to growth and expansion in our agricultural industries;
- **conduct** research on sustainable food production and new and innovative supplies of water and energy;
- **establish** infrastructure that underpins the growth of our economy and agriculture sector;
- **drive** the establishment of a sustainable food manufacturing hub;
- **establish** a strong and reputable brand built on quality intensive food production; and
- **attract** domestic and international investment to the Peel.



Aspirational targets to 2050

- By 2050, sustainable practices are embedded within all economic and regional development activities in the Peel.
- By 2050, the Peel’s agriculture and food contribution to the State’s gross regional product is increased from 3% in 2031 to 5%.
- By 2050, the Peel’s contribution to the State agricultural and food value is increased from 5% in 2031 to 7%.
- By 2050, the Peel’s contribution to the State’s annual agricultural export is increased from 5% in 2031 to 10%.



Capable people

Goal

The Peel's workforce will be highly skilled and adaptable to structural and technological changes to support an economy that is strong, diverse and high performing.

Now

- Workforce development requirements for the medium to long term will be identified and strategies to address gaps will be planned for.
- Peel residents will have substantially increased access to:
 - locally based pre-vocational training, traineeships and apprenticeships that are supported by locally based universities, training organisations and industries;
 - locally based higher education provision that is linked to professional occupations and employment in the region; and
 - education and training pathways in occupations where there are jobs, particularly for our young people.

Next

- Peel people of all working ages, backgrounds and abilities will be highly sought after and competitive in the labour market.
 - The Peel's young people have access to new and/or emerging specialist fields in education and training that lead them to jobs and careers in modern high value industry sectors such as food processing and other exciting

science based careers in agriculture and agribusiness.

- Peel residents have substantially increased access to, and governance over, regionally based vocational training and higher education provision (virtual and physical) to ensure that it is responsive to local community needs and industry's workforce requirements.

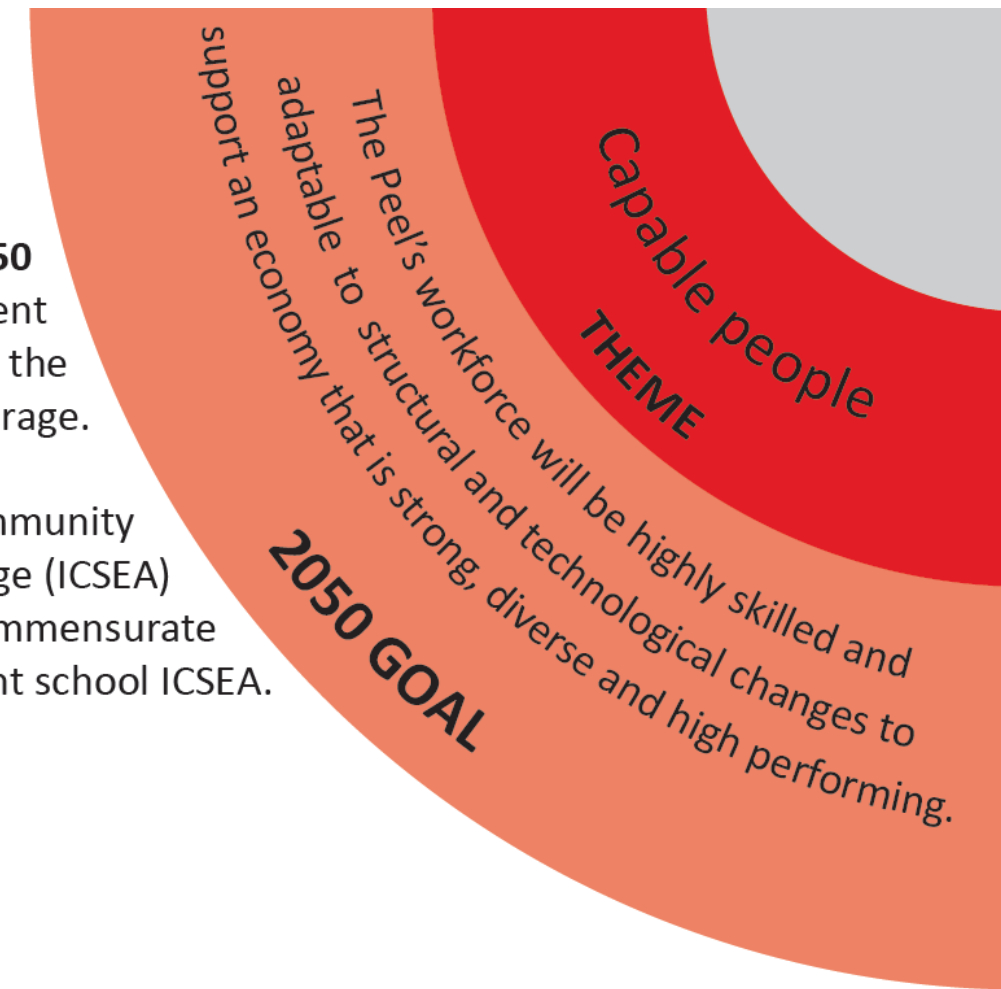
How?

