

Murray Regional Equestrian Centre

world class facility opens

Peel tourism

working collectively to
promote the region

Feature focus:

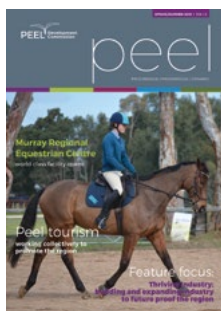
**Thriving Industry;
building and expanding industry
to future proof the region**



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Cover image courtesy of Ashlea Brennan Photography.



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Peel Development Commission is a statutory authority established in 1993 by the Western Australian State Government under the *Regional Development Commissions Act 1993*. The Commission is one of nine regional development commissions across the State, each established and operating under the same legislation.



Chairman's welcome



I'm delighted to welcome you to the second edition of *Peel* magazine.

As I write this, the Peel Development Commission is preparing to launch the Peel Regional Investment Blueprint; Vision 2050 – a future plan for our region which has involved consultation with up to 200 representatives of government, community, business and industry.

A shared vision to 2050 of Peel's future as a *progressive, prosperous and dynamic region with a culture of care*, this Blueprint provides a roadmap for its achievement. Underpinned by the view that economic development is the cornerstone of a healthy, balanced and sustainable society, it identifies short, medium and long term goals which are aspirational but considered highly achievable.

Tourism strategic development is an important focus, and we are concurrently drafting a Peel Tourism Economic Development Strategy.

An overarching, collaborative project with broad scale stakeholder input, the strategy involves a high level strategic analysis of the existing tourism industry sectors to identify a series of priority transformational infrastructure projects for potential business case development.

Regional Australia has a faster growing ageing population than the rest of the country, and Peel Development Commission is engaging with the Statewide Ageing in the Bush initiative which will identify infrastructure, services and governance models, to guide sound investment and recognise specific community needs. Currently, we have four projects under development: The Dwellingup Community Village, the Graceford Aged Care Upgrade, Riverside Residential Aged Care and Waroona Housing Options Village.



It was my pleasure recently to welcome Premier Colin Barnett and Deputy Premier, the Hon Dr Kim Hames who visited with us specifically to discuss the Transform Peel project. Formerly known as the Nambeelup Business Park, Transform Peel aligns with the strategic imperatives of Planning WA and our Regional Blueprint. Comprising a Business Park, Food Zone and Water initiatives, Phase 1 is capable of delivering significant benefits including 33,100 jobs by 2050 and an economic output of \$16.2 billion. We thank all our partners in the project who have assisted us to ready the business case which will be presented to Government by December 2015.

Paul Fitzpatrick

**Chairman
Peel Development Commission**

> Did you know?

Did you know the Peel is the fastest growing region in Western Australia?



Management Report **CEO**

Since the inaugural edition of the *Peel* magazine in July, the Commission has had a tremendous amount of positive feedback regarding this initiative.

Our goals with this magazine are two fold; to promote this wonderful region we work and live in and, secondly, to communicate to our stakeholders and community friends some of the projects the Commission staff are championing on behalf of the region. It's clear from your feedback that the *Peel* magazine is achieving both objectives.

Since our last edition, Commission staff have been extremely busy on two significant projects. The first is the finalisation of the *Peel Regional Investment Blueprint*, a visionary document that identifies the investment opportunities that will significantly transform the Peel region out to 2050.

These investment opportunities have been identified within five broad themes including:

- Thriving Industry
- Agriculture & Food Innovation
- Capable People
- Strong & Resilient Communities, and
- Tourism Excellence

We look forward to hosting the Hon Minister Terry Redman MLA, Minister for Regional Development and other regional stakeholders at the Blueprint launch on Thursday December 17 at The Sebel, Mandurah.

The second significant project is the completion of the business case for the Nambeelup Business Park and associated Food Zone and Water Initiatives. A multi-million dollar investment in roads, water, power to activate approximately 300 hectares of commercial land for light industrial, logistics and food manufacturing. Importantly, a number of water initiatives will be included to ensure that the business park does not degrade the Peel Harvey Estuary system any further.

Peel Development Commission Chairman Paul Fitzpatrick, Chef Jason Hutchen, WA Signature Dish 'Peel region' finalist Rachel Hartshorn, City of Mandurah Mayor Marina Vergone and PDC A/CEO Norman Baker at the State Reception Centre, Kings Park.

In addition to these two large projects, Commission staff continue to work on a range of projects around tourism, secure housing, agriculture and workforce development initiatives.

I'd like to also acknowledge Rachel Hartshorn, finalist in the Department of Agriculture and Food's Buy West Eat Best program's 'WA Signature Dish Competition'. Rachel represented the Peel region by cooking her Peel-Harvey Beef eye fillet seasoned with bush tomato, native thyme and pepperberry with a red wine jus, and competed against the finalists from the Swan Valley and surrounds, Gascoyne and Kimberley regions at the Grand Finale of the Margaret River Gourmet Escape event on 22 November. Rachel is a great ambassador for the Peel region and we wish her all the best in the competition.

I hope you enjoy this Spring/Summer version of the *Peel* magazine and find it informative and engaging. 🌿

Norman Baker

**Acting Chief Executive Officer
Peel Development Commission**

Board Q&A

WORDS & IMAGE Maree Gooch,
 Belay Consulting Pty Ltd

In this edition, we talk to Board member Ms Maree Gooch who specialises as a business development consultant and facilitator. Maree has extensive experience in strategy, planning and policy development at an executive level across many industry sectors including tourism, hospitality, government and primary production.

Maree's particular strengths at a board level are in strategy, governance, market analysis, marketing and business development. In the following Q&A, Maree identifies what she loves about the Peel region and what moments, and people in her business life have lead her where she is today.



Q How long have you had a connection to the Peel region?

My background is mostly in regional WA with a strong focus on agriculture, tourism, hospitality and education. Almost every day I am lucky enough to have an 'Ahaa' moment when I see our beautiful waterways and natural landscapes; as my day job often takes me all over the region and sometimes beyond. I have been a ratepayer in the Peel region for the past 14 years.

Q To date, what has been your most memorable board or corporate moment and why?

I was the Champion and a Mentor of The Grow Zone mentoring program for five years. The program involved city based and very busy business men and women giving their time pro-bono throughout a six month program, to regional people who wanted to develop a business idea.

Most of the people who completed the program made approximately \$100,000 more profit in their business within 12-18 months. New industries were started and the program demonstrated innovation and creativity in rural WA is alive and well. The city-country gap was bridged many times and the compounding effect, including the millions of dollars of benefits for Western Australia as a result of the program is both exciting as it is memorable.

Q What important lessons from the corporate sector shape your leadership approach today?

Do the right thing and trust your inner voice!

I was shown early in my career that you don't have to be in an executive role to be a leader – I try to share that with the people I meet. I have had wonderful opportunities, and I have found the courage to embrace those (often scary in the beginning) opportunities.

In any situation: Gather the facts. Look outside the square. What else is going on? Critique the situation and press pause, as an example, by taking a step back and get some perspective. Breathe. Take the emotion out of a situation. Make a judgement call, the decision you make is the right one – for that time and situation.


Back yourself! And always consider the repercussions and how it will feel if you are on the front page of the newspaper for all the wrong reasons.

I believe you must listen to and trust your intuition. The few times I have not, and a situation has not ended as well as it could have. I was very fortunate to have great guidance and mentors throughout my career. Most of them were unofficial and they found me – lucky me! I take an active role in mentoring others.

Q What do you see for the overall future of the Peel region?

I have a vision, and encourage others in the region to visualise a great future for the Peel region, with a vibrant and eclectic community – the benefits being, a surging economy based on the key assets of the region – our people and our magnificent natural environment.

I am a strategist and it is my 'gift' to help people and business to think outside the square and to work towards a better future. I heard recently a suggestion about the Peel region being the Spain of the South – let us all grab hold of the positives and find innovative and creative ways to create jobs, to expand our economy and enjoy the magnificent natural environment.

Imagine an abundant future brimming with innovation, creativity and really interesting education and jobs. I believe we (the people of the Peel region) have everything it takes to get things going – and I feel confident and excited that the Peel Development Commission will help the region find ways of getting the job done! 

Staff Profile **Q&A**

WORDS & IMAGES | Victor Smith & Louise Hodges

All work environments have a team of staff working tirelessly to bring projects and outcomes to life. In this issue, the Peel Development Commission introduces two staff members who play an integral part in the organisation.



Introducing Victor Smith,
Manager Corporate Services

Q Tell us a bit about your role at the Peel Development Commission...

As the Manager Corporate Services I report to the CEO and my main role revolves around financial reporting and governance. I produce the monthly reports and final accounts for the Commission and prepare and monitor the budgets, liaising with the Treasury as needed. I ensure that all our policies are fit for purpose and that the Commission complies with all its legal obligations.

Q How did you decide on the career in accountancy?

I always wanted to be a lumberjack... No sorry that's Monty Python coming out. Honestly though, I never thought I would wind up in accountancy.

At the tender age of 19 I got a job with the Rates Department of my local council and soon after starting they said to me "You've got some good qualifications, do you want to train in accountancy?" Anything was better than answering the phone to irate rate payers so I said "Sure, why not." I haven't looked back since.

Q What brought you to the Peel region for work?

My wife and I loved Mandurah when we visited it in 1999 and planned to move here from England. Since then we bought a block of land and built our dream home in Halls Head in 2011. When we left the UK it proved impossible to get work locally, but I was lucky enough to get a job as the Manager Corporate Services with the Shire of Nannup. After 18 months in Nannup my wife and daughter moved up to Halls Head, with me commuting back and forth at weekends. After three years in Nannup the opportunity came up to do a similar role with the Peel Development Commission, so it was the perfect opportunity to re-join my family.

Q How do you like to spend your spare time?

Not so much my spare time, but I do enjoy travelling and have visited all seven continents. Since arriving in Australia we've been visiting different parts of this country and are currently planning a trip to Tasmania. Quite honestly, as I'm not a citizen yet, I'm a bit concerned that if I leave the country they won't let me back in again! I still want to go back to Africa and see Victoria Falls, visit Alaska and take a trip on the Trans-Siberian Railway.

Q What is your favourite Peel discovery?

Lake Clifton; it's quiet and peaceful, the perfect place for a leisurely lunch and a nice walk. Last time we went we had a close encounter with some parrots, who were keen to sample the delights of our picnic hamper.



Introducing Louise Hodges,
Executive Officer to CEO and
Chairman

Q Tell us a bit about your role at the Peel Development Commission...

My role at the Peel Development Commission is Executive Officer to the CEO and Chairman. I am primarily responsible for attempting to organise two very busy people and I am also the Secretariat for the Peel Development Commission Board. However, with the Commission being such a small office we generally work as a team assisting each other when necessary, often uncovering some skills we didn't know we had.

Q What brought you to the Peel region for work?

I moved to the Peel region in 2010 after meeting my husband — we married in February 2013. Until January 2015 I was commuting to the City for work at the Department of Health; however I was always looking for a position closer to home for more work/life balance. I certainly have that now as I am only a short 15 minute walk along the water to work.

An added bonus is that my sister and her family have lived in Mandurah since the early 1990s so it is nice to have her close by. The good thing is that Perth City isn't too far away to catch up with the rest of my family and friends.


Q What do you enjoy most about working in the Peel region?

Apart from the obvious benefits of working close to home I now understand why my sister and her husband stayed in the region after moving here. Since starting work with the Peel Development Commission, I now feel like I'm part of the Peel community.

Q Where do you see yourself in 10 years' time?

Definitely retired – hopefully having been retired for a few years by then. I do see myself still living in the Peel region though, with more time to enjoy what the region has to offer. Retirement will also include lots of travel!

Q In your opinion, what makes the Peel region so unique?

Without a doubt the wonderful lifestyle you can have living in the region with its unique mix of rural and urban living taking in the beautiful coast, bushland and waterways. 



Secure Housing and Employment Support Services Project

WORDS & IMAGE Kristie Tonkin


Ensuring that the Peel has a highly skilled workforce is not only about ensuring that knowledge, skills development and pathways are available through education and training but also ensuring that those people who are at risk of or who have disengaged from the community and the labour force are provided with the level of support required to enable increased community, education, training and workforce participation.

This support includes ensuring that our most vulnerable community members have ongoing access to housing and are supported on their journey to permanent accommodation, education and employment.

Peel Development Commission is currently leading a project in conjunction with Peel Community Development Group and Shelter WA to determine a secure housing and employment support strategy and models to support youth and families currently experiencing or at risk of homelessness in the Peel.

A community consultation forum was held on 16 October 2015 at Bendigo Bank Stadium in Mandurah to engage local community service providers, local government authorities and local employment and education providers, as well as Housing Authority representatives and community housing providers.

The objectives of the day were to discuss and determine preferred models of housing for young people and families as well as discuss the support strategies that could be provided to enable people's capacity to undertake education, training or employment. This included discussion about social enterprises attached to the models.

The consultation phase of the project is continuing with key stakeholders being engaged in the development of the strategy and models. The project is due for completion in mid 2016. 

MORE INFORMATION

For further information please contact Peel Development Commission on (08) 9535 4140 or peel@peel.wa.gov.au

Peel Equine — A Thriving Industry



WORDS Kelvin Barr, Peel Development Commission
IMAGES Ashlea Brennan Photography

A host of dignitaries and supporters gathered in late July at the Murray Regional Equestrian Centre in Coolup to officially open the newly completed stage one facilities.

This milestone occasion was also supported by a major tree planting activity in recognition of National Tree Day.

There were people, horses, food, drinks, entertainment, official speeches, suits and ties, jeans, boots and hats, productive and unproductive mingling and pleasant comradery around the guest tents, shade sails and grassed areas. And of course, there were lots of photos of people and horses to mark this special occasion.

Funding sources, special guests and contributors to the successful completion of stage one were all acknowledged at the opening, with the gathering also paying special tribute to the late federal Liberal MP Don Randall acknowledging his unwavering support for the equestrian centre development.

The opening was recognised as an exciting stage of development of the Centre with future facilities planned to cater for all equestrian disciplines; in a setting which meets international design standards and will create significant opportunities for high-quality local, State and national events. Once completed the Centre will be a 'state-of-the-art' events venue catering for large-scale equestrian and mainstream events, trade shows, concerts and exhibitions.

Widespread support was evident by the attendance and participation of special guests and dignitaries at the official opening.

To also mark this special occasion, around 8,000 trees were planted on the day by over 250 volunteers that included local primary school students from Carcoola, North Dandelup and Waroona.

Organisational and practical support was provided by the Shire of Murray, Coolup Progress Association, Murray Equestrian Centre, Greening Australia, Men of Trees and Alcoa.

Stage one of the Murray Regional Equestrian Centre was costed at \$2,050,000 and included the construction of four polocrosse fields, spectator mounds, resurfacing of the camp draft and cutting arenas, installation of a new cattle loading ramp, three major fixed jumps for the cross country course, power supply upgrade, and new ablution blocks with a dedicated waste water treatment, access roads, vehicle parking areas and extensive site drainage.

Funding for this stage was provided through the Royalties for Regions Country Local Government Fund, the Department of Sport and Recreation and the Shire of Murray.



Of special note, the City of Mandurah and the Shires of Boddington, Waroona and Serpentine Jarrahdale agreed to support this project with their Local Government Royalties for Regions funds.

This represents a very strong cross-regional commitment to a world class regional facility.

The next stages of the Equestrian Centre, which will need to attract further funds, culminates with the construction of a covered multi-functional area and finalisation of cross country courses and sand dressage and show jumping arenas, wash down area, horse and cattle yards, irrigation bores and additional vehicle parking.

This is a major project for the Peel region and has the strong support of the Peel Development Commission which has focussed on the Equine industry in its Peel Regional Investment Blueprint that provides a roadmap for development through to the year 2050.

The staged development of the Murray Regional Equestrian Centre heightened the awareness of the equestrian industry in the Peel and how this facility would relate to the industry in general, and in particular, harness and thoroughbred racing in Pinjarra and the widespread non racing sectors.

Both the Pinjarra Harness Racing Club (Pinjarra Paceway) and the Pinjarra Race Club (Pinjarra Park) have long term development plans while at a State level, Racing and Wagering WA had just received a high level Asset Options Paper with a 20 to 40 year outlook, entitled 'Future Asset Needs for the WA Racing Industry' prepared for the Metropolitan Equine Asset Review Taskforce by GHD consultants.

That report is looking at the future of the racing industry in the Perth metropolitan area and in particular 'balancing the longer term needs of the codes against population change, revenue volatility and potential changes in wagering regulation and competition.'


The report identified impacts that need to be considered within the Peel region as it relates to the future of the Peel equine industry and future directions of the industry at a State level, with access to funds being a major imperative for regional organisations.

To work through these intricacies within the Industry, the Shire of Murray formed a Steering Committee with representation from the Peel Development Commission and both racing codes in Pinjarra, the Murray Equestrian Association, Department of Sport and Recreation and Regional Development Australia (Peel) to progress a Peel Equine Industry Strategic Development Plan.

The Development Plan will bring together all of the work that has been produced so far in numerous and credible reports on the Peel Equine Industry to a point where a clearly defined direction would be available to the industry to move its aims and aspirations forward. Having a cross-industry Development Strategy, bodes well for attracting funds through the Royalties for Regions program for a cross-regional, cross-code proposal for investment.

Signage acknowledging the formal entrance to the Equestrian Centre.




It is early days in the development of the regional strategy however, strong alliances have been formed across the industry and government to guide the direction of the Strategic Development Plan with positive results for the Peel Equine Industry being the high level aspiration for all involved and the region's economy, job creation and social benefit. 

MORE INFORMATION

For further information please contact Peel Development Commission on (08) 9535 4140 or peel@peel.wa.gov.au

> Did you know?

The Peel region and the surrounding areas that together constitute the catchment area for the Murray Regional Equestrian Centre, is a focal point of this industry accounting for around 40% of all non-racing horses in Western Australia. The non-racing equine industry in the Centre's catchment area is responsible for around \$221 million of direct expenditure annually and \$229 million of gross value add in the area.

(Murray Regional Equestrian Centre Economic Benefit Analysis – Syme Marmion February 2015) 

Focus on: Strategic and policy framework

Perth and Peel@3.5 million

WORDS & IMAGES | Peel Development Commission

The Western Australian economy is currently experiencing a significant correction after a sustained period of exceptional growth.

This correction has come about as the State's primary mineral, oil and gas markets have slowed, causing investment conditions to weaken.

The consequences are a reduction for the State gross product, an increase in unemployment and decline in immigration, and overall State revenue. This has led the Western Australian Government to identify a need to improve the State's competitiveness; by supporting a more diverse economy that both responds to the change in economic conditions, and recognises and addresses many of the other challenges of the 21st century.

This is representative in a number of strategic imperatives driving current State initiatives that include:

- Supporting the diversification of the State's economy away from an overreliance on cyclical commodity exports;
- Supporting the improvement of the State's competitiveness through increases in productivity and local value-add activities;
- Improving the State's future fiscal sustainability by more efficiently utilising existing resources (including infrastructure and waste products);
- Improving the performance of Perth and Peel's urban systems to ensure that significant population growth can be supported whilst maintaining a high standard of living; and
- Improving the natural capital of critical State natural assets.

These strategic imperatives are articulated in a number of policy frameworks that have overarched the development of our Blueprint.

Perth and Peel@3.5 million is one of these policy frameworks. An overview of the framework is provided below.

Perth and Peel@3.5 million

It is estimated that more than 3.5 million people will live in Perth and Peel by 2050. Land for residential, commercial and industrial development is a finite resource, and Perth and Peel cannot sustain a widespread pattern of development, based on historical and traditional notions of what constitutes a household, a home and a community.





Sustainable growth requires a shift in thinking and a readiness to explore new urban growth opportunities.

It is estimated that more than 3.5 million people will live in Perth and Peel by 2050.

Sustainable growth requires a shift in thinking and a readiness to explore and plan for new urban growth opportunities. It demands a dynamic approach that responds to periods of rapid population growth, changing economic conditions and evolving needs from industry and community.

To realise the vision encapsulated in *Directions 2031 and Beyond* and the State Planning Strategy 2050, the Western Australian Planning Commission through the Department of Planning, has created a series of detailed planning frameworks responding to those deepening and emerging challenges, with a unified, long-term growth strategy for land use and infrastructure for the Perth and Peel regions.

The Perth and Peel@3.5million strategic suite of documents has been developed to engage the community in open discussion on expectations of what the city should look like in the future and how a valued lifestyle can be maintained whilst accommodating a substantially increased population.

The strategic suite of documents includes a sub-regional planning framework for the South Metropolitan Peel sub-region.

The framework provides guidance on where sustainable development should occur over the next 35 to 40 years to ensure the impact of urban growth on areas of environmental significance is minimised; to protect our heritage; and to maximise the benefits of available land and existing infrastructure.

MORE INFORMATION

For further information visit:
www.planning.wa.gov.au/publications/3.5million.asp





WORDS Sue Leonard & David Arkwright,
Peel Development Commission
IMAGES Peel Development Commission

Developing **Thriving Industry**

Regional development in Western Australia has historically been the result of regional ability to take advantage of natural resources in facilitating trade with external markets — ultimately leading to local economic and population growth.

The Peel is no different, having historically been reliant on traditional primary industries that trade on its natural resource assets.

However, industries that are reliant on the region's natural resources have failed to keep pace with the extensive urban development that has occurred as the Perth metropolitan region has expanded southwards. The result has been the development of dormitory suburbs where 47% of workers are forced to leave the region to attain employment. Our *Peel Regional Investment Blueprint* (Blueprint) strategies and identified potential investment opportunities are aimed directly at rebalancing this disparity.

With the population of the Peel expected to grow to 444,000 by 2050, there will be a requirement for 78,352 new jobs to maintain an employment self-sufficiency target of 78.5%¹.

Sources of future job creation are projected to occur through population driven employment in industries such as healthcare and social assistance, education, training and retail trade.

Strategic employment growth is expected to occur in export industries such as mining, food and producer services industries such as research, higher education and professional services.

If the Peel is to remain economically competitive and maintain employment self-sufficiency targets, it needs to diversify its economy. Our Blueprint confirms that this can occur through a focus on:

- protecting our existing capital base and associated businesses and industries;
- expanding industry sectors that are of strategic importance to the State; and
- building new industry sectors.

Protecting our existing capital base

The Peel's current capital base has enabled a substantial economy with a diverse range of businesses and industry. They are the foundation of the region's economy and play a critical role in creating employment. This capital base includes:

- mining;
- health care and aged care services;
- metals and manufacturing;
- building and construction;
- retail, accommodation, food services and tourism; and
- agriculture, forestry and fishing industry sectors.

Investment into maintaining this capital base is required, as are strategies aimed at supporting the competitiveness of existing businesses and industry.

¹ Perth and Peel@3.5million

Expanding industry sectors

The Peel has identified three strategic industry sectors where a State imperative has been established and where the region has a potential comparative advantage. It is strategically important that these are supported.

One significant area of opportunity is intensive food production, with Australian produce being recognised in the marketplace, both nationally and internationally, for its safety and high quality. Few of Western Australia's regions are as well-placed as the Peel to develop in this area.

This comparative advantage, coupled with the opportunity to actively intervene in addressing the region's environmental and social challenges, makes the establishment of a food zone focusing on innovative food production a compelling opportunity for sustained investment.

A second opportunity exists to enhance the role that tourism plays in the regional economy. The following aspects give the Peel a clear comparative advantage and the potential for the region to contribute to the goals of the *State Government Strategy for Tourism in Western Australia 2020*²:

- a vast and diverse natural resource base which requires careful management and protection, but which holds significant new opportunity in adventure tourism;
- proximity to the Perth metropolitan region and linkages to the South West region present broader opportunities for tourism sustainability, connectivity and development;
- proximity to overseas tourists through port and airport facilities; and
- an existing road infrastructure network that facilitates connectivity between natural adventures.

Thirdly, the opportunity exists for the establishment of the Peel as a premier equine region given its close proximity to the Perth metropolitan region.

A recent Racing and Wagering Western Australia Metropolitan Equine Asset Review³ suggests that the Peel represents the most viable location for the long term development of the racing equine industry.

The Peel has an enduring rich and successful history with the equine industry. It is presently home to the successful Pinjarra Racing Club, Pinjarra Harness Racing Club, Boddington Riding Club, Murray Equestrian Association and the Murray Districts Carriage Driving Club.

Building new industry sectors

In order to attract new enterprise, create a highly skilled and adaptable workforce and build regional resilience we must enhance the region's capital base through investment in our natural, social, produced, financial and human capital. This is essential if the region is to create comparative advantage and attract new enterprises into the Peel.

A significant opportunity lies in developing a regionally-based research industry. Building a regionally-based "knowledge economy" is recognised as being critical to the future economic success of the Peel – enabling the development of commercial intellectual property, strategic jobs and increased capacity of our people into the future.

The region already has a number of strategic research initiatives including Murdoch University's Whitby Falls Farm (animal husbandry and veterinary science), and Fairbridge's Centre for Social Innovation. In addition, both the University of Western Australia and Curtin University's social innovation research programs often extend to the region. The Peel is currently working with both private and public research entities looking at developing new research facilities related to animal genetics, water, soils, food and food provenance.

² *State Government Strategy for Tourism in Western Australia 2020*, page 3

³ Racing and Wagering Western Australia; Metropolitan Equine Asset Review Taskforce High Level Options Paper, August 2015



Building a regionally-based 'knowledge economy' is critical to the future economic success of the Peel.

MORE INFORMATION

More information on the region's approach to thriving industry will be included in the Peel Regional Investment Blueprint which will be available on the Commission's website www.peel.wa.gov.au in late December 2015.

MZI Resources' Keysbrook project – Peel's largest major new development

WORDS Jordeana Cain, External Affairs Manager, MZI Resources

IMAGES MZI Resources and Peel District Cycling Club

MZI Resources has commenced leucoxene and zircon production at its Keysbrook mineral sands site, located 70kms south of Perth.