We will continue to work with stakeholders to:

- **ensure** pathways are in place from early education to university through to employment that are targeted to both new and existing industry sectors and careers including health and community services, aged care services, mining, manufacturing and construction, retail, accommodation, hospitality, tourism and agriculture and food;
- **deliver** high quality and relevant training that meets the workforce needs of industry;
- **invest** in education and training infrastructure that meets industry's workforce needs for the future;
- **strengthen** community knowledge and understanding of industry focused education and career pathways opportunities; and
- **drive** the establishment of a locally based university and autonomously governed vocational education and training institution with regional campuses in key locations.

Aspirational targets to 2050

- By 2050, education attainment of Peel residents is above the WA State average.
 - By 2050, Index of Community Socio-Educational Advantage (ICSEA) for our public schools is commensurate with independent school ICSEA.



Strong and resilient communities

Goal

The Peel will be a strong, vibrant and resilient community underpinned by best practice social services and infrastructure.

Now

- Secure housing and employment support services are available to enable increased community and workforce participation.
- Targeted early childhood and social services support are available to meet the growing demands of the community.
- A diverse range of 'active ageing' plans are developed and implemented across the Peel.
- A range of sport and leisure plans are developed and implemented that encourage participation and promotion of our unique natural assets.
- A range of arts, entertainment and cultural events and facilities are developed that promote the diversity of the region and encourage increased community participation.

Next

- The Peel will have an enhanced social fabric that is nurturing, vibrant and resilient to change.

How?

We will continue to work with stakeholders to:

- **invest** in social capital and infrastructure that enables community engagement and workforce participation;
- **drive** strategies aimed at attracting and retaining support service professionals to the Peel;
- **establish** community inclusion programs that increase opportunities for those at risk of disengaging from the community and workforce;
- **improve** knowledge and understanding of the contribution of arts and culture to the health, well-being and economic development of the Peel; and
- **deliver** strategic wrap around support services and outreach programs that address the needs of people at risk of not participating in the workforce.

Aspirational targets to 2050

- By 2050, employment participation rates will exceed the WA State average.
- By 2050, Index of Relative Socio-Economic Disadvantage (IRSD) is at a lower level of disadvantage to the National average.

2050 GOAL
The Peel will be a strong, vibrant and resilient community underpinned by best practice social services and infrastructure.

THEME
Strong and resilient communities



Where to from here?

To achieve our short, medium and long term goals we will continue to work closely with all levels of government, private enterprises and the communities of the Peel to realise the transformations that are needed for our region to be progressive, prosperous and dynamic by 2050.

We will ensure that identified priority initiatives are developed and implemented in close consultation with our stakeholders.

We will develop an implementation plan to deliver on the Blueprint. We will ensure quality, timely and consistent information is shared with stakeholders and communities of the Peel.

A clear communication and engagement plan will also be developed to make sure we deliver consistent, purposeful and targeted engagement with stakeholders across industry, State and local governments, the media and general public.

The Peel Development Commission will monitor and review the implementation of our Blueprint and will facilitate an annual implementation update with its stakeholders to report progress against agreed outcomes.

An annual Blueprint evaluation against our targets will be conducted to gauge the extent to which what we are doing is working and if necessary we will adjust our plan.



A new Business Park – one of our ‘legacy’ projects

The establishment of a Business Park at the Nambeelup Industrial Area is a transformational project that will stimulate major business and industrial developments across the whole region over the next 15 to 20 years.

The establishment of the Business Park could see, leading up to 2031:

- 17,000 direct and indirect jobs which will support local employment and protect the income of local families;
- annual economic output of \$2.3 - \$2.6 billion;
- annual export value of \$189 - \$214 million;
- annual gross value added activity of \$750 - \$900 million; and
- increases in average weekly wages of 26 - 32% within the Peel Business Park.

The drivers for new industrial land in the Peel are:

- population growth;
- sustained levels of economic growth and employment targets;
- proximity to existing infrastructure including Kwinana Freeway and Forrest Highway;
- availability of appropriately serviced land for development;
- affordability of land relative to Perth metropolitan area.





Peel Development Commission

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