First production was achieved in late October, one month ahead of the original project schedule and within budget.

The Company now aims to achieve full production during the current quarter and is targeting first sales to customers by December 2015, ahead of the original early 2016 target date.

The Keysbrook project is the largest new major development to proceed in the Peel region, with an estimated capital expenditure of more than \$70 million. The project has been constructed by Perth based engineering firm, GR Engineering Services under a turn-key engineering, procurement and construction arrangement.

The Project included the construction of mining and concentrating facilities at Keysbrook and an expansion to Doral Pty Ltd's existing Mineral Separation Plant in Picton.

Mining at site is an owner-operator model using state of the art mining fleet. Mining activity will occur on predominantly pastoral land to an average of 2.2 metres.

Mineral concentrate produced at the Keysbrook site is transported to Doral's Plant via Forrest Highway for separation into saleable products and exported to customers through the Bunbury port terminal.

The final products of leucoxene and zircon will be exported to destinations including the United States, China and other global markets. Offtake agreements have been secured for 85% of production under 5 year sale agreements.

Sixty new employees commenced work in the period July to September, with 89% of those new employees residing within a 30 minute commute time to site. This is a figure the Company is very proud of, having worked hard to ensure local employees were given the highest priority throughout the recruitment process.





This is coupled with the Company's commitment to utilise local suppliers throughout the construction phase, which will also continue through to operations.

MZI's Managing Director, Trevor Matthews, said: "These are extremely exciting times, with MZI on the cusp of becoming the world's biggest – and WA's first – primary producer of leucoxene, as well as a substantial producer of zircon. Keysbrook's low forecast operating costs and high value product mix also promises to make MZI one of the highest margin suppliers of premium mineral sands products to the global market."

The Keysbrook project is scheduled to produce over 95,000 tonnes of leucoxene and zircon products annually. These minerals are used in our everyday lives, and include: titanium in leucoxene and rutile used to produce white paint and other white products such as toothpaste, sunscreen and paper in addition to titanium metals and zircon used in bathroom tiles.

MZI is committed to being a good neighbour and enhancing community capacity and development in the communities closest to its operations. As part of this commitment, community groups that reside within the Shire of Murray and the Shire of Serpentine Jarrahdale can apply for funding, with a total amount of \$50,000 allocated per annum.

MZI's External Affairs Manager, Jordeana Cain said: "Being an integral part of the local community is a role the Company takes very seriously. We are committed to partnership opportunities with small, community based groups in the areas of health and community, environment and education".

"If your community group falls into these categories, I encourage any group located in the two Shires to submit a funding application".

A Community Consultative Group (CCG), established in October 2012, is made up of community, Shire and MZI representatives and has the role of considering and allocating funding under the Community Partnership Program. In addition, it has the important role of keeping each other informed of significant milestones, sharing knowledge and maximising benefits to the local community.

Community funding commitments for 2015 have included:

- Keysbrook Volunteer Bushfire Brigade – playground lighting and seating
- North Dandalup Primary School – playground equipment
- North Dandalup Volunteer Bushfire Brigade – vehicle hard stand
- Serpentine Primary School – data projector and screen

- Peel Cycling – Pinjarra Cycling Classic event
- Keysbrook Volunteer Bushfire Brigade – carpark upgrade, with in-kind support from GRES, Texcom and Urban Resources
- Shire of Murray – lighting for the Lakes Road and Hopeland Road intersection
- Serpentine Jarrahdale Food and Farm Alliance – purchase of marquees
- Serpentine PCYC – purchase of youth soccer shirts
- Serpentine Jarrahdale Community Resource Centre – 2015 Community Christmas party

MORE INFORMATION

For any enquiries, please call the company on (08) 9328 9800 or email admin@mzi.com.au. To view the timelapse video of the construction phase visit www.mzi.com.au

Project milestone achieved

"Achieving the milestone of first production heralds MZI's emergence as a producer of high quality mineral sands products. The Keysbrook Project continues to perform above expectations as we ramp up to full production and commence sales" said MZI Managing Director, Trevor Matthews.



A region in profile: **Waroona**



WORDS Kirsty Ferraro, Waroona Agricultural Society Inc

IMAGES Kelly Doye

Founded in 1925, the Waroona Agricultural Society's original vision for the first Waroona Show was to bring the community together to celebrate the coming of the harvest.

Held annually since, (the running of the show was suspended during World War II) the Waroona Show is now in its 85th year with its main aims to:

- Encourage and develop a greater strength of community spirit;
- Support local community groups to become stronger;
- Foster youth awareness and involvement;
- Showcase regional produce to the wider community; and
- Promote the tourism potential of the region to the wider community.

Over the past decade attendance numbers have slowly increased with 2013 and 2014's record numbers giving the show the title of the "most successful one day show in Australia". Several factors may attribute to the success of the show over recent years namely:

- Expansion and upgrade of facilities at the showgrounds including the power and lighting upgrades, the construction of the Walmsley Pavilion, Marchetti Shed and more recently the Bob Hull Cattlemen's Shed;



- The Royalties for Regions grant for free entry for children from 2012 to 2014;
- Reviewing marketing and promotional strategies and developing an alternative media campaign to target a specific market in 2013;
- Developing a sponsorship strategy and identifying new sponsors in addition to continued financial support from existing major sponsors including Alcoa of Australia and the Wyllie Group Pty Ltd; and
- Extended entertainment schedule and family attractions.

Our biggest numbers were in excess of 18,500 in 2014, giving the show the title of the 'most successful one day show in Australia'.

Waroona is a predominately rural town, that has a strong agricultural base which is complemented by mining and tourism ventures.

The Waroona Show allows locals and those from the wider community to come together to showcase the unique rural diversity and huge tourism potential of the Shire.



Some businesses have increased sales of up to 80% in the week prior to show day and 300% on show day. This in turn increases the opportunity for employment in the region. Tourism in the area receives a boost and all accommodation providers are heavily booked for the entire weekend. Hundreds of volunteers come forward from the local community to lend a hand. Volunteers from Alcoa of Australia and Curtin University also give valuable assistance during the setting up and on show day.

In addition to the Waroona Agricultural Society volunteers, the comradery that is displayed amongst the volunteers is impressive and is part of what makes the Waroona Show so successful.

The show has a distinctly rural feel and charm which is attractive to both rural and urban residents. By retaining the rural identity and raising awareness of its unique diversity and beauty, people realise the potential benefits, which can be gained from visiting the area which is why people return to the area specifically for show day.

The Waroona Agricultural Society has a great working relationship with key stakeholders, local businesses and local community groups. The event provides a showcase for local businesses allowing them to promote themselves to the wider community and create cash flow opportunities.

The Waroona Agricultural Society regularly seeks grants to assist with improving show day and this has also reflected in the large increase in numbers. In addition the society prides themselves on keeping up with the times and has spent much time ensuring that the technology is current by developing their website and social media pages.

In addition, much time and effort has been put into maintaining phone coverage on show day which is vital for the provision of ATM's.

The Waroona Agricultural Society has a long serving committee. Many of its committee members have been involved for more than 20 years. Having such a dedicated and knowledgeable group of people is a large part of the reason the show is so successful. In recent years the committee has expanded to include some younger members who are extremely motivated to learn the roles of the more experienced members. The society looks forward to being able to present many more successful Waroona Shows.

MORE INFORMATION

Next year's show will take place on Saturday 8 October 2016.

For further information visit www.waroonashow.com.au or contact the Waroona Agricultural Society on (08) 9733 1092 or email waroona.ag@westnet.com.au





Next year's
show will be on
**Saturday 8
October
2016!**

Conference overview: **Connecting Communities**

WORDS Kristie Tonkin, Peel Development Commission

IMAGES Emma Pointon

The annual Peel Community Development Group (PCDG) Connecting Communities conference was held at Bendigo Bank Stadium on Thursday 24 September 2015.

A diverse range of speakers reflected the theme of building secure and resilient communities through equality, diversity and inclusion.

Paddi Creevy, Chairperson of PCDG, kicked off the day with a welcome which outlined the theme running through the programme and encouraged participants to connect with each other in a meaningful way throughout the day.

After a Welcome to Country by local Elder Harry Nannup, the speakers commenced with Professor David Gilchrist from Curtin University presenting *'Understanding our Regional Impact'*.

Professor Gilchrist outlined the need for data which accurately reflects the impact of the not for profit sector not only on the Australian community but also on the economy. Research undertaken by the Curtin University's Not-for-Profit Initiative shows that this sector is an important one to our economy generating \$100 billion income in 2012-13, with 919,000 employees in the organisations defined as 'charities' which does not include all not for profits. In comparison the agricultural industry generated \$75 billion income with approximately 500,000 employees during the same period.

With changes in Government funding mechanisms and a focus on creating efficiency and outcomes reporting Professor Gilchrist urged the sector to think about change to ensure its longevity as an economic leader.

Two young Peel residents were next to speak, with Georgia Sharman and Declan Conlan presenting their perspective on *'How to keep our bright young people here'*. Georgia and Declan are part of the Peel Young Creative Collective running out of Make Place in central Mandurah designed to enable young creatives to connect with each other and collectively pursue work goals.

In answer to the question "what do young people want" they suggested that young people want more than just infrastructure, they want the opportunity to create, innovate, celebrate and engage in a positive manner with their community.

More experienced members of the community can assist young people by providing the tools and connections to enable them to generate their own solutions.

Georgia ended the presentation with some wise words "Young people know what to do, we just need to believe in them".

After a refreshing morning tea Professor Margaret Alston from Monash University spoke about her experiences as a social worker and researcher with a focus on 'Creating Sustainable and Safe Physical Environments'. Professor Alston presented an international perspective outlining findings from her United Nations research project on gender and climate change which has taken her to India, Africa, Asia and Bangladesh.

Through this research she has found that unlikely leaders emerge in times of crisis and it is essential to offer a space where people who want to respond and generate solutions can.



Providing a metropolitan perspective Dr Karin MacAthur from the South West Metropolitan Partnership Forum (the Forum) presented 'Connecting Communities for Collective Impact'. Karin provided an overview of the Forum which includes a core group of stakeholders and foundation organisations who are committed to working collaboratively to undertake priority projects to address social disadvantage in the local government areas of Cockburn, Fremantle and Melville.

A key lesson learnt from the project included that "you need to work at the pace of the community you are working with" and that improvements can be made through a collective approach between service agencies and engagement of community champions.

After lunch the audience welcomed Tom Joyner and Jasirah Bin Hitam from ICEA Foundation. The ICEA Foundation is a youth driven reconciliation organisation run by volunteers who aim to connect with and educate youth about Aboriginal history, people and communities.

Jasirah brought many in the room to tears with her inspirational story and the courage she showed in undertaking a social experiment blindfolded on Cottesloe beach, arms outstretched with a sign saying "I trust you do you trust me? Lets Hug".

The video of the experiment on YouTube has had over 8 million views worldwide and has been successful in starting the conversation about reconciliation and trust. Tom outlined a number of programs run by ICEA enabling young people to discover the truth themselves about Aboriginal people through establishing connections and providing knowledge through first and second hand experiences. At the conclusion of their presentation Paddi Creevey thanked the pair for "opening our hearts and minds to the journey of reconciliation".

Professor Sue Fyfe and Marzel Norton brought the attendees back to local issues through an overview of two projects currently being facilitated by the PCDG, the Affordable



A panel session concluded the day's conference.

Housing Project and Peel Says No to Domestic Violence. Both projects are characterised by a high level of support and collaboration by the community service sector in Peel.


Francis Lynch provided some insight into how to maximise community collaboration in addressing social disadvantage issues. He suggested the need to generate a sense of ownership of the community around issues. This can occur through the development of local plans creating local actions through sharing of information, goals and outcomes rather than just seeking to consult with community members.

This reiterated the views of the morning that if provided the tools and through being truly engaged in the process people have the capacity to generate their own solutions.

The final speaker of the day was another amazing young Australian Yassmin Abdel-Magied. Yassmin provided her story of how as a 16 year old she formed Youth Without Borders to empower young people as leaders of change and build capacity to work together through collaborative community based initiatives. Yassmin supported the speakers of the day in saying "being at the table is more powerful than being consulted" and suggested that enabling a diversity of voices and experiences to participate in solution generation can yield better results.

Yassmin also spoke on the topic of equality through her experiences as a female engineer working on an oil rig where gender differences are amplified and technical ability can be doubted. She raised the pertinent issue of unconscious biases which can affect our decision making.

In closing Yassmin left the audience with the thought "never underestimate the impact a single individual can make".

This left some time for the speakers to participate in an insightful panel session. At the conclusion of the day I personally left feeling uplifted and hopeful for a future where the bright and enthusiastic minds of our young people can be truly engaged to generate creative solutions. 

MORE INFORMATION

Thank you to PCDG and the organisers of the day as well as sponsors Alcoa, Bendigo Bank, Curtin University and Peel Development Commission.



Yaburgurt Public Art Project

Commemorating a significant elder in the Bindjareb Community

WORDS & IMAGES | Kim Jameson,
City of Mandurah

Wandjoo Moorditj Baalap. Celebrating a significant figure in the Aboriginal community.

Public artwork commemorating the life and times of Aboriginal leader Yaburgurt will soon be realised thanks to a significant grant from the State Government's Royalties for Regions Regional Grants Scheme administered by the Peel Development Commission.

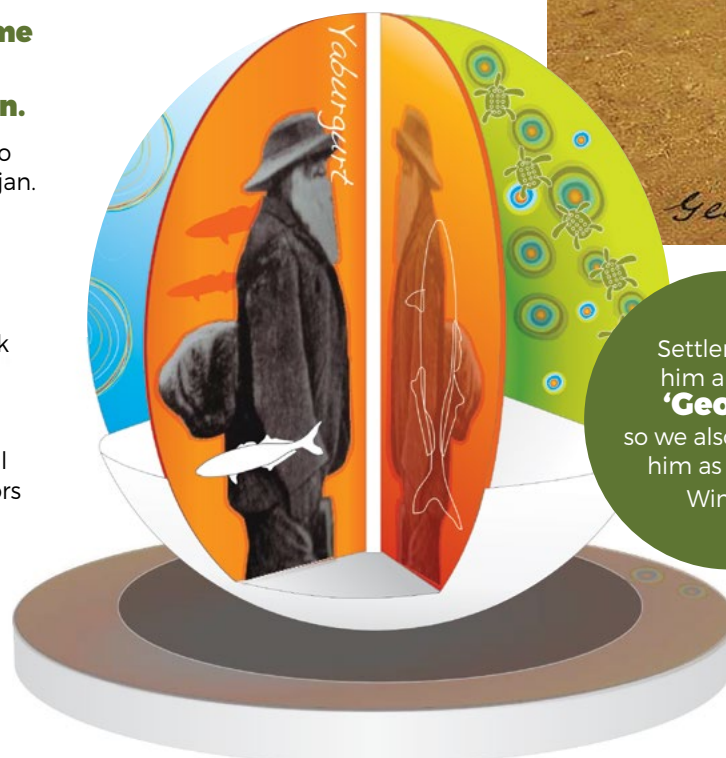
Yaburgurt was born in Koolyininap (Halls Head) in 1824. A survivor of the Pinjarra Massacre, he became a significant influential Noongar leader in the region.

Settlers gave him a name 'George' so we also know of him as George Winjan.

The public artwork contributes to the realisation of the City of Mandurah's Reconciliation Action Plan and the Arts, Heritage and Culture Strategy, both of which seek to create an inclusive community with strong relationships across cultures based on mutual respect and understanding. The artwork will help to connect residents and visitors to Mandurah's diverse history and heritage demonstrating the unique characteristics of the area.

A community driven project emerging from an idea by the Koolbardies Talking Group (aboriginal and non aboriginal women's group) to commemorate the one hundredth anniversary death of Yaburgurt in 2015. The vision, to create a public artwork that will bring to life and commemorate the character and essence of Yaburgurt and his people representing themes of tolerance, understanding and reconciliation.

A multi-community partnership that includes the City of Mandurah and Yaburgurt Reference Group whose Patron is Harry Nannup and led by George Walley. The team worked with Artsource to create a rigorous process that resulted in the appointment of Noongar artist Peter Farmer and Little Rhino Designs.



Settlers gave him a name **'George'** so we also know of him as George Winjan.

Artist's impression.

Peter has an Associate Degree in Contemporary Aboriginal Art and Bachelor of Fine/Visual Arts with an extensive public art background. He also teaches Noongar language, telling traditional stories and producing and co-producing artworks with students and other artists, with the aim of breaking down the cultural barriers and creating better understanding and tolerance of the diversities between Aboriginal and non-Aboriginal communities.

The location of the artwork will overlook the estuary in Mandjar Square and will consist of a spherical shape with tall glass panels that represent the six Noongar seasons. Inserted into the glass panels will be designs capturing input and influences from the Aboriginal and wider community.


Peter Farmer said of the artwork concept, "... the circle or sphere

represents the earth ... reminding communities of how we are all part of a bigger global community that share this planet. The work also represents an infinite shape ... one with no beginning or end ... a constant journey ... not just inclusive of the Aboriginal and non-aboriginal communities; but that of all communities throughout the world".

It is anticipated that the artwork will be in place mid-2016.

The next steps will be a series of community workshops that will aid the artist in developing the designs featured in the glass panels.

Yaburgurt saw much change and left a legacy that includes his wisdom, his knowledge of culture, his understanding and relationship of the land and the leadership of his people.

There is a thread of cooperation and tolerance through his personal story as he found his way to work with the early colonising communities to great effect becoming one of the first Aboriginal people in the region to embrace reconciliation. 

MORE INFORMATION

This article was supplied by the City of Mandurah. Contact Holly Sutton or Kellie Revett, Media and Public Relations Consultants on (08) 9550 3727, email media@mandurah.wa.gov.au or visit www.Yaburgurt.com

BELOW: Peter Farmer with the Koolbardi's Talking Group.



2015 Alcoa Peel Business Excellence Awards



WORDS Andrew McKerrell, Peel Chamber of Commerce and Industry Inc.
IMAGES Jemma Goodchild

After the resurrection of this annual gala event in 2013, and continuing on from the event in 2014, the 2015 Alcoa Peel Business Excellence Awards ceremony was a huge success.

Celebrating the achievements of the business community and providing fantastic exposure for the Peel region, the event was held on Saturday 5th September 2015 at the Mandurah Offshore Fishing and Sailing Club, the 2015 Alcoa Peel Business Excellence Awards was a sell-out event, attended by 230 guests including dignitaries, sponsors, judges and of course all of the many business owners and employees who proudly entered these awards.

The purpose of the Peel Business Excellence Awards was, and will continue to, assist businesses to make substantial improvements with their financial management, business planning, HR allocations and customer service models to ensure they are Awards 'ready'. The Awards Event was the vehicle through which business operators can examine first-hand their procedures and practices and fine-tune their operations to showcase 'best practice'.

The Awards Event attracted diverse businesses from various industries throughout the Peel region as, after adopting the state-standard Western Australian Regional Small Business

Awards criteria, there are now seven categories: Home-based Business, Micro Business, Businesses with 5-10 Employees, Businesses with 11-20 Employees, Businesses with 20+ Employees, Franchise Business, Tourism Excellence and the Peel CCI Individual Excellence Award.

This year a record-breaking 140 category nominations were received, and from those nominations, 50 finalists from across all shires of the Peel region were listed as the cream of the crop.

The awards enabled businesses to showcase and promote their achievements to the broader community, including media, potential customers and new partners.


They also assisted businesses to develop new relationships, reward hardworking staff and progress to state level. It now provides a further opportunity to again create an on-going mentoring group for other businesses to look to.

In turn, the new talent group will go on to inspire the business community, the future individuals and the community in general, creating confidence and optimism for the future of business in the entire region. Five category winners from the 2015 Alcoa Peel Business Excellence Awards were eligible to enter the 2015 Western Australia Regional Small Business Awards, and four of those five entrants have been listed as finalists in their respective categories.

In 2014, four Peel category winners were eligible with three becoming finalists in their respective categories and two of those finalists became

winners in those categories. Mandurah Cruises and Gift Shop also won the 2014 Western Australia Regional Small Business of the Year Award.

For the first time the business community of Waroona engaged and participated resulting in 9 finalists, 3 of which placed in their categories and 2 of which are now finalists in the 2015 Western Australian Regional Small Business Awards.

This awards evening has raised the bar yet again and set a new standard of excellence for many more successful Peel Business Excellence Awards in the future. 

MORE INFORMATION

Contact the Peel Chamber of Commerce and Industry at admin@peelcci.com.au

- 1 L-R: Dan Peckover, Financial Controller, Alcoa Pinjarra Refinery; Adam Dennis, Director, Economic & Regional Development, Peel Development Commission; and Professor Domenic Gasbarro, Associate Professor, Finance, Murdoch University School of Management & Governance.
- 2 L-R: Frosina Duckin and Ron Schneider from Waroona Veterinary Clinic with Graeme and Sonja Watson from Forest Edge Recreation camp.
- 3 Mr Paul Fitzpatrick, Chairman of the Peel Development Commission.
- 4 L-R: 2015 Tourism Excellence Award Category Finalists: Robert Scott, Port Bouvard Fish Shack; Tanya McFarlane, Mandurah Quay Resort; Scott Proctor, Meadow Springs Golf and Country Club; Leighton Yates, The Sebel Mandurah; Gary McGowan, Jet X-Treme; and Jason Hutchen, Redmanna Waterfront Restaurant.
- 5 L-R: Tyreeright Mandurah: Matthew Cook, Trent Woods, Adrian Barich, Scott Cook and Robyn Cook.



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Peel CCI List of Award Winners

- **Home Based Business Category Runner Up** – Byford Legal
- **Home Based Business Category Winner** – Confident Cashflows
- **Micro Business Category Runner Up** – Dilate
- **Micro Business Category Winner** – Drakesbrook Antiques and Collectables
- **Business with 5 to 10 Employees Category Runner Up** – Waroona Veterinary Clinic
- **Business with 5 to 10 Employees Category Winner** – Forest Edge Recreation Camp
- **Business with 11 to 20 Employees Category Runner Up** – Azztek Kitchens
- **Business with 11 to 20 Employees Category Winner** – 4Life Physiotherapy
- **Business with 20+ Employees Category Runner Up** – Murray Engineering Pty Ltd
- **Business with 20+ Employees Category Winner** – The Sebel Mandurah
- **Franchise Business Category Runner Up** – Tyrreright Mandurah
- **Franchise Business Category Winner** – Battery World Mandurah
- **Tourism Excellence Award Category Runner Up** – The Sebel Mandurah
- **Tourism Excellence Award Category Winner** – Mandurah Cruises and Gift Shop
- **Peel CCI Individual Excellence Award Winner** – Tracy Goldsworthy
- **2016 Peel Business of the Year Award Category Runner Up** – 4Life Physiotherapy
- **2016 Peel Business of the Year Award Category Winner** – Mandurah Cruises and Gift Shop

Creative Vocational Workshops

WORDS & IMAGES Russell Trowbridge
and Cassie Fox, Coodanup Collage

Coodanup College is a co-educational public college located 80km south of Perth in Mandurah. Catering for years 7-12, the College aims to instil ambition and drive in their students throughout their years, supporting them to gain confidence in their abilities.

In line with the Australian School Curriculum's Personal and Social Capabilities strategy, the College aims to enhance the motivation of students to reach their full potential and illustrate the broad range of options they can engage with for their future.

College workshops seek to encourage creativity and confidence among the students, allowing for uninhibited expression of personal identity and self-worth, empowering them to make steps towards participation in the workforce, confidently and intentionally; leading them to contribute to the expansion of student diversity.

Through funding from the State Government's Royalties for Regions Community Chest Fund, administered through the Peel Development Commission, iZRA has been delivering week long Creative Vocational Workshops at Coodanup College.

These interactive workshops are presented by young creative professionals who are excelling in their respective fields.

Presenters to students explain how they have turned their passions and hobbies into real income earning careers.

Coodanup College student drawing the music they are listening to.



Visual arts entrepreneur demonstrates workshop techniques

Workshop topics have included:

- DJing
- Fine Art
- Entrepreneurialism
- Rap and Music Producing
- Interviewing techniques
- Social Media and Blogging
- Videography and Photography

Through these workshops, students have had the opportunity to look at different business models, inside tips from an interviewing expert, how to develop a marketing strategy and online promotion tools.

The program concludes with students looking at their own passions and developing individual career pathway strategies for 2016.

Students were then connected with iZRA's online lifestyle magazine featuring artists, bands, young entrepreneurs, and young creative professionals, while exploring social and relational issues. iZRA also encourages young people to engage with existing support services.



Coodanup College Vision & Motto

At Coodanup College, we believe that a person's education forms the foundation for a successful future.

It is our vision to foster a supportive community that empowers students to explore their strengths, dare to dream, and discover the positive impact that they can have on their own lives, the lives of others and that of the wider community. This vision is best captured in the words of Mark Twain:

“Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbour. Catch the trade winds in your sails. Explore. Dream. Discover.”
Mark Twain

As educators, it is our mission to facilitate this journey of discovery for our students. We take great pride in the enormity of our responsibility and thus are driven to do whatever it may take in assisting our students as they navigate the challenging landscapes of the world today; providing direction, knowledge and opportunities to grow.

Our College emblem reflects this through the elements of a compass. As our students negotiate life's challenges, we support them by focusing on persistence and determination as being the key to them achieving their personal goals and dreams.



Dj'ing as a career

As stated in the Melbourne Declaration of Educational Goals for Young Australians, we believe that the interests and needs of students will vary greatly and that the curriculum should allow room for those needs and interests to be responded to.

Our program addresses some areas that conventional programming may not cater to or time may not allow for.

iZRA's workshops have enabled access to information and the freedom to explore creative options as is the right of all young Australians, promoting the development of active and informed citizens capable of partaking in society.

MORE INFORMATION

For more information on iZRA and how this program could help your school to develop innovative careers programs visit: www.izra.com.au or www.instagram.com/izra_au and for more information on Coodanup College visit: www.coodanup.wa.edu.au



Personal Training as a career.



Peel Workforce Development Plan Launch

WORDS Kristie Tonkin, Peel Development Commission

IMAGES Department of Training and Workforce Development

On the 25 August 2015 the Minister for Training and Workforce Development, the Hon Liza Harvey MLA released the Peel Workforce Development Plan 2015-2018 (the plan) at an event attended by approximately 60 people at the Peel Education Campus.

"The workforce development plan identifies and explores many key issues that impact the region's economy and workforce participation, while also outlining a series of priority actions to address these issues," Minister Harvey said.

In launching the plan Minister Harvey acknowledged that the Peel has Western Australia's fastest growing population. It has also experienced significant growth in its labour force, which recognises the economic expansion that has occurred within Peel and across the State.

"It is vital that we understand the industries driving our changing economy, so local job seekers are equipped with the best skills to gain employment in those sectors," Minister Harvey said.



Key sectors for industry and employment growth have been identified in the Peel Regional Investment Blueprint.

The workforce development plan ensures links between pathway and skill development programs to support the growth of these industries.

Overview of the Peel Workforce Development Plan

The plan has been developed in response to the changing labour environment in the Peel. The overall aim of the plan is to identify the current and future skills and workforce development needs and develop strategies to ensure they can be addressed.

Developed by local stakeholders on the Peel Workforce Development Alliance in conjunction with the Department of Training and Workforce Development and the Peel Development Commission. The Alliance will have a lead role in implementation of the priority actions identified in the plan.

ABOVE: L-R Industry Representative Robert Taylor, Commission Board member Maree Gooch, the Hon Liza Harvey, Commission A/CEO Norman Baker with Chair Paul Fitzpatrick.

A particular focus on strategies in relation to youth workforce development in the plan reflects the needs identified through statistics which show that educational attainment within the Peel is below State and national averages. Addressing the issue of youth educational attainment will assist in ensuring there are sufficient skills available in the region to support industry growth and needs, as well as producing improved social outcomes for the region.

Peel has a youth population that is lower than the State average; however, the region has consistently experienced youth unemployment that is higher than the State average. According to the National Regional Profile (ABS 2013), 29.2% of the Peel's 15-19 year olds are not engaged in either employment, education or training. This is a significant issue and requires targeted youth engagement programs to connect youth to industry and training.

Development of appropriate skills within the region is critical for local industry and regional development to occur. Ensuring learning infrastructure is of the appropriate type as well as sufficient capacity is critical to attracting industry and ensuring the skills needed by industry are present within the region and can be developed in the future. Programs designed to link education to industry through clearly defined career pathways and student aspiration is critical in addressing youth unemployment and regional skill development.

The plan includes these and other critical issues identified during research and consultations in line with four key areas under which priority actions have been categorised. The four key areas include:

- addressing career aspirations – building aspirations as the foundation to engaging students in learning and providing the avenue to possibilities in career achievement;
- improving education and training outcomes – supplying the core skills and competencies required to engage in the workforce or pursue further education;
- developing linkages between industry and education – allowing for shared communication and an environment to develop work readiness and test aspirations; and
- building industry capacity – to deliver workforce outcomes.

Priority actions against the four key areas have been agreed and committed to by a range of lead agencies within the Peel.

Lead agencies committed to priority actions:

- Apprenticeship and Traineeship Company
- CCI Apprenticeship Solutions
- Child Australia
- Department of Education
- Department of Local Government and Communities
- Peel Chamber of Commerce and Industry
- Peel Development Commission
- Peel Workforce Development Alliance

Throughout the development of the plan the Alliance worked closely with the Peel Development Commission and the Department of Local Government and Communities to ensure that the practical solutions identified were consistent with those included in the *Peel Regional Investment Blueprint* and the *Peel Regional Children's Services Plan*.

BELOW: Attendees catch up following the official launch.

This collaborative approach will help ensure that each of the three plans will be implemented more effectively and efficiently and with stronger support of local and State level stakeholders.

Implementation of the priority actions will be monitored by the Peel Workforce Development Alliance with lead agencies additionally required to provide regular formal progress updates to the Department of Training and Workforce Development. Some of the priority actions developed to address critical issues include:

- young leaders and mentoring programs;
- a local career expo for students;
- enhancement of school-based apprenticeship and traineeship opportunities;
- enhancement of industry awareness and connections in schools;
- development of programs to address employability skills and work readiness; and
- skill development programs in key industry areas.

As newly appointed Chairperson of the Peel Workforce Development Alliance, Norman Baker is excited to lead the Alliance in the implementation of the plan and encourage linkages between the economic development opportunities presented by the *Peel Regional Investment Blueprint* and the skill development of people in the Peel.

MORE INFORMATION

The **Peel Workforce Development Plan 2015-2018** is available at www.dtwd.wa.gov.au





Sustainable Agricultural Opportunities

Grow in Peel-Harvey

WORDS & IMAGES Peel-Harvey Catchment Council

The Peel-Harvey region is presenting fresh opportunities for innovative food producers that have a focus to grow quality produce through sustainable farming practices.

With urban expansion rapidly reducing food production parcels in the Perth area, the region's good water supplies and proximity to services, metropolitan outlets and strong transport nodes is attracting renewed interest and investment.

The region currently grows over \$350 million of produce across 140,000 hectares and this is set to significantly increase over the next 20 years.

With a focus to attract new sustainable investment into the Catchment, a Technical Working Group (TWG) for Sustainable Agriculture has been established to improve and streamline decision making around new proposals for vegetable and other horticultural enterprises in the Peel-Harvey Shires.

Chief Executive Officer of the Peel-Harvey Catchment Council and joint Chair of the Group Jane O'Malley, said an initiative by the Peel Regional Leaders Forum had sparked a collaborative effort between government agencies.

"We recognised we had to address the policy issues associated with nutrient export risk from the poorer soils of the Peel-Harvey, which had restricted growing options dating back to the 1990s."

"These concerns had previously impacted on horticulture industry growth in the area. However, a proactive approach by local and state agencies to address the environmental constraints linked to traditional in ground production and promote the use of innovative closed systems of horticulture on the most challenging soils will provide new investment opportunities. Our focus is to help growers target resources to areas suitable for production that will not pose a risk to the Peel-Harvey Estuary," explained Ms O'Malley.



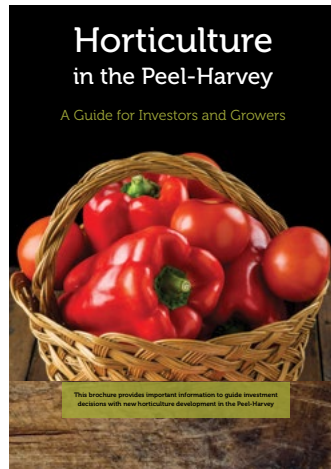
John Shannon, CEO of vegetablesWA has been working with the TWG and welcomes the assistance provided to the industry and the opportunities now being presented.

“We acknowledge the initiative and the efforts of the Peel Leaders Forum and agency representatives of Peel-Harvey in their positive approach to attracting and increasing investment into this ideal food production location, while protecting natural resources of the region,” he said.

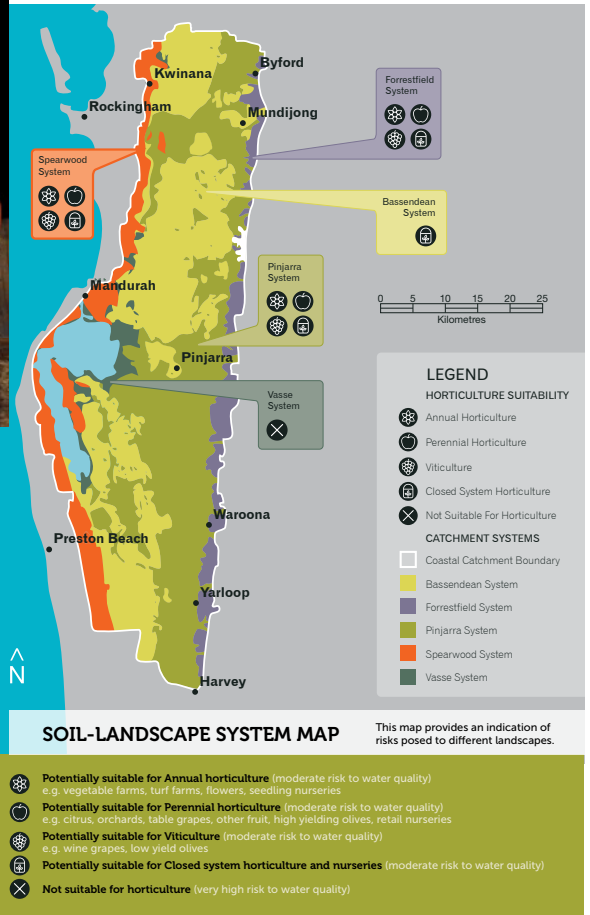
This project is supported by the Peel-Harvey Catchment Council through funding from the Australian Government’s National Landcare Programme and the Peel Regional Leaders Forum.

MORE INFORMATION

For further information please contact: Jane O’Malley, Chief Executive Officer, Peel-Harvey Catchment Council. Email: Jane.Omalley@peel-harvey.org.au or phone (08) 6369 8800.



The brochure is available from Local Councils of the Peel-Harvey Region, the Peel-Harvey Catchment Council’s office and website at www.peel-harvey.org.au



BELOW: Launching the horticulture guide are Jane O’Malley, CEO of Peel Harvey Catchment Council; Brett Flugge, Executive Manager Strategic Development at Shire of Murray; John Shannon, CEO of vegetablesWA; Sam Calameri, Managing Director of Balddivis Farms; John Lynch, EO of the Peel Regional Leaders Forum; Norman Baker A/CEO of Peel Development Commission; John Ruprecht, Executive Director of DAFWA.



Workplace traineeship insight

WORDS Shania Twain Cooyou, Peel Development Commission

IMAGE Peel Development Commission



Over the past 18 months, Shania Twain Cooyou has juggled her school studies while undertaking a Public Sector Traineeship.

Sharing her experience below, the Peel Development Commission wishes Shania all the best as she leaves to take on her next challenge.

Q Where do you go to school? What subjects have you done at school?

I went to Riverside Primary School up to year 7 then went to Coodanup Community College where I stayed for year 8 all the way to passing year 12.

I did normal school subjects as well as working towards getting my Certificate II in General Education for Adults.

Q Where do you live and who belongs to your family?

I live in Mandurah. My mother's family is from the Peel and my father's family is from the Gascoyne. I am a Noongar/Yamitji girl.

Q What is the name of the traineeship?

My traineeship is a Public Sector Traineeship for Certificate II in Government at the Peel Development Commission.

Q Why did you do this traineeship?

I did this traineeship so that I could get as much work experience, skills and knowledge as I could before I left school and entered work life.

Q How long have you been doing the traineeship?

I have been doing this traineeship for 18 months, two days a week. The other three days a week I was at school. On my school holidays I usually go to my traineeship for the two weeks to get more experience working full time.

Q What did the traineeship involve?

It involved administration work. I was also able to attend different events that the Commission held and helped with the organisation. I was also able to go to a homelessness forum with Sue Leonard and take notes. I had no idea what Peel Development Commission was or did when I first started.

Q What has been your greatest learning from the traineeship?

All the strategic planning the Commission does and how much great work they do for the Peel.

Q What support was provided to you during your traineeship?

I had the most support from the Peel Development Commission with my assignments, my administration skills and helping me prepare for the work world.

Q Where do you see yourself in five years?

I hope to be working in a good job that I enjoy, having my own place to live and hopefully living in Perth.


Q What are your long term career aspirations?

I hope to be a professional in the work field.

Q What would you like to do in 2016 now that you have completed this traineeship?

I would like to get a full time traineeship and go to the next step from this traineeship.

Q Is there anything you would like to add?

I have had the best time here at the Peel Development Commission. I hope that every job I go to I will get to be surrounded by amazing people like the ones at Peel Development Commission. 

MORE INFORMATION

If you know someone who would like to undertake a traineeship like Shania visit: <https://jobs.wa.gov.au/secondary-school-students> or email: youth@psc.wa.gov.au

Positive outcome from traineeship for all

Director Industry, Skills and Regional Capability Sue Leonard has experienced firsthand the positive impact a workplace traineeship can have on a young individual and shares her insights below:

Shania Twain Cooyou came to the Commission as a very quiet and shy 16 year old in 2014, entering an extremely busy environment which at times is also highly stressful given the broad range of activities that staff are involved with, or working on, in relation to economic and regional development.

Observing Shania's confidence grow as she came to grips with operating within a public sector business administration role, I can remember

clearly ringing the Commission last year and in a very tiny voice Shania answered the phone.

Now, after eighteen months Shania answers the phone with a very professional and clear voice that has been remarked on frequently in the last few months.


Shania has been a willing learner in an organisation that has many statutory reporting and compliance obligations. I have been amazed by the ease with which Shania has accommodated the requirements of school, her traineeship and the activities she performs within the Commission, as well as coming to grips with what it actually means to be a public sector officer.

Shania has had great support from all of her colleagues at the Commission and has been provided with a caring work environment,

enabling her to develop skills that can be transferred to any job.

I would like to thank the staff at Peel Development Commission for the way they have nurtured Shania, accommodated the training required to develop her skills and accepted her as a colleague within our organisation.

I would also like to thank Shania's family for providing her with the support needed to participate in the traineeship and their ongoing commitment to helping her realise her dreams.

Lastly but in no way least, I would like to thank Shania for sharing the Commission's journey over the last eighteen months, for being available when an extra pair of hands was needed, for being really good with technology, for her eagerness to learn and for never losing sight of her dreams. I wish Shania the very best of luck with her future. 

We wish everyone a very
Merry Christmas and a prosperous
2016

The Peel Development Commission office will be closed from 5pm Thursday 24 December, reopening Monday 4 January.

Our region. **Our people.**

WORDS Melissa Worthington, Cork and Cheese

IMAGES Karen Priest & MAPTO



It's not often you manage to catch a CEO on their very first day, in their brand new role, prepared to take the time to chat and answer questions, but Karen Priest isn't your ordinary CEO.

Graciously taking a series of questions for this edition's *Capable People* profile in her stride on the first day of her new position, the Peel region's newly appointed head of tourism reflected on a career that has taken her all around the world and back to a place she has known well for a rather long time.

Karen was born in the United Kingdom but her family migrated to Africa at a very early age. With memories of a rather interesting childhood growing up in Zambia, with formative years spent in the United Kingdom for high school and further education; Karen then commenced in the hotel industry before returning to South Africa.

"I migrated to Perth in 1991 and fell in love with Western Australia immediately. In 2003, for personal and family reasons, I moved to New Zealand but was still very involved with the Australian tourism industry working for both Tourism Australia initially and later for Tourism Western Australia."

This role saw Karen make many subsequent visits to Western Australia, Mandurah and the wider Peel region.

Now extremely happy to be back in WA, Karen is very excited about her new role as Chief Executive Officer with Mandurah and Peel Tourism Organisation (MAPTO).

With a wealth of experience from across the globe, Karen has recently been re-elected for another two year term as Board Director with Tourism Council Western Australia, the peak body for the tourism industry in Western Australia. "I am very passionate about being involved with industry boards and committees and hope that my contribution helps drive tourism business to our destination and our tourism industry operators."

When I asked Karen what she has identified in terms of tourism trends, and how she believes this will shape local businesses and the direction of MAPTO moving forward she commented, "tourism trends these days are constantly changing, we need to keep up to date with many different facets but importantly how customers book and purchase their holiday, their media habits and target them accordingly.

"There will be an increased focus on digital marketing. We need to monitor emerging source markets such as China and identify or develop tourism products that meet their needs.

We will be creating a new tourism strategy for the next three years and I will look forward to sharing more information about that in due course."

Looking towards new markets that show potential for the Peel region in the longer term, Karen believes there is great opportunity to increase business from the Meetings, Incentives, Conferences and Exhibitions sector, as well as the attraction of high level events to the region.

Whilst only day one, the role will inevitably expand allowing Karen to be in the Peel region on a more permanent basis. There is a close connection to the region, "My family has had a holiday home in Halls Head for a number of years so I have always enjoyed the relaxed Mandurah lifestyle during Easter, Christmas and long weekends. We also have family connections in Waroona so I have visited the region many times. The Peel region is so close to Perth in terms of drive time and accessibility, but I always feel like I am a million miles away from the hustle and bustle of the CBD.


"I believe the region has something for everyone, fantastic beaches, water activities, great walking trails, world class golf courses, national parks and nature reserves, excellent choice of accommodation options from camping to deluxe hotels, wineries and great dining experiences plus so much more."

With recent tourism statistics pointing favourably to growth in the Peel going forward, Karen noted, "I think there are so many great opportunities for the Peel region. There is so much new product and we have started educating Perth locals about the great product offering and experiences you can enjoy in the region through our Anytime Adventures Campaign. Recent visitor numbers are very positive and I believe they will continue to increase. I would like to see Mandurah and Peel positioned as a 'must see' destination for both locals and visitors from overseas."

As the region moves into one of its busiest seasons, I asked Karen what's the best advice she has ever received to which she responded, "not so much advice but a quote that I really like and try to live by from JF Kennedy:

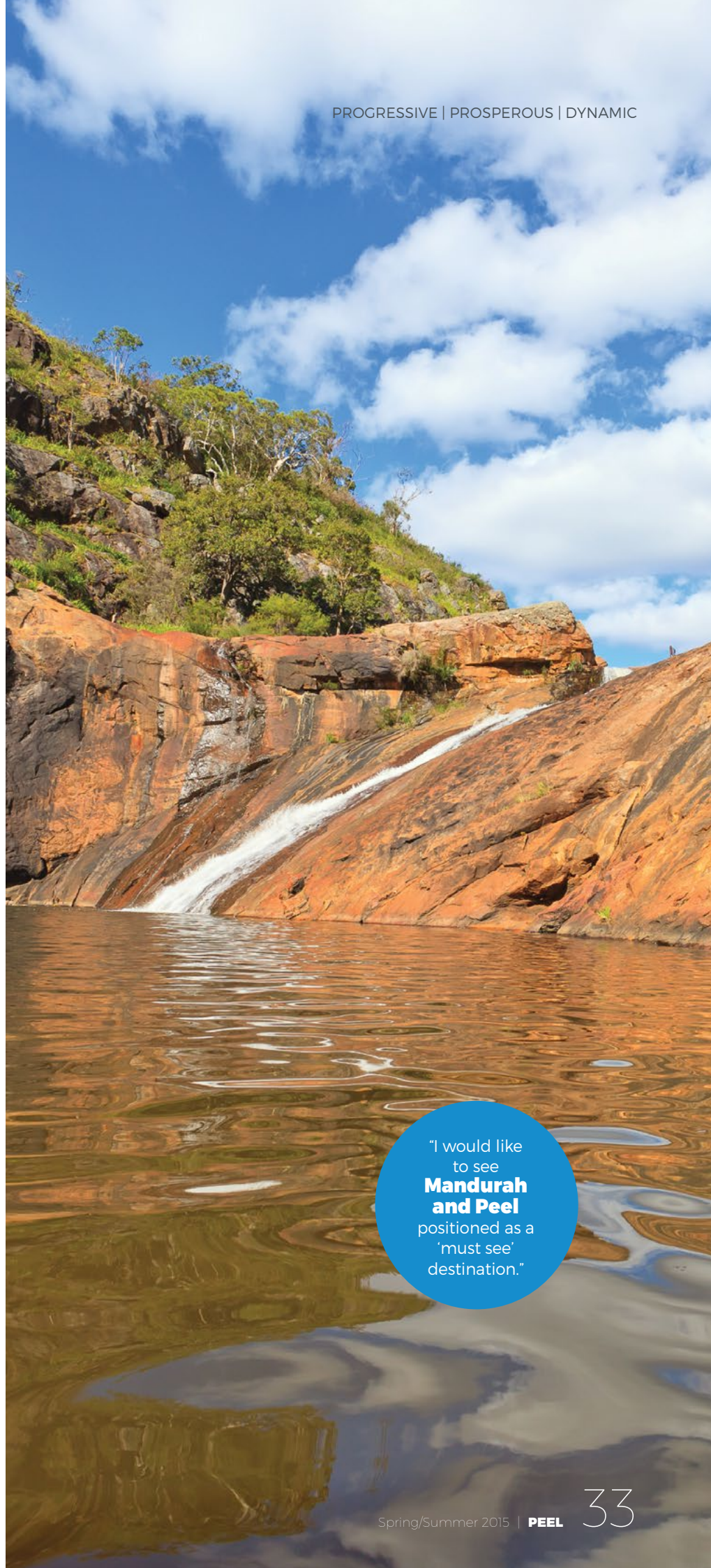
'Efforts and Courage are not enough without purpose and direction.'

"I apply this to my personal and working life, it is important to have clear goals, timelines and a plan of how to achieve these, otherwise they never happen."

It's always tremendously busy whenever a new journey begins and Karen enjoys her downtime in a very active way, "I love going to the gym, long nature walks, entertaining friends and family, travelling to new destinations, attending music festivals and events, I play the guitar badly and about to take up another round of golf lessons!" 

MORE INFORMATION

For more information on MAPTO and their Anytime Adventures Campaign, turn to page 34 of this edition.



"I would like to see **Mandurah and Peel** positioned as a 'must see' destination."

Mandurah and Peel Tourism Organisation

— working to promote the Peel region

WORDS Nadine Heinen, MAPTO

IMAGES MAPTO

Importance of regional tourism

Tourism can bring many economic and social benefits, particularly in rural areas like the Peel region.

In contrast to the mining industry, tourism creates jobs locally, both through direct employment within the tourism industry and indirectly in sectors such as retail and transportation. When these people spend their wages on goods and services, it leads to what is known as the “multiplier effect”, creating more jobs.

The tourism industry also provides more opportunities for small-scale business enterprises, which is especially important in rural communities.

The improvements to infrastructure and new leisure amenities that result from tourism also benefit the local community. Tourism encourages the preservation of traditional customs, handicrafts and festivals that might otherwise have been allowed to wane, and it creates civic pride.

Baseline data of the tourism industry in the Peel currently shows significant economic benefits with an estimated 416,000 domestic overnight visitors, 28,000 international overnight visitors, and 2.153 million intrastate daytrip visitors in 2014. Together, these visitors spent an estimated \$408 million in the Peel region, accounting for 8.6% of total visitor spend in regional WA, and 4.8% of total visitor spend in the State. (Source: Tourism WA, Peel Overnight Visitor Fact Sheet Year Ending December 2014).

Why MAPTO was formed and what is MAPTO's role?

After the Shires of the Peel region had identified the need for a coordinated development of tourism through a dedicated tourism body for the entire region, Mandurah and Peel Tourism Organisation Inc. (MAPTO) was established in January 2013 to deliver on:

- The development of a unified brand position for the destination to be embraced by all tourism stakeholders in their marketing and promotion,
- A well-managed and accessible program of tourism marketing, both independently and in collaboration with key stakeholders; and

- A professional level of destination development, including the development of key infrastructure assets, destination planning and advice on effective policy outcomes.

Being the peak tourism body for Mandurah and the Peel region, MAPTO's goals are to:

- Increase the level of tourism visitation and expenditure throughout the region.

*ABOVE: Hotham Bridge, Boddington.
BELOW: Canoeing at Lane Poole Reserve, Dwellingup.*

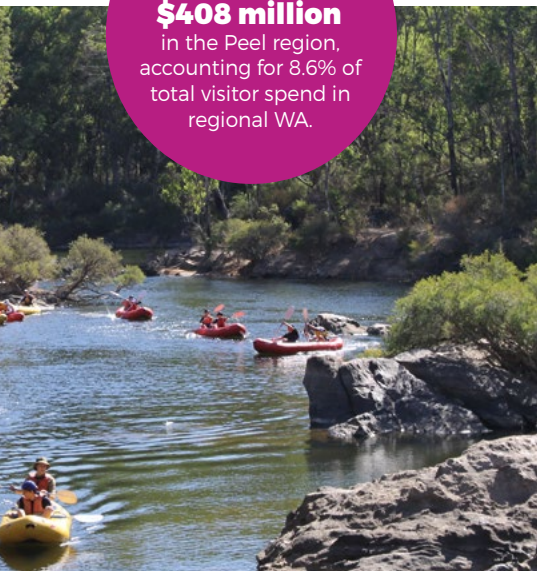


- Ensure that the unified brand position is being embraced by all tourism stakeholders in their marketing and promotion.
- Deliver a well-managed and accessible program of tourism marketing, both independently and in collaboration with key stakeholders.
- Provide a professional level of destination development, including the development of key infrastructure assets, destination planning and advice on effective policy outcomes.
- Provide leadership and support for tourism businesses throughout the region.
- Engage the community to improve the awareness and the level of community support towards the social, cultural, environmental and economic benefits of tourism throughout the region.

MAPTO's main achievements

Due to the large number and variety of the MAPTO's projects, the following non-exhaustive list provides an overview of selected key projects that MAPTO has successfully completed since inception.

Visitors spent an estimated
\$408 million
 in the Peel region,
 accounting for 8.6% of
 total visitor spend in
 regional WA.



- **Creation of tourism strategy and positioning statement for the Peel region**
 The Peel region is positioned as a quick adventure getaway for everyone from Perth.
- **Creation of unified tourism brand and campaign**
 "Anytime Adventures" brand in combination with Peel regional brand; Peel brand was developed by shires as mandatory regional branding.
- **Relaunch of official tourism website for Mandurah & Peel www.visitpeel.com.au** which is central to the Destination Media Campaign, including the media channels TV, radio, online, print and outdoor, that drives traffic to this website.
- **Ongoing promotion of Peel region in destination media campaigns**

TV

- Multiple 3 minute stories on Channel Seven's successful travel & lifestyle TV show WA Weekender Program (average audience per show: 72,000)

Radio (channel mix94.5 and channel 92.9)

- Multiple commercial spots with durations of 10 and 30 seconds
- Showcasing local tourism operators in several prize competitions

Online advertising

- Online banner advertising through Google Display Network
- Facebook advertising
- Search engine advertising through Google Adwords (search results ranking)
- Promoting local tourism attractions through content recommendation platforms (Outbrain)
- Promoting the destination on online video platforms like YouTube
- Promoting the destination on TripAdvisor, the world's largest travel website company providing reviews of travel-related content



ANYTIME ADVENTURES

FIND YOUR QUICK GETAWAY
 All sorts of natural adventures just an hour from Perth. Start planning your escape route to Mandurah & the Peel region today.
VISITPEEL.COM.AU

Mandurah & Peel Tourism Organisation Inc.

Print ad from SCOOP Traveller Magazine 2016.

- **Templates for visitor information brochures**

A template for visitor information brochures in line with the unified regional tourism brand Anytime Adventures has been created. This template is designed to be easily adapted for the use by other shires of the Peel region (replacement of images, location and contact details).

- The use of a common template for visitor information brochures across the region ensures brand recognition and makes the destination marketing more effective.



• Public Image Library

Media and industry operators can search and download images free from MAPTO's image library www.mapto.photoshelter.com. The public image library is not only a great opportunity to share images and resources across the region, it also facilitates the tourism promotion by media and trade due to easy access to high quality imagery.

Moving forward, MAPTO will have a stronger focus on the following key strategies:

- Foster a greater level of industry cohesion and partnerships
- Develop new and existing tourism product
 - Working with the industry to establish and monitor benchmarks for quality tourism product and service delivery, promoting programs that support the attraction, training and retention of skilled workforce and promoting the adoption of sustainable tourism practices
 - Increase awareness of targeted programs and workshops designed for the tourism industry by organisations like Tourism Council WA or Small Business Foundations
- Support the development of an integrated, professional and competitive tourism industry
- Promoting greater awareness of the economic, social, cultural and environmental values of tourism within the community which will enable the community to contribute to visitor satisfaction and destination development that meets the needs of both the community and visitors. 

MORE INFORMATION

For further information contact: **Mandurah and Peel Tourism Organisation Inc.** visit www.mapto.com.au or phone **(08) 9534 7515** email: info@mapto.com.au

Mandurah and Peel Tourism Organisation welcomes new CEO: Karen Priest



Ms Karen Priest is MAPTO's new Chief Executive Officer.

In early November, Leighton Yates, chair of Mandurah and Peel Tourism Organisation Inc (MAPTO), announced the appointment of their new Chief Executive Officer; Karen Priest.

Ms Priest has over 26 years experience in tourism and hospitality, having held a number of diverse senior management roles in marketing, business development and communications in Western Australia, New Zealand, South Africa and the United Kingdom.

Mr Yates welcomed Ms Priest to the role, saying her appointment came at a significant time for MAPTO with latest Tourism Research Australia visitor statistics showing increases across all main metrics.

"We are seeing some welcome evidence of growth in domestic visitation. The Peel region recorded a 13 year high with 539,000 domestic overnight trips which is an 11% increase over the 2013-14 year. The figure is much higher than the 0.25% increase that Perth City recorded and reflects the increase seen from the whole of WA. Domestic overnight room nights grew by just over 26% to 1.7 million in the last year."

"One of MAPTO's key objectives was to increase the average length of stay for the 2014-15 year and I'm pleased to say that Peel recorded a 17 year high at 3.2 nights, up from 2.8 nights the year before. The data also shows we are now consistently seeing over 2 million day trip visitors a year into Peel, which indicates our largest target market, Perth residents, are responding very well to our Anytime Adventures brand campaign."

Born in England and raised in Africa, Karen Priest has been employed in hotel management roles, within the wine industry and had gained significant experience working for various regional, state and national destination marketing agencies including Tourism Western Australia, New Caledonia Tourism, Tourism Australia and Australia's South West.

Karen has an extensive network of contacts within tourism, media and the public and private sectors in Australia and overseas. She is passionate about tourism marketing and is highly regarded by the industry as an expert in her field.

Karen is the recipient of the 2012 Australian Hotels Association (Western Australia) Executive Level Manager Award. She has previously been on various Boards and Committees including the Perth Convention Bureau, the WA Branch of the Australian Tourism Export Council (ATEC), Fremantle Chamber of Commerce, Friends of the Bibbulmun Track and also sat on the marketing advisory panel for Tourism Western Australia.

Foundation dedicated to fighting extinction

WORDS & IMAGES David Cobbold,
Peel Zoo

The Peel Zoo Foundation is dedicated to fighting extinction.

In partnership with Peel Zoo, in Pinjarra, the Foundation is working to save not only an endangered language, but also an endangered species.

At a recent Sydney University symposium it was noted that 90% of the world's 7000 languages could be lost by the end of the 21st Century. This loss was contextualised by well-known West Australian media identity, Ernie Dingo, when he stated that native languages encompassed the history, culture, and geography of the people who spoke them. Unfortunately, here in the Peel region of Western Australia, the Noongar language has been classified by United Nations Educational, Scientific and Cultural Organization (UNESCO) as endangered.

All is not doom and gloom though.

The captive insurance population is vital to the ongoing survival of the Tasmanian Devil.



The Peel Zoo Foundation, thanks to Royalties for Regions funding administered by the Peel Development Commission, is addressing the issue head-on with its 'Noongar to Zoo' project. Working with local Noongar people, the Foundation is producing a range of animal themed educational material aimed at keeping the Noongar language alive.

All children visiting Peel Zoo as part of a school excursion will receive a booklet featuring iconic Australian animals and their Noongar names.

Teachers will receive a CD ROM containing voice recordings of the names, plus traditional stories, as spoken by Noongar elder 'Uncle Charlie' Kickett.

Foundation founder, David Cobbold, said: "Everyone at the Foundation and Peel Zoo is thrilled to add conserving Noongar language and culture to our other conservation efforts. I mean, what's the point of saving endangered animals when members of your own species are going extinct?"




Tasmanian Devil with advanced symptoms of the DFTD. This image was published in a Public Library of Science journal: To Lose Both Would Look Like Carelessness: Tasmanian Devil Facial Tumour Disease. McCallum H, Jones M, PLoS Biology Vol. 4/10/2006, e3

Not content with tackling extinction on merely one front, the Foundation is integral in supporting Peel Zoo's thriving Tasmanian Devil population.

Tasmanian Devils are endangered in the wild, but Peel Zoo is helping to save the iconic marsupial with their extremely successful captive breeding program.

In Tasmania, the native population of Devils has been decimated by the Devil Facial Tumour Disease (DFTD), present across more than 60% of Tasmania. In some areas, the wild population of Devils has declined by up to 95%.

Peel Zoo is the only breeding facility in Western Australia and has bred fifteen Tasmanian Devil joeys. Progeny bred at Peel Zoo have travelled all over the country to contribute to the nationwide breeding program. A program providing hope for the future of the Tasmanian Devil.

The Foundation is able to take on these two vital tasks through the generous support of the public. To save a local language and a national icon are ambitious but worthwhile goals. This work exemplifies the generosity and dedication of the Peel region community and will preserve the Region's cultural heritage for generations to come. 

MORE INFORMATION

For further information please contact Operations and Marketing Manager David Cobbold via email: david@peelzoofoundation.org.au or visit: www.peelzoo.com.au

Peel positioned to shine

in the search for WA's Signature Dish

WORDS Melissa Worthington, Cork and Cheese

IMAGES Peter Maloney, Department of Agriculture and Food

WA's Signature Dish is a State-wide cooking competition that aims to showcase produce from across Western Australia.

This year's participating regions included the Gascoyne, Kimberley, Swan Valley & Surrounds and the Peel region.

With a record number of entries for the 2015 competition, entrants were required to use at least one 'hero ingredient' for their nominated region. Buy West Eat Best teamed up with some of WA's most respected chefs and industry figures to promote the depth and breadth of WA food to an audience of engaged and motivated food lovers, in the search for this year's winning dish.

Noting that the competition highlights the world class ingredients WA has to offer and gives amateur cooks the opportunity to create a dish that represents the State;

Guillaume Brahimi (Bistro Guillaume) returned as Head Judge alongside fellow judges the West Australian restaurant critic Rob Broadfield and regional Mentor Chefs Chris Taylor (Fraser's), Peter Manifis (Il Contro), Kiren Mainwaring (Co-op Dining) and Jason Hutchen (Redmanna Waterfront Restaurant).



ABOVE: Finalists Jerolina Rankin, Matt Cook, Rachel Hartshorn and Arylene Westlake-Jennings.

The Grand Finale

As we go to print with this edition, the four talented finalists from the Gascoyne, Kimberley, Swan Valley & Surrounds and Peel regions are set to battle it out during a live 60 minute cook off event as part of November's Margaret River Gourmet Escape.

A prestigious judging panel will make the ultimate decision on our State's dish, including Guillaume Brahimi, Matt Preston (Masterchef) and Shane Osborn (from Michelin starred St Betty's restaurant and Arcane in Hong Kong).

The winner of the 2015 WA's Signature Dish competition will receive a two day mentorship with Guillaume Brahimi at Bistro Guillaume in Crown Perth and a trip for two to Cable Beach Resort in Broome, compliments of the Hawaiian Group.

Gourmet Village attendees will be able to sample the four finalist dishes at a Buy West Eat Best regional pop up restaurant presented by Chef Peter Manifis. The 'People's Choice' WA's Signature Dish Trophy will be awarded to the most popular regional dish.

The regional finalists

The successful finalists and their regional dishes include:

- **Kimberley**
Cone Bay Barramundi with green mango and mizuna salad, by Arylene Westlake-Jennings
- **Gascoyne**
Gascoyne seafood broth with Shark Bay Wild Prawns, by Jerolina Rankin
- **Swan Valley & Surrounds**
Lemon myrtle marron laksa inspired curry, by Matt Cook
- **Peel**
Harvey Beef Eye Fillet seasoned with bush tomato, native thyme and pepperberry with wine jus, by Rachel Hartshorn



Each finalist won their regional semi-final heat by creating a dish that truly represented the beautiful produce available in their region, and have continued to work with their regional Mentor Chefs as they have toiled to refine and perfect their dish in the lead up to the grand finale cook off.

WA's Signature Dish is organised by the Department of Agriculture and Food through its local food labelling program Buy West Eat Best, and supported by its 2015 campaign partners the Kimberley Development Commission, Gascoyne Food Council, City of Mandurah and Peel Development Commission, City of Swan for Swan Valley Region, Farmer Jacks, Rockcliffe Wines, Crown Perth, The West Australian, WA Fishing Industry Council, Kleenheat and Source Certain.

MORE INFORMATION

For more information on WA's Signature Dish, the Semi Finalists and the Buy West Eat Best program visit www.wasignaturedish.com.au



ABOVE: L-R back row: Regional Mentor Chefs and Judges Kiren Mainwaring, Chris Taylor, Peter Manifis and Jason Hutchen. Front row: The Hon Ken Baston, Matt Cook, Jerolina Rankin, Rachel Hartshorn, Arylene Westlake-Jennings and Rob Delane.

LEFT: Peel finalist Rachel Hartshorn with Mentor Chef Jason Hutchen.



For a selection of Jason Hutchen's favourite summer recipes, turn to page 44.

Did you know?

Launched last year, Rhiannon Birch won the inaugural WA's Signature Dish with her Dorper lamb in lupin and za'tar crust with sweet potato and lupin salad and Moroccan flavours for her nominated region, Perth Hills and Surrounds. "I was completely blown away with the competition last year. It was a lot of fun and so inspiring to work with the mentor chefs and meet the other contestants.

"I really encourage anyone who has a passion for food and cooking to give the competition a go. It's all about showcasing the amazing produce we have right here in our backyard in WA as well as meeting great people and making connections along the way."

Rhiannon Birch, 2014 WA Signature Dish winner





Peel tourism finalists highlight excellence in Western Australian tourism awards



WORDS Mia Lacy, Peel Development Commission

IMAGES Mia Lacy, Seashells Mandurah and Nautical Adventures

ABOVE: PDC Chair Paul Fitzpatrick, Seashells Mandurah General Manager Bram Newbold, Mandurah Taxis Business Manager Julie Murray, Nautical Adventures Manager Haylee Eaton and PDC A/CEO Norman Baker.

With intrastate visitors consistently underpinning the local industry, tourism in the Peel has almost unlimited potential.

Recently released statistics show welcome evidence of increasing growth in domestic visitation; Peel has recorded a 13 year high of 539,000 domestic overnight trips, an 11% increase over the 2013-2014 year. Domestic overnight room nights grew by just over 26% to 1.7 million in the last year and there are now over two million day trip visitors a year into the Peel region.

With tourism strategic development an important focus in our Regional Blueprint, we are concurrently drafting the Peel Region Tourism Investment Strategy; an overarching, collaborative project with broad scale stakeholder input. Our region is fortunate to have high calibre tourism operators and infrastructure, as highlighted in this year's Perth Airport Western Australian Tourism Awards which welcomed three Peel finalists: Mandurah Taxis, Seashells Mandurah and Nautical Adventures.

One of eleven finalists in the highly contested Tour and Transport category, Mandurah Taxis have been operating as a taxi service to the Peel since 1959. In 2006, new directors were appointed and they have worked hard to complete transformational changes in the business which is headed by the Director, Operations Manager and Business Manager.

The company operates a vertically integrated structure that has responsibility for vehicles, drivers and all aspects of the taxi service.

The model focuses foremost on customer service and currently Mandurah Taxis are achieving 97% of pick-ups within 20 minutes or less even at peak times.

Their local base employs 15 people who support the 120 taxi drivers, plus three full time mechanics and three car detailers are employed to keep the fleet of vehicles in excellent mechanical condition and spotlessly clean at all times.

Nautical Adventures Jet Ski Tours, one of seven finalists in the Adventure Tourism category, began in 2006 as the culmination of owner Richard Jackson's passion for water sports and a desire to share and showcase the pristine Mandurah waterways.

Guests are briefed and undertake a full safety induction then set out with an experienced tour guide on their own jet ski to navigate through the flat water of the Peel Estuary or venture to ride the swells of the Indian Ocean.

An eco-friendly tour where visitors can expect to see bottle-nosed dolphins, kingfishers, ibis, black swans and pelicans, the experience requires no license but has a strong focus on safety.

The business has been trading successfully for the past 10 years.




**TOURISM
EXCELLENCE**



Seashells Mandurah took out Silver in the Deluxe Accommodation category of the 2015 Perth Airport Western Australian Tourism Awards.

Mandurah's only luxury absolute beachfront accommodation, Seashells Mandurah, was a finalist in the Deluxe Accommodation category and was successful in winning the Silver award in a field of five other quality properties.

Offering 55 stylish yet affordable 4.5 star fully self-contained apartments and an enviable location overlooking Comet Bay, Seashells Mandurah appeals to couples, families and corporate travellers.

Employing six full time and 23 casual staff, it is one of four properties in the Seashells Hospitality Group Pty Ltd (SHG) and takes pride in offering guests the pure pleasures of a carefree Australian beach holiday right on their doorstep. 

MORE INFORMATION

The annual Perth Airport Western Australian Tourism Awards recognise and reward excellence in the Western Australian Tourism Industry. The Award Categories cover the diverse range of tourism products & services that provide the extraordinary tourism experiences that Western Australia has to offer.

To view the full list of award winners visit www.tourismcouncilwa.com.au/wa-tourism-awards



Nautical Adventures Jet Ski Tours, one of seven finalists in the Adventure Tourism category,

Nautical Adventures offers an **eco-friendly tour**



peel

Tourism: A driver of the region's economy

WORDS Kevin Mahney, Mandurah Cruises

IMAGES Mandurah Cruises & Gift Shop

"Mandurah's number one tourist attraction" is the well-earned 'positioning statement' of Mandurah Cruises owners Rod and Cheryl Bishop.

The highly awarded business has a large display of trophies in their booking office/souvenir and gift shop. They are the current Western Australian Regional Small Business of the Year, last year's winner of the 2014 Telstra Australian Business Awards, 2014 Small Business Champion Awards winner, FACET Operator Award winner, the current winner of the 2015 ALCOA Peel Business Tourism Excellence Awards and for the second time are the current ALCOA Business of the Year winners.

Having gained this plus many more accolades, they are proud of their position as the first business in Australia to obtain both EcoPlus and Marine Accreditations.

Passion

All Mandurah Cruises employees have passion and drive enhancing the businesses' success. Whilst the core business is dolphin and scenic canal cruises, more importantly is achieving excellence in customer service; so providing quality experiences and interpretation is paramount. The Bishops invest in their staff and never hesitate to provide opportunities for staff to attend customer service workshops and appropriately related industry forums.

Networking and membership of a host of tourism and business related groups is both invaluable and a cost effective way of advertising. These functions keep businesses and colleagues in mind and up-to-date with industry contacts.

Networking and word-of-mouth advertising, together with the passion to be the best in tourism, plays an important role in Mandurah Cruises marketing strategy.

Growth and the economy

Both the hospitality and tourism industries in the region are significant drivers of the economy. It is a sector that provides employment and training opportunities and the injection of spend in the region has an ongoing effect with local services being engaged, producers gaining sales, wholesalers getting orders, professional services being utilised and others that pick up the knock on effect.

The increased economic opportunities from tourism and visitation will sometimes mean not only will a customer go for a cruise, they will then perhaps visit a restaurant, see a movie, explore a specialty shop or hire a coach or taxi, further injecting funds into the economy.

Table 1 International visitors to Western Australia (Ranked by visitors)

Country of residence	Rank	YE March 2014	YE March 2015	% Change	3 year Average
United Kingdom	1	155,300	143,200	-7.8	1.5
Singapore	2	69,500	82,800	19.1	18.6
New Zealand	3	76,000	80,200	5.5	-0.7
Malaysia	4	61,900	71,700	15.8	10.8
United States	5	50,900	57,400	12.8	4.9
China	6	33,900	40,700	20.1	13
Germany	7	31,600	32,400	2.5	11.6
Indonesia	8	28,500	27,100	-1.4	1.3
Ireland	9	25,300	25,000	-1.2	0.2
Japan	10	20,400	23,400	14.7	6.8

Source: Tourism Australia 2014/2015

Food tourism also plays a part showing the strongest growth with visitor expectation with places like farmers markets, fresh product producers, speciality shops like chocolatiers, ice creameries, trendy bars and cafes all contributing to the tourism experience. Food trails are the latest trend and with the regions abundance and variety of seafood in our sheltered waterways and ocean, wineries, orchardists, cheese and other dairy products, a Peel region trail should be established for the serious foodies.

The US dollar going down should increase economic growth and opportunities with exchange rates being attractive for visitors to Australia. Growth is already strong and increasing from most countries with some like the UK, New Zealand and Indonesia slowing down. Visitors from the Philippines doubled and it is expected China will shortly be ranked number one.

The WA Tourism Council (TCWA) are running China Ready Accreditation courses in readiness for the influx of visitors from these countries with Mandurah Cruises and a number of other regional businesses completing the course and are all ready seeing the value of interpretation assisting Internationals with a section on their website available in both

simple Chinese and Japanese, as well as on board interpretations for safety briefing, within standard tour commentary along with their Heritage and Cultural Cruise.

Environment and sustainability a key to tourism

The region's Bottlenose dolphins are probably the biggest tourism asset along with the pristine waterways. From a number of surveys undertaken by local government, the number one attraction to Mandurah in particular, was dolphins followed by water.

The other attraction since our early original land custodians and then early European settlement is our famous Blue Manna Crabs and Mandurah Cruises have capitalised on the opportunities available in Mandurah.

Crabbing and Eco tours are available at the business with a special Fishing Tour Operators Licence granted by the Department of Fisheries. This is a most popular adventure with international visitors who don't normally have the opportunity to go crabbing.

RIGHT: A Mandurah Cruises Skipper and happy crabbers.

As part of the tour, customers are educated on board (while going to the companies secret crabbing spot), all about a crab's life cycle, sex identification, legal size requirements and how to gauge them, how to hold them without being bitten, how to catch them, cook them a variety of ways and after the catch they enjoy a crab lunch.

Part of the tour is about protecting the environment, the waterways, sustainability and fishing for the future. Without the estuarine system being protected, fish stocks deplete, dolphins move on and marine life stocks reduce. With ten new dolphin calves born since November, it is evident the fish food stocks are plentiful and the waterways provide the perfect breeding environment.

Mandurah Cruises are the current FACET award winners (Forum Advocating Cultural & Eco-Tourism), have been finalists in the Western Australian Environmental Awards and numerous WA Tourism Ecotourism awards. Committed to keeping our waterways clean, educating the local community and visitors about sustainability and environmental matters, the company has an extensive Environmental Policy and were the first business to obtain the EcoPlus Accreditation.

MORE INFORMATION

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Redmanna Waterfront Restaurant

WORDS & IMAGES | Jason Hutchen,
Redmanna Waterfront Restaurant

Situated in arguably one of the best locations in Mandurah, on the water's edge at the eastern foreshore near the old bridge, with views along Mandjar Bay between the Peel Estuary and the Indian Ocean.

Diners at Redmanna Waterfront Restaurant are treated to uninterrupted views of the estuary and surrounds through floor to ceiling glass windows. The restaurant is bright and modern with a warm friendly atmosphere.

Redmanna Waterfront Restaurant is a wonderful place to celebrate a special occasion, enjoy lunch or dinner with a group of friends or just to relax and enjoy the view, sun, boats and dolphins swimming by.

Recipes

Mandurah blue swimmer crab millie fuellie

SERVES 4

Ingredients

200gm cooked Mandurah crab meat (approx 2-4 crabs) you can keep the claws whole for presentation

- 1 tomatoes
- 1 avocado
- 1 red onion
- 1 lemon for juice
- 2 sheets of puff pastry
- 6 sprigs parsley finely chopped

Dressing for plate

- 1 bunch chives
- 200ml olive oil
- Salt

Method

Pre heat oven 180°C.

Using a 9cm round cutter cut 8 puff pastry disc, place on grease proof paper and place on a tray and in the oven for 4-6 minutes.

Place a piece of grease proof paper on-top of the pastry and then place a tray that will push the pastry back down. Cook again for 5 minutes, this will make the pastry thin but flaky.

Dice the tomato without the seeds, dice the avocado and red onion.

Mix all the ingredients with the juice of one lemon, taste and season.

Blend the chives and olive oil and season (this is the dressing for around the plate).

To serve

Place one puff pastry disc on each plate, using your cutter on each pastry divide your crab mix evenly between 4, place the other pastry on top of you mix.

Drizzle your dressing around the plate add your crab claws, sprinkle some micro herds around, serve and enjoy.

The crab mix can be made ahead of time and kept in the fridge, the pastry can also be made beforehand and kept in a dry air tight container, assemble for millie-fuellie at the last minute before serving.

"I love the sweetness from the crab and the freshness and bitterness from the lemon and parsley. This, finished with the crispy pastry is my savoury take of a vanilla slice."

— Chef Jason Hutchen

Did you know?

Mandurah is famous for blue swimmer crabs which can be caught easily usually during summer from late January to April.



Panned Snapper fillet with a summer salad of cherry tomatoes and mango salsa

SERVES 2-4

Ingredients

800gm Pink Snapper fillet
100ml olive oil
300gm mesclun leaves
1 punnet grape cherry tomatoes
1 red onion
¼ bunch coriander
½ bunch chives
2 mangos
1 lemon
Pinch turmeric or curry powder
Sea salt to taste

Method

Salsa

Slice grape tomatoes in half, dice the red onion, dice the mango, and finely chop coriander and chives. Mix all of these together with lemon juice and olive oil, season with sea salt to your required taste. To make your salsa a little spicy, mix a pinch of curry powder in.

Heat olive oil in the pan, lightly flour the fish (shake of excess flour), then place fish in hot pan flesh side down first as this will be the presentation side. Most fish fillets are very delicate and they will only take 2-3 minutes to cook on each side.

Hint: This salsa is also a lovely side dish with grilled chicken breast. You can also use different dressings to change the flavour of your salsa.

To serve

Lightly dress the mesclun leaves with a little dressing, place in the centre of the plate, put the cooked fish on top of the lettuce, spoon the salsa over the top of the fish & serve.



Death by chocolate

white chocolate mousse, dark chocolate mousse & chocolate brûlée

White chocolate mousse

Ingredients

500g white chocolate
500 whipped cream
75ml clear alcohol
2.5 gelatin leaves
400g cream

Method

Boil cream, add chocolate and turn off.

Soak gelatine, mix together with chocolate and cream mixture and leave to cool. Once cooled, add alcohol and mix with whipped cream.

Dark chocolate mousse

Ingredients

800g dark chocolate
900g whipped cream
30ml Kahlua
15ml cherry brandy
8 egg yolks
50g sugar

Method

Melt chocolate over hot water. Whip cream to soft peak (be careful not to over whip), then add egg yolk, liqueurs and sugar to make a sabayon (Mix over hot water to form ribbon consistence, be careful not to cook the eggs).

Fold the cream and egg mix and then add to chocolate and fold through.

Mouse can set in either a tray or serving bowls.

Chocolate brûlées

Ingredients

600ml double cream
½ vanilla pod
2 tablespoons sugar
6 egg yolks
80g dark chocolate

Method

Heat cream and vanilla bean to boiling point then turn off; add chocolate and leave to cool.

Beat eggs and sugar and mix with the cooled cream/chocolate mix and return to stove and constantly stir. Do not allow to boil.

Test texture on back of a spoon and pour into moulds to refrigerate overnight.

Sprinkle sugar evenly over the top of a heat proof mould, using a blow torch caramelize the sugar.

If you do not have a torch you can place under a pre heated grill (be very careful when removing as they will be hot).

To serve

Quenelle – use a hot desert spoon and roll to the shape of the spoon, (this may take some practice) and place on a plate. Decorate with seasonal summer fruits and edible flowers. 🌸



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